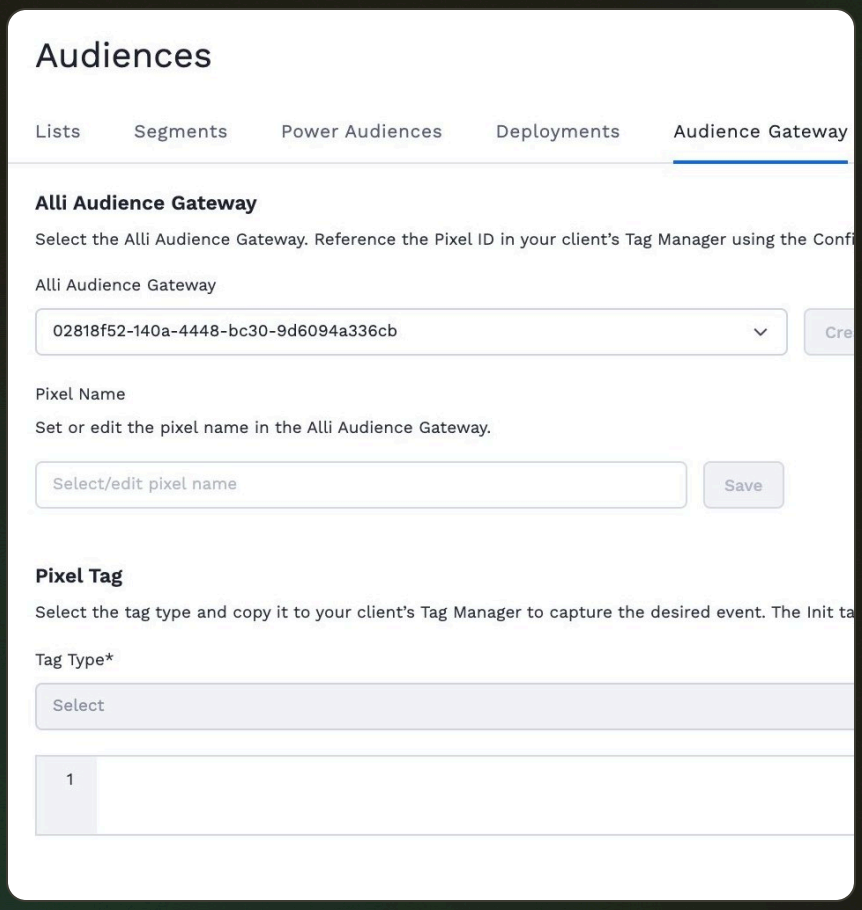
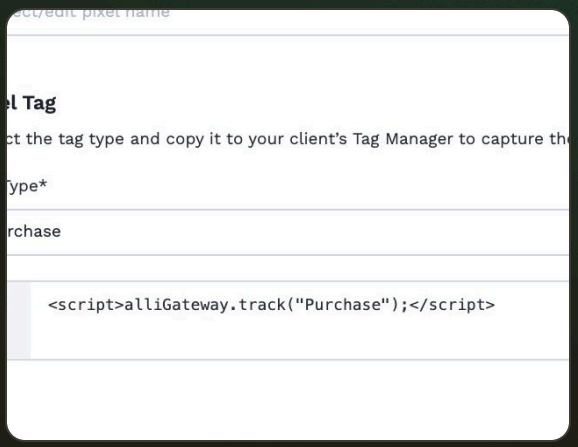
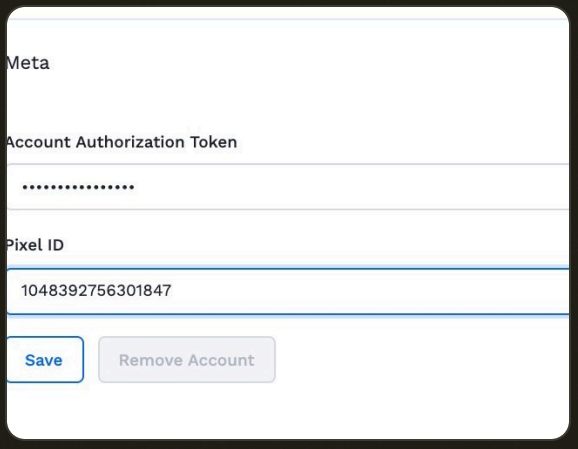
ALLI AUDIENCE GATEWAY · SERVER-SIDE TRACKING

Server-side tracking managed for you

Alli Audience Gateway is managed server-side tracking for your marketing. One first-party, server-to-server integration sends your site's conversion and audience signals to Meta, Google, TikTok, and Pinterest through their Conversions APIs, so measurement and targeting hold up as browser tracking gets less reliable.







