	ChatGPT	Claude	Copilot	Gemini	Perplexity
Developer	OpenAI	Anthropic	Microsoft (powered by OpenAI)	Google	Perplexity
Core AI Models	<u>Free version</u> GPT-3.5 GPT-4o (limited) <u>Paid version</u> GPT-3.5, GPT-4, GPT-4o	<u>Free version</u> Claude 3.5 Sonnet <u>Paid version</u> Claude 3 Family Models	<u>Free version</u> GPT-4 (limited access) <u>Paid version</u> GPT-4o GPT-4 Turbo (priority access)	<u>Free version</u> Gemini 1.0 Pro <u>Paid version</u> Gemini 1.5 Pro	<u>Free version</u> Perplexity's own model <u>Paid version</u> Claude 3 Family Models, GPT-4, LLaMa 3
Image Generation	✓ (paid only)	✗	✓ (limited usage)	✓ (not support images of people currently)	✓ (paid only)
Input File Uploads	✓ (paid only)	✓	✓ (limited in free version)	✓ (limited in free version)	✓ (limited in free version)
Response Freshness	●●○○○	●○○○○	●●●●○	●●○○○	●●●●○
Strengths	- Ability to handle complex tasks - High customization with GPTs & platform integration - Great support of input file formats & high usage limit for large data files	- Good contextual understanding & shows cautiousness - Large context window (up to 200K tokens) - Able to create artifact content	- Integrates with Microsoft 365 apps - Access to web for accurate responses - Access to the latest advanced models from OpenAI e.g. GPT-4	- Integrates with Google Workspace - Creative writing capability; can double-check response with Google Search - 1M token context window (Gemini Advanced)	- Good contextual understanding of queries - Access to multiple advanced AI models e.g Claude 3 Opus - Citation of sources in responses
Limitations	- Relatively more hallucinations in responses - Limited context retention to maintain context consistency	- Fast to hit daily message limits while having low usage transparency - Limitations to retrieve up-to-date information	- Limited flexibility as highly dependent on Microsoft ecosystem - Limitations in visual recognition & understand context	- Limitations to retrieve up-to-date information - Simplified responses for analysis related tasks or factual queries	- Limitations to handle complex tasks other than research-based queries e.g. data analysis, visual recognition - Limited capabilities in problem-solving
Use Cases in Digital Marketing	- Data analysis & visualization - Quick summary of extensive documents, reports, etc. - Automate task workflow, content creation & optimization with GPTs	- Generate/optimize content draft & outlines with human tone - Build online interactive tools for traffic acquisition & user engagements - Analyze large documents or customer feedback	- Market research with quick info retrieval - Summarize presentations, reports, spreadsheets, etc. (within Microsoft 365 apps) - Day-to-day productivity tool along with M365 products	- Brainstorm creative headline and topic ideas - Generate messaging outlines & drafts for personalized marketing copy - Day-to-day productivity tool along with Google's products	- Competitive analysis with up-to-date information - Comprehensive user & content research - Brainstorm ideas with (almost) real-time trend analysis

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