

MISSION

Enterprise Loyalty Programs That Actually Work

We engineer modular loyalty infrastructure that connects POS, promotions, pricing, and personalization—without losing margin or control.



Many loyalty platforms fall apart at execution. Why? Because they promise growth, but deliver black-box systems with shallow integrations and high leakage. Rocket helps you build something different: a real-time, modular loyalty layer that adapts to your businesses rules, spans every engagement channel and turns reward logic into measurable outcomes.



Architecture

Rocket engineers custom infrastructure that connects your real-time transaction data with loyalty logic, price modifiers and audience targeting. By integrating with POS, CDPs, mobile apps and e-commerce, without ripping out existing systems, we enable you to deploy incrementally—bridging tech and operations with precision execution, not platform lock-in.

"Loyalty is a business outcome, not just a marketing program.."

—Wells Burke, Rocket CEO



Ready to turn your loyalty program into a profit-driving system?

Talk to Rocket about infrastructure that delivers LTV and margin control.



KEY TECHNOLOGIES

Transaction Attribution Engine

Tracks in-store, online, and mobile events tied to individual customer behavior.

Offer Stack Calculation

Calculates real-time delta between base price and loyalty overlays.

POS Integration Layer

Integrated loyalty and SaaS tools across all major POS platforms and environments.

Stored Value and Club Logic

Supports punch cards, subscriptions, fuel discounts, and any other style tiered redemption.

Consent-Aware Targeting

Aligns targeting with permissions, compliance, and audience segmentation.

API-Driven Orchestration

Modular deployment that supports greenfield or incremental rollout.