

Promo AI



In the Medical Supply industry, promotions aren't just about discounts, they're strategic levers to win contracts, move excess stock, and protect margins in price-sensitive categories. But with shifting demand, tight expiry dates, and strict pricing rules, poorly managed promos can do more harm than good.

Manual planning and one-size-fits-all discounts often lead to revenue leakage or excess giveaways. Hypersonix Promo AI brings intelligent automation to promotion planning helping suppliers and distributors deploy targeted, profitable offers across products, channels, and buyers.

From clearing excess PPE to driving bulk orders of high-volume consumables, Promo AI ensures every promotion drives sell-through without cutting deeper than needed, keeping your margins healthy and customers loyal.

Key Features



Smart Discount Optimization

Adjusts discounts dynamically based on demand, stock levels, and contract terms, so promotions clear inventory profitably.

Best for: Expiring gloves, masks, or disposable supplies.



Contract-Aligned Promotions

Ensures promo pricing respects customer agreements, compliance rules, and negotiated tiers.

Best for: Large hospital or group purchasing organization (GPO) accounts.



Overstock & Expiry Management

Flags aging or surplus stock and recommends targeted promotions to reduce write-offs.

Best for: Date-sensitive items like sterile supplies or temperature-controlled products.



Channel & Region Controls

Tailors offers by region, customer type, or fulfillment model to avoid blanket discounting.

Best for: Distributors serving multiple geographies with variable pricing needs.



Promotion Performance Tracking

Measures lift, margin impact, and ROI in real time, so you know which promotions deliver and which to stop.

Best for: High-volume SKUs where promotional ROI can be closely tied to contract renewals.

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