

AI-NATIVE  
WORKFLOW AUTOMATION  
STUDIO

CASE STUDIES  
© 2026  
WITBIT LABS

# Witbit Labs

// SELECTED CASE STUDIES · 01 - 04

AI AGENTS  
INTEGRATIONS  
CUSTOM SOFTWARE

WITBITLABS  
.COM

[ THE CONCEPT ]

# What is Witbit Labs?

Witbit Labs is an **AI-native automation studio**. We build the systems that remove repetitive work from businesses — AI agents, system integrations, data pipelines and custom software — shipped by a small senior team that thinks in AI natively, not retrofitting it.

We work **like an in-house team, not as vendors**: discovery in days, working software in weeks, and continuous optimization after launch. The following pages document four things we built — for a German-language news operation, a 800K-follower creator, a SaaS learning product, and an influencer marketing agency.

CASE STUDIES

04

Products, creators and agencies

PRODUCTS LIVE

02

faktenblitz.com · execello.com

AUDIENCE SUPPORTED

800K+

Instagram followers (creator ops)

LANGUAGES SHIPPED

02

English &amp; German production systems

# Four builds, documented.

01

## FaktenBlitz

MEDIA

German-language world news site running an automated AI reporting pipeline, publishing at scale with hundreds of monthly visitors.

02

## Adithya Nataraj

CREATOR

Workflow automation for a health & fitness creator with 800K+ Instagram followers — content ops, triage and reporting on autopilot.

03

## Execello

SAAS

A SaaS learning product: role-specific, 30-second professional lessons delivered by email every workday, generated and shipped automatically.

04

## EchoX Media

MARKETING

Deal-intelligence tooling for an influencer marketing agency — surfacing creators and companies with live campaigns for better matchmaking.

[ SECTION 01 ]

# Case Studies

01 FAKTENBLITZ

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02 ADITHYA NATARAJ

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03 EXECELO

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04 ECHOX MEDIA

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# FaktenBlitz

An automated German-language world news operation: global stories gathered, summarised and published in German across categories — around the clock, without a newsroom.

CLIENT

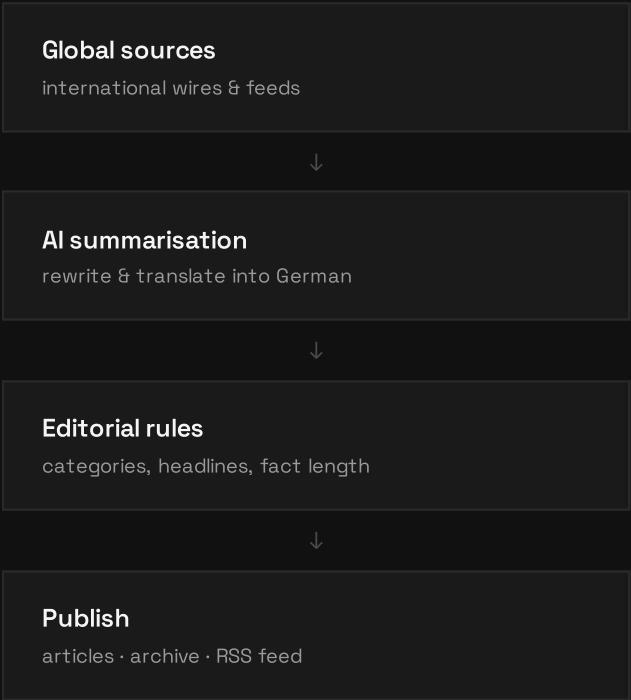
faktenblitz.com — Witbit Labs product

SCOPE

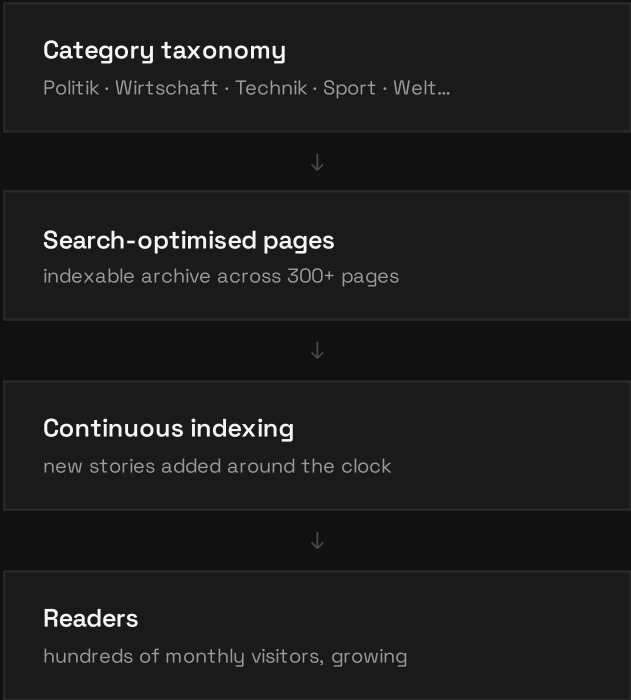
AI publishing pipeline · full-stack build · SEO

- NEWS MEDIA
- AI PUBLISHING
- GERMAN
- CONTENT AUTOMATION
- SEO
- RSS

PUBLISHING PIPELINE



GROWTH ENGINE



RESULTS



**The outcome:** a fully autonomous, German-language news property — every article is sourced, written, categorised and published by the pipeline — proving that AI operations can run a media brand end to end.

# Adithya Nataraj

Workflow automation for Adithya Nataraj (@learnwithadithya), a health & fitness creator with 800K+ followers — turning a manual creator operation into a system that runs itself.

CLIENT

Adithya Nataraj · 800K+ on Instagram

SCOPE

Content ops · triage · reporting automation

INFLUENCER OPS

INSTAGRAM

AUTOMATION

CONTENT PIPELINE

COMMUNITY

DAILY OPERATIONS

Incoming signals

DMs · comments · brand inquiries



AI triage

classify, route & draft replies



Human-in-the-loop

approve what matters, skip the rest



Logged & tracked

every inquiry captured, nothing lost

CONTENT & REPORTING

Content calendar

planned posts & reminders



Performance pull

views, engagement & reach collected



Automated reports

brand-ready summaries on schedule



Team time freed

focus shifts to creating, not admin

RESULTS

800K+

FOLLOWER AUDIENCE  
RUN ON SYSTEMS

0

INQUIRIES LOST  
AUTO-CAPTURED & ROUTED

Weekly

REPORTS GENERATED  
WITHOUT MANUAL WORK

**The outcome:** a creator business operating like a media company — inquiries triaged automatically, reports ready for brand partners, and the founder's hours returned to content instead of inbox admin.

# Excello

Continuous professional learning for teams: short, role-specific lessons that arrive by email every workday and take under 30 seconds to read — designed, built and operated by Witbit Labs.

## CLIENT

execello.com — Witbit Labs product

## SCOPE

Product design · AI lesson generation · delivery

SAAS

EMAIL DELIVERY

AI GENERATION

ROLE-BASED CONTENT

EDTECH

## LESSON PIPELINE

### Role & seniority

engineering · product · sales · legal · finance



### AI generates lesson

one useful idea, 30-second read



### Quality gate

accuracy, relevance, tone checks



### Scheduled send

every workday, per employee

## BUSINESS ENGINE

### Team onboarding

invite employees by role & function



### Compounding library

hundreds of lessons accumulate



### 30-day pilots

20–50 employees at \$1 / employee / month



### Scale

whole-company rollout

## RESULTS

&lt;30s

DAILY LESSON  
FIT INTO THE WORKDAY

6

DEPARTMENTS SERVED  
BY ROLE-SPECIFIC CONTENT

\$1

PER EMPLOYEE / MONTH  
LIVE PRICING, PILOTS OPEN

**The outcome:** a working SaaS business — pricing, landing pages, pilot funnel and the entire content supply chain automated — from an idea to a live product where employees actually read the training.

# EchoX Media

Deal-intelligence tooling for an influencer marketing agency — surfacing which creators to pitch and which companies are actively running campaigns, so outreach lands where the deals are.

## CLIENT

EchoX Media · influencer marketing agency

## SCOPE

Deal discovery · creator matching · outreach intel

INFLUENCER MARKETING

DEAL DISCOVERY

DATA PIPELINES

MATCHING

OUTREACH

## FINDING THE DEALS

### Company signals

brands actively running campaigns



### Enrich & score

fit, budget signals, category match



### Prioritised list

who to approach, with what angle



### Pitch

outreach aimed at live opportunities

## FINDING THE CREATORS

### Creator discovery

profiles filtered by niche & audience



### Quality filter

engagement & authenticity checks



### Match to brand

right creator for the right campaign



### Campaign ready

shortlists in hours, not days

## RESULTS

### Faster

SHORTLISTS BUILT  
IN HOURS, NOT DAYS

### Better

PITCHES AIMED AT  
ACTIVE DEAL-MAKERS

### Higher

HIT RATE ON  
CREATOR & BRAND OUTREACH

**The outcome:** the agency's team spends time closing instead of searching — the pipeline finds the companies with live deals and the creators worth pitching, then hands over a ranked shortlist.

# What we build

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- 01

## AI workflow automation

Agents that run triage, approvals, data entry, reporting and outreach — supervised, auditable, 24/7.

AGENTS
- 
- 02

## System integrations

CRM, ERP, email, spreadsheets and APIs wired together so data moves without a human touching it.

API
- 
- 03

## Custom software & internal tools

Dashboards, portals and web apps built for how your operation actually works.

BUILD
- 
- 04

## AI assistants & chatbots

Assistants trained on your business knowledge — supporting your team and customers around the clock.

SUPPORT
- 
- 05

## Data & reporting pipelines

Collection, cleaning and visualisation on a schedule — decisions made on real numbers.

DATA
- 
- 06

## Process consulting

Workflow audits that locate the biggest time sinks and the highest-ROI automation targets.

STRATEGY
-

[ CONTACT ]

# Let's automate your business.

Tell us what's eating your team's time. We'll show you exactly how AI can eliminate it — a free 30-minute discovery call, working software in weeks, no lengthy sales cycle.

EMAIL

[hello@witbitlabs.com](mailto:hello@witbitlabs.com)

WEBSITE

[witbitlabs.com](https://witbitlabs.com)

ENGAGEMENT

**Discovery** → build → launch → optimize

TYPICAL TIMELINE

**Automations** 1–2 weeks**Products** 4–6 weeks