

AGENCY PROGRAMME

Build a Differentiated Analytics Practice.

*White-label AI-powered marketing intelligence your clients
can't get anywhere else — without building the infrastructure yourself.*

White-label

fully brandable

30–50%

margin potential

MIDAS

invisible to clients

3 Layers

full stack

THE OPPORTUNITY

A New Revenue Layer for Your Agency

Your clients are running campaigns across more channels than ever — paid search, paid social, organic, content, email, CRM. They want to know what's working, what isn't, and what to do next. Most analytics agencies give them dashboards from platform-reported data and analyst opinion. MIDAS lets you give them something categorically different: unified, AI-generated intelligence that crosses every channel boundary — white-labelled under your brand, with zero infrastructure to build or maintain yourself.

WHAT CLIENTS GET TODAY	WHAT YOU CAN OFFER WITH MIDAS
Separate dashboards for each platform — no unified view	One unified intelligence layer across 15+ channels, updated daily
Platform-reported attribution — each platform takes full credit	True cross-channel attribution — what's actually driving revenue
Analyst opinion on what to do — based on manual report review	AI-generated recommendations — data-derived, reasoned, structured for approval
Problems discovered in next week's report	Anomaly alerts before they cost budget — across paid and content channels
No content attribution — blog posts and social invisible to revenue	Content marketing intelligence — every asset tracked to pipeline
Each engagement starts from scratch	Preference learning builds a client-specific intelligence model that compounds with time

IDEAL AGENCY PROFILE

Digital marketing agencies, performance marketing agencies, content marketing agencies, and full-service consultancies that manage multi-channel campaigns for growth-stage or established businesses. Agencies with 3–50+ active clients who want to differentiate on intelligence depth, retain clients longer, and add a recurring analytics revenue stream without building the infrastructure themselves.

WHAT YOU DELIVER

The Full Three-Layer Stack — Under Your Brand

MIDAS is completely invisible to your clients. They see your brand on every dashboard, every recommendation, every report, and every execution notification. You deliver intelligence, decision automation, and autonomous execution as your own service. NetScience handles the infrastructure, the integrations, the models, and the maintenance.

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LAYER 1

Intelligence Dashboards

Unified data from 15+ channels — paid, organic, content, social, email, CRM — in one consistent model, updated daily. AI runs continuously: attributing conversions across all channels including content assets, detecting anomalies, scoring leads, analysing content performance, monitoring competitors. Delivered as your branded dashboards by 8am every morning.

Your brand on every dashboard

MIDAS is invisible — clients see your agency identity

15+ channels unified

Paid, organic, content, social, email, CRM

True cross-channel attribution

Including content — which blog posts and social series drive revenue

Content marketing intelligence

Pillar balance, SEO gaps, social engagement, asset-to-pipeline

Lead scoring to CRM

AI quality scores written to HubSpot/Salesforce in real time

Competitive intelligence

Competitor rankings, ad activity, content patterns — monitored continuously

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LAYER 2

Decision Automation

AI generates structured recommendations across paid media and content strategy — each with situation, diagnosis, recommended action, expected outcome, confidence level, and expiry. Presented to clients in your branded Slack or Notion workspace. Clients approve, modify, or reject. Every decision trains the preference model. Approval rate improves from ~40% in month 1 to 85%+ by month 12.

Your branded Slack / Notion

Clients approve recommendations in your workspace

Paid media & content recommendations

Budget shifts, creative refreshes, pillar rebalancing, SEO gaps

Four decision options

Approve · Reject · Modify · Defer — from any device

Preference learning

System calibrates to each client's decision patterns over time

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LAYER 3

Autonomous Execution

For clients with mature preference profiles, trusted action types execute autonomously within client-defined limits — adjusting bids, updating budgets, scheduling content, updating audience targeting. Every action passes five safety checks. Every action is logged. Your agency's name appears on every daily digest and execution report.

■ **Paid media execution**

Google Ads, Meta, LinkedIn — within client-defined limits

■ **Content scheduling & amplification**

AI-drafted → approved → published at optimal times

■ **Five safety checks on every action**

Spend caps, magnitude limits, state validation, idempotency, full logging

■ **Daily execution digests**

Every autonomous action reported under your brand

COMMERCIAL MODEL

Recurring Revenue Across All Three Layers

MIDAS adds a new recurring revenue stream on top of your existing client billings. The platform is priced so partners capture 30–50% margin on the analytics and automation tier. Each additional layer activated per client adds incremental recurring revenue. As your client base scales, partner cost per client reduces — expanding margin further.

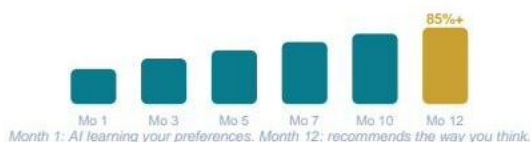
ADDITIONAL REVENUE STREAMS

- Setup & onboarding fee per new client
- Layer 2 activation fee per client
- Layer 3 autonomy configuration fee
- Custom dashboard and reporting development
- Strategic consulting on intelligence insights

THE RETENTION MECHANISM

The Preference Moat — Your Structural Competitive Advantage

Every client decision — every approval, rejection, modification, and deferral — trains the AI on that client's specific preferences. After 6 months, the system has accumulated 25–40 calibrated preferences that shape every future recommendation before it reaches the client. After 12 months, this preference profile is an asset that cannot be transferred to a new provider without starting the learning process from scratch.



Preference Learning Profile

25–40 calibrated preferences per client: budget change magnitude, risk tolerance, brand constraints, approval timing, content format preferences. Built over months. Cannot be replicated on day one.

Outcome History Library

Every recommendation made, every decision taken, every outcome measured — stored and used to improve future recommendations. A competitor starting fresh has none of this history.

Approval Rate Trajectory

Show clients the chart above in your monthly review. Their rising approval rate proves the system is learning to think like them. No competitor can show this for your client without starting over.

HOW THE PARTNERSHIP WORKS

Three Steps to Your First Client

Getting started requires no upfront infrastructure investment and no data engineering capability on your side. NettScience handles all technical setup, platform integrations, and ongoing maintenance. You manage the client relationship and deliver the intelligence under your brand.

01

Partner Conversation

A 60-minute call to understand your agency's client profile, service model, and where MIDAS fits. We walk through a live platform demonstration on real anonymised data. No commitment required at this stage.

02

Live Demonstration

We run MIDAS against a client data set — paid, organic, content, email — and show you exactly what your clients would see: the dashboards, the anomaly alerts, the attribution analysis, and the recommendation approval interface.

03

First Client Pilot

Onboard your first client. NettScience connects all platforms, configures the data model, builds the dashboards, and sets up the approval workflow. Your team focuses on the client relationship. First dashboards live within 4 weeks.

WHAT NETTSCIENCE HANDLES

All platform integrations

Every API connection — Google, Meta, LinkedIn, GA4, CRM, email, SEO tools — built and maintained.

Data pipeline and warehouse

PostgreSQL data model, ETL transformations, attribution models, anomaly detection — all configured per client.

Dashboard configuration

Superset dashboards built to your specifications, white-labelled with your branding.

AI model operation

Ollama (local) and Claude/GPT-4 (frontier) routing, prompt engineering, output review workflows.

Ongoing maintenance

Platform updates, API changes, data model refinements — handled entirely by NettScience.

Onboarding support

Full technical onboarding for each new client with your account team involved as the relationship owner.

**Request a Partner
Conversation**

60 minutes. Live demo on real
data. No commitment.

Download Full Platform Brief

Three-layer capability overview for
your team.

Talk to the Team

Send a mail to
analytics@nettscience.com