

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	4	5	4	2	4
Real-Time Data & News Monitoring	4	4	3	5	4
Document Analysis (Large Files)	3	5	5	2	4
CAMPAIGN MANAGEMENT					
Google Ads Integration	2	5	2	1	2
A/B Testing & Optimization	5	4	4	1	5
Campaign Ideation & Strategy	5	4	4	2	5
Visual Content Creation	4	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	5	1	5
Team Collaboration	4	3	3	1	5
Custom AI Agent Development	3	4	5	1	5
PRIVACY & SECURITY					
Data Protection & Privacy	4	2	3	1	5
Enterprise Compliance	4	2	3	1	5
Legal Liability Protection	3	2	2	1	4

Strategic Recommendations for Marketing Agencies

Primary Toolset - Content & Campaigns

- ▶ **ChatGPT:** Industry leader for ideation & content creation
- ▶ **Copilot:** Best for workflow integration (GPT-5 powered)
- ▶ Proven ROI: 88% save 2+ hours/week, 92% productivity gains
- ▶ Both excel at campaign copy, SEO, social media & email
- ▶ ChatGPT features: Pulse news, Slack integration, Codex, Atlas browser

Secondary Toolset - Research & Google Ads

- ▶ **Gemini:** Best for market research & competitor analysis
- ▶ 1M+ token context (1,500 pages) for deep analysis
- ▶ Only platform with direct Google Ads integration
- ▶ Veo video generation + Canva for visualizations