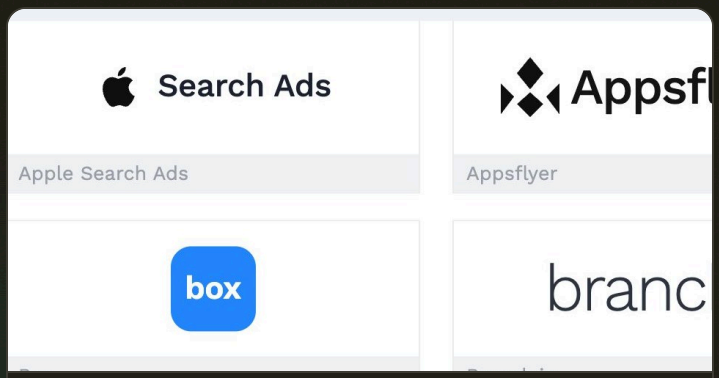
UNIFIED DATA PLATFORM

Alli Data. One data foundation for every decision.

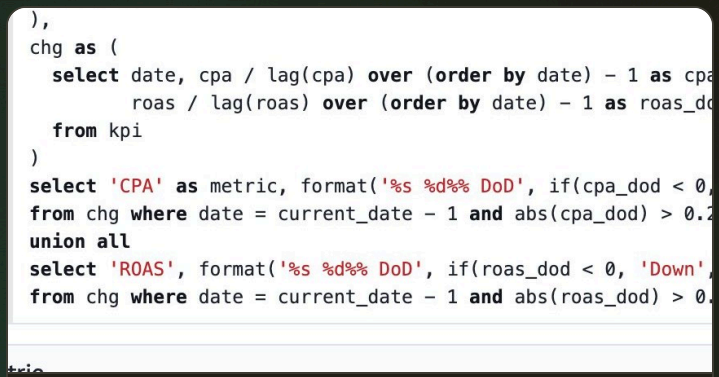
Alli Data is the unified data platform inside Alli, PMG's operating system for business transformation. It connects every platform and region, applies one set of business definitions, watches for what changes, and keeps first-party signals flowing, so every team, tool, and AI agent works from the same numbers.



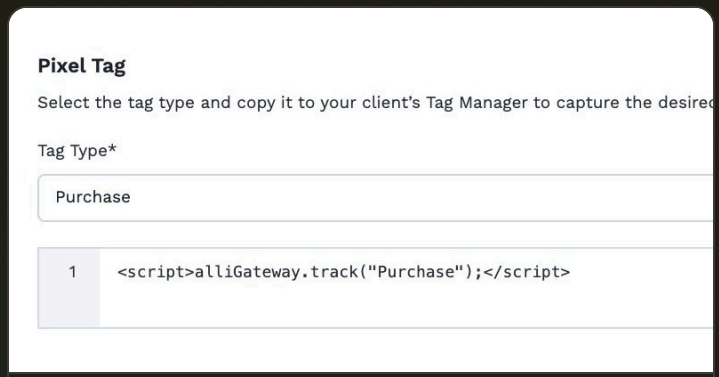
DATASOURCES



SEMANTIC LAYER



ALERTS



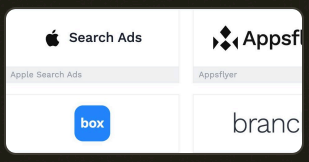
AUDIENCE GATEWAY

CUSTOMER IMPACT · FXTM · PELOTON

200% lift in brand preference among UAE investors	**110** partners aligned through a single, live launch view

THE ALLI DATA PRODUCTS

Four products. One governed data foundation.



CONNECT · ALLI DATASOURCES

Every signal, one clean foundation

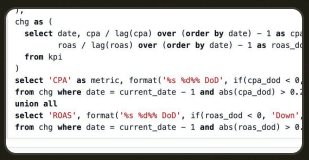
Alli Datasources is the marketing data integration layer of Alli.



HARMONIZE · ALLI SEMANTIC LAYER

One business standard for every number

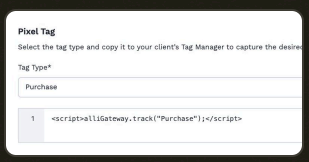
Alli Semantic Layer is a marketing semantic layer where your business logic is defined once.



MONITOR · ALLI ALERTS

Let the signals find you

Alli Alerts is marketing anomaly detection and campaign monitoring for every channel.



CAPTURE · ALLI AUDIENCE GATEWAY

Server-side tracking, managed for you

Alli Audience Gateway is managed server-side tracking.

WHY IT MATTERS

Why does a unified data foundation matter?

01

Every team, one number

Shared definitions end the debate over whose numbers are right, so meetings start with the decision.

02

Answers without the rebuild

The data is already connected, cleaned, and defined, so teams answer in the moment.

03

AI that cites its sources

Every insight and agent starts from definitions the organization already trusts, so the answers hold up when someone asks where they came from.

04

One change, everywhere it matters

Reliable data lets every tool, team, and workflow act on the same decision at once, across markets and channels, without rework.

Make trusted context your advantage

Book a walkthrough and we'll map your current sources and definitions to the Alli Data products that fit them.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE