

HypeOn AI, Founded by Yash Kumar, Surpasses \$1 Million in ARR

SAN FRANCISCO, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [HypeOn](#), an AI platform for e-commerce advertising, today announced it has surpassed \$1 million in annual recurring revenue (ARR). The company has not raised outside capital to date.

HypeOn was founded by Yash Kumar, who previously worked in performance marketing across Europe, the United States, the United Kingdom, and India, managing paid advertising campaigns

for e-commerce brands in more than a dozen markets. The company's platform identifies top-performing advertisements within a brand's market, generates new creative based on those insights, and manages campaign scaling across Meta, Google, Pinterest, and TikTok.

The platform uses a proprietary ranking system, called Hype Score, to evaluate competitor advertising performance across major ad networks. Based on the highest-ranked ads, HypeOn generates static, video, and user-generated content (UGC) creative for approval, editing, or regeneration. Once approved, campaigns are launched and budgets are adjusted automatically based on performance.

"The revenue came because brands had the same problem I did," said Yash Kumar, founder and CEO of HypeOn. "We built the product to solve that problem directly, and growth followed from there."

According to the company, its customer base of more than 200 e-commerce and direct-to-consumer brands was acquired primarily through referrals rather than paid marketing or outside investment.

"We've demonstrated demand without external funding," Kumar said. "The next phase is about scaling that growth."



About HypeOn

HypeOn is an AI-native platform for e-commerce and direct-to-consumer brands that identifies, builds, and scales advertising campaigns. More information is available at hypeon.ai.

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