

MISSION

Synch Digital Content to Each Individual Shopper

We create modular platforms to power ad delivery, audience targeting, and closed-loop attribution across every surface you own.



YOU'RE NOT JUST A RETAILER

You're a Media Company

Rocket turns disconnected screens into coordinated infrastructure. We architect the above-store data layer that powers targeting, content delivery, and closed-loop measurement—then connect it to every surface you own.

THE RESULT?

A programmable network that strategically coordinates content across all digital channels—tailored to who is shopping, when, and why—driving engagement at every touchpoint. As customers interact with screens more deeply, retailers can better monetize brand-funded media, real-time promotions and loyalty activation.

Real Technology and Data Expertise, Not Just Ad Ops

We've built RMN infrastructure for enterprise retailers who operate at scale. From loyalty-based targeting, to real-time content deployment and SKU-level personalization, we've engineered systems that perform under real conditions—fragmented tech stacks, high transaction volume, and tremendous complexity.



"We're not selling campaign services—we're enabling enterprise retailers to create monetized media platforms."

—Wells Burke, Rocket CEO

How We Turn Digital Surfaces into High-Performing Assets.

Architecture

At the core of Rocket's RMN offering is a modular service layer that connects directly to your existing systems—POS, e-commerce, loyalty, CDP and digital content management. Each component is API-driven and independently deployable, enabling incremental rollouts or greenfield implementation.

Content Management and Targeting Engine

Serve the right creative to the right shopper in the right channel.

Retailer-Managed CMS

A scalable UI/API that lets brands activate campaigns and view performance in real time.

Digital Delivery Pipelines

Seamless data integration across all digital channels—web, mobile, POS, pump, kiosk, in-store and other displays.

Closed-Loop Measurement and Attribution

Full visibility and reporting, from impression to transaction, for detailed ROI analyses.

Contextual Offering from Loyalty and CDP

Precision targeting that leverages relationships and delivers value to the customer.

Cloud-Native Architecture

Built on your existing stack—AWS, Azure, GCP or hybrid.

Benefits of a Properly Executed RMN

Higher Margins, Lower Friction

Every media dollar runs through your pipeline, not outsourced to a third party.

Enterprise Reliability

Modular services are built to scale within your own footprint.

Business and Tech Alignment

More than just coded software, we drive adoption across your entire operation.

Faster Monetization

Accelerated time-to-value, quickly converting roadmap into revenue.

Case Study: Circle K

"We didn't just plug in an ad server,
we built a retail-grade media platform."

14,000+ store deployment

Integrated ad delivery with loyalty, POS, and identity resolution

Real-time creative swaps at pump and kiosk

Loyalty-based targeting via CDP bridge

Closed-loop attribution and third-party brand reporting



**Ready to turn your
retail digital display
footprint into a
revenue engine?**

Talk to Rocket about RMN
architecture that scales.

