

MISSION

POS-Injected Loyalty Offers

We enabled real-time discount injection at POS while preserving price stack integrity and SKU-level restrictions.



In most retail environments, loyalty and promotion logic gets buried inside fragile pricebook systems—hard-coded, vendor-specific and inflexible. That makes every change expensive and every test slow. Rocket rearchitected offer execution as an abstracted service layer—keeping rules out of the pricebook and under dynamic control, so teams can launch, test, and iterate without friction.



Architecture

Rocket's infrastructure resolves loyalty and promotion logic upstream of the store pricebook—without replacing it. By intercepting transaction and customer data in real time, retailers can calculate applicable discounts and inject resolved modifiers directly into the POS price stack. That lets offers change frequently, test cleanly and execute predictably—without breaking pricing compliance.

"Legacy platforms can't handle agile pricing. We help retailers bypass them, so you can finally run loyalty like it's the 2020s."

—Wells Burke, Rocket CEO



Ready to free your offers from the pricebook?

Talk to Rocket about abstracting loyalty and discount logic into a more agile execution layer.



KEY TECHNOLOGIES

Offer Logic Layer

Decouples reward rules from store pricing infrastructure—enabling flexibility and governance.

Modifier Injection Engine

Pushes resolved discounts into existing price stack workflows at runtime.

Eligibility and Targeting Adapter

Applies segmentation and SKU rules without relying on POS vendor logic.

Store Pricing Shield

Protects core pricebook systems from external loyalty platform changes.

Modular Rule Resolver

Supports brand-funded, loyalty-triggered and stacked offers in parallel with standard pricing ops.

Audit and Override Framework

Captures decisions, outcomes and manual adjustments for ops visibility and compliance.