Competitor AI

In the electronics space—where prices fluctuate fast, specs evolve constantly, and margins are razor-thin—staying competitively priced is more than operational, it's existential. With marketplaces flooded by private labels, daily deals, and shifting demand, electronics retailers often struggle to track competitor moves quickly or confidently.

Hypersonix Competitor AI delivers the intelligence needed to navigate this landscape, offering daily, weekly, or monthly insights into product launches, pricing shifts, MAP violations, and category saturation. From TVs and laptops to accessories and smart home devices, Competitor AI helps electronics teams maintain relevance, preserve margin, and lead on pricing strategy—not just react to it.

Core Features

AI Powered Product Matching

Matches your SKUs with spec-similar competitor items—even with different names—using CommerceLLM and computer vision.

Best for: Items like monitors with overlapping specs but variable branding or bundles

New Product Detection

Surfaces new competitor listings and product drops by category, brand, and feature set—alerting your team before trends impact your assortment planning.

Best for: High-velocity categories like wearables, earbuds, and gaming peripherals

Geo-fenced Price Tracking

Captures region-specific price differences across stores and fulfillment zones to help retailers align to local market conditions.

Best for: Large-format electronics like TVs where pricing often varies by geography

MAP Violation Monitoring

Flags when third-party sellers or marketplaces undercut minimum advertised pricing (MAP), helping protect brand equity and reseller discipline.

Best for: Items like headphones or fitness trackers sold through multi-channel partners

Full Assortment Comparison

Benchmarks your catalog against competitors to identify where you're over-indexed, underrepresented, or missing opportunities altogether.

Best for: Accessories or charging products where SKUs are abundant but differentiation is limited

Trusted by leading global brands including:

LOUIS VUITTON   LIVING SPACES   1800   COALATREE Eco-Minded Goods   BLOSSOM GROCERY   Down to Earth Organic & Natural