

LAYER 2 OF 3 · FOR BUSINESSES, AGENCIES & PARTNERS

Decision & Automation. From Insight to Action.

AI diagnoses. You decide. The system executes.

Layer 2 is where intelligence becomes action. AI diagnoses what should change, 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 you make.

Marketing Intelligence & Decision Automation System

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6

Step Decision
Loop

4

Approval
Responses

85%+

Approval Rate
by Month 12

100%

Human-Approved
Execution

SECTION 01

What Layer 2 Does

Layer 1 gives you intelligence. Layer 2 closes the gap between knowing and acting. That gap is where marketing budget is lost — in the hours between a dashboard surfacing a problem and a human diagnosing it, deciding what to do, and executing the change across the relevant platform.

Layer 2 automates the diagnostic and formulation work — not the decision. Every recommendation that Layer 2 produces contains everything a human needs to decide quickly and confidently: the situation in specific numbers, the diagnosis of what caused it, the proposed action with no ambiguity, the expected outcome quantified, the confidence level honestly stated, and an expiry time after which the recommendation is no longer valid.

The Core Design Principle

Layer 2 is not 'remove the human from marketing decisions.' It is 'do the analytical and formulation work that currently consumes hours of analyst time, and present the result to the human in the format they need to decide in minutes, not days.' Nothing executes without explicit human approval. The human exercises judgment. The AI does the diagnostic heavy lifting.

SECTION 02

The Six-Step Decision Loop

Layer 2 operates as a continuous six-step loop. Every recommendation — whether for a paid media budget adjustment, a content pillar rebalancing, or an SEO gap opportunity — passes through the same six stages.

Step	What Happens
1 • Detect	Layer 1 continuous monitoring identifies a significant signal — a CPA spike, a content engagement drop, an SEO opportunity, a competitive movement. The signal is evaluated against thresholds calibrated to this client's specific baseline.
2 • Reason	AI diagnoses the cause. Not just 'CPA has risen' but a structured diagnosis: what changed, when, in which segment, and what the most likely explanation is based on available data and historical patterns for this client.
3 • Present	A structured recommendation is drafted and delivered to the appropriate approval channel — Slack for operational decisions (target: reviewed within 2 hours), Notion for strategic decisions (24–48 hour review cycle).
4 • Decide	The human reviews the full recommendation and selects one of four responses: Approve (execute as stated), Reject (do not execute — and provide a reason that trains the AI), Modify (adjust parameters and then execute), or Defer (hold for later review).
5 • Execute	Approved recommendations execute precisely — the exact action stated, in the exact channel, at the exact parameters approved. Full pre-execution validation ensures current conditions still match the recommendation's assumptions before any action is taken.
6 • Measure	Outcomes are measured 48–72 hours after execution and compared against the predicted result stated in the recommendation. The gap between predicted and actual updates the AI's model of recommendation accuracy for this type of action with this client.

SECTION 03

The Recommendation Structure

A recommendation that contains only 'do X' invites blind approval or blind rejection. MIDAS presents every recommendation with the full structure needed to assess the logic — not just the conclusion. This is the most important design decision in Layer 2.

Component	What It Contains and Why
Situation	Specific numbers, specific timeframe. Not 'CPA has risen' but 'Campaign X CPA averaged \$52 over the last 5 days against a \$38 target — a 37% deviation.' The situation is always a factual statement, not an interpretation.
Diagnosis	What the AI believes is causing the situation, with its reasoning made visible. Not 'performance has degraded' but 'CPM in the 25–34 segment increased 31% over the same period, consistent with elevated auction competition in this segment during this period.'
Action	Specific and unambiguous. Not 'consider adjusting the budget' but 'reduce budget allocation to the 25–34 segment from \$400 to \$250 and reallocate the \$150 to the 35–44 segment.' There is no ambiguity about what will happen if this is approved.
Expected Outcome	What approving this recommendation is projected to achieve, quantified. 'Projected to reduce blended CPA from \$52 to approximately \$43 within 3 days of implementation, based on the historical relationship between segment budget allocation and CPA for this campaign.'
Confidence	An honest rating of how much data supports this recommendation — High (strong statistical evidence), Medium (directionally supported but limited data), or Low (conditions are unusual or data is thin). The system does not fake confidence.
Expiry	When this recommendation becomes stale. Marketing conditions change. A recommendation based on data from this morning may not be valid tomorrow morning. The expiry field prevents the human from acting on outdated intelligence.

Why Every Component Matters

Situation: prevents the human from having to look up context. **Diagnosis:** makes the AI's reasoning auditable, not opaque. **Action:** prevents execution ambiguity. **Expected:** creates the measurable baseline for outcome tracking. **Confidence:** earns trust by being honest about uncertainty. **Expiry:** prevents outdated intelligence from causing harm.

SECTION 04

Content & Paid Media — Both Channels Covered

Layer 2 recommendations apply to both paid media decisions and content marketing decisions. The same structured six-component format covers both categories — one approval interface, two intelligence streams.

Paid Media Recommendation Types

- Budget allocation adjustments across channels, campaigns, and audience segments
- Bid strategy changes based on auction dynamics and CPA trajectory
- Creative rotation recommendations based on fatigue signals and engagement decay
- Audience targeting updates based on conversion pattern shifts
- Campaign pause or activation recommendations based on performance thresholds

Content Marketing Recommendation Types

- Pillar rebalancing recommendations when actual content mix drifts from target
- SEO gap opportunities — high-value terms competitors rank for that you do not target
- Posting schedule optimisation when audience engagement peak windows shift
- Content format recommendations based on which formats are driving the best outcomes
- Cross-channel amplification recommendations when a content asset performs above baseline

SECTION 05

The Preference Learning System

The most commercially significant property of Layer 2 is not what it does in month one. It is what it becomes by month twelve. Every approval, rejection, modification, and deferral is a training signal.

Timeframe	What the AI Has Learned
Month 1	The AI begins learning. Approval rate is typically around 40% — the system is proposing recommendations that match the client's thinking roughly 4 times in 10. Rejections with reasons begin calibrating the preference model.
Month 3	Approval rate typically reaches 55–65%. The system has learned the client's core budget change thresholds, their most common rejection reasons, and their preferred intervention timing.
Month 6	Approval rate typically reaches 70–75%. 25–35 calibrated client preferences are encoded. The AI rarely proposes something the client has previously rejected — the preference model filters those out before they surface.
Month 12	Approval rate typically reaches 80–85%+. The AI recommends the way the client thinks. The recommendation quality improvement is measurable and visible in a single chart — a chart that no competitor starting fresh can replicate for this client.

The Retention Implication for Agencies

The approval rate chart is the most powerful retention tool available to a MIDAS agency partner. It shows clients, in a single visual, that the AI has learned to think like them — and that a new provider starting fresh would begin again at 40%. Show this chart in every monthly review. No competitor can show it. Only your agency can.

SECTION 06

Approval Channels — Slack and Notion

Layer 2 recommendations are delivered through two channels, matched to decision type and urgency.

Channel	What It Handles and Why
Slack — Operational Decisions	Budget adjustments, bid changes, creative rotations, audience updates — decisions that are time-sensitive and benefit from a rapid approval. Formatted as a structured Slack message with four response buttons: Approve, Reject, Modify, Defer. Target review window: within 2 hours. Accessible from any device.
Notion — Strategic Decisions	Campaign strategy shifts, audience restructuring, major budget reallocations, content strategy pivots — decisions that warrant a longer review cycle. Delivered to a configured Notion workspace as a full recommendation document with supporting data. Target review window: 24–48 hours.

SECTION 07

The Path to Layer 3

Layer 2 is the calibration engine for Layer 3. Every approval that Layer 2 accumulates for a specific action type is evidence that this client is comfortable with this type of change — at this magnitude, in this channel, under these conditions. When that evidence is sufficiently dense, Layer 3 autonomous execution becomes a rational step, not a leap of faith.

Layer 2 Builds	Layer 3 Uses It To
Calibrated preference profile with 25–40 specific preferences. Documented approval history for each action type. Clear evidence of which action types the client consistently approves at which parameters.	Execute approved action types autonomously within the limits the client defines — based on the preference profile Layer 2 has built. The human is still in control of every boundary. The AI works within them continuously.

Next Steps

Layer 2 activates on top of an established Layer 1 deployment. To discuss timelines and readiness, book a demonstration at midas.nettscience.com or contact us at analytics@nettscience.com.

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