

# 49 AI tools that aren't Chat GPT

Categorised based on your job.  
List in the comments too.



**Tim Hanson.**  
**fivethreeoh**

# introduction

You're living under a rock to deny AI is the future of where most industries are going.

But, with ChatGPT down most of the time for most of us and Google's Bard on the horizon, we're looking for alternatives.

Why not look for alternatives that don't require you to tell ChatGPT what to do?

Alternatives that are built for the one thing you keep using Chad for?

I've gone through 50+ tools and shortlisted a bunch. Used each one for a few hours and categorised them based on use case.

# We have 49 tools

So I made a table of contents slide.  
That's right, this carousel is so big I'm  
giving you navigation.

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# Analytics + Data testing

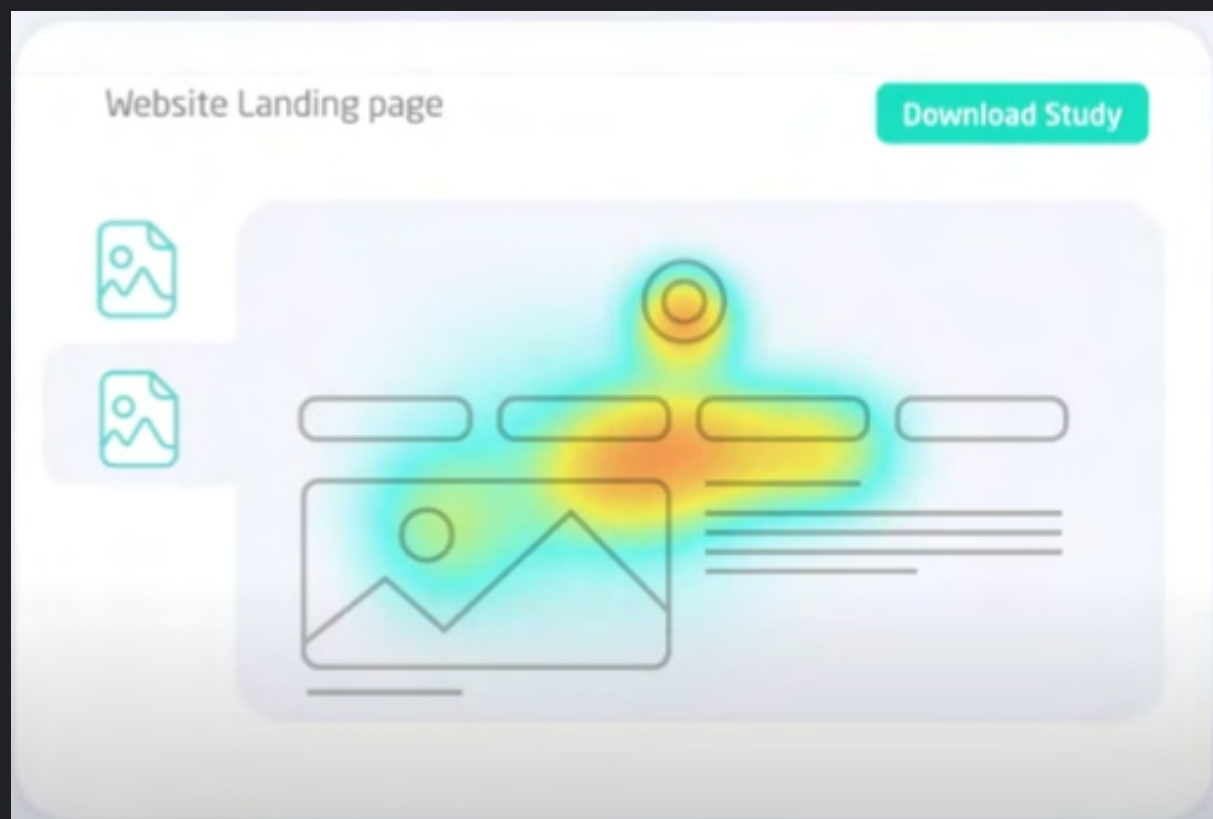
When it comes to data most marketers have a small panic attack. You either don't know the data, or there is so much data the sheer volume of it just crushes anyone else who isn't sitting in GA 24/7.

It's either so overwhelming you don't know, or it's just straight overwhelming.

AI can help with predictive models for new campaigns, real time alerts for trends and market shifts, and much better cross platform tracking. Not to mention A/B testing.

What if you had A/B/C/D/E/F/G/H..... testing?

Oh, and reports. The reports can be so goooooooooood.



# Attention Insight

Like Hotjar but before you have data.  
Really cool heatmap prediction SaaS.



# AWS Quicksight

Had a demo of this and was blown away. Imagine ChatGPT but trained on your internal data. Now you can ask questions of the data. So cool.



# Scale.com

Just everything AI. Honestly,  
everything you need to know about  
using AI for better data insights.





# MadKudu

Predictive user conversion. Great recommendations as next actions based on your current data. I've seen teams use this for crazy PLC.



# WWO

A/B/C/D/E/F/G/H testing at scale.  
Add to this one of the nicest  
experiment pipeline dashboards I've  
ever seen.

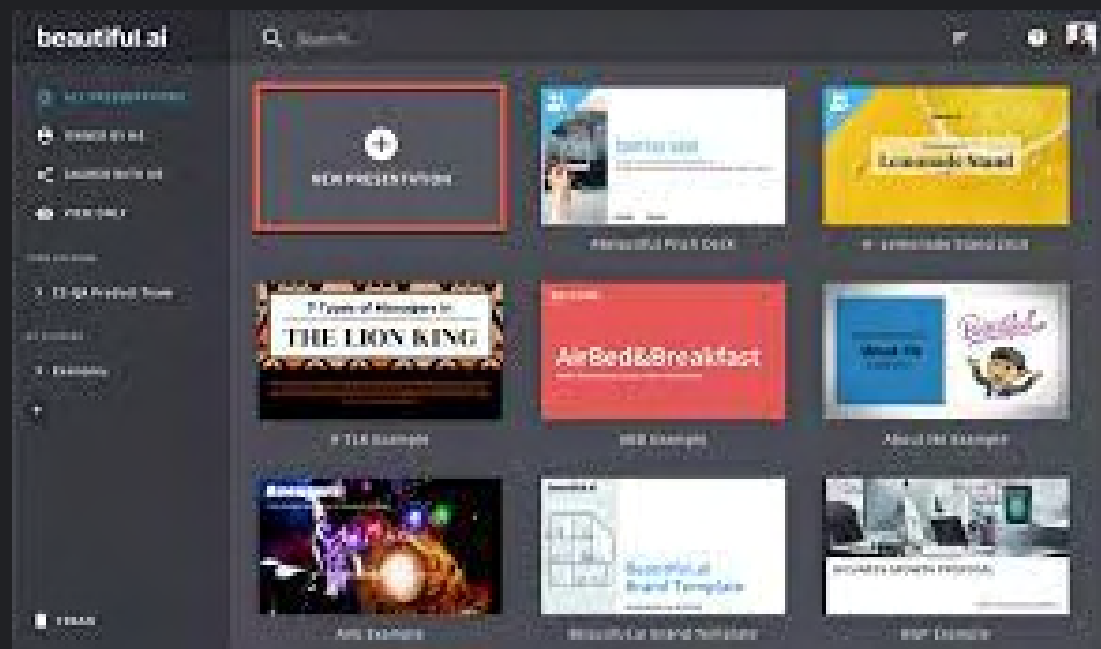
# PR

PR is this crazy Wild West like place to me so I had to ask around for this one.

Got some great suggestions.

