

MISSION

Transform Retail Complexity Into Data Clarity

We design modular systems that connect loyalty, pricing, promotions, POS and media—aligning strategy and execution with AI-driven precision.



The challenge isn't buying more software—it's making existing systems actually work together. Loyalty, pricing, compliance, personalization and media all live in disconnected stacks. Rocket engineers the connective execution layer that unifies them—so strategy translates cleanly into store behavior and new capabilities can be implemented quickly without noticeable disruption.



Architecture

Rocket's architecture wraps around your stack to orchestrate decisioning, delivery and attribution across every channel. We build modular layers that embed rules and AI-driven optimization, integrate deeply with POS, enforce business logic and adapt to the systems you already run. So execution becomes seamless, scalable, and certain.

"We're not a platform. We build custom-coded systems that make all your platforms actually work—together."

—Wells Burke, Rocket CEO



**Stop planning around platform limits.
Start executing full speed.**

Talk to Rocket about building the backbone that connects strategy to store behavior.



Key Technologies and Expertise

Orchestration Layer

Manages eligibility, delivery, sequencing and resolution logic using deterministic rules and AI-based dynamic inputs.

POS-Ready Execution

Integrates directly with store systems to inject logic without disrupting the transaction flow.

Consent and Identity Graph

Aligns targeting, permissions, and delivery across CDP, CRM and offer engines.

Offer Logic Abstraction

Keeps reward rules out of the pricebook—so marketers can move fast without vendor rewrites.

Price Stack Injection

Applies discounts and rewards at the precise moment in the transaction lifecycle.

Closed-Loop Attribution

Measures audience response and program impact, even in disconnected or offline environments.