

Application: 5906

Constructor Retail Media Suite

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

[REDACTED]
[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Constructor Retail Media Suite

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.

Leading retailers—[REDACTED] Petco, Sephora, Under Armour and more—use Constructor to help shoppers find the best items for them, while optimizing for ecommerce metrics like conversions, high-margin products, inventory balancing, etc.

Founded in 2015 by Shutterstock tech veterans Eli Finkelsteyn and Dan McCormick, Constructor initially focused solely on ecommerce search. After going to market in 2019, Constructor quickly expanded to power more aspects of product discovery—showing shoppers personalized, organic (non-advertising) recommendations across search, browse, landing pages, AI Shopping Assistant results, and more.

This year, Constructor took a major leap into the booming “retail media” market (where retailers use their own properties, such as websites and apps, to provide advertising opportunities for brands). Now, Constructor is one-of-a-kind in serving up and optimizing both organic AND paid results from the same platform.

Other recent milestones:

*Closed \$25M Series B funding (2024)—in an oversubscribed round, while not actively fundraising—nearly tripling its 2021 valuation to \$550M. Total venture funds: \$85M+

*Doubled revenue—fourth year straight

*Increased headcount by 47%—2024

*Expanded EMEA operations/customers

*Powered 250B shopper interactions last year

*98% client retention

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

Within retail media, sponsored placements—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 are generic/impersonal.

Take this common scenario: A male searches for “dress 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 Retail Media Suite (introduced January 2025), 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 organic (non-ad) product discovery. Now, it's bringing its 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—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, etc.) and intent.

*Continuously improves—Every interaction with Constructor-powered results—paid or organic—feeds back into the platform.

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

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

Powering both organic and paid/sponsored results on ecommerce websites is unique and important. Constructor factors in personalization, ad bids and ecommerce metrics—deciding what listing to show (unpaid vs. paid) based on what benefits the retailer most. So, unlike other retail media networks, Constructor doesn't just generate ad revenue. It protects—and grows—retailers' total revenue, while elevating customer experiences.

This has already been borne out:

*A major consumer packaged goods company using Constructor's Retail Media Suite estimates an ad revenue increase of \$2.4 million annually—with organic revenue preserved. (That company has already seen 20X ROI with Constructor's other/organic personalization offerings.)

*With Constructor's organic solutions, European furniture retailer home24 experienced double-digit lift in search conversion rate. And now, with the new Retail Media Suite, home24 projects a [REDACTED] increase in ad revenue within the year—without sacrificing organic revenue. Their CTO calls this a “game-changer.”

Critical reception also underscores the Retail Media Suite's significance:

*Retail news outlet Talk Commerce notes that Constructo 's solution “transforms how retailers deliver personalized advertising experiences to online shoppers... Constructor's innovation arrives at a crucial moment...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, says, “Sponsored Listings now actually work the way shoppers expect...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.”

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

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 (both 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]

*How the Retail Media Suite and Sponsored Listings module work—Please see video demo link, images (attachments—visuals to help you picture what's going on), and slide deck attached. Slides 14-26 provide examples of the technology in action—showing how Constructor answers the question “Should we place a sponsored product or an organic result [in a given slot]?”

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

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

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[REDACTED]

[REDACTED]

For more information, contact the Office of the Vice President for Research and Economic Development at 515-294-6450 or research@iastate.edu.

For more information, contact the Office of the Vice President for Research and Economic Development at 319-273-2500 or research@uiowa.edu.

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[REDACTED]

113. *On the Nature of the Human Species* (1859) by Charles Darwin

Would you like to add an additional supporting document?

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

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