

Pricing AI



In electronics, where prices shift by the day and customers compare before they click, pricing strategy needs to be dynamic, data-driven, and deeply aware of elasticity. Retailers face intense pressure from online marketplaces, aggressive private labels, and shrinking product lifecycles. Static pricing rules or delayed updates often lead to missed revenue or over-discounting.

Hypersonix Pricing AI empowers electronics retailers with the precision to price every SKU intelligently—using elasticity modeling, margin-aware optimization, and predictive analytics. Whether managing promotions, responding to inventory pressure, or adjusting to demand shifts, Pricing AI delivers pricing actions that move at the speed of the category.

Key Features



Elasticity-based Pricing Optimization

Analyzes how price changes affect demand and recommends optimal price points that protect margin and drive volume.

Best for: Laptops or tablets where small price shifts can significantly impact conversion



Promotion Aware Price Recommendations

Accounts for active or upcoming promotions when adjusting pricing to prevent margin conflicts or over-discounting.

Best for: Weekly deals or flash-sale categories like Bluetooth speakers, smartwatches.



Price Change Simulation & Impact Forecasting

Simulates the potential margin and volume impact of a price move before it's executed—helping teams make smarter trade-offs.

Best for: Monitors, or gaming hardware where markdowns have big revenue implications



Lifecycle-based Price Adjustments

Adapts pricing dynamically based on where a product is in its lifecycle—from launch to clearance—maximizing returns at every phase.

Best for: Mobile phones, wearables, and legacy tech products facing rapid depreciation



Omnichannel Price Harmonization

Aligns pricing strategy across digital and in-store channels, with flexibility for geography, inventory, or channel exclusives.

Best for: Big-ticket items like refrigerators often browsed online and purchased in-store

Trusted by leading global brands including:



LIVING
SPACES



COALATREE
ECO-MINDED GOODS

