

Pricing AI



Furniture pricing isn't just about cost and markup—it's about balancing perception, profitability, and demand across categories that range from impulse buys to multi-week consideration cycles. Today's furniture retailers are under pressure from rising input costs, volatile shipping fees, and a consumer base that's increasingly price-aware and comparison-savvy.

Hypersonix Pricing AI equips furniture retailers with the intelligence to price with precision—across online and offline channels—using advanced elasticity modeling, machine learning, and rule-based strategies. Whether optimizing a core sofa line, adjusting for excess inventory, or navigating regional market sensitivities, Pricing AI delivers pricing actions that drive margins while staying aligned with customer expectations.

Key Features



Elasticity-based Pricing Optimization

Models how price changes impact demand across furniture categories, recommending pricing that protects margin without stalling velocity.

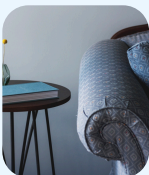
Best for: Mid-ticket items like coffee tables or dressers with moderate price sensitivity



Clearance & Overstock Strategy

Identifies pricing thresholds to accelerate sell-through without unnecessary margin erosion on slower-moving SKUs.

Best for: Bulky or seasonal items like outdoor furniture or discontinued collections



High Velocity Item Monitoring

Flags key value items (KVIs) and adjusts pricing dynamically to maintain competitiveness and customer traffic.

Best for: Entry-level sofas, side tables, or shelving units that drive basket starts



Online vs In-Store Price Alignment

Supports channel-specific strategies while ensuring pricing coherence across physical and digital touchpoints.

Best for: Items shown in-store but fulfilled online—like bedroom sets or custom seating



Rule based Pricing Engine

Lets you configure automated pricing rules by category, margin targets, competitor benchmarks, or lifecycle stage.

Best for: Large assortments like modular storage or casegoods with frequent updates

Trusted by leading global brands including:

