

Comparing AI Tools

ChatGPT, Claude, Gemini & Perplexity

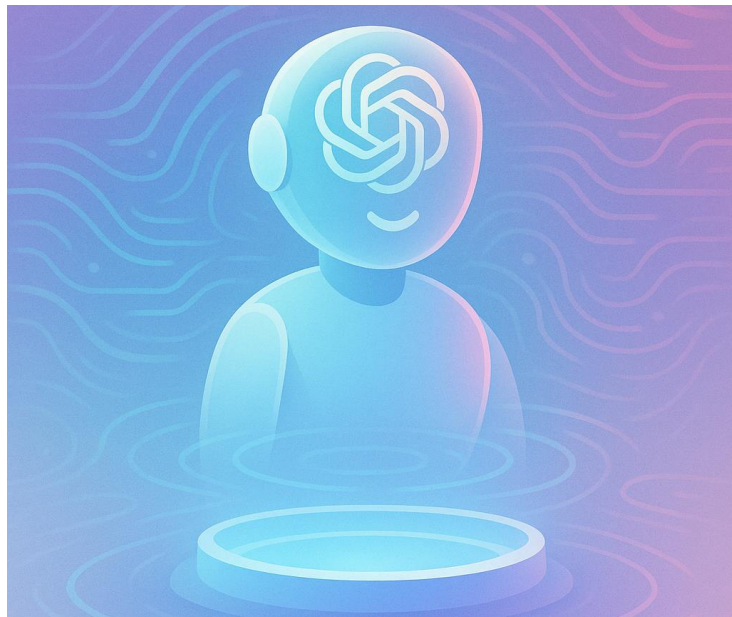
July 19, 2025



ChatGPT (OpenAI)

Versatile general-purpose assistant

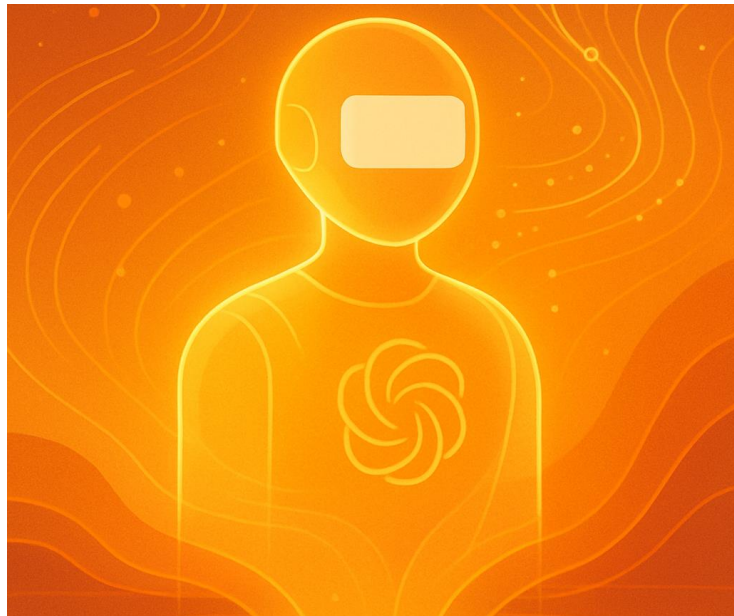
- Free (\$0/mo): GPT-4.1 mini, web search, limited GPT-4o & file/data/image/voice access, custom GPTs
 - Plus (\$20/mo): Extended message/file/image limits; advanced voice; access to ChatGPT agent & multiple models (o3, o4-mini) with GPT-4.5/4.1 preview; projects & tasks; limited Sora video
 - Pro/Team (\$>20/mo): Unlimited access to all reasoning models & GPT-4o, higher voice/video limits; includes o3-pro & Sora; Team adds secure workspace, connectors & admin controls for organizations
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- Free: casual exploration & everyday tasks
 - Plus: creators, knowledge workers & educators
 - Pro/Team: developers & organizations needing high usage & collaboration



Claude (Anthropic)

Thoughtful reasoning & long context

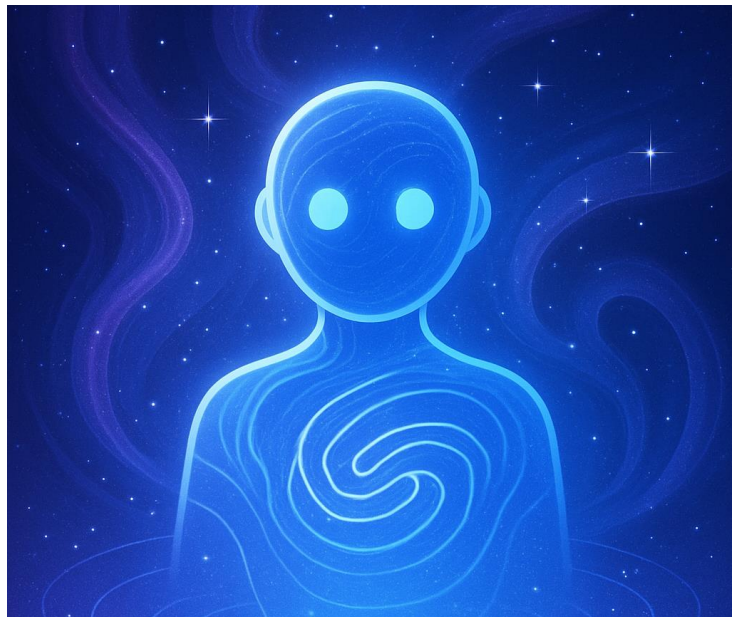
- Free (\$0/mo): Chat via web & mobile; generate code & visualize data; write & edit content; analyze text & images; search the web; desktop extensions
 - Pro (\$20/mo): More usage; access Claude Code in terminal; unlimited projects; research access; connect Google Workspace & everyday tools; extended thinking for complex work; use more models
 - Max (\$>20/mo): Choose 5× or 20× more usage; higher output limits; early access to advanced features; priority access when traffic is high; Team/Enterprise add central billing & admin controls, enhanced context & security
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- Free: exploring & everyday tasks
 - Pro: productivity & developers requiring deeper reasoning
 - Max/Team: heavy workloads & organizations needing scale & privacy



Gemini (Google)

Integrated Google AI & creative tools

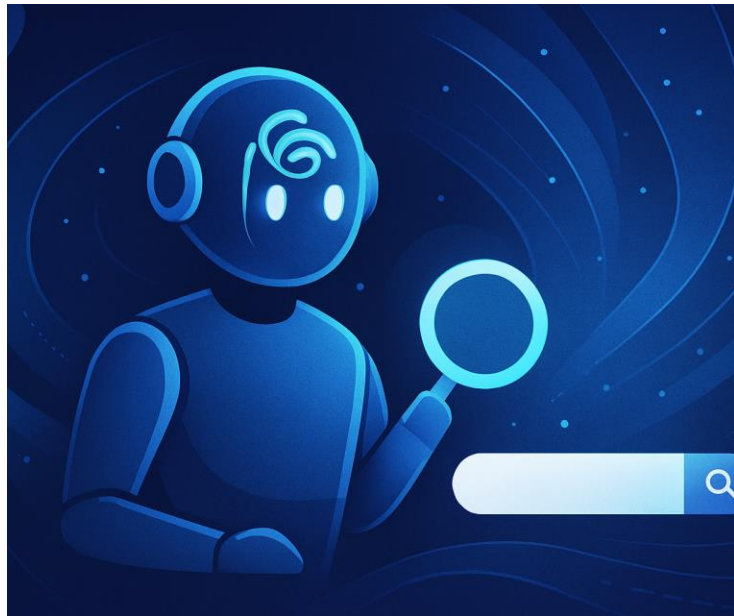
- Free (\$0/mo): Access 2.5 Flash & limited 2.5 Pro; image generation with Imagen 4; Deep Research; Gemini Live; Canvas & Gems; 15 GB storage
 - Pro (~\$20/mo): Full access to 2.5 Pro with Deep Research; video generation via Veo 3 Fast; Flow (AI film tool); higher image-to-video limits; enhanced NotebookLM; Gemini in Gmail, Docs & Chrome; 2 TB storage
 - Ultra (\$>20/mo): Highest access to 2.5 Pro Deep Think & Veo 3; premium Flow & Whisk limits; highest NotebookLM & Gemini in apps; early access to Project Mariner; YouTube Premium; 30 TB storage
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- Free: everyday tasks & quick research
 - Pro: creators, students & professionals using Google apps
 - Ultra: power users, content creators & companies needing advanced video & AI



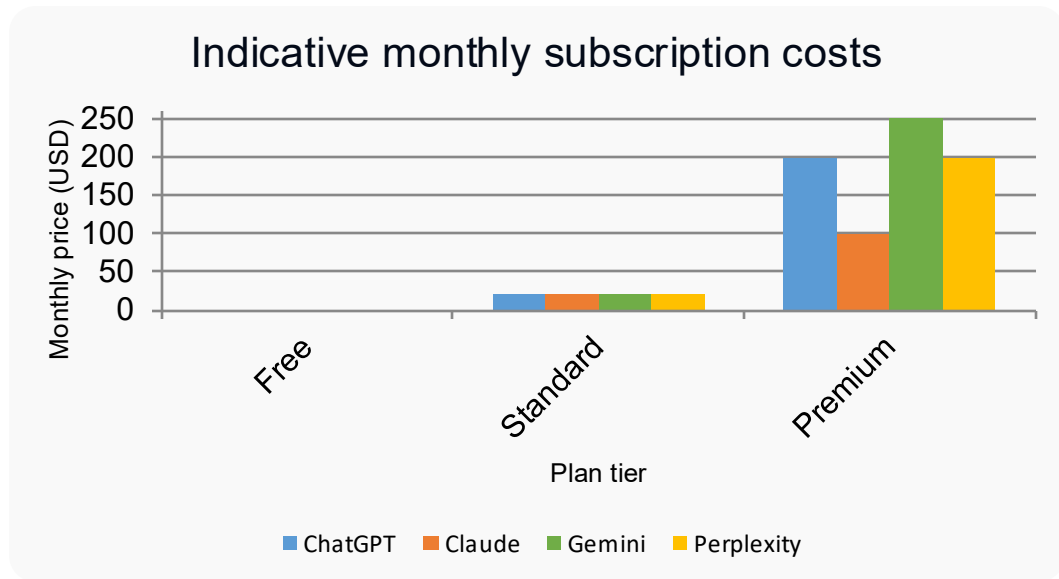
Perplexity

Search-first AI for real-time research

- Free (\$0/mo): Unlimited basic searches; 3 Pro searches/day; 3 Research uses/day; limited file uploads (3 attachments & 5 files per space); no advanced models or image generation
 - Pro (\$20/mo): Unlimited Pro searches; access to advanced AI models; image generation; unlimited file uploads & analysis; \$5 monthly API credits; priority support; up to 100 file uploads per space
 - Max/Enterprise (\$>20/mo): Enterprise Pro (~\$40/seat) adds seat management, organization file repository, admin controls & strict data privacy; Max (\$200/mo) unlocks unlimited advanced models & Labs queries, early access to new products & highest support
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- Free: casual questions & light research
 - Pro: researchers & students needing deeper analysis
 - Max/Enterprise: heavy research & teams needing collaboration & data privacy



Comparative Overview



- ChatGPT: Multi-modal (text, voice, images & video); agentic tasks & coding; best for general use, creators & teams
- Claude: Long context windows; safe & nuanced responses; integration with Google Workspace; ideal for knowledge work & summarisation
- Gemini: Deep integration with Google ecosystem; video generation & deep research; suited to users of Gmail, Docs, Drive & creative tasks
- Perplexity: Search-first AI with citations & real-time research; offers multiple AI models; best for quick answers, study & research; enterprise tiers add collaboration & privacy

Note: Prices approximate typical monthly costs for individual plans. High-tier plans vary by seats and usage.