

Promo AI



Promotions in automotive retail and distribution can boost revenue—or erode profit if misaligned. With thousands of SKUs, varying product lifecycles, and channel-specific pricing, blanket discounting is risky. You need data-driven clarity on what works, where, and for whom.

Hypersonix Promo AI helps automotive retailers, aftermarket brands, and distributors plan, simulate, and evaluate promotions that drive real results—without sacrificing margin or creating channel conflict.

Key Features



Promotion Performance Analysis

Evaluates past promotions to pinpoint which offers drove true incremental lift—and which simply shifted volume or drained margin.

Best for: Auditing past discounts on motor oil, batteries, or floor mats to determine promo ROI by region or channel.



Scenario Simulation for Promo Planning

Forecasts the expected impact of different promotional tactics—percentage discounts, bundles, rebates—before you go live.

Best for: Comparing performance of a 15% off brake pad promo vs. a “Buy 3, Get 1” offer during summer service season.



Inventory-Aware Discount Optimization

Aligns promotions with inventory levels and turnover velocity—avoiding overstocks and clearing slow-moving SKUs efficiently.

Best for: Triggering targeted markdowns on aging performance accessories or discontinued tire models nearing obsolescence.



Customer & Channel-Specific Targeting

Tailors promotions by segment, location, and sales channel, ensuring relevance and preventing overlap between B2C and B2B strategies.

Best for: Running differentiated offers for eCommerce shoppers vs. fleet customers on diagnostics tools or lighting kits.



Cross-Category Impact & Cannibalization Insights

Measures the halo or cannibalization effects of promotions across adjacent categories to fine-tune your strategy.

Best for: Understanding how a promo on engine air filters impacts cabin filter or oil change kit sales.

Trusted by leading global brands including:



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