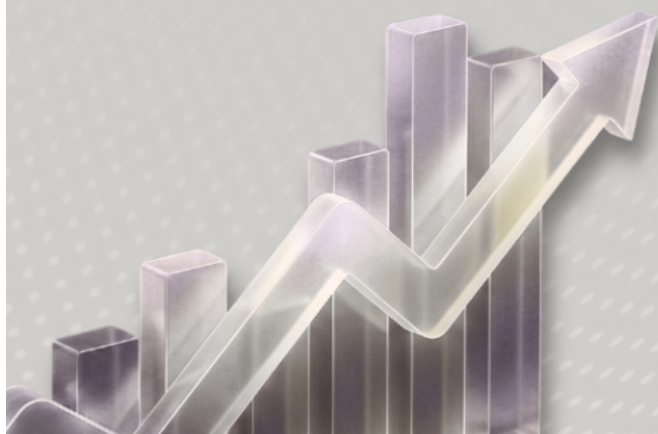


HypeOn AI Launches Real-Time Intelligence That Tells Brands How to Sell and Where to Scale

Silicon Valley startup gives D2C e-commerce operators worldwide the competitive intelligence previously reserved for brands with eight-figure budgets.

Decoding the \$100B Ad Market

What to sell. How to sell it. Where to scale.



Yash Kuamr
CEO @HypeOn AI

San Francisco, California Apr 13, 2026 ([IssueWire.com](http://www.IssueWire.com)) - Every day, e-commerce brands fund their competitors' research without knowing it.

They spend on Meta and Google without knowing which competitor ads are actually scaling. They brief

creative teams without knowing which angles the market is already responding to. And they read ROAS numbers that are quietly counting the same sale twice. The result is wasted budget, missed opportunities, and decisions built on data that was never accurate.

HypeOn AI was built to close all three gaps. The Silicon Valley startup today launches a marketing intelligence platform designed for D2C operators who need to move faster than the market - not catch up to it.

Ad Intelligence - See What's Actually Scaling

HypeOn monitors competitor ads across Meta, TikTok, and Pinterest in real time. Powered by EU and UK advertising transparency laws, it surfaces commercial ad data that US-built tools simply cannot access:

- Which competitor creatives have been running the longest - a reliable proxy for what is profitable
- Which formats and hooks are generating engagement spikes right now
- Which products competitors are actively scaling across markets

Competitor Review Gap Analysis - Find the Positioning Your Competitors Can't Defend

HypeOn analyses competitor reviews on Trustpilot and Google - turning public customer feedback into a strategic brief:

- Recurring complaints about shipping, quality, or product fit become your next ad angle
- Unmet expectations become your positioning statement
- Competitor weaknesses surface automatically, before you spend a dollar testing them yourself

HypeOn Analytics - Stop Trusting Numbers That Lie

HypeOn Analytics connects directly to a brand's Meta and Google accounts and strips out the double-counted conversions that inflate every platform dashboard:

- True ROAS broken down by channel, product, and market
- Identifies which campaigns are genuinely profitable versus over-attributed
- Reveals which markets are carrying your margin and which are quietly eroding it

The company was founded by Yash Kumar - ex Amazon, Tata, Google Top Marketer 2021 - who scaled a single e-commerce brand to \$13 million in revenue across 12 markets. HypeOn is the platform he wished had existed.

Available now at <https://www.hypeon.ai/>

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