

Competitor AI



In beauty, brand loyalty is earned—but price still wins the shelf. As competition intensifies across DTC brands, national retailers, and marketplaces like Amazon and Ulta, the margin for mispricing is razor-thin. With assortments changing weekly and promotions dropping daily, beauty brands and retailers need more than spreadsheets—they need real competitive intelligence.

Hypersonix Competitor AI delivers daily market visibility built for the speed and nuance of the beauty category. From foundation shades to ingredient-rich serums, our platform tracks exact, similar, and private-label products with pinpoint precision—across both physical and digital shelves. The result: smarter pricing, faster reaction time, and elevated brand control in a fast-moving space.

Key Features



AI Powered Product Matching

Matches products at the variant level—by shade, size, formula, and claims—not just by name or SKU..

Best for: Hair serums with similar ingredients and efficacy claims across brands.



Geo Fenced Price Intelligence

Captures region-specific pricing for omnichannel beauty retailers, accounting for zip-code-level fluctuations.

Best for: Haircare products with variable pricing between high-traffic urban stores and regional chains.



Real-time Competitor Promo Detection

Detects competitor discounts, bundles, and flash sales as they go live, across retailers and DTC channels.

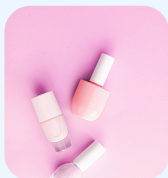
Best for: Mascara + remover bundles used during gifting seasons/sitewide promos.



New Product & Trend Detection

Spots new SKUs and category trends as they emerge on competitor sites, before they gain mass traction.

Best for: Skincare tools gaining traction through micro-influencer pushes.



MAP Violation Monitoring

Flags unauthorized discounting of premium beauty products—even behind member logins or gated sites—to help protect brand equity and enforce pricing policy.

Best for: Luxury skincare serums (e.g., \$150+ anti-aging treatments)

Trusted by leading global brands including:



**LIVING
SPACES**

