Hypersonix

Pricing AI

In the optical industry, every price change can blur the line between healthy margins and lost sales. With rising competition across big-box chains, online disruptors, and local independents, brands and retailers can't afford blind spots in their pricing. Frame styles evolve seasonally, lens technologies shift fast, and promotions must balance clear value with premium positioning. Spreadsheets can't keep pace—Hypersonix Pricing AI can.

Pricing AI gives optical retailers and brands real-time, data-driven price recommendations that protect margins, adapt to local demand, and stay ahead of competition—online and in-store. From designer frames to specialty lenses, our AI factors in elasticity, seasonality, and customer segments so you can price with precision, not guesswork. The result? Confident pricing that sharpens revenue without sacrificing loyalty.

Key Features

Elasticity-Aware Pricing

Dynamically adjusts prices for frames, lenses, and add-ons based on demand sensitivity and category trends.

Best for: High-end frames where premium positioning must balance with sell-through.

Geo-Specific Price Optimization

Recommends optimal prices by store location or region, accounting for local competition and foot traffic patterns.

Best for: National chains balancing flagship urban stores with regional outlets.

Omnichannel Price Harmonization

Aligns pricing across in-store, e-commerce, and partner channels, avoiding price conflicts and undercutting.

Best for: Retailers selling prescription lenses both online and through optometry clinics.

Seasonal & Trend Forecasting

Predicts shifts in demand for seasonal styles, designer collaborations, or back-to-school surges.

Best for: Managing limited-edition frames or promotional collections.

Margin Protection Rules

Automates guardrails to prevent deep discounts that erode brand value or violate vendor agreements.

Best for: Premium lens brands maintaining Minimum Advertised Price (MAP) compliance.

Trusted by leading global brands including:

LOUIS VUITTON · LIVING SPACES · 1800 · COALATREE ECO-MINDED GOODS · BLOSSOM GROCERY · Down to Earth Organic & Natural