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: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Electronic Commerce Solution
Nomination Title: Constructor Retail Media Suite

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, 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: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

   January 2025

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

   Total 350 words used.

   The retail media space is huge—and growing, with global ad spending set to reach $165 billion this year. Retail media involves using a retailer's own properties—like its website or app—to provide advertising opportunities for brands. You may have seen this on Amazon, Best Buy, Home Depot, etc.

   Within retail media, sponsored placements—those products labeled "sponsored" atop search results and in other areas on retail websites—have a bad rap...because let's face it; they've earned it. Too often, ads shoppers see are generic and impersonal.

   Take this common scenario: A male searches for "dress shoes" or "formal shoes" on his favorite department store site. He expects men's Oxfords—but sponsored results show women's heels. Everyone loses: the shopper, retailer, and advertiser paying for that listing.

   Constructor is changing that. Its new Retail Media Suite (with Sponsored Listings module), bakes in personalization—a win-win-win. Shoppers see things they actually want to buy, advertisers target the right audiences, and retailers grow revenue from shoppers and ad partners alike.

   For years, Constructor has helped retailers optimize product (non-ad) product discovery across the shopper journey. Now, it's bringing that same intelligence—and expertise in personalization and product-ranking—to retail media, with a solution that:

   - **Serves personalized ads in search and browse experiences**.

   - **Powers paid AND organic results from one unified system**—Constructor is the first to do this. When separate systems are involved, organic revenue is often sacrificed—with retailers serving up an ad in a designated slot no matter what—and the customer experience becomes disjointed.

   - **Shows ads only when it makes sense**—Constructor factors in personalization, ad bid amounts, and ecommerce metrics. If projected ad revenue doesn't surpass the retailer's organic revenue for a given slot/placement, the ad won't be shown.

   - **Displays helpful ads only**—aligned to shopper preferences (for brands, colors, price point, etc.) and intent.

   - **Continuously improves through "feedback loops"**—Every interaction with Constructor-powered results—paid or organic—feeds back into the platform, making future experiences better.

   - **Provides tools for retailers and advertisers**—including campaign control/management, performance insights, and identification of high-potential ad spots.

   Unlike other retail media networks, Constructor doesn't just generate ad revenue. It protects—and grows—retailers' total revenue, while elevating customer experiences.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

   Total 350 words used.

   Constructor's new solution is already taking off!

   Early adopter home24—a Germany-headquartered furniture retailer, serving customers across Europe—projects a [REDACTED FOR PUBLICATION] increase in ad revenue within the year, without sacrificing organic revenue.

   home24's chief product and technology officer, Gianluca Randisi, shared: "Working with Constructor on our new retail media platform has been a game-changer. Their dynamic bidding system—which adjusts ad placement costs in real time based on demand and product performance—is truly innovative. This ensures advertisers get maximum ROI without harming organic rankings. For example, the cost of a top spot for a garden chair adjusts automatically based on the day's temperature and demand. Plus, it simplifies the process for our publishers to identify high-potential ad placements. This partnership has significantly enhanced our platform's efficiency and value."

   [REDACTED FOR PUBLICATION] a company providing sustainable home products, uses Constructor to personalize sponsored listings for each shopper on browse pages. Based on initial performance, they estimate an increase in ad revenue of $2.4 million annually, with organic revenue preserved.

   Critical reception has been overwhelmingly positive.

   - Retail news outlet Talk Commerce calls Constructor's Retail Media Suite "innovative" and "game-changing," with ads that "enhance rather than disrupt the shopping journey." It notes Constructor's solution "transforms how retailers deliver personalized advertising experiences to online shoppers… Constructor's innovation arrives at a crucial moment in ecommerce evolution, as retailers seek more sophisticated ways to monetize their digital properties while maintaining customer satisfaction."

   - Marketing blogger Bill Hartzer, CEO of an SEO consulting firm, notes in his article "Retail Ads That Don't Suck: Constructor's New Tool Fixes What Shoppers Hate" that "Constructor has rolled out a new Retail Media Suite. That might sound dry, but the changes are anything but. The real news? Sponsored Listings now actually work the way shoppers expect. They show up in search results, category pages, and recommendations—but only if they help, not annoy. It's the first time anyone has figured out how to blend organic and paid listings without making a mess. And if the early numbers from companies like home24 are any clue, it's going to mean serious money."

