

**Company:** Constructor, San Francisco, CA  
**Nomination Submitted by:** Three Rings Inc.  
**Company Description:** Constructor provides an AI-based product search and discovery platform, tailor-made for ecommerce. Constructor delivers personalization across the buyer journey: in search results, browse experiences, product recommendations and more. Optimizing for metrics like revenue, conversions and profit, Constructor generates \$10M+ lifts for brands such as American Eagle, Birkenstock, Petco and Sephora.  
**Nomination Category:** Company / Organization Categories  
**Nomination Sub Category:** Company of the Year - Retail - Medium-size  
**Nomination Title:** Constructor



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
- N/A

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

Constructor provides a product search and discovery platform, tailor-made for retail/ecommerce and built from the ground up using AI... not bolted on after the fact, like so many platforms today. Leading retailers—including [REDACTED FOR PUBLICATION] Petco, Sephora, Under Armour and more—use Constructor to enable shoppers to find the best items for them, while optimizing for ecommerce metrics that matter (e.g., conversions, high-margin products, inventory balancing, and other KPIs uniquely defined by each retailer).

Constructor dynamically personalizes and optimizes shopper journeys across search results, browse experiences, product recommendations, landing pages, product-finder quizzes, its AI Shopping Assistant, and (new!) retail media ads.

Founded in 2015 by Shutterstock tech veterans Eli Finkelshteyn and Dan McCormick, Constructor initially focused solely on ecommerce search. The company went to market in 2019, broadened its suite to encompass more aspects of ecommerce product discovery, and has seen record growth:

- **Closed \$25M Series B funding** (2024)—in an oversubscribed round and while not actively fundraising—nearly tripling its 2021 valuation to \$550 million. Total venture funds: \$85M+
  - **Doubled revenue** for the fourth year in a row
  - **Increased headcount by 47%** over the past year
  - **Expanded EMEA operations**/customers
  - **Powered 150B shopper interactions** over the last six months
4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

Constructor had a momentous last two years: developing innovative products that address retail/ecommerce challenges, driving results for retailers worldwide, and achieving milestones. Since 2023:

Innovations launched:

- **AI Shopping Assistant**, a conversational product discovery tool disrupting traditional search paradigms. Shoppers who may not know exactly what they need can search retail websites in full sentences (“I’m going to a wedding in the Caribbean in August. What should I wear?” or “I’m taking up rock climbing; what supplies do I need?”). Results make sense contextually, are personalized to shoppers, and are in-stock.
- **Attribute Enrichment**, tackling incorrect/incomplete product catalog data, a major ecommerce pain point. When shoppers can’t find items due to poor product data, retailers miss out on sales. Attribute Enrichment generates/corrects data, filling in gaps.
- **NEW: Retail Media Suite**. By baking personalization into sponsored listings in search results and product recommendations, retailers can be more selective about which ads are shown and to whom—better monetizing their digital spaces. Constructor is the only solution integrating organic and paid listings—delivering both from the same platform and showing ads ONLY when they increase ecommerce metrics.

Recent results through Constructor:

- Sephora- \$40M revenue lift, Petco- 13% increase in search revenue, Princess Auto- 247% increase in revenue per visit, etc.
- Company milestones:**
- \$25M Series B funding—2024
  - EMEA expansion
  - Doubled revenue yearly
  - 98% client retention
  - Powered 250B+ shopper interactions last year (8,000/second)
  - 55% increase in customers (past year)
  - IDC MarketScape leader; Winner: Fast Company’s World’s Most Innovative Retail Companies; Stevies; Convrt Awards for retail—more

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 250 words used.

Constructor’s technology is incredibly pervasive—and continues to get more so. E.g, in FY23, its platform powered 88 billion shopper interactions. (An “interaction” is every time a shopper interacts with a Constructor-powered/personalized search result, product recommendation, etc.) In FY24, it powered nearly 3X that: 250B—helping brands drive hundreds of millions of personalized experiences each day.

The technology is popular because it’s proven to help retailers achieve great results (listed above). Even in an uncertain economy, ecommerce companies are doubling down on Constructor investments to measurably improve digital experiences. Accordingly, Constructor’s customer retention rate (98% over the last two years) is the highest among competitive vendors. ([SaaS industry average=68%](#))

Investors see great value in Constructor, too. Constructor’s Series B round was unique: Investors approached the company when it wasn’t actively fundraising. Plus, Constructor is among few companies that raised money a couple years ago (2021 Series A) and then did so at a higher valuation (\$550M in Series B)—nearly triple its previous valuation.

Constructor is committed to applying AI/generative AI in ways that aren’t just flashy—they drive measurable value. Recent solutions such as AI Shopping Assistant (ASA—unveiled Jan. 2024) have been unprecedented. [REDACTED FOR PUBLICATION]

Using Constructor’s new Sponsored Listings product, a major furniture retailer is projecting a \$1 million lift in ad revenue over a year, with no loss in organic revenue.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 250 words used.

We realize we’ve included a lot of supplementary material. Appreciate you reviewing—or skimming—they; thanks!

- **Customer results/enthusiasm:** Please see **attachments:** Media coverage of Constructor + Monica Vinader in The New York Times and Professional Jeweller; coverage of Constructor + Fisheries Supply in Retail Customer Experience; Petco case study. Please see **links:** Coverage of Constructor + customers Rugs Direct (in Chain Store Age), Very (Retail Gazette), home24 (Retail Technology Innovation Hub), Benuta (Retail Focus) + Bonobos case study. These articles show the incredible impact Constructor has made on retailers. Rugs Direct’s chief merchandising officer tells Chain Store Age: “Constructor’s platform lets us optimize experiences for ecommerce metrics that matter to us. Using Constructor on the Rugs Direct site drove a 13.5% lift in revenue per visitor, as well as a 16.5% lift in average order value.”
- **Product innovation:** The following shows recent Constructor offerings and why they’re important. Retail Media Suite coverage in Retail Technology Innovation Hub and press release (both **links**); AI Shopping Assistant coverage in PYMNTS, press release (**links**) and “One Amazing Thing” (**embedded video**). Attribute Enrichment coverage (**link**).
- **Media coverage of how Constructor's vision/tech drives results:** NEW Forbes feature; Retail Times “Why It Works” article; Fast Company and Yahoo coverage (**links**).
- **Coverage of Constructor’s Series B funding**, including why it was exciting/highly unique. Press release (**link**) and media coverage in Business Insider and Axios (**attachments**).
- **Additional indicators of company traction/momentum:** See additional press releases (award wins, IDC MarketScape Leader, EMEA expansion, etc.) and media coverage/thought-leadership (**links**).

Attachments/Videos/Links:

[Constructor](#)

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