

MISSION

Synch Digital Content to Each Individual Shopper

We create modular platforms to power ad delivery, audience targeting, and closed-loop attribution across every surface you own.



Enterprise retailers control more digital surfaces than most publishers—apps, kiosks, POS and more. Rocket unifies them into a programmable network that strategically coordinates content in every channel—tailored to who is shopping, when, and why—driving engagement at every touchpoint. As customers interact with screens more deeply, retailers can better monetize brand-funded media, real-time promotions and loyalty activation.



Architecture

At the core of Rocket's RMN offering is a modular service layer that connects directly to your existing systems—POS, e-commerce, loyalty, CDP and digital content management. Each component is API-driven and independently deployable, enabling incremental rollouts or greenfield implementation.

"We're not selling campaign services—we're enabling enterprise retailers to create monetized media platforms."

—Wells Burke, Rocket CEO



Ready to turn your retail digital display footprint into a revenue engine?

Talk to Rocket about RMN architecture that scales.



Benefits of a Properly Executed RMN

Content Management and Targeting Engine

Serving the right creative to the right shopper in the right channel.

Retailer-Managed CMS

A scalable UI/API that lets brands activate campaigns and view performance in real time.

Digital Delivery Pipelines

Seamless data integration across all digital channels—web, mobile, POS, pump, kiosk, in-store and other displays.

Closed-Loop Measurement and Attribution

Full visibility and reporting, from impression to transaction, for detailed ROI analyses.

Contextual Offering from Loyalty and CDP

Precision targeting that leverages relationships and delivers value to the customer.

Cloud-Native Architecture

Built on your existing stack—AWS, Azure, GCP or hybrid.