

Competitor AI



In apparel, every season brings a new trend—but every day brings a new competitor. Whether it's a TikTok-fueled microbrand, a flash sale on Amazon, or a price drop from a legacy retailer, the battleground for consumer spend is relentless. In this environment, winning isn't just about having the right look—it's about having the right intelligence.

Hypersonix Competitor AI offers daily intelligence tailored for the fast-changing dynamics of the apparel category. From exact size and color matches to private label identification, our platform tracks across both digital and brick-and-mortar shelves—delivering pricing clarity, assortment visibility, and strategic control for every season, style, and SKU.

Core Features



AI Powered Product Matching

Matches products across size, fit, fabric, and style—not just name or SKU.

Best for: Matching cotton crewneck t-shirts with similar cut, thread count, and branding style across fast fashion and premium labels.



Geo Fenced Price Intelligence

Captures localized price variations across zip codes and store formats, from flagship city stores to outlet malls.

Best for: Adjusting prices on swimwear in high-tourism coastal cities (e.g., Miami, San Diego, Honolulu) versus inland markets.



Customer Behavior Modeling

Understand how returning and first-time customers react to bundle discounts or loyalty-driven promos.

Best for: Back-to-school uniforms and bundle tees



Cross-channel promo optimization

Align promotional pricing and discount strategies across your site & marketplaces like Amazon, optimizing based on channel-specific shopper behavior & performance.

Best for: Core Pjamas line.



Promo Calendar & Coordination Tool

Map out all planned promotions and avoid overlapping offers that lead to cannibalization—especially during peak seasons.

Best for: All-Site Sales & Doorbusters

Trusted by leading global brands including:

