

FOR BUSINESSES

Enterprise-Grade Marketing Intelligence.

Without the enterprise price tag.

MIDAS unifies your marketing data across every channel — paid, organic, content, social, email, and CRM — models it with AI, and surfaces clear intelligence that drives better decisions, as a fully managed service.

15+

Channels
Unified

100%

Your Data
Stays Yours

12 Wks

To Full
Intelligence

3

Platform
Layers

THE CHALLENGE

Your Marketing Data Is Not Telling You the Truth

A mid-sized business today runs campaigns across Google, Meta, LinkedIn, email, organic search, and social media simultaneously. Every platform reports different numbers. Every platform claims credit for the same conversions. The signals that matter — which channels are actually driving revenue, which audiences are genuinely valuable, which creative is wearing out — are buried inside a fragmented ecosystem that no single dashboard can see across.

WITHOUT MIDAS	WITH MIDAS
✗ Fragmented data Paid, organic, content, social, and email all report separately — with no single view of what's working.	✓ All channels unified Paid, organic, content, social, email, and CRM in one consistent model — one truth, updated every morning.
✗ No true attribution Every platform overstates its contribution. Content and organic channels are routinely under-credited.	✓ True cross-channel attribution Attribution that crosses platform boundaries and includes content assets — what's actually driving revenue.
✗ Reactive decisions Problems surface in tomorrow's report. By then, budget is wasted and opportunities are missed.	✓ Real-time anomaly alerts AI monitors paid and content channels continuously. Issues flagged before they cost budget or momentum.
✗ Content flying blind No way to know which blog posts, social content, or downloads are actually generating pipeline and revenue.	✓ Content marketing intelligence Which blog posts, social series, and downloads drive qualified leads? Content attribution connects every asset to business outcomes.
✗ No institutional memory Every decision starts from scratch. Preferences and performance patterns live in people's heads, not the system.	✓ Preference learning Every recommendation, approval, and outcome builds a calibrated intelligence model for your business specifically.

WHO IS MIDAS FOR?

Growth-stage and established businesses marketing across multiple channels — paid, organic, content, email, and social. Marketing leaders who want the intelligence of an in-house data science team without the hiring, infrastructure, and operational overhead that comes with building one. Companies in e-commerce, B2B, financial services, healthcare, or retail who need attribution that connects spend and content to revenue — not platform self-reporting.

THE PLATFORM

Three Layers. Intelligence → Decisions → Action.

MIDAS is a three-layer platform. Each layer extends the value of the one before it. You can start with Layer 1 and expand as your confidence and requirements grow. At full deployment, MIDAS delivers a marketing operations capability that currently exists only inside the largest enterprises in the world.

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LAYER 1

Data & Intelligence

Connects every channel you market through — paid media, organic search, content, social, email, CRM — and unifies everything into a single, consistent model. AI runs continuously across all channels: detecting anomalies, attributing conversions, scoring leads, classifying content performance, tracking competitors, and analysing social. You receive daily dashboards and morning intelligence reports by 8am.

■ 15+ channels connected

Paid, organic, content, social, email, CRM — all unified

■ Daily dashboards by 8am

Every channel in one view, updated automatically

■ True cross-channel attribution

Including content assets — which blog posts and social series drive revenue

■ Content marketing intelligence

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

■ Anomaly alerts — paid & content

Issues flagged across all channels before they cost budget

■ Lead scoring

Quality signals written back to your CRM in real time

■ SEO & competitive intelligence

Rankings, gaps, competitor content and ad activity monitored continuously

■ Social media analytics

Organic performance, optimal posting times, engagement patterns by platform

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LAYER 2

Decision Automation

AI generates structured recommendations across paid media and content strategy — budget adjustments, creative refreshes, audience expansions, content pillar rebalancing, SEO gap targeting, posting schedule optimisation — and presents them for your approval via Slack or Notion. You review, approve or modify, and the system queues approved actions for execution. The AI does the analytical work; you remain in control of every decision.

■ **Paid media recommendations**

Budget, bids, creative, audience, campaign structure

■ **Content strategy recommendations**

Pillar balance, SEO opportunities, format optimisation

■ **Human-in-the-loop approval**

Every action requires your sign-off — in Slack or Notion

■ **Approval rate improves over time**

System calibrates to your decisions: ~40% month 1 → 85%+ month 12

0 **LAYER 3**
3 **Channel Execution**

Approved recommendations execute directly — adjusting paid media bids and budgets, pausing underperforming creatives, updating audience targeting, scheduling social content, and triggering email sequences. High-performing content is automatically amplified across channels. For clients with mature preference profiles, trusted action types run autonomously within defined limits, with full execution logs.

■ **Paid media execution**

Google Ads, Meta, LinkedIn — bids, budgets, creatives, audiences

■ **Content & social execution**

Scheduling, cross-channel amplification of high-performing content

■ **Defined limits and safety checks**

You set the boundaries; every action passes five-stage validation

■ **Full execution audit trail**

Every action logged, reportable, and reversible

INTELLIGENCE OUTPUTS

What You Receive Every Day

MIDAS is a fully managed service. You receive clear, actionable intelligence — delivered in the formats you need, on the schedule that matters.

Daily by 8am Unified Performance Dashboards Paid, organic, content, social, and email in one view. Updated automatically with the previous day's data. Executive summary plus diagnostic drill-down by channel, campaign, audience, and creative.	As they emerge Anomaly Alerts Continuous monitoring across paid and content channels. CPA spikes, budget pacing, creative fatigue, content engagement drops — flagged the moment they emerge with plain-language diagnosis.
Weekly Intelligence Digests Performance trends and significant shifts across all channels. Summarised in plain language by AI, reviewed by your account team. What happened, why it happened, what it implies next.	Continuously Content Marketing Intelligence Which blog posts, social series, and downloadable assets are generating qualified leads? Content attribution connects every asset to business outcomes. Pillar balance, SEO gaps, and competitor content activity surfaced in one view.
Continuously Cross-Channel Attribution Attribution that crosses platform boundaries and includes content and organic channels — showing what your marketing is actually doing, not what each platform claims it is doing.	Real-time Lead Scoring & Social Analytics Lead quality scores written back to your CRM as new leads arrive. Social media performance by platform — engagement patterns, optimal posting times, follower growth — in the same unified view.

ONBOARDING TIMELINE

From Zero to Full Intelligence in 12 Weeks

WKS 1–4	Foundation Google Ads, GA4, Search Console connected. First dashboards live. <i>Immediate intelligence for your largest marketing investment.</i>
WKS 5–8	Attribution Meta Ads and CRM connected. Cross-channel attribution active. <i>Revenue-linked intelligence and lead quality scoring operational.</i>

WKS 9–12

Full Intelligence

Email, competitive intelligence, content performance connected.

Full channel coverage at full analytical depth.

MTH 4+

Layer 2 Ready

Intelligence baselines established. AI preference profile begins.

Ready to activate Decision Automation on proven intelligence.

DATA SOURCES

Every Channel You Market Through

MIDAS connects to the full range of platforms that constitute a modern marketing operation. We prioritise depth before breadth — three or four sources integrated properly produce more reliable intelligence than twelve integrated superficially. Foundation sources are connected in the first four weeks. Additional sources expand as the data model matures.

TIER 1 — FOUNDATION

Connected in all engagements, weeks 1–4

Google Ads	Campaign, keyword, creative performance. Impression share. 24 months historical data.
Meta Ads	Facebook and Instagram performance. Audience demographics. Creative and video engagement.
Google Analytics 4	Web sessions, conversions, acquisition channels. The bridge between all spend and site behaviour.
Google Search Console	Organic query performance, rankings, click-through rates. 16 months historical data.

TIER 2 — CONTENT, SOCIAL & CRM

Added weeks 5–12 as data model matures

CRM (HubSpot / Salesforce)	Lead quality, deal outcomes, revenue attribution. The ground truth for whether marketing drives revenue.
Social Media — Organic	Instagram, LinkedIn, Facebook, X — post performance, engagement rates, follower growth, optimal posting times.
Email Platforms	Campaign performance, engagement behaviour, send-time optimisation signals, subscriber lifecycle.
LinkedIn Ads	B2B campaign performance. Professional demographic and account targeting intelligence.

TIER 3 — INTELLIGENCE & VERTICAL

Competitive, content, and sector-specific intelligence

SEO & Content Intelligence	Keyword rankings, content gap analysis, competitor SERP visibility, content pillar performance.
Ad & Content Libraries	Competitor creative, messaging, and content publishing patterns monitored continuously.
E-commerce / First-Party Data	Transaction data, customer LTV, post-purchase surveys — not subject to platform tracking restrictions.

DATA SECURITY & SOVEREIGNTY

Your infrastructure	MIDAS runs on a VPS owned and controlled by you. NetScience operates it as a managed service — your data never leaves your environment.
Local AI processing	High-frequency AI tasks run within your infrastructure. No client data is transmitted to external services for routine analytical work.
Row-level security	PostgreSQL enforces data isolation at the database layer. No application-level failure can expose your data.
No model training	When frontier AI models handle complex tasks, this occurs under enterprise data agreements with explicit guarantees your data is not used for training.

Book a Demo See MIDAS on real data. midas.nettscience.com	Get a Proposal Tell us about your channels. Get a scoped engagement proposal.	Talk to the Team Send a mail to analytics@nettscience.com
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