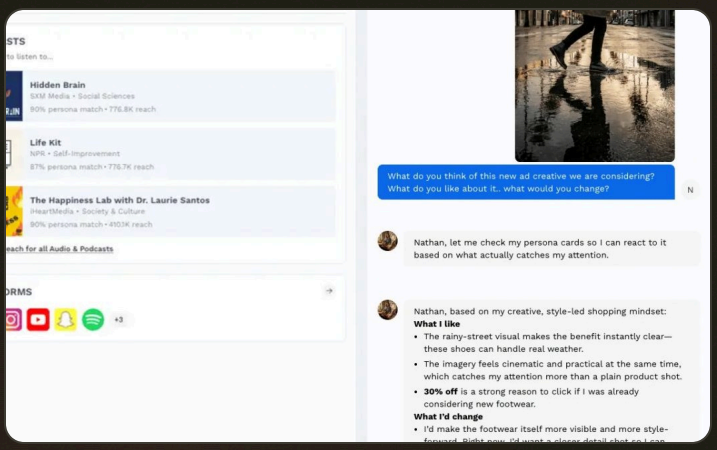
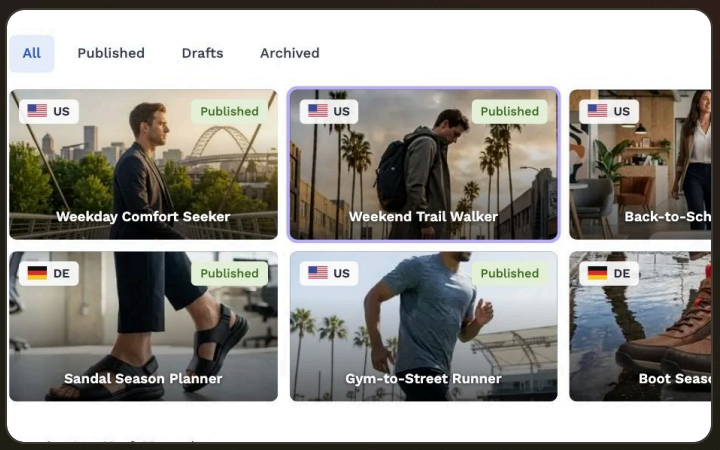
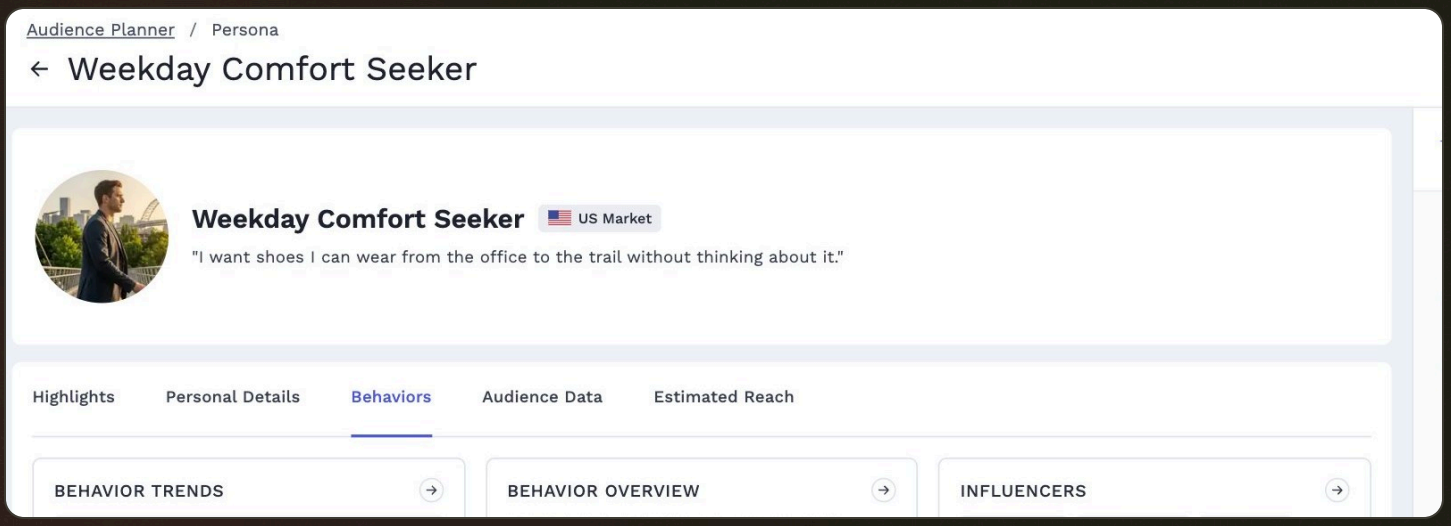
ALLI AUDIENCE PLANNER · AUDIENCE PLANNING

