

Competitor AI



In the optical world, a few dollars can shift a sale—especially when customers compare prices for frames, lenses, and add-ons across big-box stores, online players, and local opticians. With marketplaces like Warby Parker and LensCrafters driving constant price moves, manual tracking can’t keep up.

Hypersonix Competitor AI gives optical retailers and brands daily competitive visibility—across SKUs, variants, and channels. From exclusive designer frames to everyday lens packs, our Agentic AI tracks exact and comparable products down to material, style, coating, and brand. Get real-time pricing insights to react faster, protect margins, and stay ahead—without endless spreadsheets.

Key Features



Variant-Level Product Matching

Matches frames and lenses at the variant level—style, size, material, and brand, so you’re never blindsided by hidden discounts.

Best for: Designer frames with multiple colorways or lens upgrades.



Geo-Fenced Price Intelligence

Captures store-level pricing and online offers, accounting for regional promotions and local competition.

Best for: Large chains balancing flagship locations with neighborhood stores.



Marketplace Monitoring

Tracks prices across major online sellers and DTC brands to flag undercutting and gray-market deals.

Best for: Protecting premium lines from unauthorized resellers.



Private Label Comparison

Identifies equivalent or near-match private label frames and lenses competing with branded assortments.

Best for: Big-box retailers launching lookalike collections.



Competitive Promo Tracking

Monitors competitor discounts, bundle offers, and seasonal sales events, so you can react or stay firm with confidence.

Best for: Timing your promotions around peak demand like back-to-school or insurance benefit windows.

Trusted by leading global brands including:



**LIVING
SPACES**

