

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 <div></div> <div></div>
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 <p>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 retailers and household names—including <div></div> etco, Sephora, Under Armour and more—use Constructor to help shoppers 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).</p> <p>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) sponsored listings on retail sites.</p> <p>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:</p> <p>*Closed \$25M Series B funding (2024)—in an oversubscribed round and while not actively fundraising—nearly tripling its 2021 v luation to \$550 million. Total venture funds: \$85M+</p> <p>*Doubled revenue for the fourth year in a row</p> <p>*Increased headcount by 47% over the past year</p> <p>*Expanded EMEA operations/customers</p> <p>*Powered 250B shopper interactions last year</p>

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Constructor had a momentous last two years—innovating to address ecommerce challenges, driving results for retailers, and achieving milestones. Since 2023:

INNOVATIONS LAUNCHED:

*AI Shopping Assistant—a conversational product discovery tool disrupting traditional search paradigms. Shoppers who may not know 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?"). Results make sense, are personalized to shoppers, and are in-stock.

*Attribute Enrichment—tackling incorrect/incomplete product catalog data, an 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—As the retail media space (with advertising opportunities on retail properties—like websites and apps) heats up, sponsored listings are (deservedly!) getting a bad rap—as they're generic/impersonal. A new entrant in this space, Constructor bakes personalization into sponsored listings—so shoppers see products they want, advertisers target the right audience, and retailers increase revenue from advertising partners and shoppers alike. Constructor is the only solution delivering organic and sponsored listings from the same platform—showing ads ONLY when they increase ecommerce metrics.

CUSTOMER RESULTS:

*Sephora—\$40M revenue lift

*Petco—13% increase in search revenue

*Princess Auto—247% increase in revenue per visit

*More—<https://constructor.com/customers>

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—2024

*IDC MarketScape leader

*Winner—Fast Company's World's Most Innovative Retail Companies; Stevies; more

*Provided industry data/reports

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. E.g., in FY23, it powered 88 billion shopper "interactions" (occurring each 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 and leading to tens of billions of dollars in revenue for companies using Constructor.

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 applies AI/generative AI in ways that aren't just flashy—they drive measurable value. [REDACTED]

[REDACTED]

[REDACTED]

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Results with Constructor's groundbreaking, new Retail Media Suite:

*A major consumer packaged goods company projects a \$2.4 million increase in annual ad revenue—and a major furniture retailer projects a \$1 million increase—both with no loss in organic revenue.

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

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

*Customer results/enthusiasm—Please see Petco case study and New York Times coverage of Monica Vinader’s work with Constructor (attachments); also Chain Store Age coverage of Rugs Direct (link). These articles (and more) 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: Links and attachments show Constructor offerings since 2023, how they work and why they’re important. Please see Retail Media Suite press release and media coverage (links), AI Shopping Assistant press release (attachment) and coverage on “One Amazing Thing” video show (link), and Attribute Enrichment coverage in Demand Gen Report (attachment).

*Media coverage/profiles of Constructor and how its vision and recent tech drive results. See Retail Times “Why It Works” article + Fast Company award press release and coverage (all 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 (attachments)

*Additional indicators of company traction and momentum: See press release + Yahoo! coverage of FY24 milestones (links) and EMEA expansion (attachment).

*Info on how Constructor data is relied on in the industry: See press releases + article in Forbes (both attachments).

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Would you like to add an additional supporting document?

Yes

