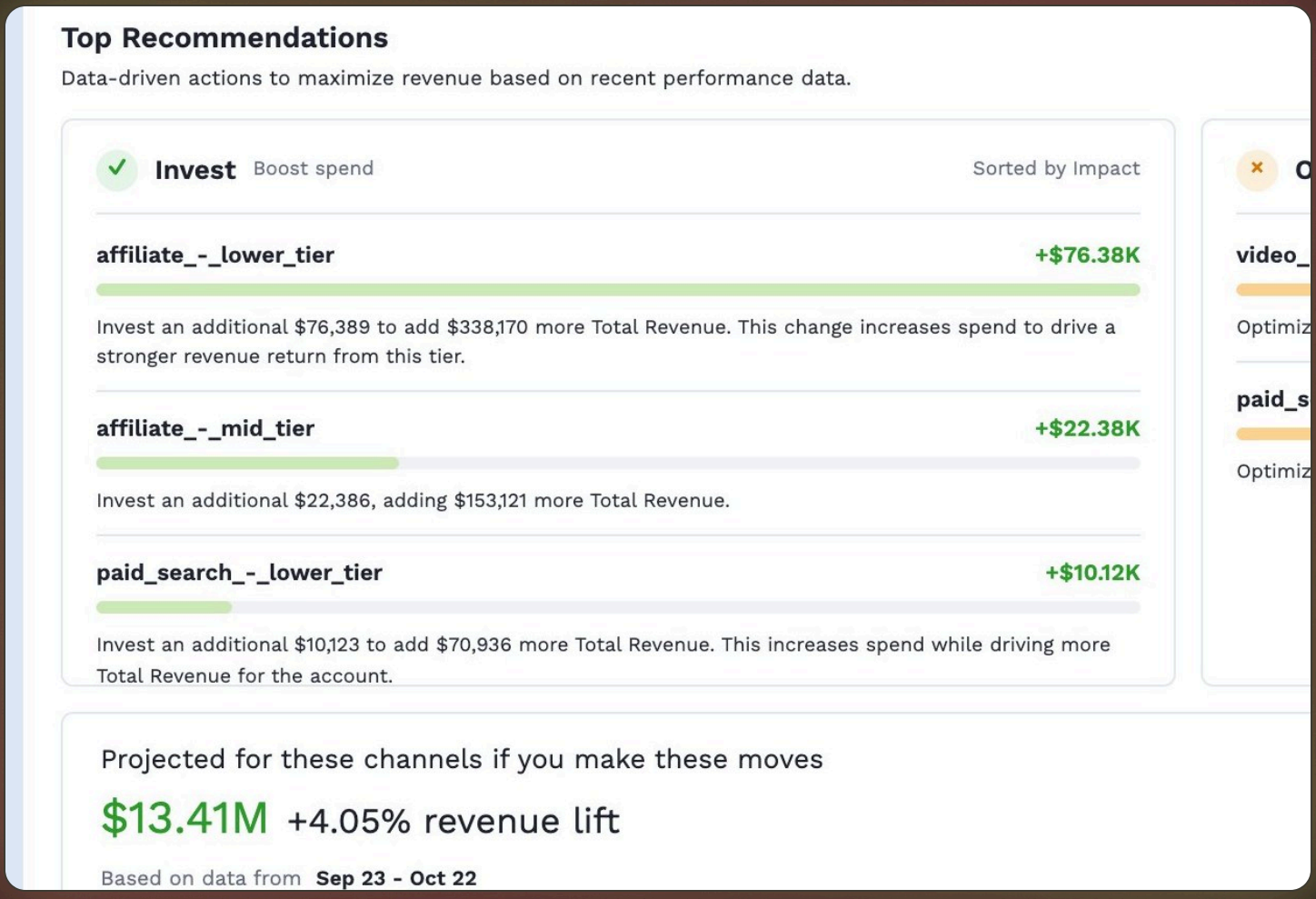
ALLI SCENARIO PLANNER · MARKETING SCENARIO PLANNING

Marketing scenario planning that connects reputation to revenue

Alli Scenario Planner is a marketing budget scenario planning tool. It pairs your historical sales data with current signals from Alli Brand Equity, so you can test a budget shift in a live environment and see the likely revenue impact before you commit a dollar.



