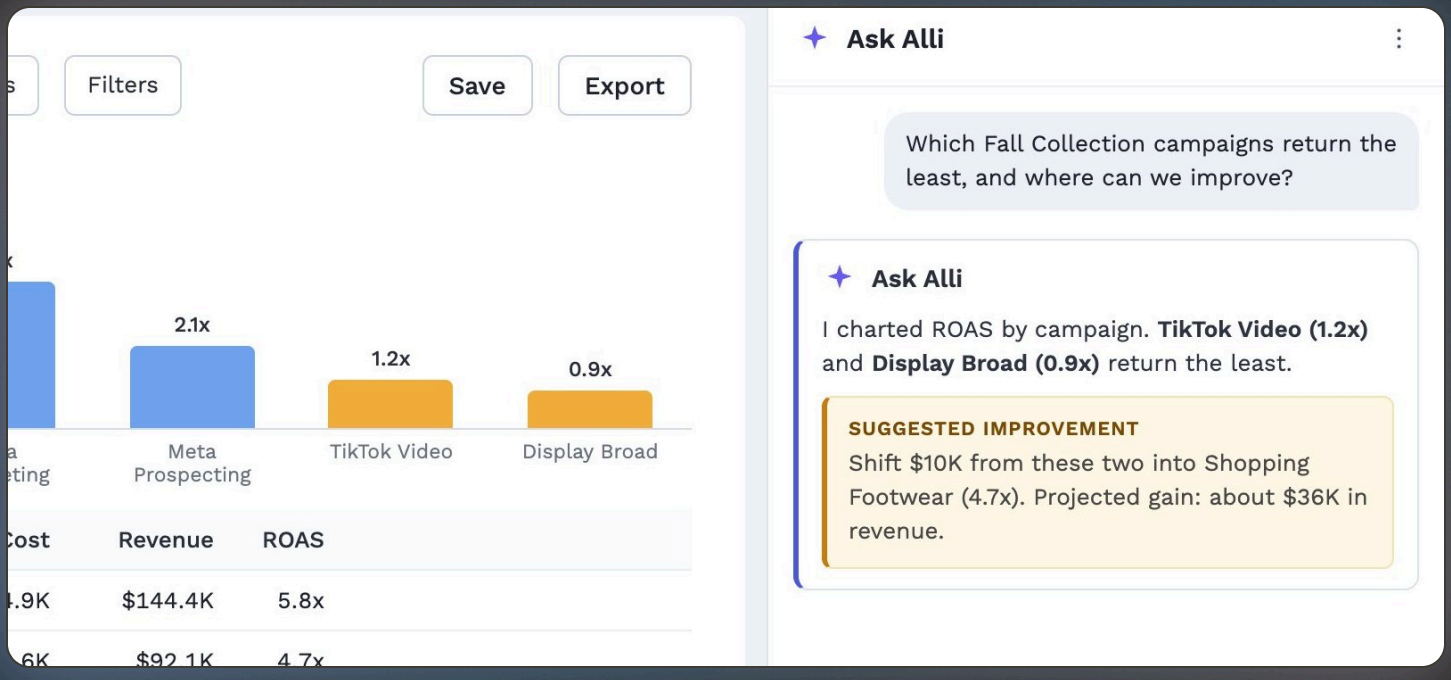
ALLI DATA EXPLORER · SELF-SERVICE ANALYTICS

Self-service marketing analytics on data you can trust

Alli Data Explorer is a self-service analytics environment built on Alli's governed data foundation. Teams slice, compare, and ask questions of their performance data in plain English, and see what changed and why, with no code and no new reporting cycle.

Engagement dropped this week. Where?

- Every view is built on governed sources and the same definitions the rest of Alli uses.

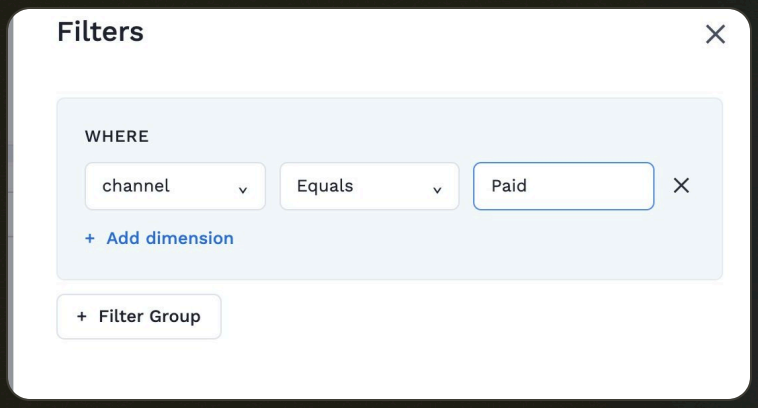


ALLI BY PMG

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 DATA EXPLORER DOES

Ask the data yourself and get the answer in the meeting



NO-CODE EXPLORATION

Slice and compare without SQL or a ticket

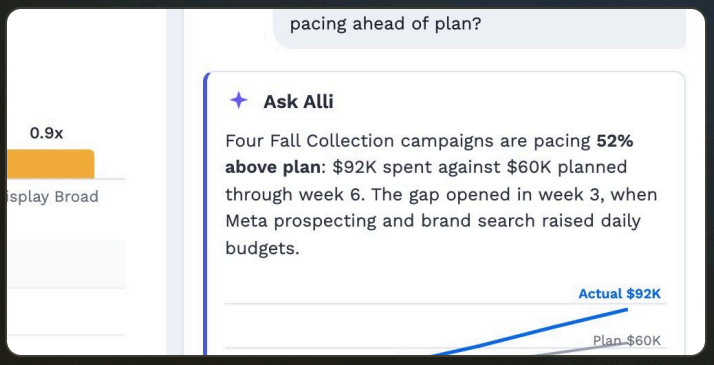
Pick a date range, choose columns, and add filters.



LIVE DATA SANDBOX

Dig into performance while it's happening

Plot any metric over time, pivot the table, and compare channels side by side.



BUILT-IN ASK ALLI

Start from a question, with Ask Alli beside the data

Type a question the way you'd say it out loud, or pick a suggested one, like the top campaigns by impressions.

WHAT CHANGES

01	02	03	04
Speed	**Consistency**	**Analyst capacity**	**Money saved**

Come with a real question. We'll explore it live.

Book an intro and see Data Explorer answer the questions your team needs answered, on your own data.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE