

## Avensia enters into a strategic partnership with Constructor to help brands unlock revenue with AI-driven product discovery

Avensia has entered into a partnership with Constructor, a leading provider of AI-driven search and product discovery for e-commerce. The collaboration strengthens Avensia's ability to help clients convert product data into measurable revenue impact.

Together with Constructor, Avensia will help customers transform product discovery into a self-optimizing engine that continuously improves conversion, average order value, and overall digital performance.

As e-commerce businesses increasingly manage large and complex product catalogs, rules-based approaches to product discovery and merchandising often fail to keep pace. In contrast, Constructor's AI-powered platform, built on its Commerce Reasoning Engine, learns from real shopper behavior, automatically tailoring experiences to each individual's intent, while optimizing for revenue and other key e-commerce metrics. These capabilities extend across onsite search and browse, retail media, offsite channels, agentic interactions, and more.

The platform's API-first architecture aligns with Avensia's composable commerce approach, enabling fast and flexible integration into existing ecosystems. This allows customers to activate advanced product discovery capabilities without replatforming or disrupting their current setup.

*"With this partnership, we are expanding our capabilities within AI-driven product discovery. We identified an area where Constructor is particularly well-suited. At Avensia, we continuously strive to develop both our organization and our customers. As we expand into new business areas, it is important to establish and strengthen more partnerships within these domains,"* says Patrik Sundquist, Chief Growth Officer at Avensia.

The partnership also strengthens Avensia's position as a partner for companies looking to modernize and scale their digital operations. Avensia and Constructor are already jointly working with companies across retail and B2B e-commerce, delivering differentiated, revenue-generating experiences.

*"Avensia has a strong track record of helping organizations apply AI to achieve meaningful business outcomes. As AI continues to reshape the commerce landscape, we're excited to partner with the Avensia team to bring Constructor's search and product discovery solutions to more brands in the Nordics and beyond. Together, we'll help brands deliver more personalized, engaging and high-converting experiences across the shopper journey,"* says Ara Gopal, VP of Partnerships at Constructor.

Constructor's global customer base and cross-industry experience further enable Avensia to support a wide range of business models, from retail to B2B, with solutions designed to scale and adapt over time.

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**About Us**

At Avensia, we are experts in modern commerce. Our talented team provides businesses with tailored strategies and the most relevant technology for e-commerce, omnichannel, customer experience, and information management. With 20+ years of experience and more than 300 modern commerce experts, we've got the power to help B2C and B2B companies across Europe, North America and APAC accelerate growth each day for long-term success. Learn more at [avensia.com](https://avensia.com). Avensia AB is listed on the Nasdaq First North Premier Growth Market under the name AVEN. Redeye Nordic Growth AB is the company's Certified Advisor.

**Image Attachments**

[Avensia Constructor](#)