

ALL THREE LAYERS · FOR BUSINESSES, AGENCIES & PARTNERS

The Complete Platform. **All Three Layers.**

Intelligence → Decisions → Action. One system.

MIDAS is a three-layer marketing intelligence and decision automation platform. All three layers are live. This document describes the complete platform — what each layer does, how they connect, what they deliver together, and how the combination creates value that compounds with time.

Marketing Intelligence & Decision Automation System

A NettScience Product · midas.nettscience.com · nettscience.com

3

Platform
Layers

15+

Channels
Unified

15 Yrs

Analytics
Practice

100%

Managed
Service

SECTION 01

Executive Summary

MIDAS is the only fully integrated marketing intelligence-to-execution system available as a managed service at mid-market price points. It delivers what enterprise organisations spend millions building — unified intelligence across every channel, AI-powered decision automation with human approval, and autonomous execution within client-defined limits — as a continuously operating service that requires no data engineering, no internal infrastructure, and no dedicated technical team.

Dimension	Summary
What MIDAS gives you	Unified intelligence across every marketing channel, updated automatically every day. AI-generated recommendations for both paid media and content decisions, structured for rapid human approval. Autonomous execution of trusted action types within limits you define. A system that learns from every decision and improves every month.
What makes it different	A managed service — not a platform you operate. Data sovereignty by architecture — local AI inference for high-frequency tasks, client data never leaving your managed environment. Domain intelligence built from 15 years of marketing analytics practice. Compounding value — the system becomes more accurate, more calibrated, and harder to replace with every month of operation.
What you do not need	A data science team. Internal infrastructure. Platform logins for optimisation tasks. Manual report assembly. Attribution guesswork. Manual content scheduling. The time between knowing and acting is measured in minutes, not days.
All three layers — live now	Layer 1 (Data & Intelligence), Layer 2 (Decision & Automation), and Layer 3 (Channel & Execution) are all in production and available today.

The Investment Thesis in One Sentence

MIDAS gives marketing teams the intelligence, decision automation, and execution capability of a sophisticated in-house data science operation — as a fully managed service, at a fraction of the build cost, running continuously and compounding in value with every month of operation.

SECTION 02

The Problem MIDAS Solves

Marketing has become structurally fragmented. A mid-market business today runs campaigns across six or more channels simultaneously, each producing data in its own language, each claiming credit for conversions the others also claim. The problem is not a shortage of data — it is the absence of unified intelligence that connects data to decisions.

Problem	What It Costs You
The attribution problem	Add up what your ad platforms claim they drove and you will reach 150–200% of your actual conversions. Each platform applies its own attribution model, claiming every conversion it touched. The result is systematic budget misallocation — typically overweighting the last-click channel and starving the channels that drive the journey.
The intelligence gap	Dashboards show you what happened in each platform. They do not tell you what your marketing is actually doing across all of them simultaneously. The intelligence layer — unified attribution, anomaly detection, lead scoring, content performance — is what connects data to decisions.
The speed problem	Problems are discovered the next morning in reports. By then, budget has been wasted. Creative has continued serving to a fatigued audience. A CPA spike has run for 18 hours before anyone knew. The gap between when something changes and when a human knows costs real money every day.
The execution gap	Even when a human diagnoses a problem and decides what to do, the time to execute — logging into platforms, making changes, confirming settings — adds hours. And the decision-to-execution loop starts from scratch with every problem, with no institutional memory of what has worked before.

SECTION 03

The Three-Layer Platform

MIDAS is structured as three layers, each independently valuable and each building on the one before. You choose your entry point. You progress at your own pace. Every layer compounds the value of what precedes it.

01

LAYER 1

Data & Intelligence

The intelligence foundation. Layer 1 connects every marketing channel, transforms all data into a single unified model, and runs seven analytical capabilities automatically — every day, before your team starts work.

Capability	What It Does
Unified Data Collection	400+ native integrations. Every platform in one model: Google Ads, Meta, LinkedIn, GA4, HubSpot, Salesforce, email, SEO, social, e-commerce. Updated daily.
Cross-Channel Attribution	Multi-touch attribution built across channels simultaneously. Platform-reported vs. MIDAS-actual side-by-side. Know which channels actually drive your best customers.
AI Anomaly Detection	Continuous 24/7 monitoring against rolling statistical baselines. CPA spikes, creative fatigue, budget pacing, tracking failures — flagged with plain-English diagnosis as they emerge.
Lead Scoring & Segmentation	AI models trained on actual CRM deal outcomes. Scores written to HubSpot or Salesforce in real time. Marketing intelligence becomes sales intelligence automatically.
Content Marketing Intelligence	Which blog posts, social content, and downloadable assets generate qualified leads. Pillar balance monitoring. SEO gap analysis. Competitor content tracking. Optimal timing signals.
Competitive Intelligence	Competitor search rankings, ad library activity, content publishing patterns, and share-of-voice trends — monitored continuously, surfaced proactively.
Intelligence Dashboards	Apache Superset dashboards updated daily. Paid performance, content performance, attribution, lead scoring — unified in role-based views. No one has to assemble the report.

SECTION 03 · CONTINUED

The Three-Layer Platform

02

LAYER 2
Decision & Automation

Where intelligence becomes action. Layer 2 identifies what should change, diagnoses why, drafts a structured recommendation with full reasoning, and presents it for human approval. You decide. The system executes precisely what you approved — and learns from every decision.

Step	What Happens
Detect	Layer 1 continuous monitoring identifies a significant signal — a CPA deviation, a content engagement shift, an SEO opportunity, a competitive movement.
Reason	AI diagnoses the cause with specific data and visible reasoning — not just 'performance has degraded' but a structured explanation of what changed and why.
Present	Structured recommendation delivered via Slack (operational, 2hr target) or Notion (strategic, 24–48hr). Every recommendation: Situation / Diagnosis / Action / Expected / Confidence / Expiry.
Decide	Four options: Approve, Reject, Modify, Defer. Nothing executes without your decision. Modifications teach the AI your preferred parameters.
Execute	Approved actions execute precisely — budget adjusted, content scheduled, lead scored. Pre-execution validation checks current conditions before every action.
Measure	Outcomes measured 48–72 hours later against the predicted result stated in the recommendation. The gap between predicted and actual updates the AI's model.

Both paid media and content marketing decisions are handled through the same recommendation structure. One approval interface. Two intelligence streams.

SECTION 03 · CONTINUED

The Three-Layer Platform

03

LAYER 3
Channel & Execution

The full loop — closed. For action types where preferences are fully calibrated through Layer 2, execution becomes autonomous within limits you define. Five safety checks before every action. Complete audit trail. Every boundary under your control.

Execution Channel	What Layer 3 Does
Paid media optimisation	Budget adjustments, bid changes, audience targeting updates — Google Ads, Meta, LinkedIn — executed continuously within defined limits. No platform logins required.
CRM lead scoring	AI scores written to HubSpot or Salesforce in real time as leads enter or signals update. Sales teams always act on current intelligence.
Content scheduling	Approved briefs executed at optimal times. Social, blog, email — scheduled and published within your limits, performance feeding the next brief.
Automated reporting	AI-generated performance reports reviewed by your team and delivered to clients on schedule. Paid and content performance. Weekly, monthly, or on demand.
Content amplification	High-performing content assets automatically generate a social amplification series. Compounding the value of what already works.
Safety architecture	Five structural safety checks before every autonomous action: spend cap, change magnitude, pre-execution state validation, idempotency, immutable audit log.

Three Layers, One Continuous Loop

Layer 1 produces the intelligence. Layer 2 turns intelligence into human-approved decisions and learns your preferences. Layer 3 executes the trusted decisions autonomously within your limits — and every execution feeds measured outcomes back into Layer 1. The loop closes, and tightens, every month.