Audience planning built on Live Personas

Alli Audience Planner builds Live Personas from billions of behaviors across streaming, social, commerce, creators, and professional networks. See who your customer is right now, talk to that audience through Ask Alli, and pressure-test ideas before you spend a dollar of budget.





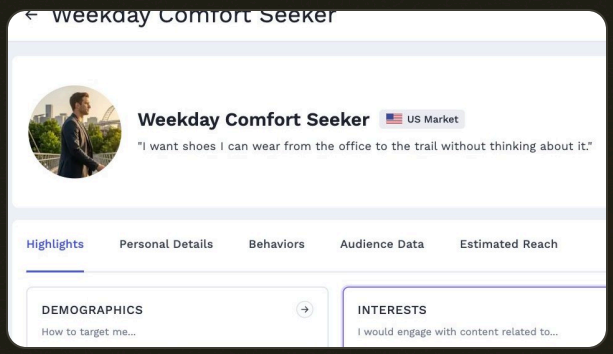


CUSTOMER STORY: CKE RESTAURANTS

63%	**107%**	**2%**
higher net new buyer conversion	increase in loyalty sign-ups	sustained transaction lift

WHAT AUDIENCE PLANNER DOES

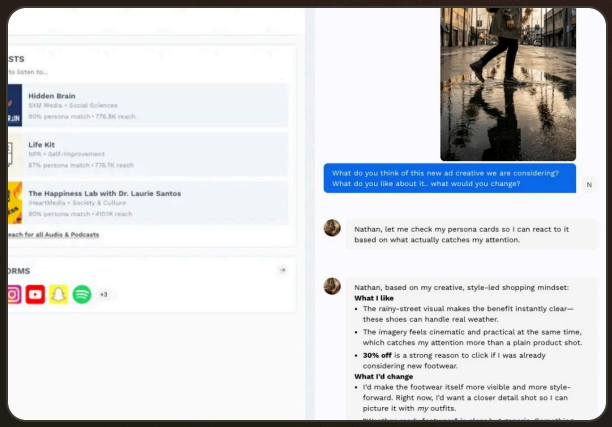
Plan for the customer you have today



LIVE PERSONAS

A detailed persona, built from behavior

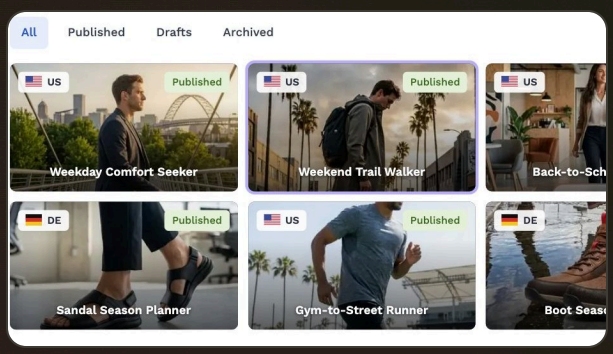
Age, income, values, goals, interests, and the shows and podcasts the audience follows come together in one persona, built with predictive modeling on current platform signals.



PERSONA COLLABORATION

Talk to your audience before you brief the work

Show the persona an ad and ask what it likes, what it would change, or what's shaping its view right now.



ONE PERSONA, EVERY TEAM

The same audience for strategy, media, and creative

Who the persona is, what they earn and value, and where to reach them sit in one profile.

WHAT CHANGES

01	02	03	04
Plans built on current behavior	**A view across platforms**	**Creators who are scaling now**	**Ideas tested early**

Plan for the customer you have today

Book an intro and we'll build a Live Persona for your audience, show you where it's spending time right now, and let you ask it a question or two.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE