

**The AI Shift
that SMBs
are adopting!**



Featured by
**Connected
Commerce Council
(3C)**



About Us

4XDigital AI helps small businesses grow their business with the help of advertising

After years inside Amazon's high-efficiency world, one thing stood out: Small business owners don't lack ambition. They lack time. So we built 4XDigital AI to take ads off their plate.

Komal Singh

Advertising challenges that SMBs face everyday!



The AI Shift

Democratizing access for SMBs

From experiment to essentialism!

AI Is Moving Fast

- AI adoption among SMBs has grown to **55%**
- Businesses are launching campaigns faster and **making better decisions**
- Early adopters report **5–15% revenue uplift**

How AI Changes Advertising?

Parameter	Without AI	With AI
Time	Hours of manual work	Minutes through automation
Complexity	Requires expert skills	Guided workflows
Speed	Sequential execution	Parallel automation

AI levels the playing field; turning limited budgets into scalable growth

Common Misconceptions of AI

The Misconception	The Reality
AI is a magic button for performance	Performance Catalyst AI amplifies your strategy, creativity, and data, it doesn't replace them. It acts as a multiplier, not a substitute for human insight.
AI will dilute the brand presence!	Can Act As a Brand Guardrail! AI keeps your look polished and professional. It ensures every ad and caption fits your brand's "vibe" perfectly, so you never look messy or inconsistent.
AI doesn't predict strengths but helps only in excluding repetitive tasks	Growth Strategist! AI isn't just for "busy work"—it's your creative partner. It predicts trends, brainstorms winning ad ideas, and makes the data-driven choices that actually grow your revenue.

Lawmakers part in AI Adoption

U.S has fragmented and evolving AI Policy and is in a clear need of a comprehensive law which enables innovation while providing regulatory support

National AI Framework

A direct, unified approach:

- Reduces regulatory barriers
- Promotes innovation
- Limits conflicting state laws

Sector-Based Regulation

Regulated through existing laws applied to new tech:

- FTC: consumer protection
- DOJ: discrimination & fairness
- Healthcare regulators: medical AI

Incentive & Financial Support


Drive SMB adoption of AI through:

- Tax credits for AI tools & infrastructure
- Grants for SMB digital transformation
- Subsidies for AI implementation

via Government Adoption

Government demand builds trust & validates real use cases:

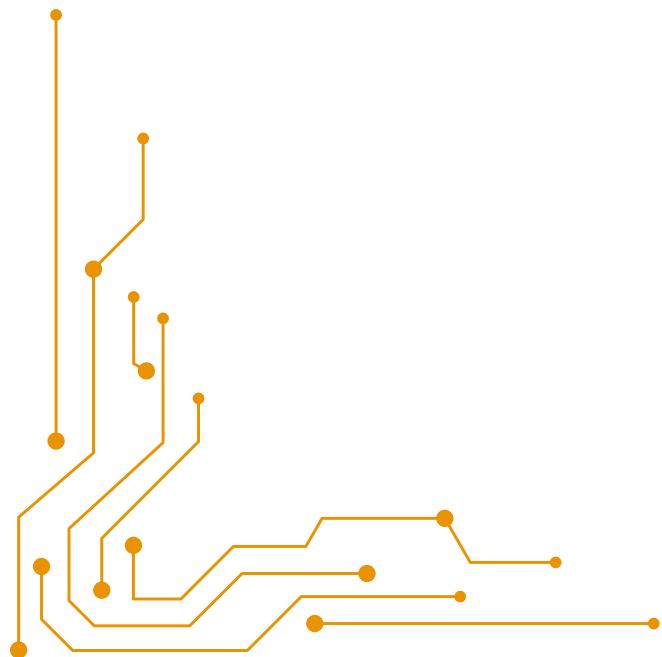
- Use AI in public services
- Simplify procurement for AI startups

A woman with dark hair, wearing a yellow long-sleeved shirt and a grey apron, stands in a cafe or restaurant. She is smiling and holding a tablet computer. The background shows tables and chairs, with other people blurred in the distance.

What all this looks like is a poor match between SMB needs and traditional advertising systems. . . and that's where we stepped in. . .

4X Digital AI Vision

To simplify digital advertising for small and medium-sized businesses so they can understand, access, and benefit from its power without needing to overinvest in talent or time.



Run My Ads

Run My Ads is our fully managed advertising solution for small businesses.

Cross-channel ads.
Fully managed.
Zero hassle.



Ad Creative Studio (ACS)

Creative Generation - Agent Calliope

ACS is more than just a tool, its your creative team. It transforms your plain product images into beautiful images and videos - in minutes.

Our Solutions



Campaign
Optimization -
Agent Euclid



Agent Laku -
Campaign
Monitoring



Campaign
Launcher -
Agent Merlin

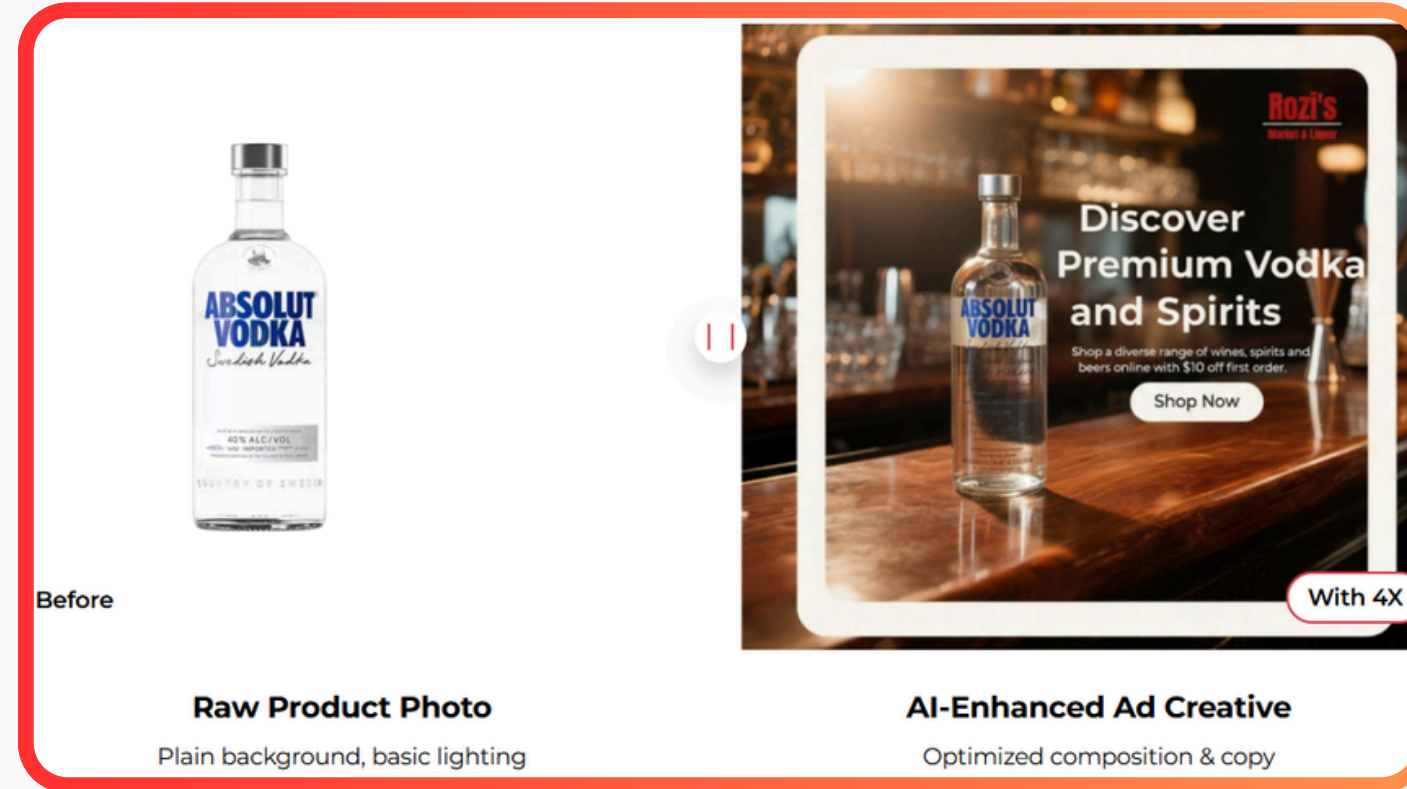


Agent
Tell Me More

AI Advertising Suite

We deploy an optimized, unified, 24/7 Agentic Workforce that instantly expands your specialized headcount.

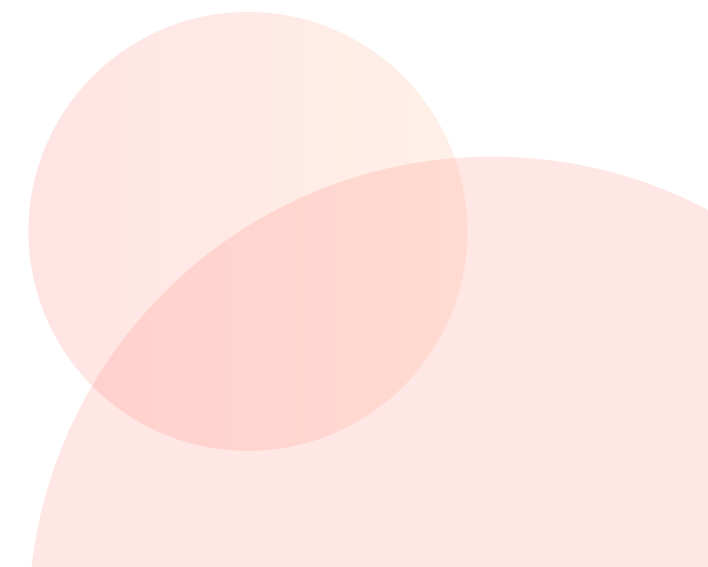
Examples of assets generated using our Ad Creative Studio (ACS)



BUSINESS

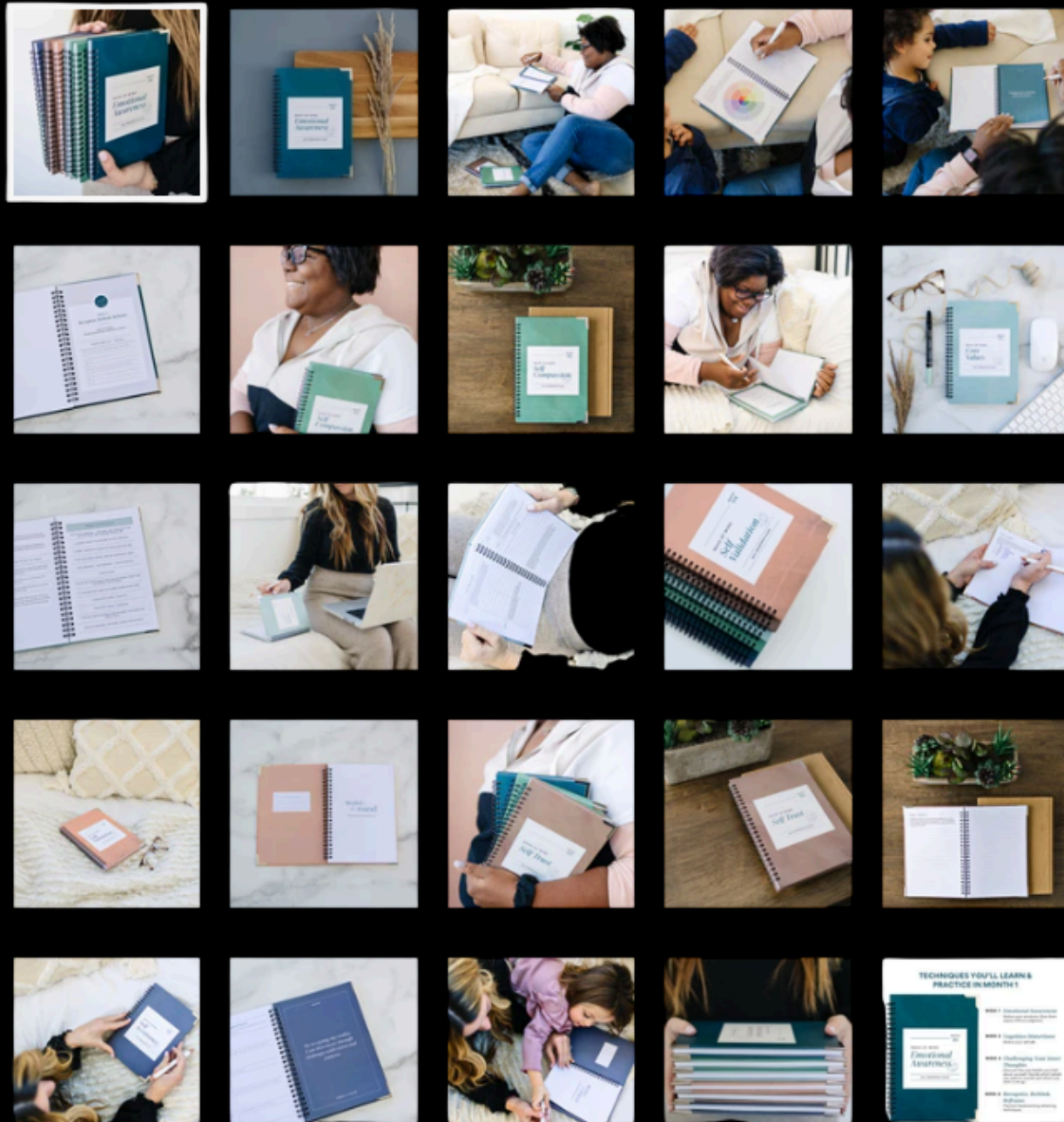
CASE STUDY

AI Powered Ad Solutions Solving the
SMB pain points breaking myths of AI



SMB Background

wave OF mind



About

Industry: Ecommerce

Product: Emotional Wellness Journals

Wave of Mind bridges the gap between self-help and therapy, making mental health support more accessible and effective.

Key Objective

To increase web traffic and acquire new customers online via digital efforts



The Growth Gap?

Like many SMBs, Wave of Mind struggled to drive sales due to the following gaps:

- ➔ **Low website traffic** and **slow conversion** cycle.
- ➔ Challenge of navigating **complex digital channels** without clear direction.
- ➔ Past efforts produced **inconsistent results**, turning every marketing dollar into a risky bet.

QUICK BYTES TO TAKEAWAY

01

FIND THE CLEAR SOURCE OF WEBSITE TRAFFIC

Look into your Google Analytics and understand your source of web traffic and your audience. Conduct competitor analysis for limitations and opportunities for new traffic sources.

02

DEVISE A CHANNEL STRATEGY

Understand various advertising channels. List your key objectives and map those objectives to each of the channel to make channel decision.

03

SET CLEAN GOALS AND METRICS TO REVIEW PERFORMANCE

In the beginning focus on the following key metrics:
CPC, CTR, CR, ROAS and Frequency

Approach

- ➔ We started with **Run My Ads** - AI Powered solution that supports cross channel campaigns timely with AI and eliminates the complex and unclear direction for Ad platforms.
- ➔ Started on **Ad Creative Studio** - For creative generations to keep updating campaigns for top funnel campaigns and targeting engagement.
- ➔ Set Up **Clear & Limited Metrics** - We avoided over-complicating metrics, which made the cost and time too high without leading to the right decisions.

QUICK BYTES TO TAKEAWAY

01

CROSS CHANNEL CAMPAIGNS

Something that worked really well is choosing to go with different channels for different goals.

For example - we chose Meta for Web traffic acquisition campaigns and Google for sales campaigns

02

GENERATING AD READY IMAGES

Two Key learnings everyone should know:

1. Creatives have a very high fatigue rate in ecommerce and so it is better look for scale of production over perfection.
2. Every ad creative should (a) Catch Attention (b) Propose Value (c) Showcase the Brand (d) Have a call-to-action

03

WHAT TO EXPECT IN 30 DAYS OF ADS

In the first 30 days:

- Launch & rapidly test creatives
- Identify what's driving clicks & engagement
- Refine targeting and budgets based on data
- Then start observing CTR, and CPC



EXECUTION THAT DROVE GROWTH

AI-POWERED AUDIENCE TARGETING

Used lookalikes, interest clusters, and predictive workflows to identify high-intent segments from day one.

AUTOMATED BID & BUDGET OPTIMIZATION

Implemented smart bidding (Target CPA / Max Conversions) to maximize early conversions without overspending.

DYNAMIC CREATIVE TESTING (META)

Leveraged automated creative optimization tools to rotate headlines, images, and CTAs based on engagement signals.

SEARCH & KEYWORD STRATEGY (GOOGLE ADS)

Grouped keywords by intent signals, long tail and broad match keywords with smart bidding to capture wider, high-quality search demand.

MULTIPLE CAMPAIGNS

Separate campaigns by intent: branded vs non-branded, prospecting vs retargeting.

TESTING & LEARNING LOOP

Paused low-performing ad sets quickly; reallocate budget to top-performing audiences and creatives.

The Result

Over the course of a year-long partnership, we consistently scaled store performance resulting in delivering a steady upward growth month-over-month

45%

of Brand's Revenue comes from Paid Advertising efforts.

85%

of Web-Traffic building the top funnel comes from the Ads on Meta & Google.

3.2X

Increase in ROAS over year which is a steady 12-15% month over month revenue.

15%

increase in Branded search uplift over the span of 6 months.

12%

Organic sessions from returning users grew over the year.

SMB Background 2

Market Baby

Market Baby

RELIABLE BABY ESSENTIALS

SAFE, VERIFIED BABY FORMULAS, FAST



Profile

Industry: E-Commerce

Product: Baby Formula

Online store offering a wide range of baby care products, especially infant formula and baby necessities, with listings from popular brands and promotional pricing.

Key Objective

To increase sales and optimize ROAS

The Growth Gap?

Like many SMBs, **Market Baby** was struggling to increase sales while optimizing ROAS

- ➔ **Limited scale** and **low reach** for campaigns leaving untapped market.
- ➔ Heavy reliance on proven **lookalike audience** and **customer segments**.
- ➔ **High creative fatigue** and **lack of customer intent** on engagement.

QUICK BYTES TO TAKEAWAY

01

AUDIENCE SIGNALS AND SCALE

If your scale is flattening, audit audience overlap. High reliance on the same segments usually signals saturation, not budget limits.

02

LOOKALIKE TARGETING & AUDIENCE REACH

Lookalikes work best as a starting point, but not the best strategy for scale. Layer in new interest, behavioral, and broad targeting to unlock incremental reach.

03

CREATIVE REFRESH AND FATIGUE

Declining CTR or engagement is often a creative problem, not a media problem. Refresh hooks and formats before increasing spend.

Approach

- ➔ **Controlled Expansion:** Scaled budgets methodically while layering in new audiences and search themes - maintaining efficiency at every step.
- ➔ **Full-Funnel Strategy:** Built a full-funnel approach across prospecting, retargeting, and high-intent layers to capture demand at every stage.
- ➔ **Continuous Testing:** Continuously tested new formats, hooks, and messaging to improve engagement and conversion as spend increased.

QUICK BYTES TO TAKEAWAY

01

BUDGETS AND AUDIENCE SEGMENTS

Increase budgets alongside audience expansion. Scale should come from new reach and in stable efficiency, not just higher spend on the same users.

02

CAMPAIGN FUNNEL STAGES

Map campaigns to funnel stages to separate prospecting, retargeting, and high-intent layers to control messaging and budget allocation better.

03

CONSISTENT EXPERIMENTS & TESTING

Build a testing system, not random experiments. Consistently test hooks, creatives, and formats to improve conversion rates as you scale.



EXECUTION THAT DRIVES GROWTH

TESTIMONIAL LED CREATIVES

Leveraged real customer reviews and UGC-style ads to build trust and improve engagement rates.

INCENTIVE-BASED RETARGETING

Retargeted warm audiences with tailored offers (discounts, bundles) to improve conversion efficiency.

SEARCH EXPANSION (GOOGLE ADS)

Introduced new high-intent keywords, long-tail queries, and competitor terms to capture incremental demand.

CREATIVE DIVERSIFICATION (META ADS)

Tested multiple formats like videos, carousels, statics to avoid fatigue and sustain performance at higher budgets.

AUDIENCE LAYERING & LOOKALIKES

Expanded into lookalike audiences and interest stacks while maintaining strong core audience performance.

CONVERSION RATE FOCUS

Aligned ad messaging with landing page intent to improve post-click performance and overall ROAS.

The Result

In a span of 90-days after 4X took over the Ad efforts for Market Baby, paid advertising became a core revenue engine driving consistent, scalable growth beyond existing performance. The new campaign structure unlocked higher volume while improving efficiency proving that scale and ROAS can grow together.

85%

Increase in Conversions
(Volume of the business improved)

72%

Growth in Revenue from Ads

28%

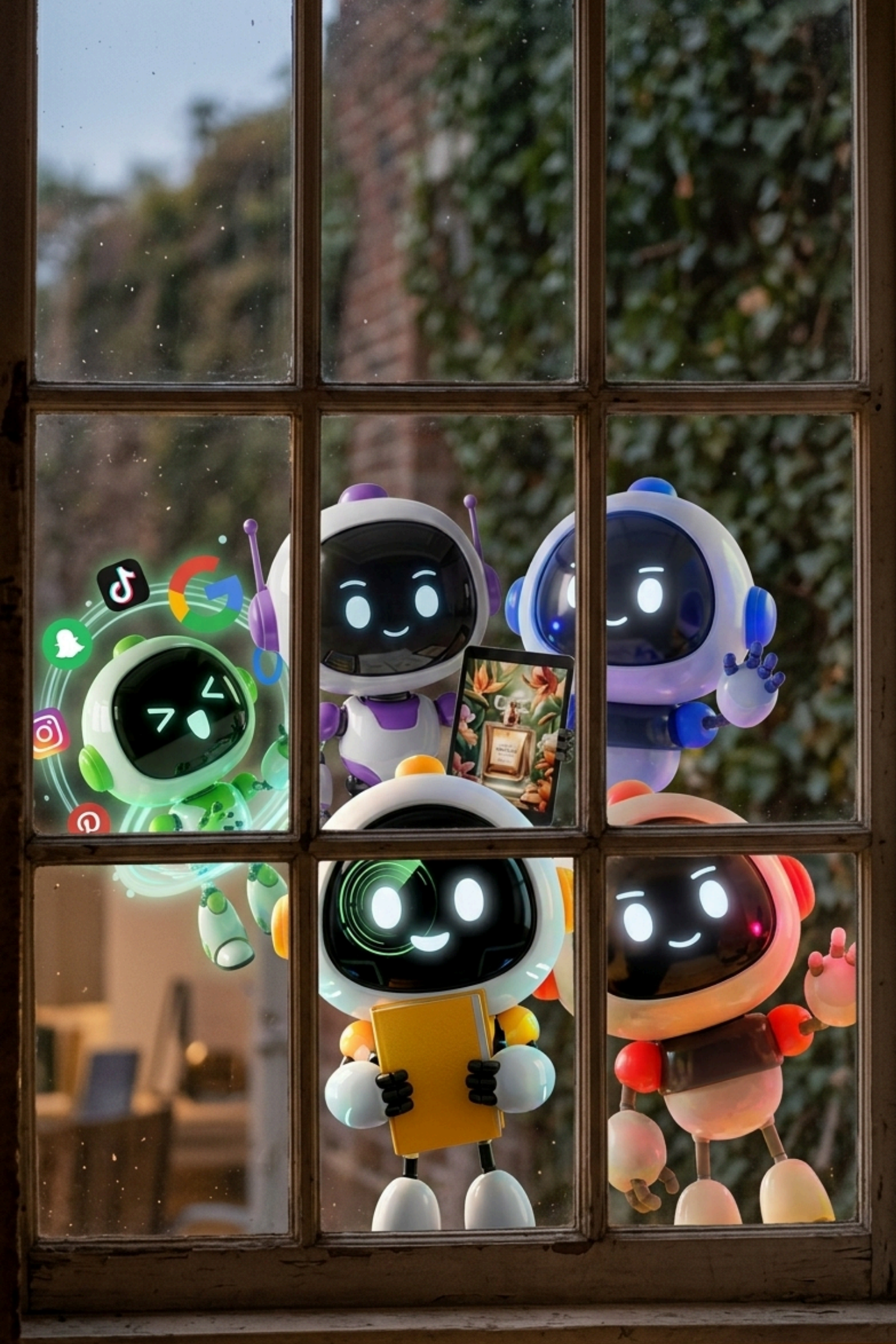
Improvement in the ROAS

35%

Uplift in the Conversion Rate

22%

Reduction in CPA
(Cost per Acquisition)



First Month Free!

Code: FIRSTMONTHOFF
Valid: Now - April 12th

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4XDigital is a unified AI-driven ad-tech platform that automates creative generation, campaign execution, and performance optimization for small businesses to run ads end-to-end, while helping agencies, and freelancers accelerate brand success.