SECTION 04

Why Value Compounds Over Time

The most commercially significant property of MIDAS is not what it delivers on day one. It is what it becomes by month twelve. Three structural mechanisms compound value over time — and none of them transfer to a new provider if a client switches.

Compounding Mechanism	What It Creates and Why It Cannot Be Replicated
The Preference Learning Profile	Every Layer 2 approval, rejection, modification, and deferral is a training signal. After 12 months, 25–40 calibrated client preferences shape every recommendation before it surfaces. Approval rate: from ~40% in month 1 to 85%+ by month 12. A new provider starts at zero.
The Outcome History Library	Every executed recommendation is followed by an outcome measurement 48–72 hours later. After 12 months, hundreds of 'recommendation → approved → outcome measured' data points constitute evidence that the service works for this specific client. Irreplaceable without restarting the clock.
The Content Intelligence Library	Every piece of content published through Layer 3 is indexed with its performance outcomes against its brief parameters. After 12 months, the AI knows — at this client, with this audience, in this industry — which formats, topics, tones, and timing produce the best results. A new provider has none of this.
The Attribution Baseline	Layer 1 builds attribution baselines calibrated to this client's specific channel mix, conversion patterns, and campaign structure. After 12 months, anomaly detection thresholds, attribution weights, and lead scoring models are tuned to this client's exact marketing context. Generic models do not match this accuracy.

The Switching Cost is Not Contractual — It Is Structural

A client leaving MIDAS after 12 months does not just lose access to a dashboard. They lose the preference profile, the outcome history, the content intelligence library, and the calibrated attribution baselines built specifically for them. These cannot be exported or transferred. A new provider starting from scratch begins at 40% approval rate, with generic models, and no institutional memory. This is not a lock-in strategy — it is a compounding value architecture. The longer a client stays, the more valuable the service becomes, and the more rational staying becomes.

SECTION 05

Technology & Data Security

MIDAS is built on six production-grade open-source components, running on a private VPS. No vendor lock-in. No data routing through third-party analytics clouds. Every component under operational control, auditable, and replaceable.

Component	Role Across All Three Layers
n8n — Orchestration	Workflow automation. 400+ integrations. Manages all data collection, AI routing, approval orchestration, and autonomous execution across all three layers.
KNIME — Analytics	Attribution, anomaly detection, lead scoring, LTV prediction, content performance models. Pre-execution validation for Layer 3.
PostgreSQL — Warehouse	Four-schema warehouse: raw data, modelled outputs, AI context, operational logs. Row-level security for client isolation. pgvector for semantic memory.
Ollama — Local AI	High-frequency AI tasks — classification, embeddings, summaries, approval routing, content brief quality checks — run locally. Zero external data routing for these tasks.
Apache Superset — Dashboards	Client-facing BI dashboards. Role-based access. All three layers — intelligence, recommendations, execution reports — served from the same data source.
Caddy — Gateway	Automatic HTTPS gateway. Sole external-facing component. All other components invisible to the internet. Auto-provisions TLS certificates.

Six Security Layers — Structural, Not Promised

- **Network isolation:** all components except Caddy live on Docker's internal network, unreachable from the internet.
- **Encrypted traffic:** all browser-to-platform communication HTTPS-encrypted via auto-renewing TLS certificates.
- **Client data isolation:** PostgreSQL row-level security enforces that one client's data can never appear in another's query — at database level, not application code.
- **Access control:** role-based access in dashboards, IP restrictions on admin interfaces, API credentials stored in encrypted stores, never in logs.
- **Local AI inference:** Ollama handles all high-frequency AI tasks locally — no external data routing for classification, tagging, summaries, or approval routing.
- **Immutable audit trail:** every data load, AI inference, human approval, and Layer 3 autonomous action logged in an append-only record.

SECTION 06

Service Model & Onboarding

MIDAS is a fully managed service. Clients receive intelligence outputs, recommendations, and execution reports. They do not manage infrastructure, maintain integrations, or operate analytical processes. NettScience handles all technical delivery. Client teams handle decisions and strategy.

Phase	Milestone & What You Get
Weeks 1–4 · Layer 1 Foundation	Google Ads, GA4, Search Console. First dashboards live. Paid and organic intelligence active.
Weeks 5–8 · Layer 1 Attribution	Meta Ads and CRM. Cross-channel attribution active. Lead scoring operational.
Weeks 9–12 · Layer 1 Full Coverage	Email, content, competitive intelligence. All seven Layer 1 capabilities at full operation.
Months 3–6 · Layer 2 Activation	Intelligence baselines established. Layer 2 recommendations begin. Preference profile starts building.
Month 6+ · Layer 3 Readiness	For action types with 80%+ approval rate and consistent parameters, Layer 3 autonomous limits can be defined.
Year 2+ · Compounding Value	85%+ approval rate. Deep institutional knowledge. Autonomous execution across trusted action types. Intelligence calibrated to this client's specific context.

SECTION 07

For Agency Partners

Agency partners access the complete three-layer MIDAS platform and deploy it for their clients under their own brand. You own the client relationship and set your own pricing. We provide the infrastructure, all technical setup, and ongoing operation. MIDAS is invisible to your clients — every output carries your agency brand.

Dimension	How It Works for Your Agency
White-label throughout	Every dashboard, alert, Slack recommendation, Notion workspace, execution report, and client-facing communication carries your agency brand. MIDAS does not appear.
You set the pricing	We charge a per-client wholesale fee (volume-tiered). You charge your clients whatever your market supports. The margin is yours. Typical gross margin: 40–55% at 15+ clients.
We handle the technical	All platform integrations per client. All data pipeline configuration. All model operation. All dashboard build. All execution infrastructure. You brief us on the client; we configure the platform.
Three revenue tiers	Layer 1 analytics intelligence. Layer 2 decision automation. Layer 3 autonomous execution. Each tier adds incremental recurring revenue per client, plus setup and activation fees.
The retention moat	Preference learning profile. Outcome history library. Content intelligence library. Approval rate trajectory. None transfer to a competitor. After 12 months, switching providers means your client starting over.
The Layer 3 advantage	Once autonomous execution is running a client's trusted action types, switching providers means losing operational continuity — not just intelligence. The switching cost is real, growing, and non-contractual.

SECTION 08

About MIDAS & NettScience

MIDAS is a product of NettScience — a Bengaluru-based marketing analytics consultancy founded in 2009. We did not build MIDAS as a side project. We built it because we spent fifteen years solving the same problems manually for real clients, and decided to operationalise everything we had learned.

Fact	Detail
Founded	2009, Bengaluru, India. Origin: offshore marketing analytics for a leading New York agency — where we learned what serious marketing intelligence looks like when it is done properly.
Track record	15+ years. 20+ case studies. Fortune 500 clients. Outcomes include: 10% subscriber churn reduction (Telecom), 22% enrollment increase (Education), 15% revenue increase (Telecom).
Industries served	Telecommunications, Financial Services, Pharmaceuticals, Healthcare, FMCG, Alcoholic Beverages, Retail, E-Commerce, Education, Technology.
Leadership	Raja Bhat, Founder & MD. 25+ years in marketing, analytics, and AI. MBA (TAPMI). Award of Achievement in Web Analytics (University of British Columbia).
Why MIDAS is different	Built by analysts who learned engineering — not engineers who studied marketing. Every model, threshold, and recommendation structure reflects 15 years of domain expertise, not theoretical design.
Geographies	Bengaluru (HQ), New York (partner relationships). International clients across India and the US.

Contact & Next Steps

All three layers of MIDAS are live and available. To see the platform running on real data, book a demo at midas.nettscience.com. To discuss the agency partner programme, contact us directly.

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