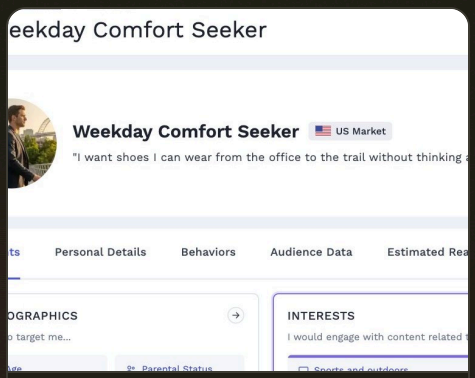
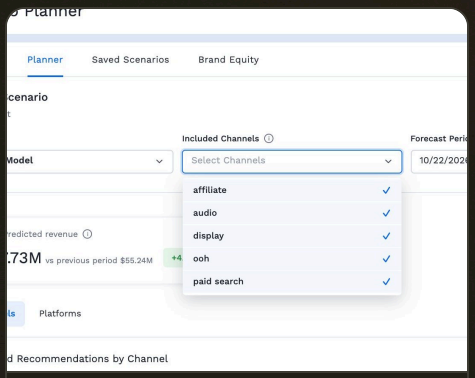
AI PLANNING PLATFORM

Alli Planning. Shape strategy around opportunity.

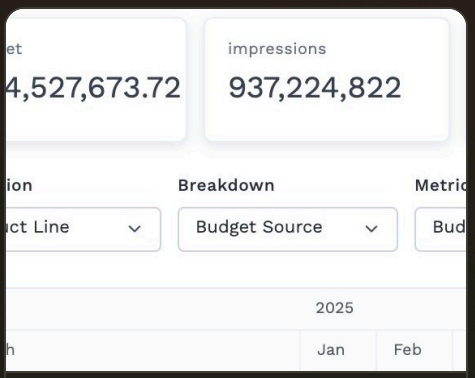
Alli Planning is the AI marketing planning platform inside Alli, PMG's operating system for business transformation. Five products connect live audience insight, budget scenario modeling, media planning, creative testing, and reporting, so every plan starts from current evidence.



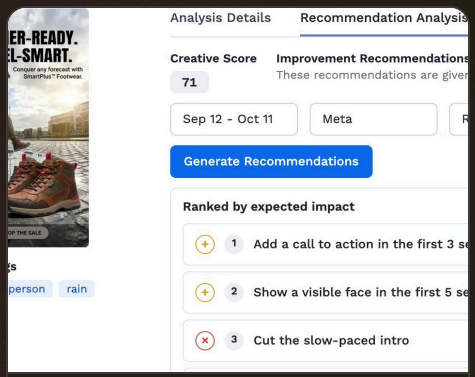
AUDIENCE PLANNER



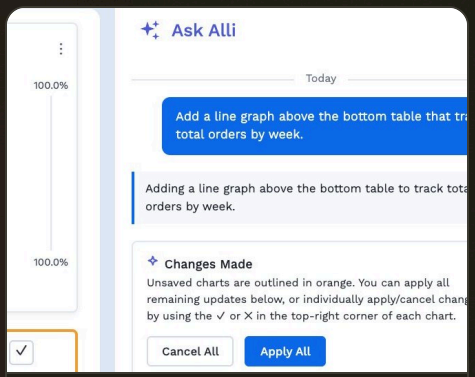
SCENARIO PLANNER



MEDIA PLANNER



CREATIVE LABS



GENERATIVE DASHBOARDS

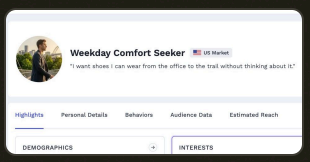
CUSTOMER IMPACT · FXTM · PELOTON

200%
lift in brand preference among UAE investors

110
partners aligned through a single, live launch view

THE ALLI PLANNING PRODUCTS

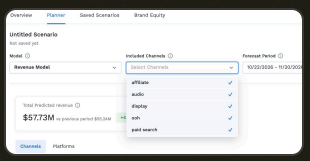
Five products. One connected plan.



DEFINE · ALLI AUDIENCE PLANNER

From static segments to Live Personas

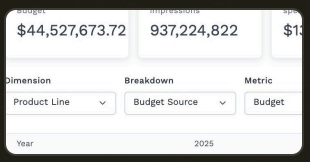
Alli Audience Planner is an audience planning platform that builds Live Personas from billions of behaviors across streaming, social, commerce, creators, and professional networks.



MODEL · ALLI SCENARIO PLANNER

Connect reputation to revenue

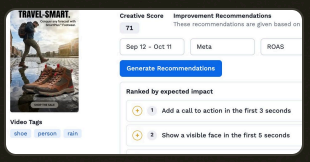
Alli Scenario Planner is a marketing budget scenario planning tool.



ALLOCATE · ALLI MEDIA PLANNER

One investment roadmap for every channel

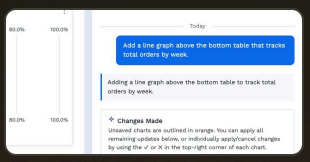
Alli Media Planner is cross-channel media planning software that replaces siloed spreadsheets with one governed workspace.



TEST · ALLI CREATIVE LABS

Engineer performance before you launch

Alli Creative Labs is a pre-launch creative testing tool for video ads.



TRACK · ALLI GENERATIVE DASHBOARDS

The dashboard that builds itself

Alli Generative Dashboards is an AI dashboard builder inside Alli.

WHY IT MATTERS

Why does connected planning matter?

01

Current audience evidence

Live Personas reflect how people behave now.

02

Tradeoffs you can see

Leaders compare budget paths and likely revenue before spend is committed.

03

Less creative guesswork

Video is scored against real performance patterns while there's still time to change it.

04

One plan, one version

Budgets, flighting, and approvals live in one governed plan, tracked against actuals.

Build strategy your whole business can stand behind

Book a walkthrough and bring your next budget decision. We'll show you how Alli Planning models it, plans it, and tracks it from the same data.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE