

MISSION

Increase CLV by Unifying Attribution Across Legacy Systems



We built pipelines that connected anonymous transactions to known customers—unlocking \$100M+ in brand-funded discounts and driving lifetime value, without replacing core infrastructure.

Most attribution systems break down at the register. Why? Because retail data lives in silos—POS, mobile, loyalty, web—and legacy infrastructure can't connect them. Rocket solves for this. We unify fragmented systems and signals into a cohesive identity layer that works across every channel, even the ones not built to cooperate.



Architecture

We architected an attribution layer that combined cloud-based matching logic with field-tested ingestion patterns. By connecting web, POS, loyalty, SMS, credit card signals and other digital offers into a unified identity graph, we made the data work together—whether the system was 15 years old or cloud-native.

"We don't need your systems to be modern. We just need them to talk."

—Wells Burke, Rocket CEO



Ready to make your legacy systems speak the language of attribution?

Talk to Rocket about identity pipelines that scale.



KEY TECHNOLOGIES

Cloud Identity Graph Engine

Links behavioral signals across websites, retail, loyalty, mobile, and payment channels.

Legacy POS Data Ingestion

Extracts and normalizes transaction data from outdated, fragmented systems.

Mobile Number Matching Logic

Pairs mobile inputs with retail history—even when POS can't track identity.

Offer and Wallet Tokenization

Tracks personalized print and digital barcodes back to individual customers.

Privacy-Compliant Security Layer

Enables attribution without exposing sensitive customer identifiers.

Store Value Wallet Services

Supports personalized stored value, securely issuing and redeeming accountable and reconcilable coupons and offers.