Hypersonix

Pricing AI

The automotive retail and distribution landscape is built on complexity: tens of thousands of SKUs, fluctuating supplier costs, regional pricing variations, and rapidly evolving product life cycles. Manual price management simply can't keep up.

Hypersonix Pricing AI brings speed, scale, and precision to pricing operations—helping automotive retailers, distributors, and eCommerce platforms respond to demand shifts, inventory changes, and competitive pressure in real time

Key Features

Rules-Based Dynamic Pricing Engine
Automates pricing by vehicle category, part type, and order channel—ensuring strategic consistency and speed at scale.

Best for: Updating retail and wholesale pricing for alternators or brake kits based on margin targets and part compatibility.

Elasticity Modeling for High-Velocity SKUs
Identifies how price impacts volume across high-demand parts, enabling optimized pricing without margin erosion.

Best for: Adjusting pricing for oil filters, wiper blades, or spark plugs during seasonal spikes.

Channel-Aware Pricing Intelligence
Supports differentiated pricing strategies across DTC, marketplace, and dealer networks, ensuring profitability without channel conflict.

Best for: Managing separate pricing tiers for eCommerce vs. jobber distribution channels on tire pressure monitors or headlamps.

Scenario Simulation for Promotions & Bundling
Models margin and revenue outcomes for bundle offers, volume discounts, and promotional strategies across SKUs.

Best for: Testing the impact of a "Buy 3, Get 1 Free" tire bundle vs. a flat 10% discount on a full brake system.

Cost-Linked Price Optimization
Automatically factors in supplier cost changes, tariffs, and freight charges to maintain profitability with minimal lag.

Best for: Realigning price points on imported sensors or aftermarket electronics when landed costs fluctuate.