



## Case Study: Boost

### High-Performance Shopify Development for a Global Tech & Lifestyle Brand

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#### Client Overview

**Boost** is a modern eCommerce brand offering a wide selection of tech and lifestyle products—including Bluetooth devices, gaming gear, smart wearables, and everyday office essentials. With a rapidly growing audience and broad product catalog, Boost needed a Shopify solution built for both flexibility and scale.

#### Project Goals

The client partnered with Halo Digital to develop a fully customized Shopify experience that would:

- Support **multi-category product expansion**
- Offer a **frictionless and responsive user journey**
- Enable **fast site performance** across all devices
- Allow **simple backend management** for content, inventory, and orders
- Reflect a modern, clean, tech-forward **brand identity**

## Our Solution

We built Boost from the ground up on Shopify, with a custom theme, scalable backend, and performance-first infrastructure.

### Store Architecture & Strategy

- Designed product structure to support a wide range of SKUs and categories
- Implemented layered navigation and smart product filtering for easy discovery
- Created promotional sections like **"Deals of the Day"** and **"Best Sellers"**

### Custom Theme Design & UX

- Developed a Shopify theme tailored to Boost's brand — bold, clean, tech-inspired
- Optimized all templates for mobile-first experience and conversion flows
- Integrated animations and transitions without compromising performance

### Performance Optimization

- Lazy-loaded images and minimized JS/CSS for faster load times
- Installed and configured **Shopify-native apps** for reviews, upsells, and bundles
- Added **structured data** for SEO, including product schema and rich snippets

### Backend & Admin Functionality

- Customized Shopify dashboard to simplify product uploads and inventory edits
- Created reusable content blocks for easy homepage and landing page management
- Integrated third-party logistics and fulfillment APIs for global delivery

## 📸 Homepage Snapshot

### Boost Storefront – First Impressions Matter



Homepage showcasing featured categories, trending deals, and a clean layout optimized for user engagement and product exploration.


EID SALE - UPTO 50% OFF ON YOUR FAVORITE PRODUCTS

BOOST


Categories > Corporate Orders Gift With BOOST Vision Of Boost Support Eid Sale


Q Search Speakers








Shop by Categories


Bluetooth Headset


Earbuds


Gaming Chairs


Gaming Mouse


Combo


Office mouse


Smart Watches


Enclosure

Core


Speaker

Gaming Table

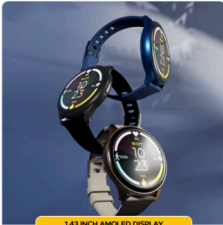
Monitors

Mo

News & Exclusives?  
Join Boost's Official WhatsApp Channel.



New Launches




1.43 INCH AMOLED DISPLAY

Boost Astro Smart Watch

Rs.5,999 ~~Rs.12,000~~ 50%

★ 4.8 | 6

Add To Cart




BOOST BUNDLE  
ASTRO+FALCON

FLAT 56% OFF!

Rs.7,999 ~~Rs.18,000~~ 56%

★ 1 | 0

Add To Cart



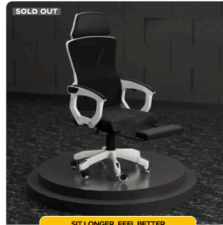
BOOST BUNDLE  
COSMIC+HAWK

FLAT 63% OFF!

Rs.9,999 ~~Rs.27,000~~ 63%

★ 1 | 0

Add To Cart



SOLD OUT

SIT LONGER, FEEL BETTER

Boost Comfort Ergonomic Chair with Footrest

Rs.29,999 ~~Rs.40,000~~

★ 5.0 | 6

Add To Cart

## Results & Value Delivered

- ⚡ **Page load speed under 2.5s** across product and category pages
- 📈 **Improved conversion rate by 35%** through better mobile UX and checkout flow
- 🛍️ Launched with **100+ products** across 12 categories
- 🌐 Configured for **multi-region fulfillment and currency switching**
- 🧠 Enabled fully non-technical management of site content and promotions

## Tech Stack

Shopify · Liquid · HTML5/CSS3 · JavaScript · Shopify Apps (Loox, Bundler, Klaviyo) · Cloudflare · Google Analytics 4

## Client Testimonial

*“Halo Digital helped us build more than just a store—they built an engine for growth. Fast, flexible, and beautifully designed.”*

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## Need a Store That Sells Smart?

From MVP to global Shopify solutions—we build eCommerce stores that are built to convert, scale, and grow with your brand.

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