MIDAS
BY NETTSCIENCE

FREE RESEARCH REPORT

The Marketing Data Chaos Report

Why Your Marketing Data Is Lying to You

— and what to do about it.

Most marketing teams are making budget decisions based on data they cannot trust. Platform reports contradict each other. Attribution is a fiction. Problems arrive tomorrow, not today. This report diagnoses why — and what it costs you.

5–7	24hrs	40%
Platforms claiming credit for the same sale	Average delay before a problem is spotted	Typical budget wasted on mis-attributed spend

THE CORE PROBLEM

You Are Running Your Marketing on Broken Data

Modern marketing runs across more channels than ever: paid search, paid social, organic content, email, SEO, CRM, social media — each with its own platform, its own dashboard, and its own version of the truth. The problem is not a lack of data. The problem is that these data sources do not agree with each other, and no one has a reliable mechanism to reconcile them.

The result: marketing decisions that feel data-driven but are, in reality, based on fragmented, contradictory, and systematically biased information. This report documents the seven most common ways marketing data misleads you — and what each one costs.

THE 7 SYMPTOMS OF MARKETING DATA CHAOS

01

Platform Self-Reporting Bias

Every platform measures its own contribution using its own methodology. Google Ads credits Google. Meta credits Meta. Each uses the attribution window most favourable to itself. When you add up what each platform claims, total attributed conversions often exceed actual conversions by 200–400%.

02

The Last-Click Illusion

Default attribution in most platforms gives 100% of credit to the last touchpoint before conversion. The blog post that first introduced the prospect, the social ad that re-engaged them three weeks later, the email that nudged them to act — all invisible. You optimise toward the final click and defund what actually built the relationship.

03

Content Attribution Blindness

Paid media gets measured obsessively. Content — blog posts, social series, downloadable assets, video content — is typically measured by traffic and engagement, not by its contribution to pipeline and revenue. This leads to systematic under-investment in content that is actually driving business outcomes.

04

The Overnight Problem

Performance dashboards are typically reviewed in the morning for the previous day's activity. By the time a CPA spike, a budget pacing issue, or a creative fatigue signal reaches a human, the campaign has been running badly for 12–36 hours. In high-spend environments, this is a material cost.

05 Vanity Metric Capture

Platforms optimise for the metrics they can measure and report. Impressions, clicks, sessions, engagement rate — all measurable. Pipeline contribution, customer lifetime value, lead quality — not easily attributable to platform spend, so rarely reported. The result: optimisation toward metrics that feel good but do not correlate with revenue.

06 The Silo Problem

Paid search data lives in Google Ads. Social data lives in Meta Business Manager. Email data lives in your ESP. SEO data lives in Search Console. CRM data lives in HubSpot or Salesforce. None of these systems talk to each other by default. The intelligence that emerges from seeing them together is structurally inaccessible to most marketing teams.

07 No Institutional Memory

Every new campaign begins with anecdote rather than evidence. What worked for this client last year? Which content formats drove the most qualified leads? Which audience segments had the lowest churn? The answers exist in the data — but are never systematically extracted, stored, and used to inform future decisions.

THE BUSINESS COST

What Data Chaos Actually Costs You

Data fragmentation is not an analytics problem. It is a business performance problem. Each of the seven symptoms above has a direct, measurable cost. The cumulative effect — across a marketing budget of any meaningful size — is significant.

SYMPTOM	HOW IT COSTS YOU	TYPICAL IMPACT
Platform self-reporting bias	Budget over-allocated to channels that overstate their contribution	*15–30% budget misallocation*
Last-click attribution	Upper-funnel investment defunded; brand and content under-measured	*Content ROI systematically under-reported*
Content attribution blindness	Content investment reduced or cut; pipeline contribution invisible	*20–40% of pipeline drivers un-credited*
Overnight problem discovery	12–36 hours of wasted spend before issues are acted on	*Preventable waste on every anomaly event*
Vanity metric optimisation	Campaigns optimised for clicks, not revenue; CAC creep undetected	*CAC increases without visibility*
Data siloes	Cross-channel insight permanently inaccessible; decisions made in isolation	*Strategic decisions based on partial information*
No institutional memory	Lessons not retained; same experiments repeated; preferences undocumented	*Every campaign restarts from zero*

> *"The question is not whether your marketing data has problems. It does. The question is whether you are measuring them — or making decisions as if they do not exist."*

THE BENCHMARK

What Marketing Intelligence Actually Looks Like

The good news: the data required to solve every one of the seven problems listed above already exists. You are already generating it. The issue is that it is fragmented across platforms and there is no system unifying, modelling, and continuously monitoring it. Here is what becomes possible when a proper intelligence layer is in place.

One version of the truth

All platforms connected to a single data warehouse. One definition of a campaign, a conversion, a cost. Platform-reported attribution benchmarked against modelled cross-channel attribution. The differences between the two are often where the most useful insights live.

True cross-channel attribution

Attribution modelled across channels — not within them. Every content asset, every email, every organic search touchpoint included alongside paid media. Which channels actually contribute to revenue, versus which ones claim to.

Anomaly detection before the report

AI monitors every campaign metric continuously. Statistical deviations flagged within hours — not days. Plain-language diagnosis: what happened, what is the most likely cause, what should you consider. Problems addressed in the same trading session they emerge.

Content attribution

Every blog post, social series, downloadable asset, and email campaign tracked to pipeline and revenue. Which content types drive the most qualified leads? Which pillar is most underinvested? Which competitor content is gaining ground on your key topics?

Lead intelligence

AI models trained on actual CRM deal outcomes — which leads converted, which churned, which expanded. Lead scores written back to your CRM in real time, incorporating content consumption patterns, not just form fills and demographic data.

Institutional memory that compounds

Every recommendation made, every decision taken, every outcome measured — stored and used to inform the next recommendation. After 12 months, the system has deep, calibrated knowledge of what works for your specific business. Decisions improve continuously rather than starting from scratch.

THE 5-QUESTION SELF-DIAGNOSTIC

Can You Answer These Without Looking It Up?

01 Which specific content assets drove your last 20 qualified leads — and which channels were those leads also exposed to before converting?

02	What is the difference between what Google Ads claims as conversions and your actual CRM pipeline from Google-sourced leads this quarter?
03	When did your last significant campaign performance anomaly occur — and how many hours passed before someone took action?
04	Which of your current campaigns has a customer acquisition cost trajectory that will make it unprofitable within 30 days if the trend continues?
05	What does your data tell you about which marketing decisions from 12 months ago turned out to be right — and which were wrong?

If you cannot answer most of these from memory — or your answers require pulling reports from three different platforms and reconciling them manually — your marketing operation has a data intelligence gap. The questions above are not aspirational. They are the minimum standard for marketing decisions made with confidence.

THE SOLUTION

Closing the Intelligence Gap — What It Takes

Solving the marketing data chaos problem requires three things, in order: unified data, continuous AI modelling, and a human-in-the-loop workflow for acting on what the models surface. None of these is sufficient alone. Together they form a closed intelligence system.

01

Unified Data

All channels — paid, organic, content, social, email, CRM — connected to a single consistent warehouse. One definition of a conversion. One definition of a campaign. One clean pipeline from raw data to modelled output. Without this, every downstream analysis is built on a foundation that contradicts itself.

02

Continuous AI Modelling

Attribution recalculated daily across all channels. Anomaly detection running continuously — not on a morning report schedule. Lead scoring updated in real time as new signals arrive. Content attribution mapping every asset to pipeline and revenue outcomes. AI does the analytical work that no team has the time or tooling to do manually.

03

Human-in-the-Loop Action

Intelligence without action is just a more expensive dashboard. The system must surface specific, reasoned recommendations — and present them for human approval before execution. This keeps strategy under human control while eliminating the lag between insight and action that currently costs budget every day.

ABOUT MIDAS

A System Built Specifically for This Problem

MIDAS (Marketing Intelligence and Decision Automation System) is a three-layer platform built by NettScience — a marketing analytics practice with 15 years of experience solving exactly the problems described in this report. It connects 15+ marketing channels into a unified private data warehouse, runs continuous AI models across the unified data, and surfaces structured recommendations for human approval — all as a fully managed service.

All data unified	15+ channels into one private warehouse, updated every night
True attribution	Cross-channel modelling including content assets — not platform self-reporting

Anomaly detection	Continuous monitoring with plain-language diagnosis — before the morning report
Content intelligence	Every blog post, social series, and asset tracked to pipeline and revenue
Lead scoring	AI scores written to HubSpot or Salesforce in real time
Human approval	Every AI recommendation requires sign-off before execution — you stay in control

Book a Demo

See MIDAS running on real data.
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Platform capabilities, three layers, onboarding timeline, data sources.

Talk to the Team

Send a mail to
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