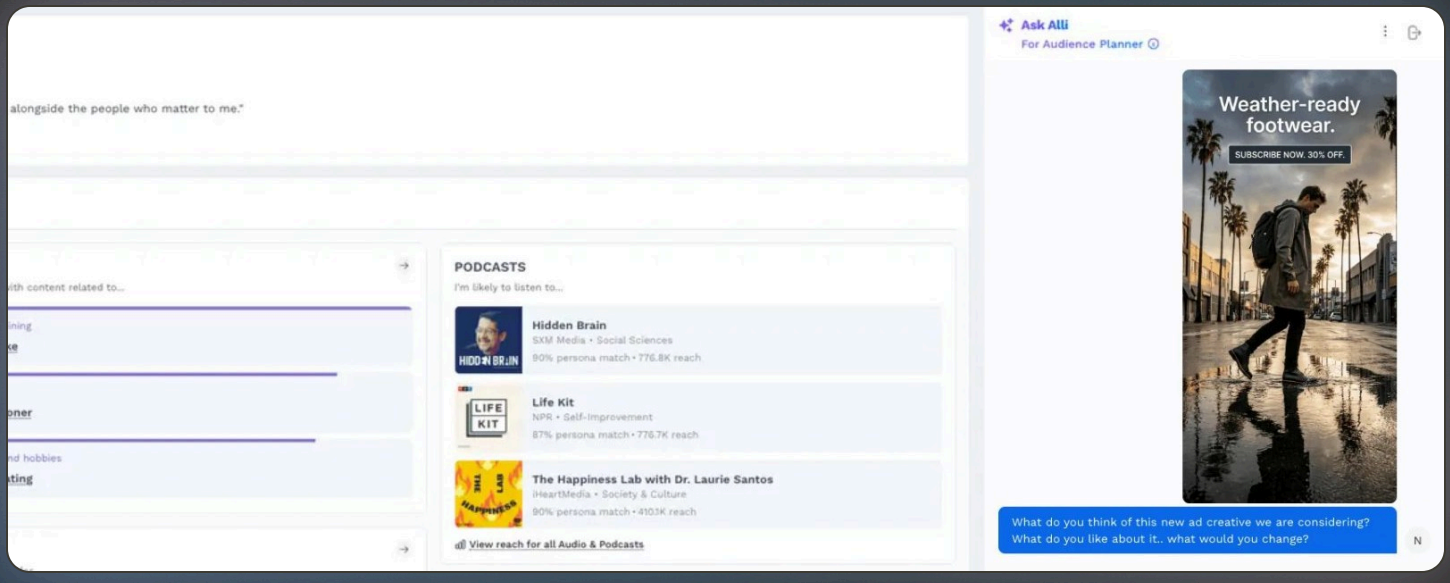
ASK ALLI · AI MARKETING AGENT

The AI marketing agent grounded in your data

Ask Alli is the AI agent inside Alli, PMG's operating system. It turns a plain-language question into a verified answer, a dashboard, an audience persona, or a finished workflow while the decision is still live, using the same governed data your teams already work from.

Which formats are driving growth in EMEA and North America?

- Ask Alli answers in plain English from your governed data, keeps the thread as you follow up, and shows the table behind every number.

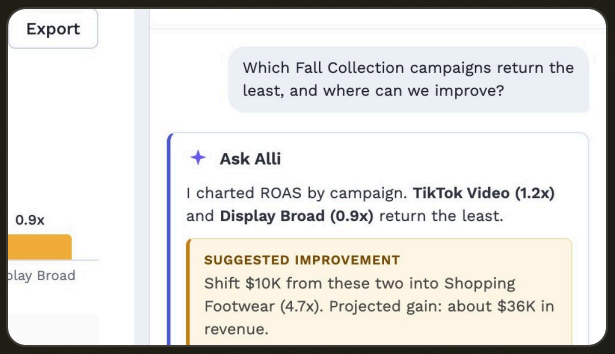


CUSTOMER STORY: FXTM

200% increase in brand preference among high-value investors in the UAE	**120%** lift in brand familiarity in a saturated, high-spend category	**32%** ad recall for the AI-assisted brand campaign

WHAT ASK ALLI DOES

Ask a hard question and get a verified answer



VERIFIED ANSWERS

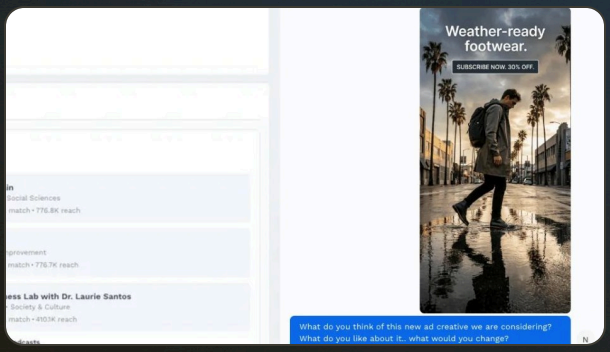
Check the number before you act on it

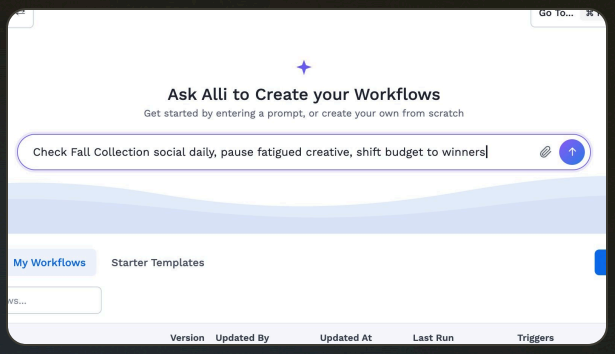
Answers come from the same governed data as every Alli report, resolved against the definitions in the Semantic Layer.

PERSONA COLLABS

Get feedback on creative before you spend on media

Show an AI persona your ad in Audience Planner and ask what it likes and what it would change.





WORKFLOWS FROM A PROMPT

Describe the job once, and Ask Alli builds the workflow

In Generative Workflows, one prompt can pull data, calculate metrics, write a summary, and deliver the draft to Slack.

BENEFITS

01
Faster answers

02
More people use the data

03
Less repetitive work

04
Decisions that carry through

Bring the questions you need answered

Book an intro and we'll run Ask Alli against the questions your team asks most, on your own data.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE