

MISSION

Power Real-Time Price Stacking for Loyalty

We engineered a price logic layer that reconciles hyper-local instore promotions with national loyalty discounts and personalized offers—down to the penny, at scale.



Loyalty sounds simple—but the math quickly turns brutal. Legacy POS, overlapping promos, vendor rebates, and national offers all stack up in unpredictable ways. When this logic collides, unexpected costs or unhappy customers follow. Rocket built a price logic engine that dynamically reconciles every offer without sacrificing customer experience or retail margin.



Architecture

We built a custom layer operating between the POS and loyalty stacks, continuously ingesting price books, local promos, and vendor rebates. It calculates optimal discount paths, enforces strict guardrails and delivers receipts that reflect true intent. By handling every situation automatically and at scale, we remove uncertainty, prevent margin leaks, and resolve complex pricing challenges.

"Loyalty is expensive. If you get this wrong, you're just giving away margin."

—Wells Burke, Rocket CEO



**Ready to make loyalty pay
without the waste?**

Talk to Rocket about real-time discount logic that scales.



KEY TECHNOLOGIES

Dynamic Real-Time Price Stacking Engine

Matches loyalty discounts to local price books and adjusts rewards accordingly.

Discount Delta Calculator

Determines how much extra value to apply when a store is already discounting.

Receipt Transparency Layer

Ensures line-item clarity on how loyalty discounts were applied.

Multi-Item Discount Allocator

Splits offer value across bundled items based on configurable logic.

Best-Value Optimization Engine

Calculates all combinations and chooses the most valuable outcome for the customer.

Failsafe Greedy Algorithm

Applies a max-value fallback logic when complexity exceeds solver thresholds.