

# Promo AI



In the Optical industry, promotions can make or break margins—and brand trust. Discount frames too deeply and you risk devaluing premium lines. Skip seasonal offers and you lose foot traffic to big-box chains or online disruptors. With insurance cycles, back-to-school spikes, and buy-one-get-one deals, optical promotions demand more than spreadsheets and guesswork.

Hypersonix Promo AI brings clarity and control to complex optical promotions. From flash sales on designer frames to bundled lens upgrades, our AI helps retailers plan, measure, and optimize every offer. Align promotions with customer demand, protect margin floors, and stay ahead of competitors—without eroding brand value.

## Key Features



### Promo Performance Analyzer

Measures which promotions truly drive traffic and conversion across frames, lenses, coatings, and accessories.

*Best for: Understanding if a BOGO frame deal lifts sales more than a lens add-on discount.*



### Competitor Promo Monitoring

Tracks competitive offers across online and in-store channels, so you can adjust strategy in real time.

*Best for: Responding to local or seasonal discounts from big-box and online players.*



### Elasticity-Aware Discounting

Recommends optimal promo depth and duration based on product sensitivity and seasonality.

*Best for: Balancing discounts on premium designer frames with high-volume basics.*



### Promo Compliance Controls

Sets guardrails to prevent excessive discounting that breaks vendor agreements or minimum price rules.

*Best for: Premium lines that must maintain MAP compliance across all channels.*



### Real-Time Promo Insights

Tracks lift, margin impact, and cannibalization during live promotions, so you can tweak or stop offers before they hurt profits.

*Best for: Managing seasonal back-to-school or insurance cycle promos without losing margin.*

**Trusted by leading global brands including:**



**LIVING  
SPACES**



**COALATREE**  
ECO-MINDED GOODS

