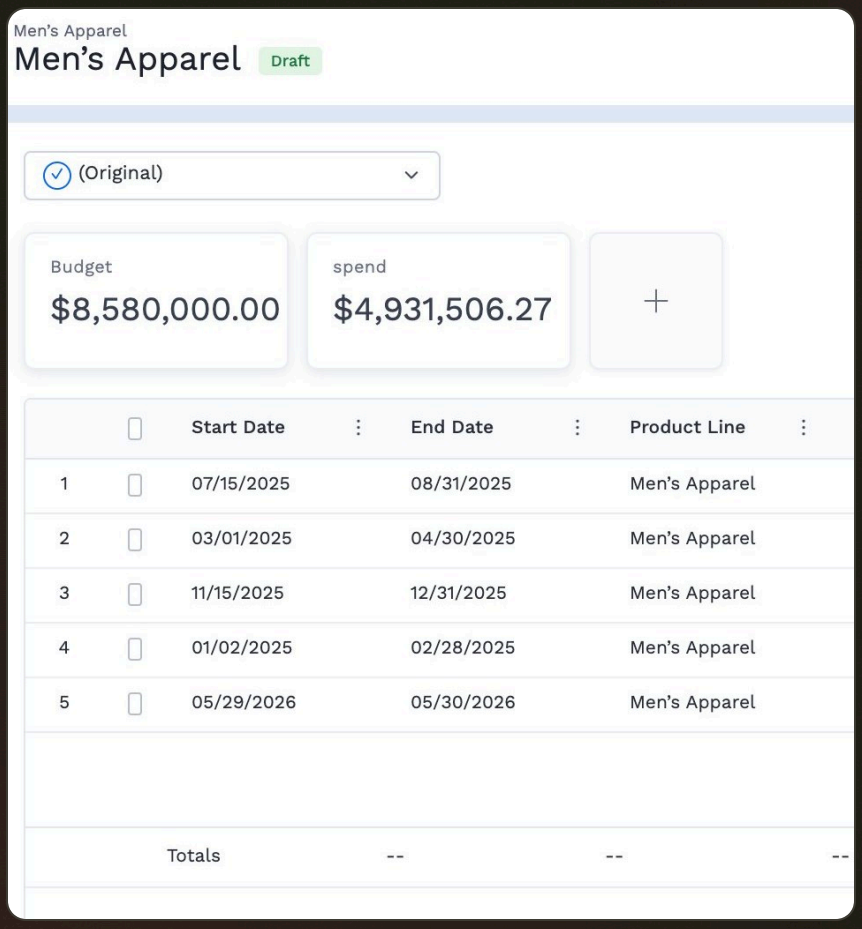
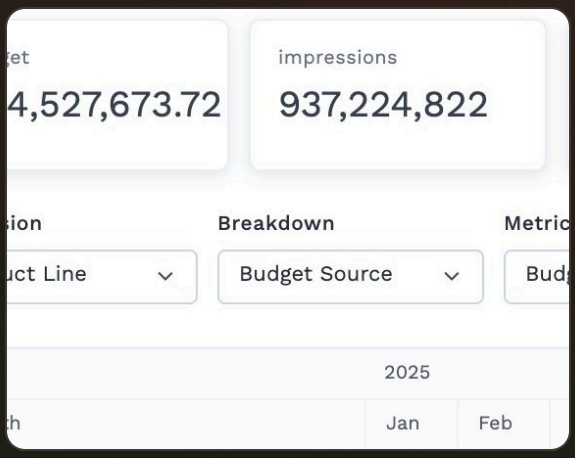
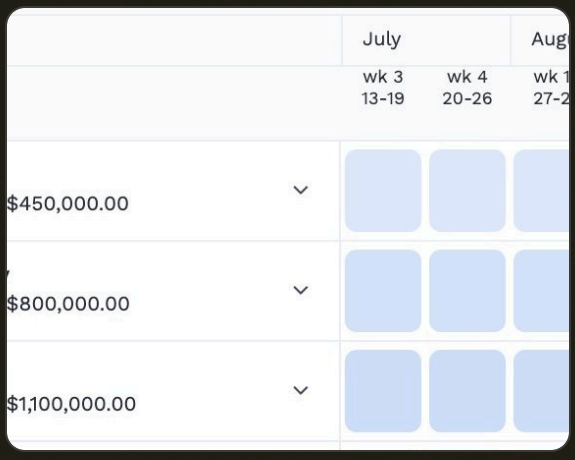
ALLI MEDIA PLANNER · MEDIA PLANNING

# Cross-channel media planning in one investment roadmap

Alli Media Planner is cross-channel media planning software that moves siloed spreadsheets into one governed workspace. Simulate budgets against historical benchmarks, align search, social, and programmatic in one view, and track the plan against actual performance from day one of spend.




ALLI BY PMG

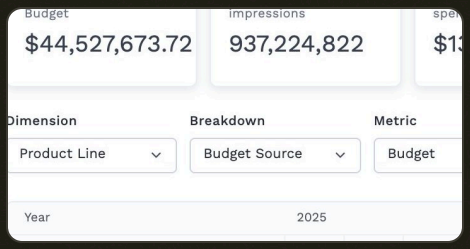
**15+**
years in production, running strategy, data, and marketing for the world's largest brands

**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

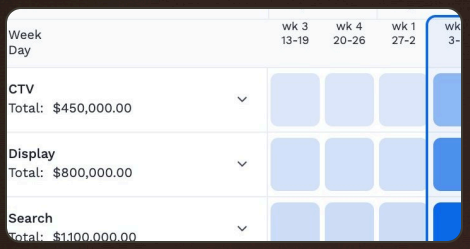
WHAT MEDIA PLANNER DOES

# Every channel, every market, in one plan










LIVE BUDGET SIMULATIONS

## Test investment levels before you commit

Choose the dimension and granularity, shift budget week by week, and watch the weekly totals update as you go.

UNIFIED STRATEGIC BLUEPRINT

## One parent plan, many market plans

Set the strategy and budget limits once in a parent plan, and let each market or product line run its own child plan underneath it, with its own flighting.

SYNCED FLIGHTING

## Sync flighting across search, social, and programmatic

Every channel sits on the same weekly grid, and every week of the plan adds up at the bottom.

WHAT CHANGES

# What changes when every channel runs from one media plan

01
### Better allocation
Budget follows shared performance targets, so each channel is funded for what it contributes to the goal.

02
### Consistent messaging
Flighting lines up across channels, so a launch reaches people at the same time everywhere it runs.

03
### Clearer tradeoffs
Planned and actual sit side by side, so leaders can rebalance with the context in front of them.

04
### Faster mid-flight changes
Reallocating budget is one governed change, recorded as a new version with the history intact.

## Turn your best guess into a real roadmap for growth

Book an intro and we'll show you your media plan in one view, simulate a budget change, and map it against actual spend.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE