

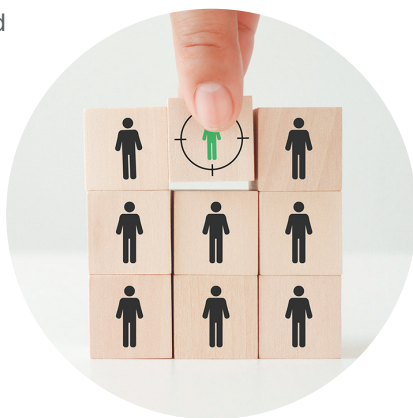
## MISSION

# Turning Loyalty Data Into Personalized, High-Impact Promotions



We engineered the infrastructure behind a major convenience retailer's nicotine personalization program—aligning loyalty, pricing, CRM and compliance across 6,000+ stores.

Age-restricted categories like nicotine demand more than generic loyalty tools. When a major convenience store operator and a leading tobacco supplier partnered on a 1:1 rewards program, they needed compliance, attribution and execution at national scale. Rocket built a modular personalization layer that bridged CRM, CDP, pricing and POS in real time—delivering personalized offers driving 60,000 daily redemptions and over \$2M in incremental monthly revenue.



## Architecture

Rocket implemented the in-store execution layer for this loyalty program—ensuring offers from the manufacturer could be validated, priced and delivered instantly at the POS without disrupting the broader loyalty stack. Our system enforced consent, reconciled eligibility, and injected the right discount logic at the right time.

*"We integrated a POS, a loyalty platform, a CDP and supplier  
—to seamlessly execute millions of daily transactions."*

—Wells Burke, Rocket CEO



**Ready to build loyalty that's personal,  
compliant and profitable?**

Talk to Rocket about programs that connect targeting with transaction.



## KEY TECHNOLOGIES

### Targeting and Eligibility Engine

Evaluates manufacturer rules, audience flags and CRM status in real time.

### Consent-Based Identity Graph

Ensures segmentation and offer logic comply with regulatory and opt-in status.

### Offer Injection at POS

Injects offer logic into pricing engine and POS stack in real time at the point of sale.

### Multi-Manufacturer Support

Runs logic in parallel for multiple funders without conflict or leakage.

### Closed-Loop Conversion Tracking

Tracks offer impression, redemption and behavior change at the SKU level.

### Scalable Rollout Framework

Program scaled from pilot to 6,000+ stores with modular orchestration.