ALLI BY PMG

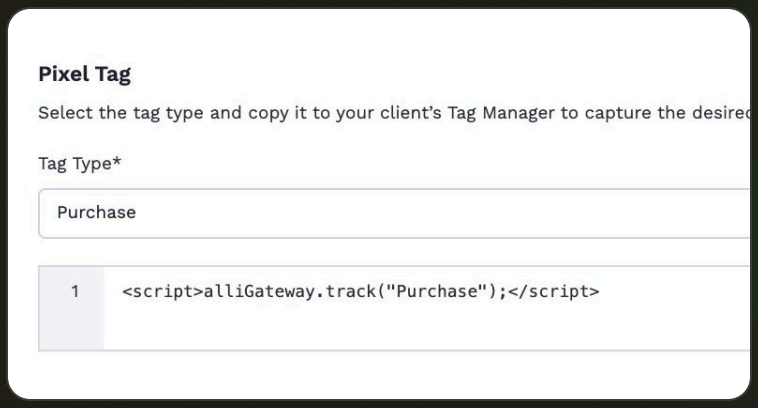
15+ years in production, running strategy, data, and marketing for the world's largest brands

100% of PMG clients use Alli, with no separate client version

SOC 2 Type II report held by the Alli platform, aligned with the NIST Cybersecurity Framework

WHAT AUDIENCE GATEWAY DOES

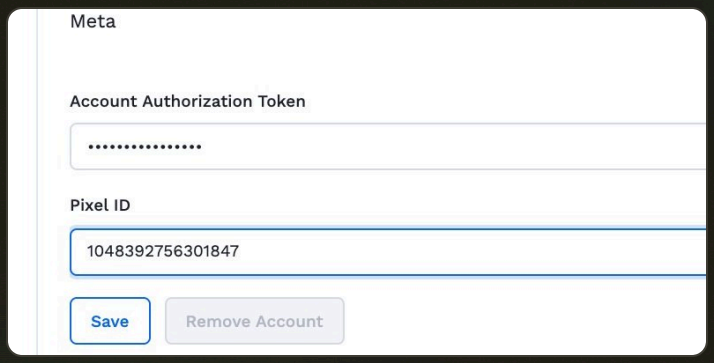
One first-party gateway to every major platform

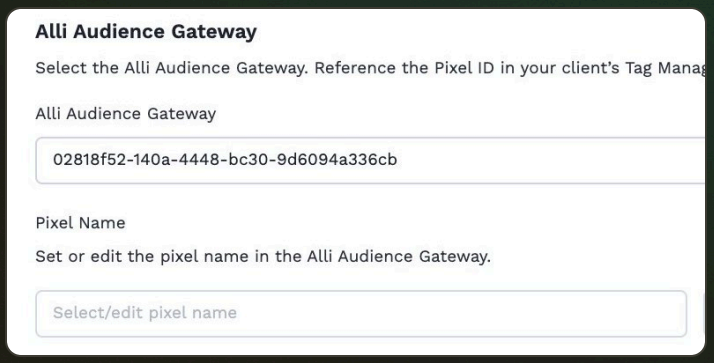


RESILIENT SIGNALS

Keep visibility as browsers block third-party tracking

One gateway, one tag on your site, and a connection for each platform.





UNIFIED CAPI MANAGEMENT

One integration connects every Conversions API

Meta, Google, TikTok, and Pinterest each have their own API, with different fields, requirements, and update schedules.

ZERO MAINTENANCE DEBT

Stop pulling engineers off product work to fix tracking

APIs change, fields get deprecated, and requirements shift.

WHAT CHANGES

01
Better attribution

02
Stronger retargeting

03
Smarter platform optimization

04
Durable tracking

Protect the signal your marketing runs on

Book an intro and we'll show you how Audience Gateway connects your site to every major platform's Conversions API from one managed integration.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE