

Gemini Model Selection Guide for AI Projects

Model: Gemini 2.5 Pro

Ideal For: Advanced reasoning, complex decision-making, high-end applications

Strengths: Highest intelligence level; handles long inputs and complex tasks

Pricing: \$1.25/\$10.00 ($\leq 200k$) or \$2.50/\$15.00 ($> 200k$)

Model: Gemini 2.5 Flash

Ideal For: Conversational AI, hybrid reasoning, balanced use cases

Strengths: Fast, cost-efficient, supports multimodal inputs with smart thinking budget

Pricing: \$0.15 input / \$0.60 (non-thinking) or \$3.50 (thinking) output

Model: Gemini 2.0 Flash

Ideal For: Multimodal applications using text, image, and audio

Strengths: Good balance of performance and cost across different input types

Pricing: \$0.10 input / \$0.40 output

Model: Gemini 2.0 Flash-Lite

Ideal For: Simple chatbots, large-scale usage with budget focus

Strengths: Lowest cost model; great for scalable lightweight tasks

Pricing: \$0.075 input / \$0.30 output

Model: Gemini 1.5 Flash

Ideal For: High-frequency queries like recommendations or search bots

Strengths: Fast and efficient; handles repetitive prompts with good performance

Pricing: \$0.075-\$0.15 input / \$0.30-\$0.60 output

Model: Gemini 1.5 Flash-8B

Ideal For: Entry-level apps, MVPs, and prototypes

Strengths: Very low cost for reasonable quality responses

Pricing: \$0.0375-\$0.075 input / \$0.15-\$0.30 output

Model: Gemini 1.5 Pro

Ideal For: Long-document analysis, legal/academic summarization

Strengths: Longest memory (2M tokens); excellent for extensive context handling

Pricing: \$1.25-\$2.50 input / \$5.00-\$10.00 output

Model: Live API

Ideal For: Real-time interactions with voice, video, and text

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Strengths: Very low-latency responses; ideal for assistants and call agents

Pricing: \$0.35 input / \$1.50 output (text), \$2.10 input / \$8.50 output (media)

Model: Imagen 3

Ideal For: Text-to-image generation for creative or marketing content

Strengths: Converts prompts to high-quality images at low cost

Pricing: \$0.03 per image

Model: Veo 2

Ideal For: Text-to-video generation for ads, storytelling, or product demos

Strengths: Generates short videos from descriptive prompts

Pricing: \$0.35 per second