

Application: 4360

Constructor AI Shopping Assistant

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Constructor

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Constructor AI Shopping Assistant

Category

Q05d. New Product of the Year - Information Technology - E-Commerce

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Constructor provides a product search and discovery platform, tailor-made for ecommerce and built from the ground up using AI... not bolted on after the fact, like so many platforms today. Leading ecommerce companies and household names—including American Eagle, Birkenstock, Petco, Sephora, Target Australia, 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/optimizes shopper journeys across search results, browse experiences, product recommendations, landing pages, product-finder quizzes and its AI Shopping Assistant (the subject of this application).

Founded in 2015 (went to market in 2019), Constructor has had record-setting growth recently:

- * Closed \$25 million Series B funding (June 2024)—in an oversubscribed round and while not actively fundraising—tripling its 2021 valuation to \$550 million (<https://bit.ly/constructor-funding>)
- * Doubled revenue for the third year in a row
- * Increased headcount by 45% over the past year
- * Significantly expanded international operations and customers, particularly in EMEA, growing customer-facing headcount there by 133% this year
- * Powered 100 billion shopper interactions over the last six months—enabling brands to drive hundreds of millions of personalized experiences every day

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

Introduced/available to customers in May 2023 (announced with user results in January 2024), Constructor's AI Shopping Assistant (ASA) is a conversational product discovery tool.

Easily integrated into ecommerce search, ASA:

- * Combines generative AI with Constructor's personalization technology and ability to optimize for KPIs defined by each retailer.
- * Breaks away from the "caveperson speak" of online search today (where shoppers use terse terms... gotta make sure the search engine understands!). With ASA, shoppers can explain what they want in long-form/natural language—or have a conversation—and get results personalized to their preferences, history and intent, and reflecting the retailer's real-time inventory.
- * Is used by grocery, apparel and general retailers.
- * Can be flexibly implemented on ecommerce sites: within the search bar or as an AI search toggle or personal assistant/chat pop-up.
- * Recommends products/content across categories.
- * Feeds data to (and pulls from) Constructor's holistic product discovery platform—which shoppers interact with hundreds of millions of times daily. Constructor learns from every query/interaction to personalize shopper journeys.

ASA can address queries like: "I'm going camping with my pre-teens for the first time in the White Mountains; what do we need?" and "What can I wear to a formal wedding in the Caribbean in August?" Recommendations make sense contextually and map to the shopper's preferred brands, price points, styles, etc.

ASA instills confidence in shoppers' purchase decisions, expediting the time from goal to purchase. Ecommerce companies keep shoppers on-site for research (not losing them to Google or Amazon) and drive engagement and conversions.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

When online shoppers know exactly what they want, they're typically well-served by existing product discovery solutions: navigating to that item on an ecommerce site or using the site's search bar to search for it (again, in caveperson-speak!).

However, there are times when shoppers DON'T know the best item(s) for their need: They may be looking for supplies for a new hobby, the perfect birthday gift, or meals that'll appeal to grownups and vegetable-averse kids alike. In such cases, it helps to explain themselves and get expert suggestions. In a brick-and-mortar store, these would come from a trusted associate.

But in ecommerce—in both Constructor's product discovery solutions and those of other vendors—there hadn't been an equivalent to that trusted-associate experience until ASA.

Now, retailers are reaping the benefits. A large US-based grocery chain uses ASA when shoppers search for recipes on the site (e.g., "I want to make a lemon meringue pie"). ASA:

- * Automatically generates the recipe with ingredients that are locally in-stock
- * Personalizes ingredients to the shopper (so if the recipe calls for milk, and the shopper tends to buy organic, then organic milk options are shown)
- * Makes it easy to add all ingredients to cart from the recipe page

This has driven a 3.7% increase in search conversions.

[REDACTED FOR PUBLICATION]

d. 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). Optional

The supporting materials included ("Webpage Link/Supporting Documents" section) provide further context on AI Shopping Assistant.

- * Constructor materials (Please see the product page, press release and YouTube video we linked to). The ASA video shows sample queries that ASA can address and how recommendations get displayed—disrupting and improving on traditional search paradigms.
- * Constructor blog ("Smarter Shopping Journeys..."). As you'll see, while ASA is primarily used to monetize conversational commerce in search or even chat (such as through a personal assistant pop-up), there are other use cases as well: including enabling more intelligent autocomplete and generating personalized recommendations within on-site content (e.g., with ASA "reading" your ecommerce site's blog article and generating clickable images of personalized and contextual product recommendations within the text to complement it).
- * Samples of media coverage (Please see PYMNTS, destinationCRM, Retail Today and Agile Brand "One Amazing Thing" links included). These provide further use cases and are a testament to the product news being newsworthy. In addition to the links submitted in that section, analyst firm Gartner also called out Constructor's ASA as a salient "industry initiative" of incorporating generative AI into digital commerce search and product discovery.
- * Images attached. These show how ASA can be integrated within retailers' search bars to support more complex searches—in these cases, helping shoppers update their wardrobes, find weather- and occasion-specific apparel, search for recipes, and view/purchase items across categories for an event (picnic and barbecue).

Webpage Link

<https://constructor.com/solutions/ai-shopping-assistant> (<https://constructor.com/solutions/ai-shopping-assistant>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.prnewswire.com/news-releases/constructor-unveils-ai-shopping-assistant--blending-generative-ai-with-personalization-so-ecommerce-companies-can-help-shoppers-discover-items-theyll-love-302033315.html> (<https://www.prnewswire.com/news-releases/constructor-unveils-ai-shopping-assistant--blending-generative-ai-with-personalization-so-ecommerce-companies-can-help-shoppers-discover-items-theyll-love-302033315.html>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.youtube.com/watch?v=rtHhZ9A62VI> (<https://www.youtube.com/watch?v=rtHhZ9A62VI>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://constructor.com/blog/constructor-ai-shopping-assistant-use-cases> (<https://constructor.com/blog/constructor-ai-shopping-assistant-use-cases>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.pymnts.com/news/artificial-intelligence/2024/constructor-launches-ai-shopping-assistant-handle-detailed-requests/> (<https://www.pymnts.com/news/artificial-intelligence/2024/constructor-launches-ai-shopping-assistant-handle-detailed-requests/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.destinationcrm.com/Articles/CRM-News/CRM-Across-the-Wire/Constructor-Unveils-AI-Shopping-Assistant-162134.aspx> (<https://www.destinationcrm.com/Articles/CRM-News/CRM-Across-the-Wire/Constructor-Unveils-AI-Shopping-Assistant-162134.aspx>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

https://magazine.retail-today.com/the_state_of_the_retail_industry_2024/constructor (https://magazine.retail-today.com/the_state_of_the_retail_industry_2024/constructor)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://www.youtube.com/watch?v=TEuoS6zvsdA> (<https://www.youtube.com/watch?v=TEuoS6zvsdA>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/67668/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2OCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9ASA_Corporate%20Wardrobe.png)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/67669/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2OSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9aAxvFjcGndiREjQN4tPGSOJg8?ASA_Summer%20Wedding.png)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-tech.secure-platform.com/file/67670/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY3MCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9ASA_Recipe.png)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-tech.secure-platform.com/file/67671/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY3MSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm930sw2C7LSyxcbJ5iRtAQ9-oka-SL0gqsU69gduA?ASA_Planning%20BBQ.png)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (https://stevies-tech.secure-platform.com/file/67672/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY3MiwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9ASA_Picnic.png)

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree