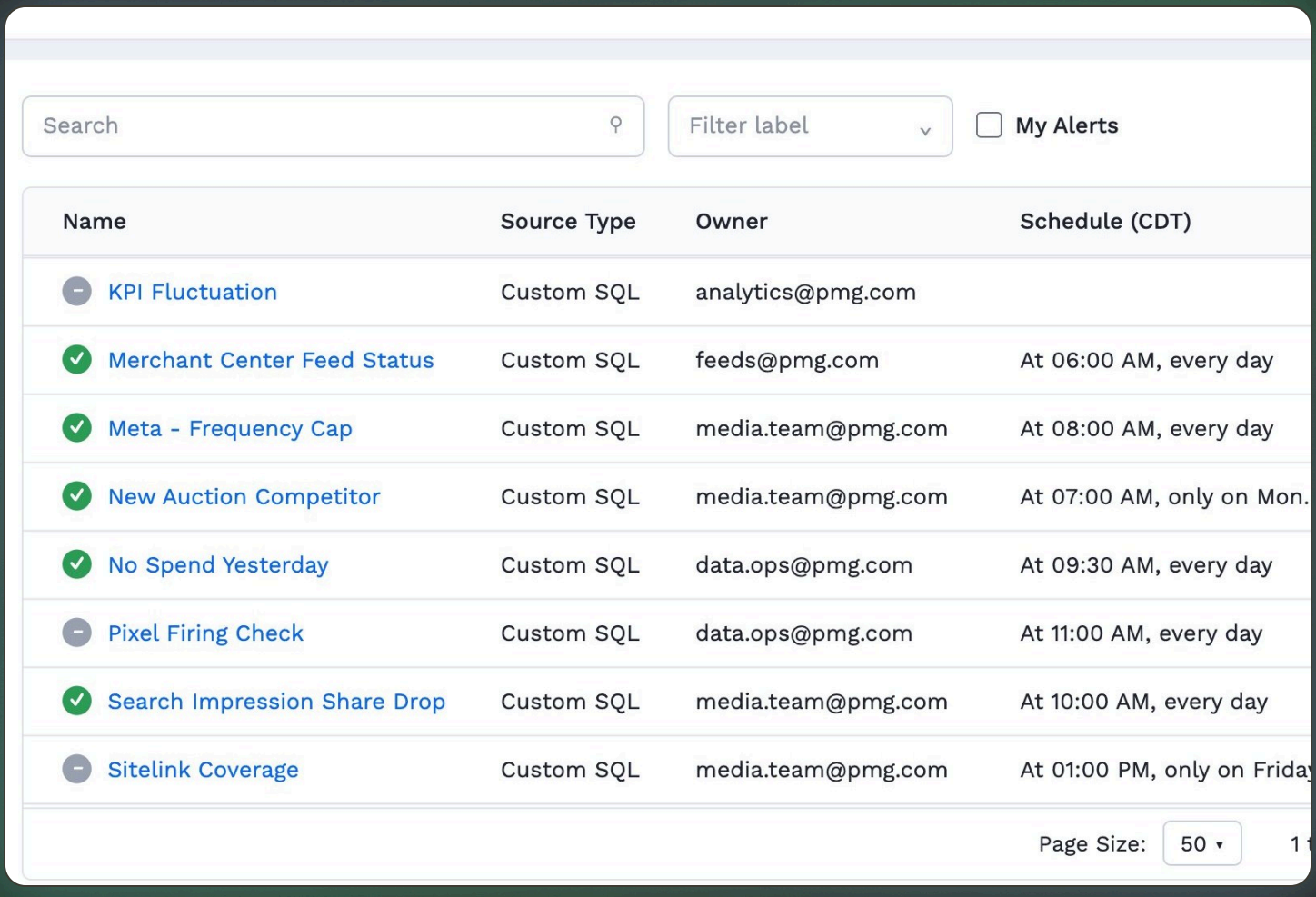
ALLI ALERTS · MARKETING ANOMALY DETECTION

Marketing anomaly detection that lets the signals find you

Alli Alerts is marketing anomaly detection and campaign monitoring for every channel. It combines data science models with custom alert rules to catch performance outliers, budget pacing issues, broken URLs, feed failures, and auction shifts, then notifies your team in Slack so they can act early.

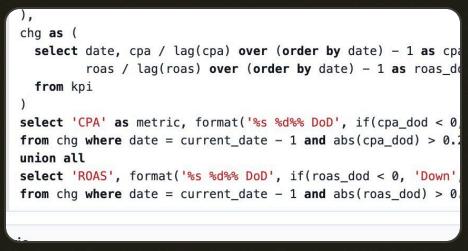


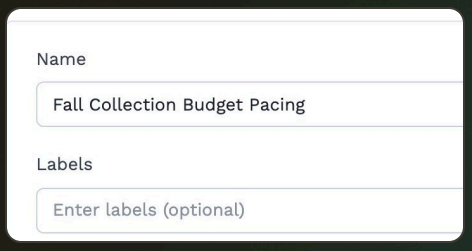
CUSTOMER STORY: STERLING BY KOHLER

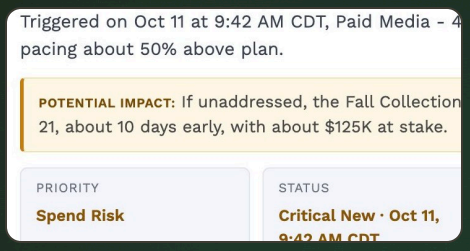
34%	**84%**	**63**
higher cost effectiveness than benchmark	video completion rate	ad versions sliced from 7 videos

WHAT ALERTS DOES

Find out the moment something changes







ANOMALY DETECTION

Flag performance outliers as soon as the data shows them

Alli Anomaly Detection uses models built by PMG's data science team.

CUSTOM ALERTS

Alert on the rules that matter to your business

Build triggers for a client, channel, or market, from Merchant Center feed status to market-level pacing to keyword-level URL issues.

READING THE ALERTS

The alert shows what changed. Context shows what to do.

Labels group alerts by team and purpose.

WHAT CHANGES

How does Alli Alerts help a business?

01

Spend stays protected

No-spend issues, overspend, pacing problems, and abnormal spend, including fraudulent activity, are flagged the moment they appear, overnight and on weekends too, so teams can act before costs build up.

02

Revenue stays protected

Feed failures, out-of-stock products, and broken landing pages get caught before they disrupt sales, especially in peak periods.

03

Earlier competitive warning

Brand impression share drops and new advertisers in your auction show up while there's still time to respond.

04

Time back for the team

Repetitive monitoring turns into time spent on strategy and optimization, without adding headcount to watch dashboards.

Stop hunting for problems. Get told when they happen.

Book an intro and we'll show you the alerts your team would have received last month, and how much manual checking they'd have saved.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE