



MIDAS
BY NETTSCIENCE

FOR MARKETING AGENCIES

The Agency Intelligence Playbook

**How Forward-Thinking Agencies Are Building
AI-Powered Analytics as a Revenue Stream**

White-label AI marketing intelligence. Recurring revenue.
Client retention through compounding value.
Without building the infrastructure yourself.

White-label

Fully brandable —
MIDAS invisible

30–50%

Margin potential
on analytics tier

3×

Avg client retention
uplift reported

12 wks

To first client
dashboards live

THE AGENCY LANDSCAPE IS CHANGING

Execution Is Being Commoditised. Intelligence Is Not.

The pressure on digital marketing agencies has never been higher. Automation platforms have compressed the skill required to run a campaign. AI tools have lowered the barrier to content production. Clients can now access execution capability that previously required an agency relationship. The agencies that will grow in this environment are the ones that move up the value stack — from execution to intelligence.

Commoditisation of Execution	Campaign execution — Google Ads, Meta, email, social — is increasingly automated. Clients are being pitched directly by platforms and tools that promise to replace the execution layer of your service. If execution is your primary differentiator, that differentiator is eroding.
The Intelligence Gap Your Clients Feel	Your clients want to know what is actually working. Which channels drive revenue, not just conversions. Which content generates qualified leads. Which audiences have the best lifetime value. They are not getting this from platform dashboards. The agency that provides it owns the relationship.
The In-House Threat	Enterprise platforms are pitching your best clients directly — offering to bring analytics in-house. If your service is primarily execution, there is no compelling counter-argument. If your service includes intelligence that would take 12–18 months to rebuild internally, the conversation changes.
THE OPPORTUNITY	Forward-thinking agencies are adding AI-powered analytics as a service layer — positioned above execution, providing intelligence clients cannot get elsewhere, generating recurring monthly revenue, and making the client relationship genuinely difficult to replace. This playbook explains how they are doing it and what it means for your agency.

THE SERVICE MODEL

What You Can Offer — The Three-Layer Stack

The most successful agency analytics practices are built on a three-layer model. Each layer delivers standalone value. Each layer makes the previous layer more valuable. Together they create a client relationship that compounds — because switching providers means abandoning 12 months of accumulated intelligence.

LAYER 1

Intelligence Dashboards

Unify all client channels — paid, organic, content, social, email, CRM — in one consistent model. Deliver daily dashboards, cross-channel attribution, anomaly alerts, content performance analysis, lead scoring, and competitive intelligence. Branded with your agency identity. Updated automatically every morning before the client's working day begins.

■ Daily intelligence by 8am

All channels in one view — no manual refresh

■ True cross-channel attribution

Including content and organic — not platform self-reporting

■ Anomaly alerts

Issues flagged before they cost client budget

■ Content marketing intelligence

Every asset tracked to pipeline and revenue

■ Your brand, throughout

MIDAS is invisible — clients see your agency

LAYER 2

Decision Automation

AI generates structured recommendations — budget adjustments, creative refreshes, content strategy changes, audience expansions — and routes them to your branded Slack or Notion workspace for client approval. Clients review, approve, modify, or defer. Every decision trains the preference model. By month 12, the system recommends the way the client thinks.

■ Paid media recommendations

Budget, bids, creative, audience — AI-generated, human-approved

■ Content strategy recommendations

Pillar balance, SEO gaps, format optimisation

■ Branded approval workflow

Client approves in your Slack or Notion — not a third-party tool

■ Preference learning

Approval rate: ~40% month 1 → 85%+ month 12

LAYER 3

Autonomous Execution

For clients with mature preference profiles, trusted action types execute autonomously within limits the client defines. Bids adjusted, budgets reallocated, content scheduled, audiences updated. Every action passes five safety checks. Every action is logged and reported under your brand. The client stays in control of every boundary — AI operates continuously within them.

■ **Paid media execution**

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

■ **Content & social execution**

Scheduling, amplification, optimised timing

■ **Five-stage safety validation**

Every action checked before execution

■ **Full audit trail under your brand**

Client sees your agency on every report

WHY CLIENTS STAY

The Preference Moat — Structural Retention Through Compounding Value

Most agency retention relies on relationships and switching friction. The intelligence model creates a different kind of retention — one built on compounding value that increases every month. This is not a retention strategy. It is a structural property of how the system works.

Preference Learning Profile

Every client approval, rejection, and modification trains the AI on that client's specific preferences — risk tolerance, budget change magnitude, brand constraints, content format preferences, approval timing. After 6 months: 25–40 calibrated preferences. After 12 months: the system recommends the way the client thinks. No new provider can replicate this on day one.

Outcome History Library

Every recommendation made, every decision taken, every campaign outcome measured — stored and used to improve future recommendations. This growing library of evidence makes the system progressively smarter. A competitor starting fresh has none of this history. Your client would be trading a 12-month intelligence asset for a blank slate.

The Approval Rate Trajectory

Month 1: the system recommends well, but does not yet know the client's preferences — approval rate ~40%. Month 6: the system has learned enough to recommend with confidence — approval rate ~65%. Month 12: the system recommends the way the client thinks — approval rate 85%+. Show this chart in your monthly review. It is proof of compounding value that no competitor can replicate.

THE REVENUE MODEL

Recurring Revenue at 30–50% Margin

The intelligence layer adds a new recurring revenue stream on top of existing client billings. Partner cost reduces as client volume grows — expanding margin as the practice scales. Additional revenue from setup fees, custom dashboard development, and strategic consulting built on MIDAS intelligence.

AGENCY SCALE	ILLUSTRATIVE CLIENT FEE	PARTNER COST	MONTHLY MARGIN
5 clients	\$2,100 / mo per client	\$1,050 / mo	\$5,250 / mo
15 clients	\$2,100 / mo per client	\$950 / mo	\$17,250 / mo

30 clients	\$2,100 / mo per client	\$800 / mo	\$39,000 / mo
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** Illustrative figures. Final pricing confirmed during partner onboarding.*

GETTING STARTED

From Partner Conversation to First Client in 3 Steps

There is no upfront infrastructure investment and no data engineering requirement on your side. NetScience handles all technical setup, platform integrations, and ongoing maintenance. Your agency manages the client relationship and delivers the intelligence under your brand.

01

Partner Conversation

A 60-minute call to understand your client profile, service model, and where the intelligence layer fits. We walk through a live demonstration on real anonymised data. No commitment at this stage.

02

Live Platform Demonstration

We run MIDAS against a real client data set — paid, organic, content, email. You see exactly what your clients would see: dashboards, anomaly alerts, attribution analysis, and the recommendation approval interface — all under a sample agency brand.

03

First Client Pilot

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

WHAT NETTSCIENCE HANDLES FOR YOU

All platform integrations

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

Data pipeline & warehouse

PostgreSQL warehouse, ETL, attribution models, anomaly detection — per client.

Dashboard configuration

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

AI model operation

Local and frontier AI routing, prompt engineering, output validation — all operational.

Ongoing maintenance

Platform updates, API changes, data model refinements — NetScience's responsibility.

Client onboarding support

Full technical onboarding with your team as the relationship owner throughout.

Request a Conversation

Live Demo. No Commitment
Required.

Download the Agency Brief

Complete commercial model and
programme details.

Talk to the Team

Send a mail to
analytics@nettscience.com