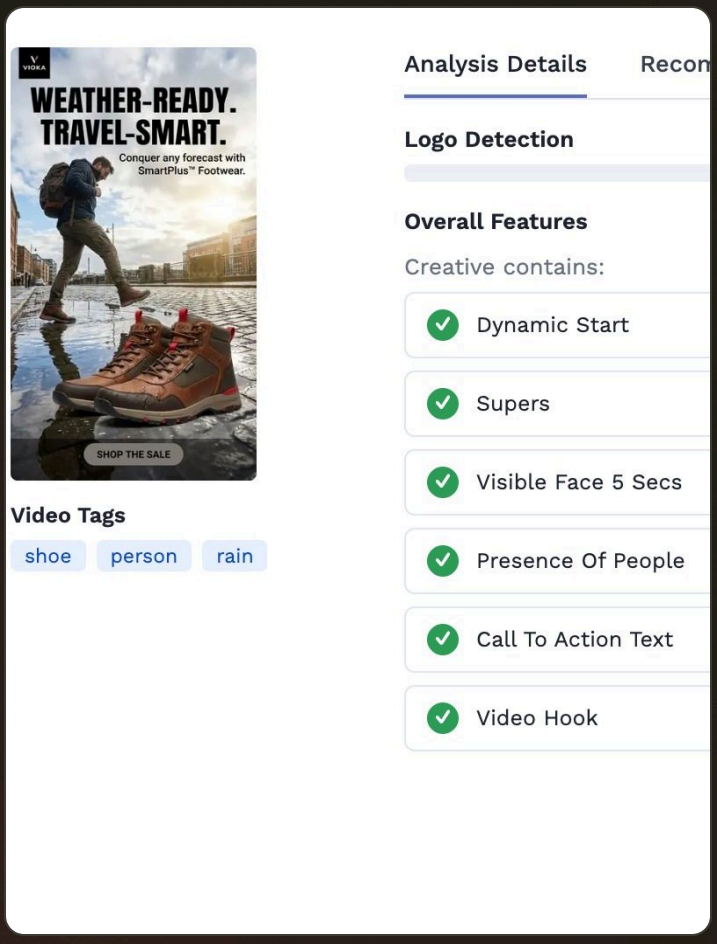
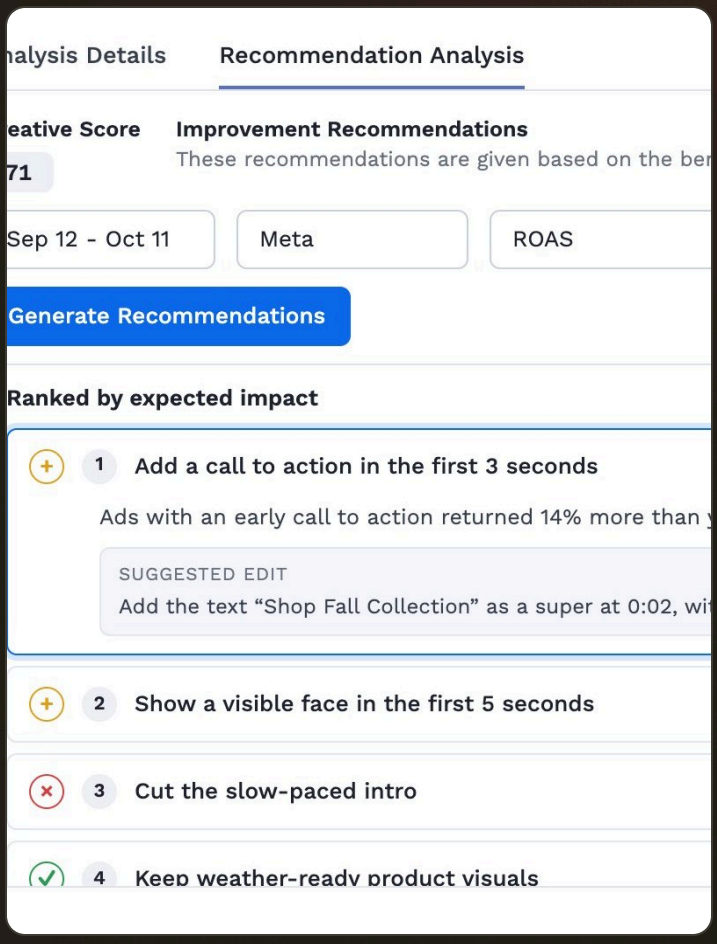
ALLI CREATIVE LABS · CREATIVE PRETESTING

Pre-launch creative testing that finds the winning version

Alli Creative Labs is a pre-launch creative testing tool for video and image ads. It scores each asset against the Creative Scorecard's 31 creative features (28 for video, 12 for images) and historical performance on the platform and KPI you choose, then tells you what to keep, what to add, and which variant to launch, before a dollar of media is spent.





ALLI BY PMG

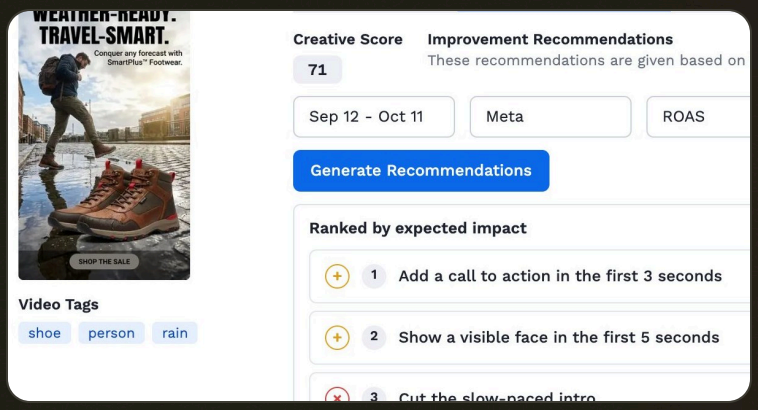
15+
years in production, running strategy, data, and marketing for the world's largest brands

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 CREATIVE LABS DOES

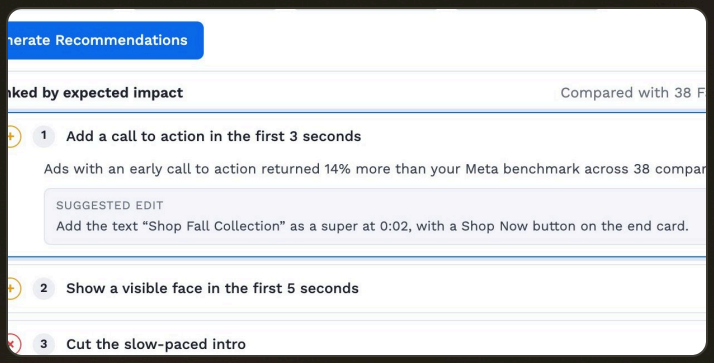
Know which version will win before it runs

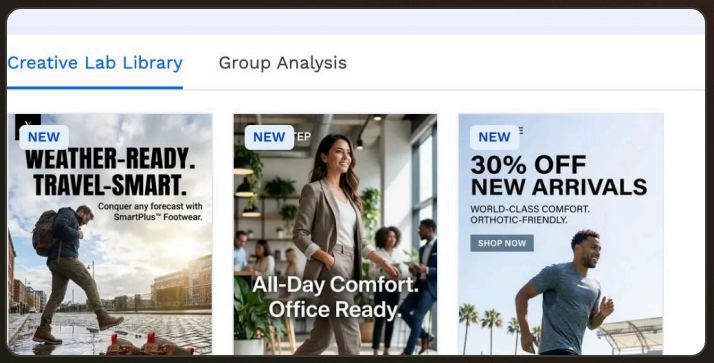


PRE-LAUNCH SCORING

Score the creative before it goes live

Upload a video or image and Creative Labs checks it against the Creative Scorecard features, from the hook to the call to action.





VARIANT RANKING

Rank variations before you pick one

The scorecard shows which features are working across your creative and where the opportunity is, so the strongest variation stands out before media goes behind it.

LAB-TO-STUDIO DELIVERY

Move the winner straight into production

A winning concept moves into Creative Studio as an approved template, ready for versions across formats, markets, and languages.

WHAT CHANGES

01	02	03	04
Lower risk	**Faster iteration**	**Better platform fit**	**Less production waste**

Launch the version that's built to win

Book an intro and bring a video or image you're about to launch. We'll score it live and show you what to keep, what to add, and which version to run.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE