

# Pricing AI



In beauty retail, pricing isn't just about numbers—it's about brand perception, shopper loyalty, and market momentum. With hundreds of SKUs across fast-moving categories, multiple promotions, and competitive price sensitivity, Ulta Beauty needs more than static rules or gut feel. Hypersonix's Pricing AI empowers category managers, buyers, and planners with AI-driven insights to optimize prices at scale—across core items, trending launches, and promotional windows. By blending elasticity modeling, competitor benchmarking, and predictive analytics, Pricing AI ensures pricing is not only aligned with shopper expectations, but also finely tuned for margin lift and demand capture.

## Key Features



### Elasticity Driven Price Optimization

Models how pricing impacts demand at the SKU level using historical trends, shopper behavior, and channel dynamics.

*Best for: Core Skincare, Haircare Staples, High-Volume Makeup*



### Event Aware Pricing Simulation

Predicts optimal pricing strategies for promotions by forecasting lift, margin impact, and cannibalization risk.

*Best for: Gift Sets, Fragrance Promos, Limited-Time Offers*



### Competitor Aware Dynamic Pricing

Integrates competitor pricing data (daily/weekly) to align or differentiate Ulta's pricing strategically across online and local markets.

*Best for: Mass Cosmetics, Premium Skincare, Beauty Tools*



### Rule-based Pricing Engine with Smart Overrides

Customizable rules for price floors, ceilings, MAP compliance, and markdown strategies—augmented by AI overrides when margin or volume wins are predicted.

*Best for: Private Label Products, Exclusive Collaborations, Seasonal Launches*



### Pricing CoPilot for Strategic Assistance

An interactive AI assistant that explains pricing moves, identifies margin opportunities, and narrates pricing strategies in plain language.

*Best for: Cross-Category Price Reviews, Promotion Planning, Executive Reporting*

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