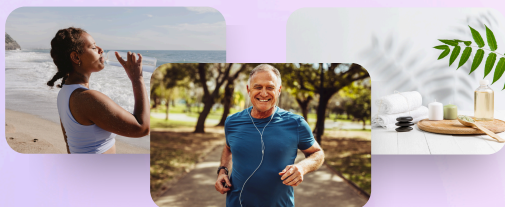# Hypersonix

Promo AI

In Health and Wellness, promotions must drive trial and loyalty—without turning premium products into commodity bargains. Between BOGO deals, subscription discounts, and seasonal bundles, even leading brands risk giving away margin for no real lift if they can't track what works.

Hypersonix Promo AI replaces guesswork with clear, data-driven promo strategies. It shows which discounts actually convert, which bundles lift repeat purchase, and how to adjust in real time—keeping promotions healthy for your bottom line and your brand.

Key Features

Promo Performance Analyzer
Measures exactly which promotions drive trial, repeat purchases, or basket size growth across single SKUs and bundles.

Best for: Comparing the true lift of a free sample bundle vs. a 20% discount for immunity supplements.

Competitor Offer Tracking
Monitors competitive flash sales, subscription discounts, and limited-time bundles across channels.

Best for: Adjusting your promos quickly to counter aggressive marketplace or DTC discounts.

Elasticity-Aware Promo Planning
Uses demand sensitivity data to recommend promo depth, duration, and timing that protect margin while maximizing lift.

Best for: Designing promos for trending wellness shots or snack packs without eroding price floors.

Smart Promo Guardrails
Sets clear limits on discount depth and frequency to protect brand value and comply with vendor or channel agreements.

Best for: Premium supplements that must enforce MAP or brand image guardrails.

Real-Time Promo Insights
Tracks live sales lift, margin impact, and cannibalization while promotions run, so teams can adapt or stop loss-making offers mid-flight.

Best for: Managing seasonal cold/flu immunity pushes or back-to-school wellness campaigns.

Trusted by leading global brands including:

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