

Application: 4730

Constructor

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
Category Q01d. Company of the Year - Information Technology - E-Commerce
Company of the Year Submission Format Written Answers
a. Briefly describe the nominated company's 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 and optimizes shopper journeys across search results, browse experiences, product recommendations, landing pages, product-finder quizzes and its AI Shopping Assistant. 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—tripling its 2021 valuation to \$550 million. Total venture funds: \$85M+ * Doubled revenue for the third year in a row * Increased headcount by 45% over the past year * Expanded EMEA operations/customers * Powered 100B shopper interactions over the last six months

b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Constructor had a momentous last two years: developing innovative products that address key ecommerce challenges, driving results for retailers worldwide, and achieving company milestones. Since 2022:

Innovations launched:

* AI Shopping Assistant (ASA), a conversational product discovery tool blending generative AI with Constructor's personalization technology. Using an ecommerce site's search bar, shoppers who may not know exactly what they need (e.g., "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?") can express themselves in longform, natural language. Results make sense contextually, are personalized to shoppers, and align with retail inventory. Ecommerce companies keep shoppers on-site for their research: not losing them to Google or Amazon.

* Attribute Enrichment, tackling the problem of incorrect/incomplete product catalog data. This is a major ecommerce pain point: When shoppers can't find what they want due to poor product data, retailers miss out on sales. Attribute Enrichment automatically generates/corrects the data, filling in gaps.

* Quizzes, enabling retailers to deploy surveys to shoppers and—based on their responses—immediately trigger personalized recommendations, increasing shoppers' confidence in their purchases.

Retailers' results:

* These innovations/Constructor's platform helped retailers meet business goals. Recent results through Constructor: Sephora- \$40M revenue lift, Petco- 13% increase in search revenue, Princess Auto- 247% increase in revenue per visit and more.

Company milestones:

* \$25M Series B funding (2024)

* Expansion into EMEA

* Doubled revenue each year

* 99% client retention

* Powered 100B+ shopper interactions (last 6 months)

* 50% increase in customers (past year)

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

Constructor's technology is incredibly pervasive—and continues to get more so. For example, in all of 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, quiz, etc.) In the first six months of 2024 alone, it powered 100 billion interactions—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 (per above). Even in an uncertain economy, ecommerce companies are doubling down on investments in Constructor to measurably improve digital experiences. [REDACTED]

Investors see great value in Constructor, too. Constructor's Series B funding round is unique: Investors approached Constructor when the company wasn't even actively fundraising. In addition, Constructor is among few companies that raised money a couple years ago (2021 Series A) and now raised at a higher valuation (\$550M in June 2024 Series B)—triple its previous valuation.

Constructor is committed to applying AI and generative AI in ways that aren't just flashy—they must drive measurable value. Recent solutions it developed such as AI Shopping Assistant (which went live in May 2023 and was announced with customer results in January 2024) have been unprecedented. [REDACTED]

[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

* Customer results and enthusiasm: Please see these attachments: Media coverage of Constructor + customer Monica Vinader in The New York Times and Fashion Network; coverage of Constructor + Fisheries Supply in Retail Customer Experience; case study of Petco. Please see these links: Media coverage of Constructor + customers Rugs Direct (in Chain Store Age), Very (in Retail Gazette) and home24 (in Retail Technology Innovation Hub) + Bonobos case study. These articles show the incredible impact Constructor has made on ecommerce companies. 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: Please see these links, which show Constructor offerings since 2022, how they work and why they're important. Coverage of AI Shopping Assistant in PYMNTS and "One Amazing Thing" video show (both links) and press release (attachment). Coverage of Attribute Enrichment in Demand Gen Report and Quizzes in Retail TouchPoints (both links).

* Media coverage/profiles of Constructor and how its vision and recent tech drive results. See Retail Times "Why It Works" article and Talk Commerce coverage (both links).

* Coverage of Constructor's recent Series B funding, including why it was exciting/highly unique. See press release and media coverage in Business Insider and Axios (all attachments).

* Additional indicators of company traction and momentum: See press releases on FY23 milestones and EMEA expansion (attachments).

Webpage Link

<https://retailtimes.co.uk/why-it-works-deconstructing-a-great-e-commerce-search-experience-with-constructor/> (<https://retailtimes.co.uk/why-it-works-deconstructing-a-great-e-commerce-search-experience-with-constructor/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://talk-commerce.com/blog/constructors-momentous-stride-doubling-revenue-as-it-powers-ai-led-product-discovery/> (<https://talk-commerce.com/blog/constructors-momentous-stride-doubling-revenue-as-it-powers-ai-led-product-discovery/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<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 4

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

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.demandgenreport.com/solution-spotlight/constructor-s-attribute-enrichment-aims-to-enhance-online-product-catalog-quality/8055/> (<https://www.demandgenreport.com/solution-spotlight/constructor-s-attribute-enrichment-aims-to-enhance-online-product-catalog-quality/8055/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.retailtouchpoints.com/topics/personalization/constructor-helps-retailers-unlock-zero-party-data-for-personalization> (<https://www.retailtouchpoints.com/topics/personalization/constructor-helps-retailers-unlock-zero-party-data-for-personalization>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://chainstoreage.com/exclusive-rugs-direct-personalizes-online-customer-experience-ai> (<https://chainstoreage.com/exclusive-rugs-direct-personalizes-online-customer-experience-ai>)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://www.retailgazette.co.uk/blog/2023/02/very-transform-product-discovery-ai/> (<https://www.retailgazette.co.uk/blog/2023/02/very-transform-product-discovery-ai/>)

Would you like to add an additional webpage link?

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Web Page Link 9

<https://retailtechinnovationhub.com/home/2023/4/26/home24-enlists-creator-to-make-it-easier-for-shoppers-to-get-spot-on-search-results> (<https://retailtechinnovationhub.com/home/2023/4/26/home24-enlists-creator-to-make-it-easier-for-shoppers-to-get-spot-on-search-results>)

Would you like to add an additional webpage link?

Yes

Web Page Link 10

<https://constructor.com/customers/bonobos-creator> (<https://constructor.com/customers/bonobos-creator>)

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/67651/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY1MSwiYWxsYXN0b3RtaWduZWRVcmwiOiJGYWxzZSIImInbM9Press%20release_Constructor%20Series%20B%20funding.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/67652/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY1MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yMedia%20coverage_Business%20Insider.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-tech.secure-platform.com/file/67653/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY1MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yMedia%20coverage_Axios.pdf)

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Supporting Document 4

Download File (https://stevies-tech.secure-platform.com/file/67654/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY1NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9ykhx22UqdYcITBs4AkyUIEN1hVK34?Press%20release_Constructor%20FY23%20momentum.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (https://stevies-tech.secure-platform.com/file/67662/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yPress%20release_Constructor_EMEA%20expansion.pdf)

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Yes

Supporting Document 6

Download File (https://stevies-tech.secure-platform.com/file/67663/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yPress%20release_Constructor_AI%20Shopping%20Assistant.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 7

Download File (https://stevies-tech.secure-platform.com/file/67664/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9yu_Dy_2Q5W69Z5GhXs4UC8BxFBUMIjkr8TEA64?Media%20coverage_New%20York%20Times_Constructor%20and%20Monica%20Vinader.pdf)

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Supporting Document 8

Download File (https://stevies-tech.secure-platform.com/file/67665/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY2NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y0vUH0M?Media%20coverage_Fashion%20Network_Constructor%20and%20Monica%20Vinader.pdf)

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Supporting Document 10

Download File (https://stevies-tech.secure-platform.com/file/67673/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzY3MywiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbn91Case%20study_Petco.pdf)

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