

# AEC Solutions – HairNova Shopify Launch & Growth Case Study

HairNova is a newly launched premium hair-care brand. AEC Solutions handled the complete digital setup including Shopify store development, product optimization, Instagram branding, and Meta Ads execution.

## Phase 1 – Brand & Store Foundation

- Designed and launched Shopify store from scratch
- Product page optimization (pricing psychology, COD CTA, reviews)
- Clean visual layout for mobile buyers
- Conversion-focused checkout setup

## Phase 2 – Instagram Content System

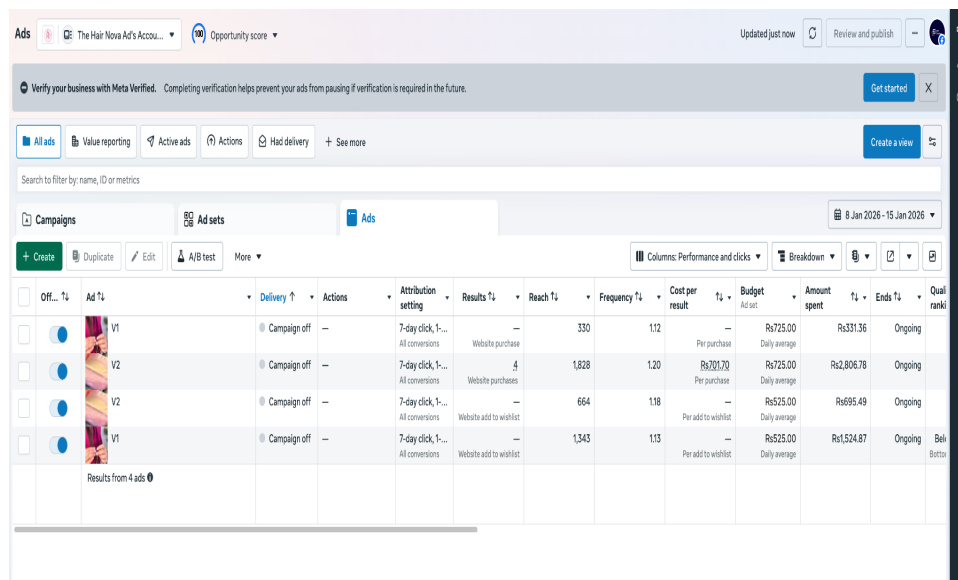
We created educational + transformation-based creatives focusing on frizz control, repair benefits, and weekly hair reset messaging. These reels were used for awareness and retargeting audiences.

## Phase 3 – Meta Ads Funnel

Reel creatives were deployed for discovery while catalog ads retargeted warm audiences with direct product offers.

Funnel Structure: • Top Funnel: Reels (problem/solution) • Middle Funnel: Engagement retargeting • Bottom Funnel: Shopify catalog purchase ads

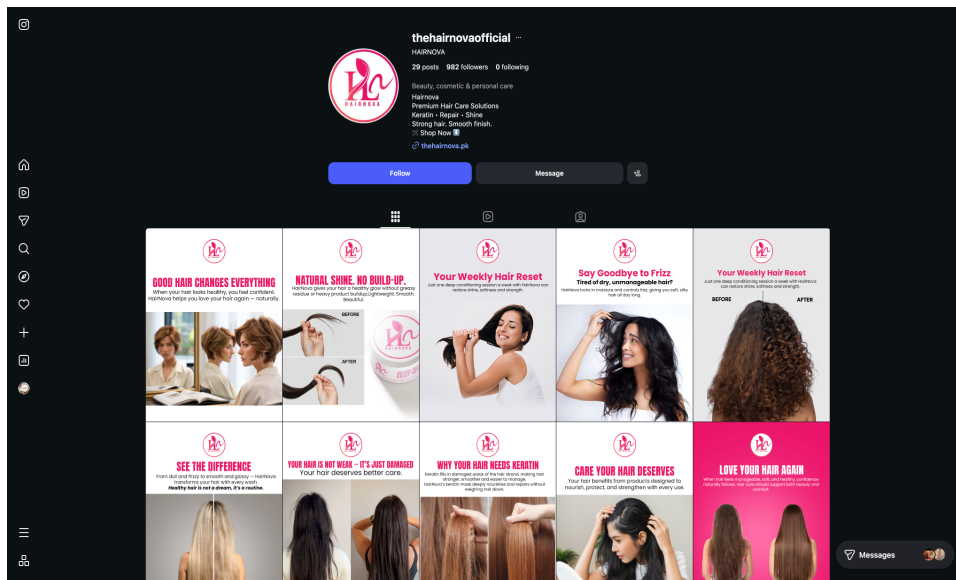
### Ads Manager Snapshot



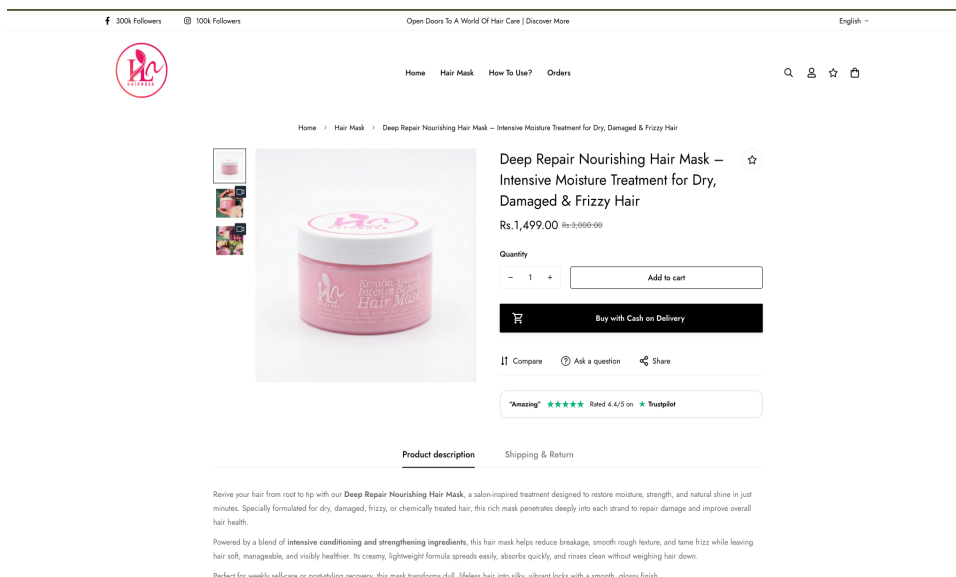
The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Ads', account name 'The Hair Nova Ad's Accou...', and an 'Opportunity score'. Below this is a 'Verify your business with Meta Verified' banner. The main navigation bar includes 'All ads', 'Value reporting', 'Active ads', 'Actions', 'Had delivery', and 'See more'. A search bar is present. The 'Campaigns' tab is selected, showing a table of ad performance data. The table has columns for 'Off... %', 'Ad %', 'Delivery', 'Actions', 'Attribution setting', 'Results %', 'Reach %', 'Frequency %', 'Cost per result', 'Budget', 'Amount spent', 'Ends %', and 'Qual rank'. There are four rows of data, each representing a different ad campaign. The first row shows a campaign with a budget of Rs725.00 and a cost per result of Rs331.36. The second row shows a campaign with a budget of Rs725.00 and a cost per result of Rs2,806.78. The third row shows a campaign with a budget of Rs525.00 and a cost per result of Rs695.49. The fourth row shows a campaign with a budget of Rs525.00 and a cost per result of Rs1,524.87. The table also includes a 'Results from 4 ads' summary row at the bottom.

Off... %	Ad %	Delivery	Actions	Attribution setting	Results %	Reach %	Frequency %	Cost per result	Budget	Amount spent	Ends %	Qual rank
	V1	Campaign off	7-day click, 1-...	All conversions	Website purchase	330	1.12	Per purchase	Rs725.00	Rs331.36	Ongoing	
	V2	Campaign off	7-day click, 1-...	All conversions	Website purchases	1,828	1.20	Per purchase	Rs725.00	Rs2,806.78	Ongoing	
	V2	Campaign off	7-day click, 1-...	All conversions	Website add to wishlist	664	1.18	Per add to wishlist	Rs525.00	Rs695.49	Ongoing	
	V1	Campaign off	7-day click, 1-...	All conversions	Website add to wishlist	1,343	1.13	Per add to wishlist	Rs525.00	Rs1,524.87	Ongoing	Beh Bottom
Results from 4 ads												

### Instagram Branding Grid



## Shopify Product Page



## Results

- Brand launched from zero
- Shopify store live within days
- Reel + catalog funnel activated
- Initial purchases generated
- Cost per purchase optimized
- Foundation built for scaling

## Conclusion

HairNova demonstrates AEC Solutions' ability to launch brands from scratch and convert cold traffic using a structured Shopify + Meta Ads system. By combining reels for trust-building and catalogs for conversions, we created a scalable ecommerce foundation.