

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

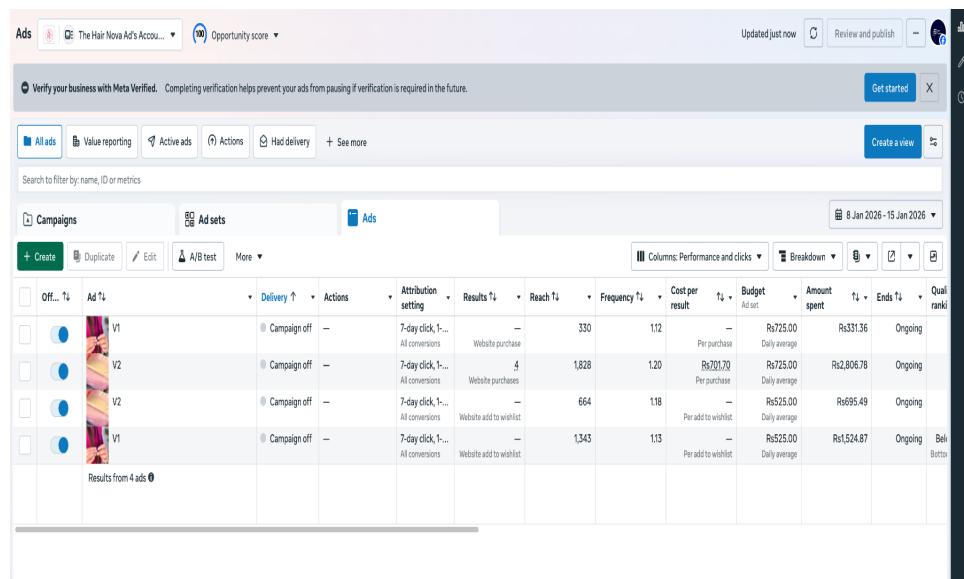
We created educational + transformation-based creatives focusing on frizz control, repair benefits, and weekly hair reset messaging. These reels were used for awareness and retargeting audiences.

Phase 3 – Meta Ads Funnel

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

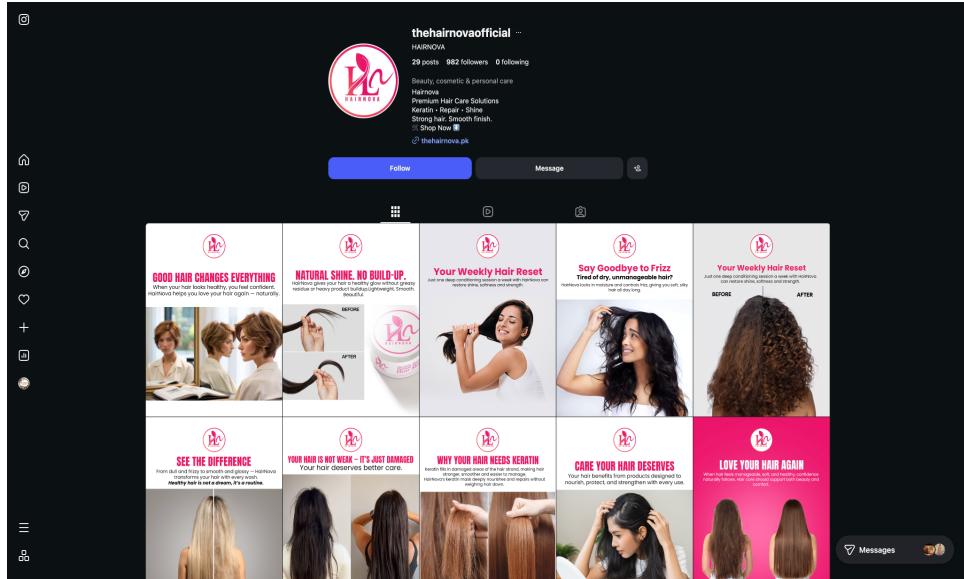
Funnel Structure: • Top Funnel: Reels (problem/solution) • Middle Funnel: Engagement retargeting • Bottom Funnel: Shopify catalog purchase ads

Ads Manager Snapshot



Ad	Delivery	Actions	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Quality rank
V1	7-day click, 1...	All conversions	Website purchase	330	112	—	Rs725.00	Daily average	Rs331.36	Ongoing	Top
V2	7-day click, 1...	All conversions	Website purchases	1,828	1.20	Rs701.70	Rs725.00	Daily average	Rs2,806.78	Ongoing	Top
V2	7-day click, 1...	All conversions	Website add to wishlist	664	1.18	—	Rs525.00	Daily average	Rs695.49	Ongoing	Top
V1	7-day click, 1...	All conversions	Website add to wishlist	1,345	1.13	—	Rs525.00	Daily average	Rs1,524.87	Ongoing	Bottom

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.