ALLI BY PMG

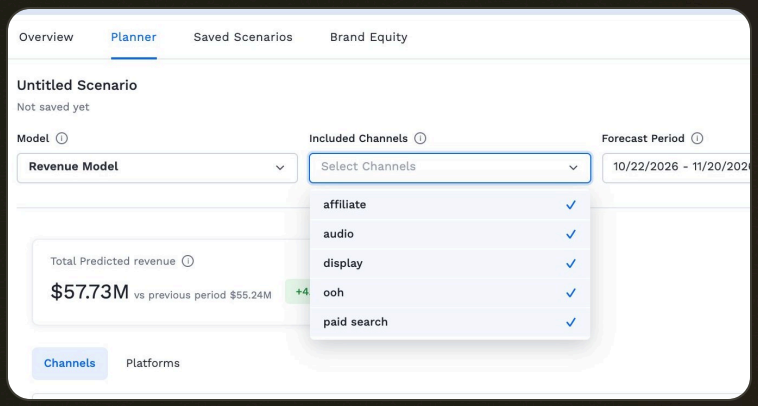
15+
years in production, running strategy, data, and marketing for the world's largest brands

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 SCENARIO PLANNER DOES

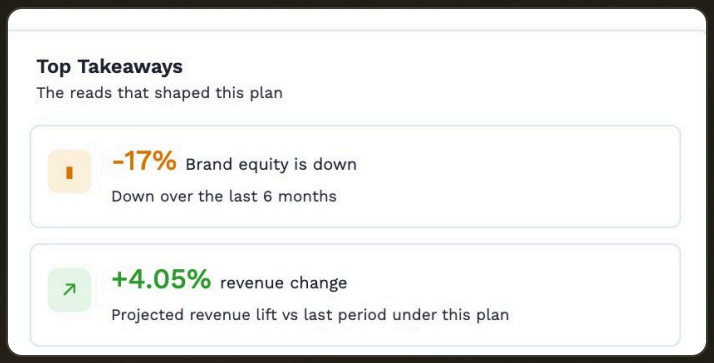
Test the budget before you spend it

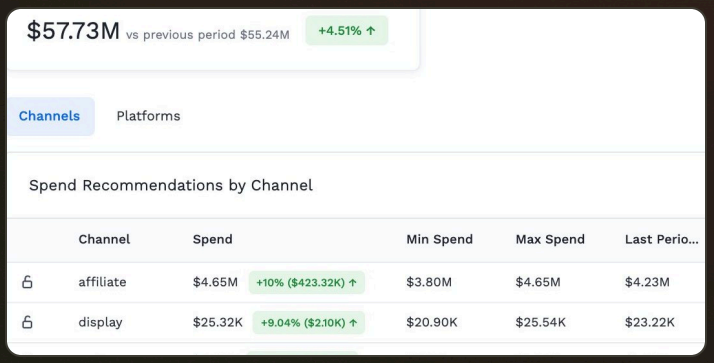


WHAT-IF SIMULATIONS

See the revenue impact before you commit a dollar

Set the forecast period, the channels, and the budget, and the forecast shows what the plan is expected to return.





BRAND AS A LEVER

Use reputation as a performance lever

Brand equity sits inside the plan as its own tab.

DUAL-MODEL FORECASTING

Forecasts anchored in sales and in brand signals

Every forecast blends a media response model built on historical sales with a brand equity model built on current signals.

WHAT CHANGES

01
Lower acquisition costs

02
A higher growth ceiling

03
Pricing power

04
Future revenue in view

Test your next budget before you spend it

Book an intro and we'll model your budget, show you where each channel sits on its curve, and show how your brand is shaping the return.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE