

# Promo AI



In beauty, the right promotion can spark a trend—or kill a premium brand’s value. With endless cycles of discounts, bundles, and limited-edition launches, even iconic brands struggle to balance growth with perception. Add the pressure from retailers, DTC channels, and fast-moving competitors, and it’s clear: spreadsheets can’t keep up.

Hypersonix Promo AI is built for the fast, complex world of beauty promotions. From flash sales on Ulta to influencer-driven drops, it helps you launch smarter and react faster. The platform factors in brand guardrails, retailer mandates, and category-specific elasticity—so every promo drives results, not just volume. With real-time insights across products, channels, and regions, brands can fine-tune offers, protect margins, and optimize what works—without the guesswork.

## Key Features



### Promotion Attribution Engine

Detects and quantifies the true drivers of promo performance across discounts, bundles, gifts-with-purchase, and limited-edition drops.

*Best for: Understanding lift from a 20% serum discount vs. a free jade roller offer.*



### Retailer-Level Promo Visibility

Tracks and benchmarks promotions across Ulta, Sephora, Amazon, and major DTC sites daily and at the SKU level.

*Best for: Monitoring competitors’ promo mix in skincare or fragrance across retailers.*



### Smart Promo Controls

Ensures compliance with internal discount thresholds, MAP policies, and brand-building objectives across markets.

*Best for: Luxury beauty brands protecting premium positioning across online and offline channels.*



### Elasticity-Aware Promo Planning

Recommends promo structures based on historical lift, category trends, and margin impact, not gut feel.

*Best for: Planning a haircare promo that boosts volume without eroding average order value.*



### Real-Time Performance Tracking

Measures sales velocity, margin impact, and cannibalization mid-promo, so teams can adjust or pause in-flight offers.

*Best for: Managing fast-moving lipstick or seasonal palettes during key retail moments.*

**Trusted by leading global brands including:**



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