

Scoring Guide

- 5

Excellent - Industry leading
- 4

Very Good - Strong performer
- 3

Good - Solid choice
- 2

Fair - Basic capability
- 1

Poor - Not recommended

Use Case Category	ChatGPT	Gemini	Claude	Perplexity	Copilot
CONTENT CREATION					
Campaign Copy & Ad Creative	5	4	4	3	4
SEO Content & Blog Posts	5	4	4	3	3
Social Media Posts	5	4	3	3	4
Email Marketing	5	3	4	2	4
RESEARCH & ANALYSIS					
Market Research & Insights	4	5	4	3	3
Competitor Analysis	3	5	3	4	3
Real-Time Data & News Monitoring	2	4	2	5	3
Document Analysis (Large Files)	3	4	5	2	3
CAMPAIGN MANAGEMENT					
Google Ads Integration	2	5	2	2	2
A/B Testing & Optimization	5	4	3	2	4
Campaign Ideation & Strategy	5	4	4	3	4
Visual Content Creation	3	5	2	1	3
CUSTOMER INTERACTION					
Customer Service Automation	4	3	5	1	4
Review Response Generation	5	3	4	2	4
FAQ Creation & Management	5	3	4	3	4
WORKFLOW & PRODUCTIVITY					
Microsoft Office Integration	2	2	3	1	5
Meeting Summaries & Notes	3	3	4	2	5
Team Collaboration	4	3	3	1	5
Custom AI Agent Development	2	3	5	1	4
PRIVACY & SECURITY					
Data Protection & Privacy	4	3	2	1	5
Enterprise Compliance	4	3	2	1	5
Legal Liability Protection	2	2	2	1	3

Strategic Recommendations by Use Case

📢 Content Creation Powerhouse

- Primary:

ChatGPT
- Secondary:

Gemini, Copilot
- Best for campaign copy, SEO, social media
- Proven ROI with 88% time savings

🔍 Research & Analytics Leader

- Primary:

Gemini
- Secondary:

Perplexity (with caution)
- Excellent for market research
- 1M+ token context for deep analysis

🔗 Google Ads Integration

- Only Choice:

Gemini
- Direct integration with Google Ads
- Automated campaign building
- Image generation for ad creative

🤖 AI Agent Development

- Primary:

Claude
- Secondary:

Copilot
- Constitutional AI framework
- 200k+ token context

🏢 Enterprise Workflow

- Primary:

Copilot
- Seamless Office 365 integration
- Strongest privacy protection
- EU compliance built-in

⚠️ High-Risk Platform

- Avoid:

Perplexity
- Severe privacy concerns
- Credibility issues
- Only use for non-sensitive research