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):
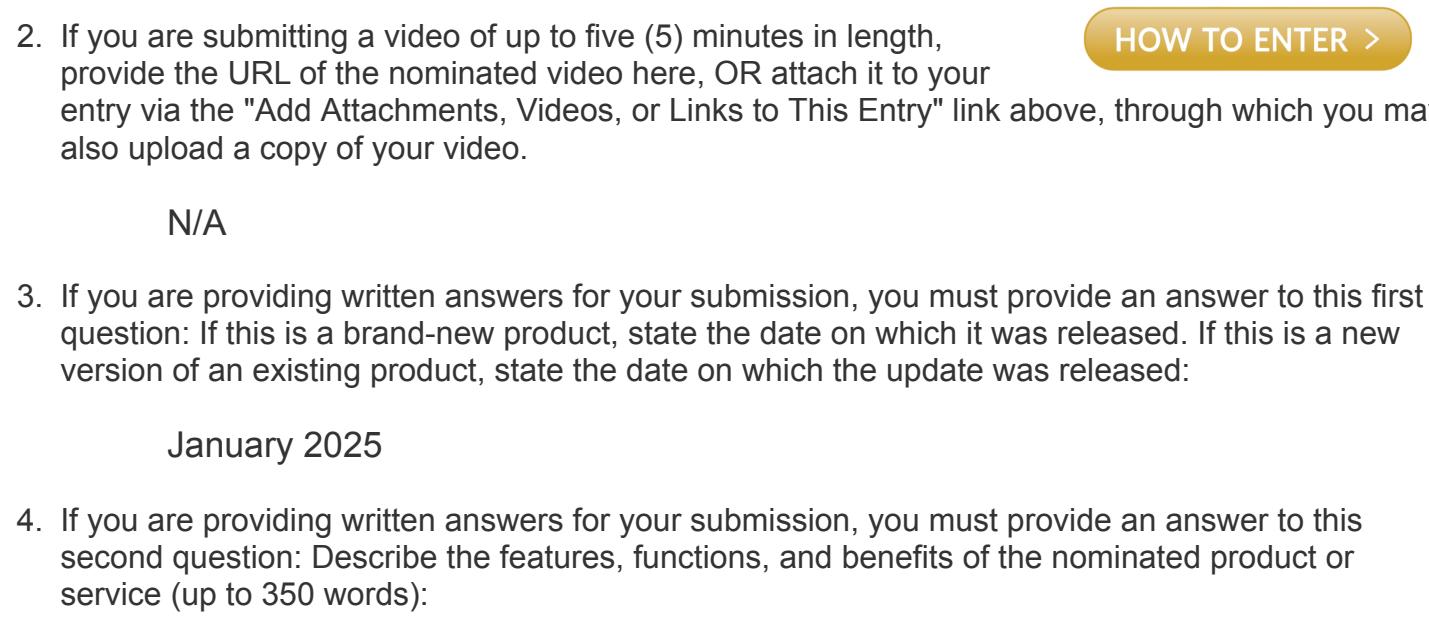
   Total 250 words used.

   Thank you for reviewing our application and supporting materials! The supplementary materials demonstrate:

   - **Why Constructor's Retail Media Suite is innovative**—See **product page** and **press release** (links). As Constructor's CEO notes in the release, "We wanted to create a solution to this retail media problem by taking the best-in-class relevance and personalization algorithms we've spent years developing for search, browse, recommendations, and other forms of discovery—and allowing them to be applied to sponsored results as well…The best retail media results are those a shopper is happy to see and wants to interact with—and those are also the only ones that drive return on ad spend. We want every result, whether it comes from organic search or from retail media, to feel like a great result to the shopper. That's what the future of retail media looks like—and it's a future that drives revenue for the retailer, revenue for the advertiser, and a great shopping experience for the shopper." [REDACTED FOR PUBLICATION]

   - **How the Retail Media Suite and Sponsored Listings module work**—Please see [REDACTED FOR PUBLICATION] **images** (attachments—visuals to help you picture what's going on) [REDACTED FOR PUBLICATION]

   - **Critical reception**, including customer results—Please see sample of **media coverage** included.

Attachments/Videos/Links:

Constructor Retail Media Suite

[REDACTED FOR PUBLICATION]