Hypersonix

Promo AI

In food and beverage, promotions are a daily lever—but too often, they cut into margin without moving volume. With razor-thin profits and high category churn, success demands smarter planning, not deeper discounts.

Hypersonix Promo AI helps grocers, beverage brands, and CPG companies understand what works, what doesn't, and what's next. From seasonal lift to cross-category bundling, Promo AI transforms promotion planning from guesswork to guaranteed impact.

Key Features

Promotion Effectiveness Scoring

Analyzes historical promos to identify which campaigns truly drove incremental sales—and which simply shifted existing demand.

Best for: Auditing previous discounts on soda multipacks, dairy bundles, or prepared meals for profitability and lift.

What-If Scenario Simulation

Forecasts the financial and operational impact of planned promotions by SKU, region, and promo type—before execution.

Best for: Comparing the projected results of 15% off deli sandwiches versus a "Buy 2, Get 1" bakery promo.

Inventory-Aware Promo Optimization

Aligns promotional timing and depth with current inventory levels and shelf life to minimize waste and stockouts.

Best for: Triggering time-sensitive markdowns on yogurt or juice nearing expiration to maximize recovery.

Cross-Category Halo & Cannibalization Analysis

Evaluates how promotions in one category affect others—identifying halo effects and guarding against self-inflicted cannibalization

Best for: Measuring the halo lift from a chips-and-dip bundle versus a standalone snack aisle promotion.
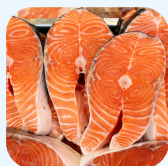
Omni-Channel Promotion Coordination

Orchestrates consistent, high-impact promotions across in-store, online, mobile, and loyalty channels with centralized intelligence.

Best for: Running a holiday beverage campaign simultaneously on your app, website, and endcap displays—without conflict.

Trusted by leading global brands including:

LOUIS VUITTON   LIVING SPACES   1800   COALATREE Eco-Minded Goods   BLOSSOM GROCERY   Down to Earth Organic & Natural