



LLM Marketing Use Case Comparison

Comprehensive scoring analysis of ChatGPT, Gemini, Claude, Perplexity & Copilot
October 2025

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

Strategic Recommendations by Use Case

📌 Content Creation & Campaigns ▶ Primary: ChatGPT, Copilot (tied) ▶ Secondary: Gemini ▶ Both excel at campaign copy, SEO, social media & email ▶ 88% of users report saving 2+ hours weekly ▶ Copilot integrates seamlessly with Microsoft 365	🔍 Research & Analytics ▶ Primary: Gemini ▶ For Real-Time: Perplexity (with caution) ▶ 1M+ token context for deep analysis ▶ Exceptional for market research & competitor analysis ▶ Copilot strong alternative for Microsoft ecosystem	🔥 Google Ads Integration ▶ Only Choice: Gemini ▶ Native Google Ads integration ▶ Automated campaign building & optimization ▶ Built-in image generation (Veo) for ad creative ▶ Access to Gems (AI agents)	🏠 AI Agent Development ▶ Primary: Claude, Copilot (tied) ▶ Secondary: Gemini (Gems) ▶ Claude: Constitutional AI framework, 200k+ tokens ▶ Copilot: Pre-built & custom agents with M365 integration ▶ Both offer superior agent capabilities
🏢 Enterprise Workflow & Collaboration ▶ Primary: Copilot ▶ Seamless Office 365/M365 integration ▶ Best-in-class meeting summaries via Zoom integration ▶ Strongest privacy & compliance features ▶ EU data protection built-in	⚠️ Critical Privacy Warning ▶ Avoid for Sensitive Data: Perplexity ▶ CEO confirmed browser tracking ▶ Collects search history, IP, location, device info ▶ Lacks transparency on data usage ▶ Only use for non-confidential research	📄 Document & File Analysis ▶ Primary: Claude ▶ Secondary: Gemini, Copilot ▶ Claude: 200k+ token context window ▶ Gemini: 1M+ tokens for massive documents ▶ Copilot: Best for Microsoft file formats	🎨 Visual Content Creation ▶ Primary: Gemini ▶ Secondary: Copilot ▶ Gemini: Veo video generation & image creation ▶ Canvas feature for visualizations & infographics ▶ Note: Historical accuracy issues reported