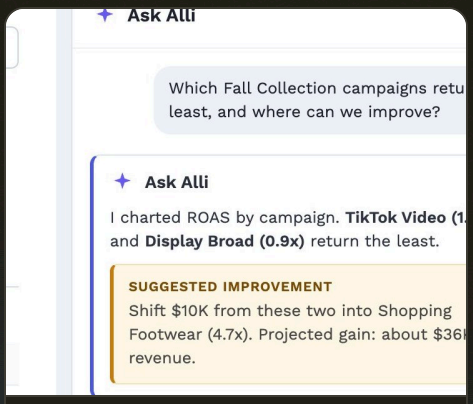
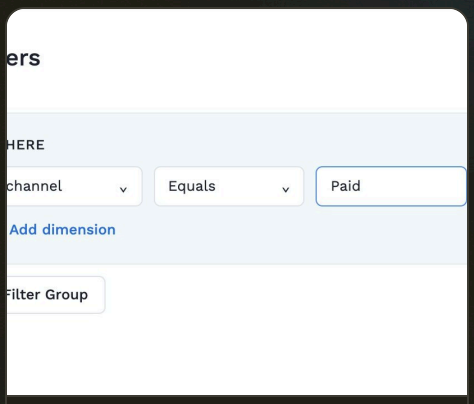
DECISION INTELLIGENCE PLATFORM

Alli Intelligence. Answers you can trust for every decision.

Six products answer questions about your audience, creative, brand, commerce, and market, all using the same governed data. It's decision intelligence your teams can check and use while a decision is still open.



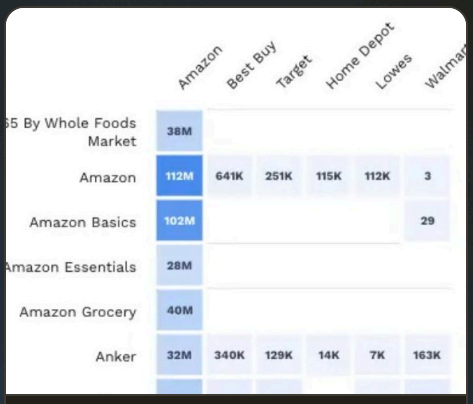
ASK ALLI



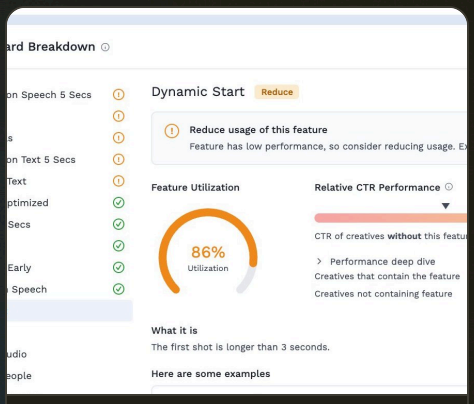
DATA EXPLORER



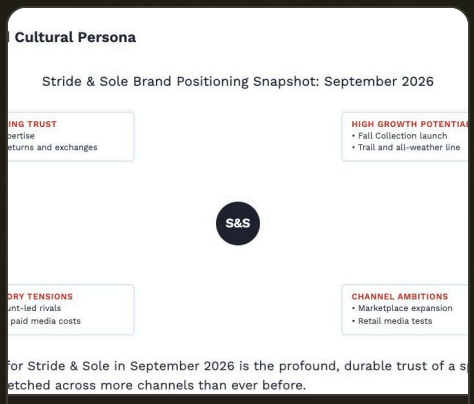
BRAND EQUITY



COMMERCE INSIGHTS



CREATIVE INSIGHTS



BUSINESS INSIGHTS

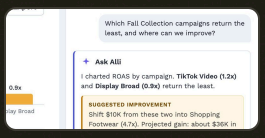
CUSTOMER IMPACT · FXTM · PELOTON

200%
lift in brand preference among UAE investors

110
partners aligned through a single, live launch view

THE ALLI INTELLIGENCE PRODUCTS

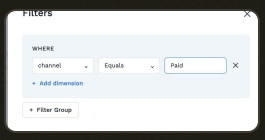
Six products. One connected foundation.



ASK · ASK ALLI

Your data, live in conversation

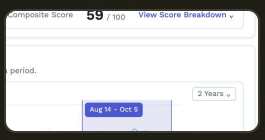
Ask Alli is the AI marketing agent inside Alli.



INVESTIGATE · ALLI DATA EXPLORER

Plain-English answers about what changed

Alli Data Explorer is self-service marketing analytics built on Alli's governed data.



TRACK · ALLI BRAND EQUITY

Make your brand equity something you can prove

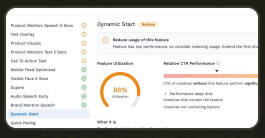
Alli Brand Equity is brand equity measurement that gives brand health a weekly, evidence-based score from 0 to 100, built from what people, press, and markets actually do, across Consumer Mindshare, Consumer Trust, Authority, and Stability.



COMPETE · ALLI COMMERCE INSIGHTS

Your category, across every shelf

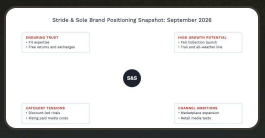
Alli Commerce Insights is ecommerce market intelligence built into Alli.



UNDERSTAND · ALLI CREATIVE INSIGHTS

Know why an ad worked

Alli Creative Insights is creative analytics built into Alli.



DISCOVER · ALLI BUSINESS INSIGHTS

Find your next growth opportunity

Alli Business Insights is a competitive intelligence platform built into Alli.

WHY IT MATTERS

Why does decision intelligence matter?

01

Answers in the flow of work

Teams get a clear, trusted answer during the meeting.

02

Shared understanding

Every team works from the same signals, so decisions are easier to align around.

03

Brand and performance on equal footing

Brand strength gets a number that can compete for budget.

04

Growth visibility

Leaders see where the category is moving and where the strongest opportunities are.

See what your data is really telling you

Book a live walkthrough and bring the question your team can't answer quickly today. We'll show you how Alli Intelligence answers it from data your business already has.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE