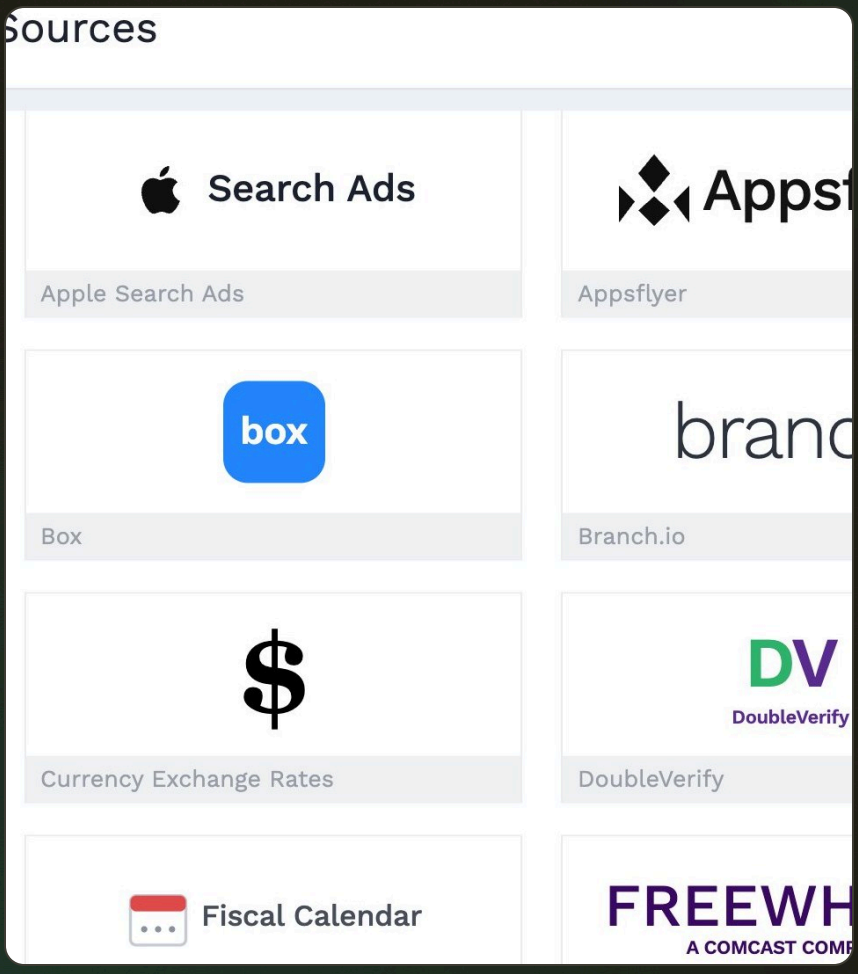
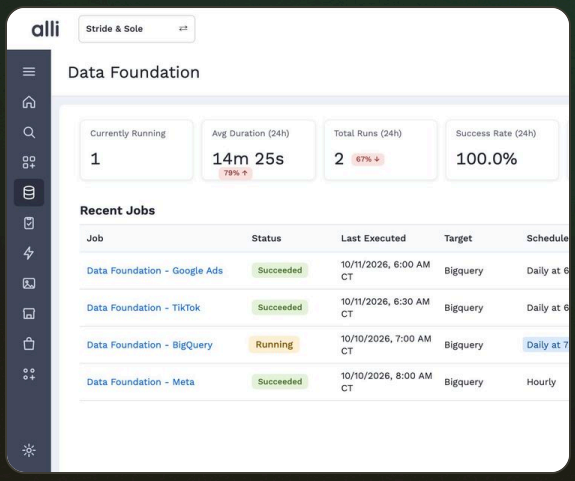
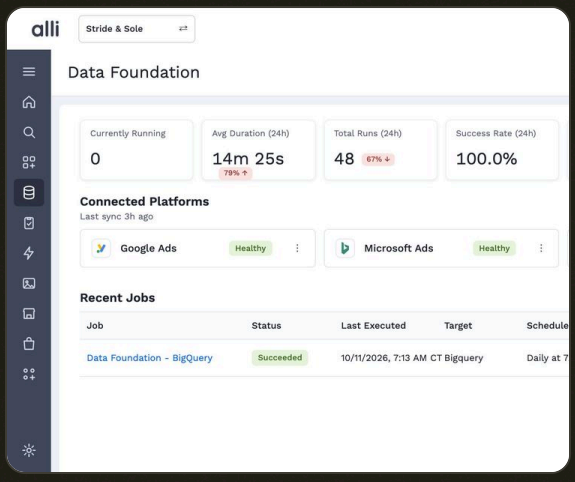
ALLI DATASOURCES · MARKETING DATA INTEGRATION

Marketing data integration that stays connected

Alli Datasources is the marketing data integration layer of Alli. It connects your ad platforms, retail media, analytics, files, and first-party systems, keeps each connection working as platforms change their APIs, and feeds one clean data foundation.







ALLI BY PMG

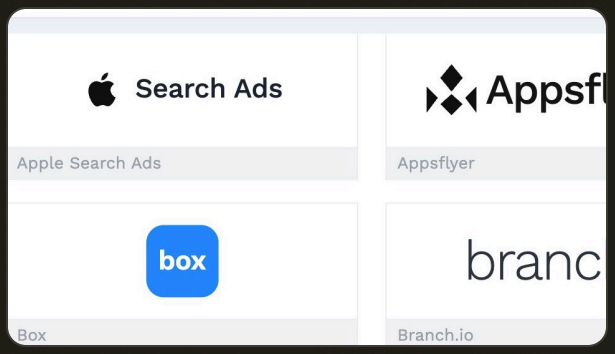
15+
years in production, running strategy, data, and marketing for the world's largest brands

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 DATASOURCES DOES

From a catalog of connectors to a foundation you can trust



CONNECT ANY SOURCE

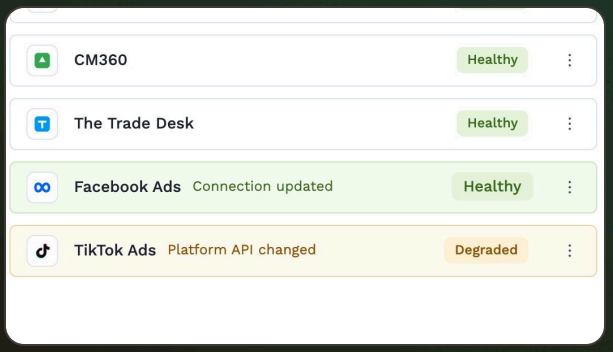
Pick a connector, authorize the account, and data starts flowing

Pre-built connectors cover the major ad, retail media, analytics, and measurement platforms.

API MAINTENANCE

Platform APIs change. Your connections keep up.

Version changes, renamed fields, and new report structures are handled for every connected platform, so dashboards keep working after an update ships.





FIRST-PARTY ENRICHMENT

Put pipeline and revenue next to media data

Connect Adobe Analytics, Salesforce, and your own business systems alongside every ad platform.

WHAT CHANGES

01	02	03	04
Fresher decisions	Fewer silent failures	Engineering time back	Spend tied to outcomes

Give your marketing a foundation it can trust

Book an intro and we'll show you your sources connected in Alli Datasources, your feeds monitored, and your data flowing into one clean foundation.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE