

Pricing AI



In today's industrial and manufacturing landscape, pricing isn't just about staying competitive—it's about staying viable. Whether you're distributing fasteners nationwide or manufacturing made-to-order parts, even small pricing inefficiencies can ripple across production lines, contract bids, and multi-channel sales.

With shifting input costs, fragmented demand signals, and margin pressures at every turn, legacy pricing tools fall short. Hypersonix Pricing AI brings precision and automation to this complexity, adapting prices in real time based on supply chain constraints, customer tiers, competitive moves, and material volatility. It enables teams to respond faster to market shifts, scale pricing logic across thousands of SKUs, and protect margins without slowing down operations or compromising on win rates.

Key Features



Dynamic Market-Aware Pricing

Optimize pricing across channels, regions, and segments with Agentic AI recommendations that balances competitiveness and margins.

Best for: Fast-moving SKUs like tools and electrical supplies sold via both B2B marketplaces and direct channels.



Tiered Pricing Optimization

Supports complex pricing structures based on volume tiers, contract terms, and customer profiles while ensuring alignment with profitability goals.

Best for: Industrial hardware where discounts vary by order size or long-term agreements.



Cost Volatility Adjustments

Ingests real-time input cost changes (e.g., steel, copper, oil) to adjust prices intelligently, avoiding lag in response or overcorrection.

Best for: Metal parts and components impacted by raw material fluctuations.



Channel-Specific Strategies

Differentiates pricing across DTC sites, distributors, and marketplaces like Amazon Business or Zoro, while maintaining brand consistency.

Best for: High-volume SKUs sold via both first-party and third-party resellers.



AI-Driven Price Elasticity Modeling

Learns which SKUs are price-sensitive and which can bear a premium, so you don't underprice specialty or long-tail items.

Best for: Niche items like thermal insulation tape or custom cabling with low direct competition.

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