

crft AI-NATIVE PRODUCT BUILD

Personalized Storefront Engine

THE SITUATION

Someone searches twice, filters, abandons, then comes back on a phone that evening to a homepage that has learned nothing from any of it. Your merchandisers are tuning one layout that has to work for everybody at once, which means it works properly for nobody.

THE SOLUTION

Every shopper sees a store merchandised for them — products, content, and offers ranked in real time by intent, not last week's batch job. Personalization runs as a live layer over your existing catalog.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- ✓ Real-time, per-shopper merchandising
- ✓ Ranks by intent, not stale batches
- ✓ Higher conversion and average order value
- ✓ Owned layer over your existing catalog

CRFT builds the real-time personalization and ranking layer over your catalog.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 RETAIL / E-COMMERCE — THE OPPORTUNITY IN NUMBERS

20–30%
1

first-party data activated

3x₂

target ROI within 90 days

lower inventory with AI demand forecasting

1. McKinsey, 2024 — AI in distribution operations; fill rates improved 5–8%
2. AWSMLABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Retail / E-commerce.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

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