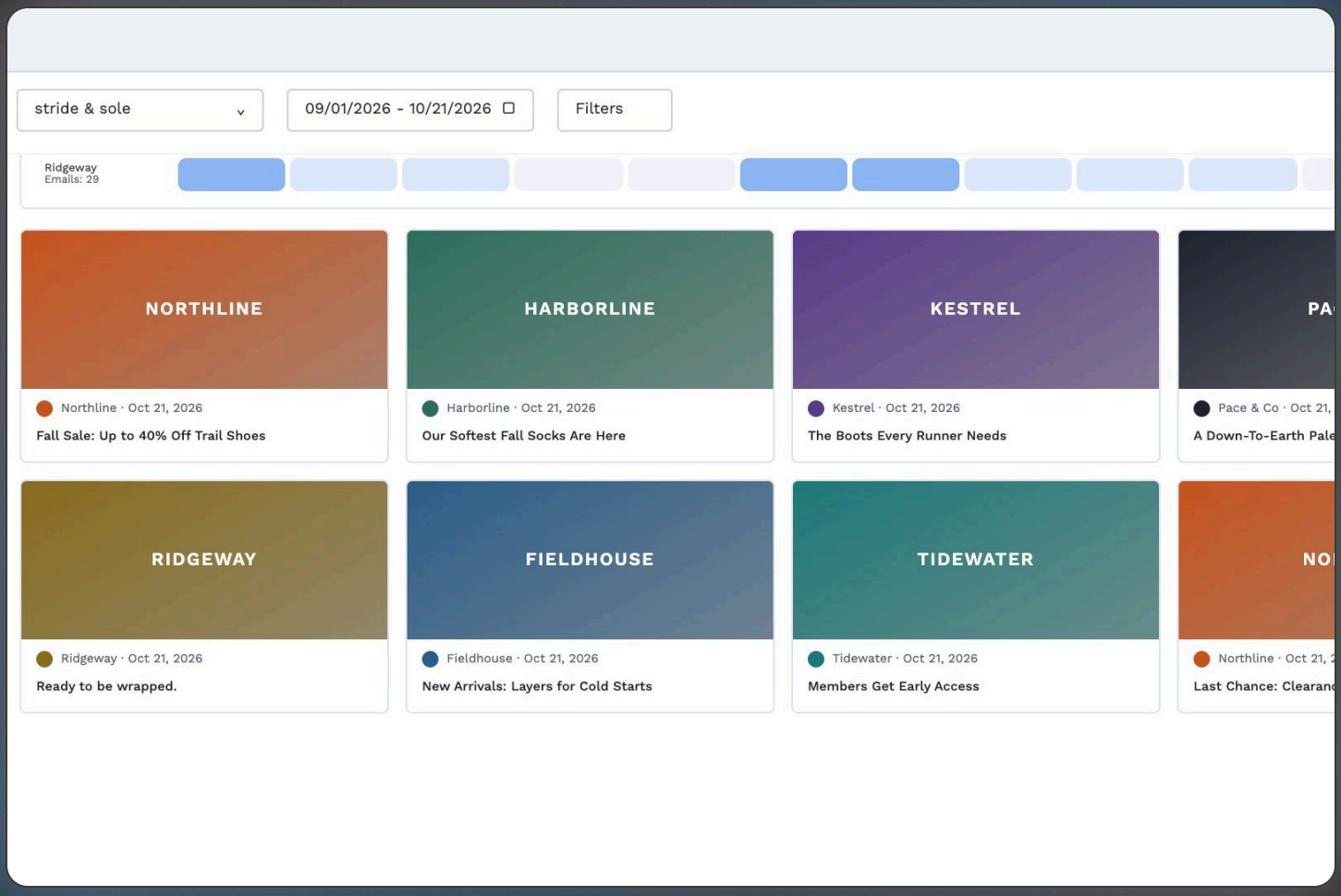
ALLI BUSINESS INSIGHTS · MARKET AND COMPETITIVE INTELLIGENCE

Competitive intelligence that shows where to grow next

Alli Business Insights is a market and competitive intelligence product built into Alli. Generate a strategy report whenever you need one, built from real-time market signals, competitor intelligence, and your own live marketing performance, and get a clear plan for where to invest next.

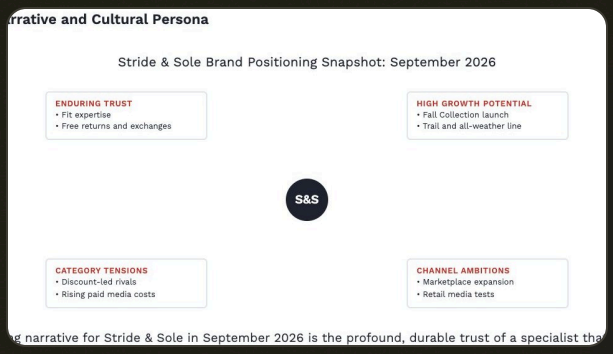


CUSTOMER STORY: TRAVELEX

21	**31k**	**33%**
new articles built on the competitive scan	organic clicks from those articles	site traffic growth year over year

WHAT BUSINESS INSIGHTS DOES

Market research that keeps itself current



AUTOMATED MARKET RESEARCH

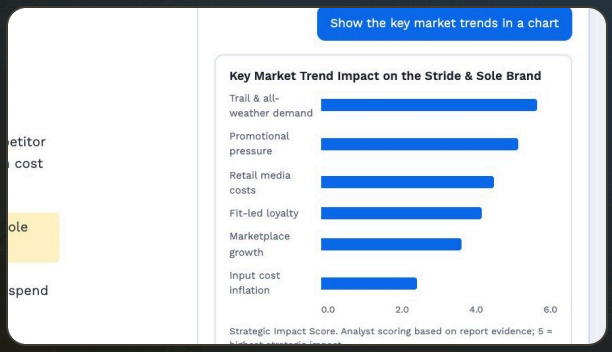
Market news, competitors, and your data, together

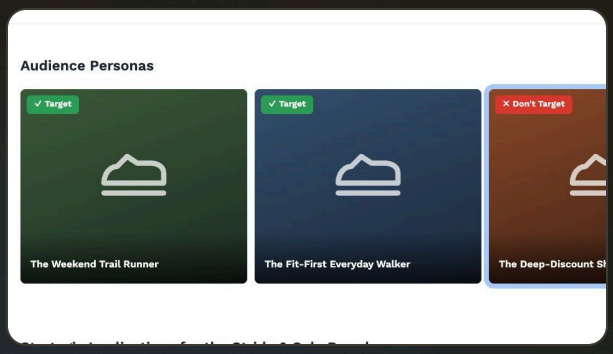
Choose a subject, pick a report section, and read the analysis.

OPPORTUNITY MAPPING

See where the market is opening, and where you can win it

Real-time market signals and competitor activity are compared with your own position, then plotted so the biggest openings stand out.





PERSONA-LED ANALYSIS

Layer audience personas on top of market trends

See who an opportunity is for: what they're interested in, what they value and buy, and where your brand connects with them.

WHAT CHANGES

01	02	03	04
Performance in context	**Research on demand**	**Competitor moves seen early**	**A plan at the end**

Find where your brand should grow next

Book an intro and we'll run Business Insights on your market, then walk through the opportunities it surfaces and where to invest next.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE