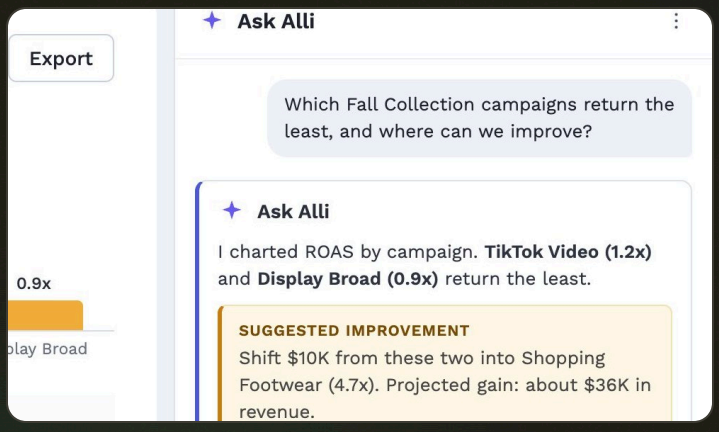
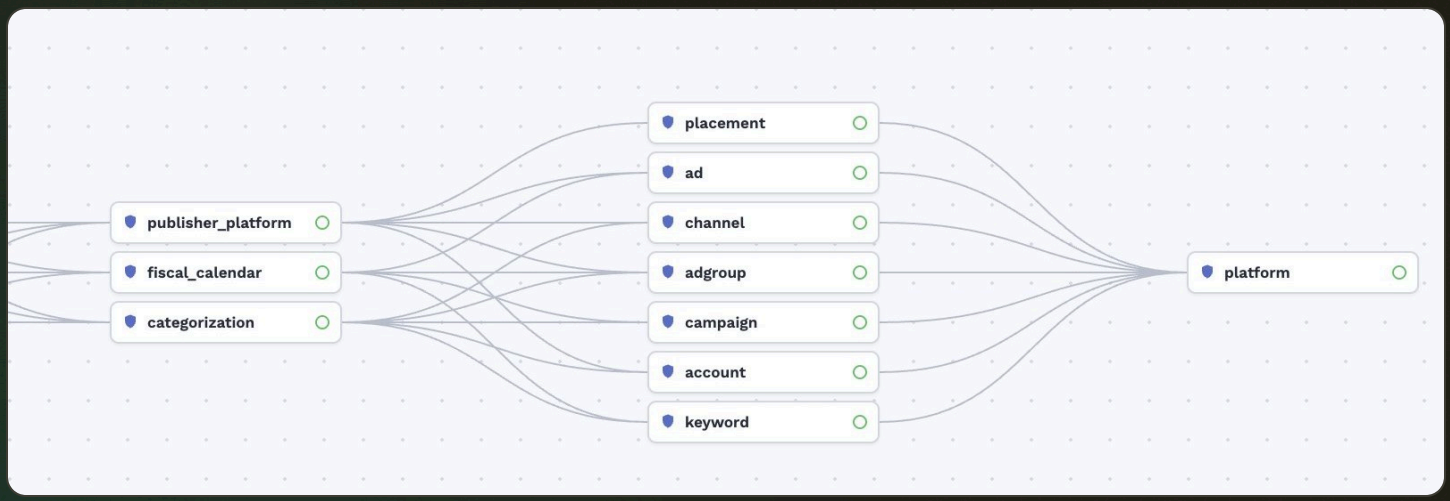
ALLI SEMANTIC LAYER · MARKETING METRICS

Marketing semantic layer that gives every team the same numbers

Alli Semantic Layer is where your marketing business logic is defined once. It sets shared KPI definitions, harmonizes naming across every platform and region, and gives every team, tool, and AI agent in Alli the same numbers, so meetings start with decisions.







CUSTOMER STORY: MOMENTIVE

27 sources brought into one place for the launch	**6 weeks** to develop the full launch plan	**22%** revenue growth year over year

WHAT SEMANTIC LAYER DOES

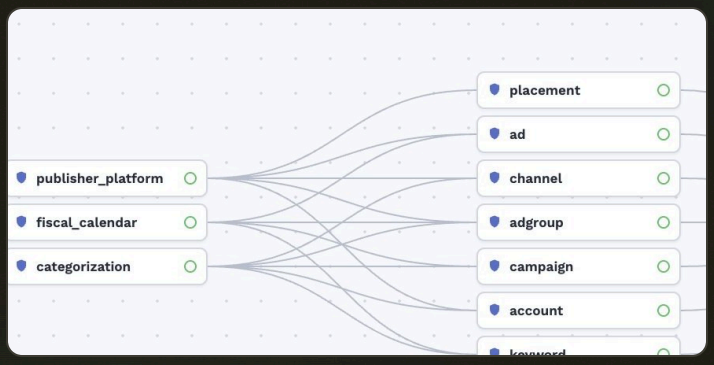
Define the math once. Use it everywhere.

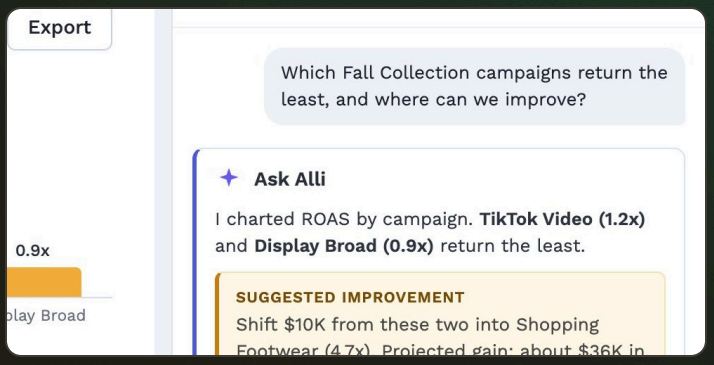


METRIC DEFINITIONS

Define your KPIs and marketing math once

Set how ROAS, CPA, conversion rate, and cost per lead are calculated one time.





CATEGORIZATIONS

Turn platform labels into categories your business uses

Categorizations, now part of the Semantic Layer, uses rules to map fragmented platform labels and naming conventions into one taxonomy: media channel, funnel stage, campaign type, ad format, and audience strategy.

THE FOUNDATION FOR AI

AI answers from the definitions your finance team uses

Ask Alli and every agent in Alli resolve questions against the Semantic Layer, so an answer about revenue or Q2 matches the dashboard.

WHAT CHANGES

01	02	03	04
Faster decisions	Reports that match	Fair comparisons	Better AI

Give every team the same numbers

Book an intro and we'll show you your KPIs defined once, your platform data harmonized, and the same answer in every dashboard, region, and tool.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE