Hypersonix

Promo AI

In grocery, promotions can make or break a week. But with countless SKUs, regional variation, and ever-changing shopper behavior, manual promotion planning leads to margin erosion and missed opportunities. Hypersonix Promo AI helps grocers design, simulate, and execute high-impact, margin-aware promotions that drive real results —without guesswork.

Whether it's holiday bundles, clearance of perishable stock, or supplier-driven offers, Promo AI empowers grocers with data-backed decisions that maximize lift and minimize waste.

Core Features

Real-Time Competitor Promo Detection
Tracks live promotions across nearby stores, grocery chains, and online marketplaces—so you're never caught off guard.

Best Fit: Reacting to weekend-only produce discounts or competing retailer BOGO offers on pantry essentials.

Promotion Scenario Simulation & Effectiveness Analysis
Models lift, margin impact, and cannibalization risk across promo types and timings—before you commit.

Best Fit: Testing "Buy 2, Get 1 Free" on beverages vs. 25% off frozen meals during summer weekends.

Inventory-Aware Promotion Triggers
Auto-recommends promotions based on excess stock, shelf life, and historical sell-through rates.

Best Fit: Creating targeted markdowns for bakery items nearing expiration or overstocked seasonal candies.

Personalized Promo Targeting Recommendations
Identifies which promos work best for specific customer segments and store formats to maximize ROI.

Best Fit: Offering loyalty-only discounts on premium snacks or targeting meal deal bundles by store demographics.

Performance Feedback Loops for Optimization
Continuously learns from past promo outcomes to refine strategies, timing, and targeting going forward.

Best Fit: Iteratively improving weekend traffic drivers or supplier-funded promo effectiveness.