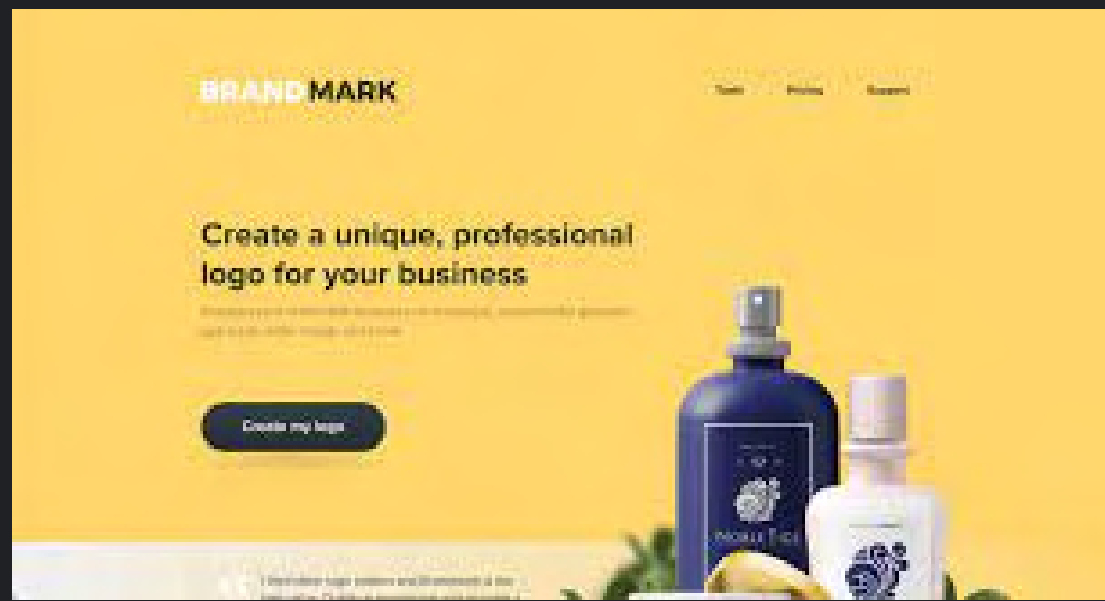
Most of this is to get people doing what people do best, ask great questions, report great stories.

Try and get the AI to do the legwork part.



# Beautiful.ai

# Smart templates for better presentations and data vis



# BrandMark

AI logo generation and branding assets. I've been playing around with this for some 530 assets.



# Meltwater

Social listening, media monitoring  
and so good for monitoring trends.

This is your trendjacking platform  
btw

# Content Creation -Written

My baby.

This is a hard one to put together due to the amount of people looking to “replace writers”.

So, I’m going to give you the tools I’ve seen work to make writers better.

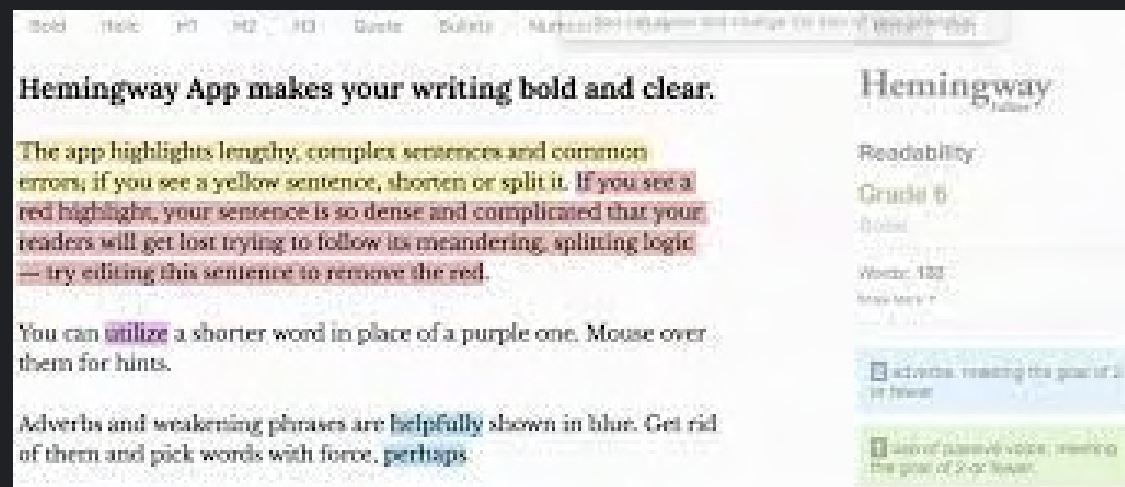
To enable you to write.



# By Automata

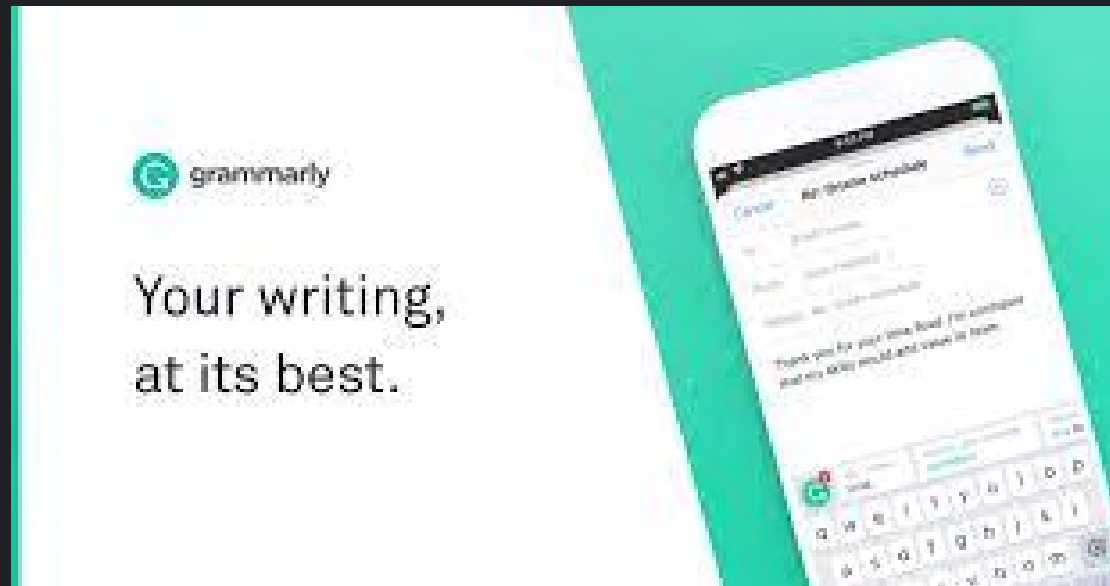
Smart content repurposing for multiple channels. Great for seeding ideas for content repurposing.





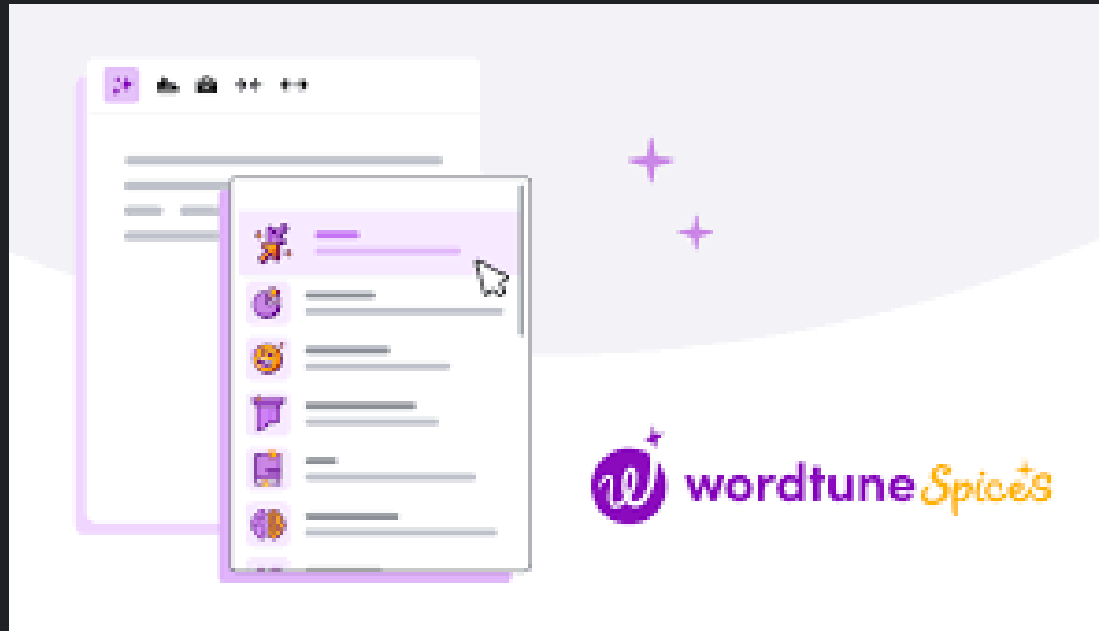
# Hemmmingway

I use Hemmmingway for pretty much everything. Helps me keep things short/sweet to the point.



# Grammerly

Not a huge fan, but I'd be remiss if I didn't say it wasn't helpful at times.

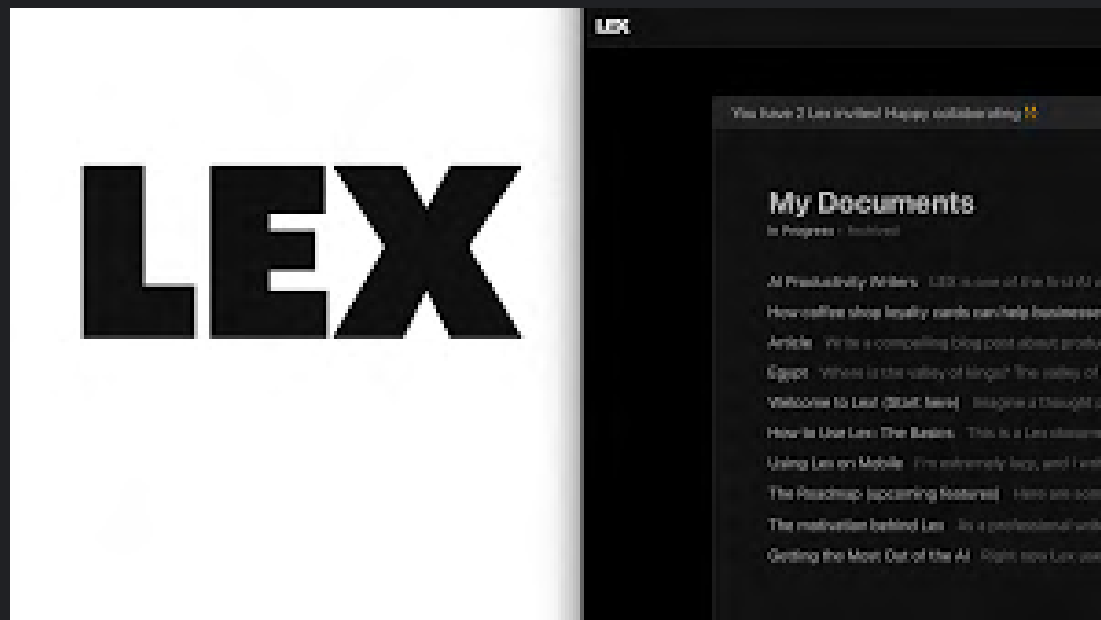


# Wordtune + Spices

My current go to for using AI to write content.

It can cite, it has tone of voice.

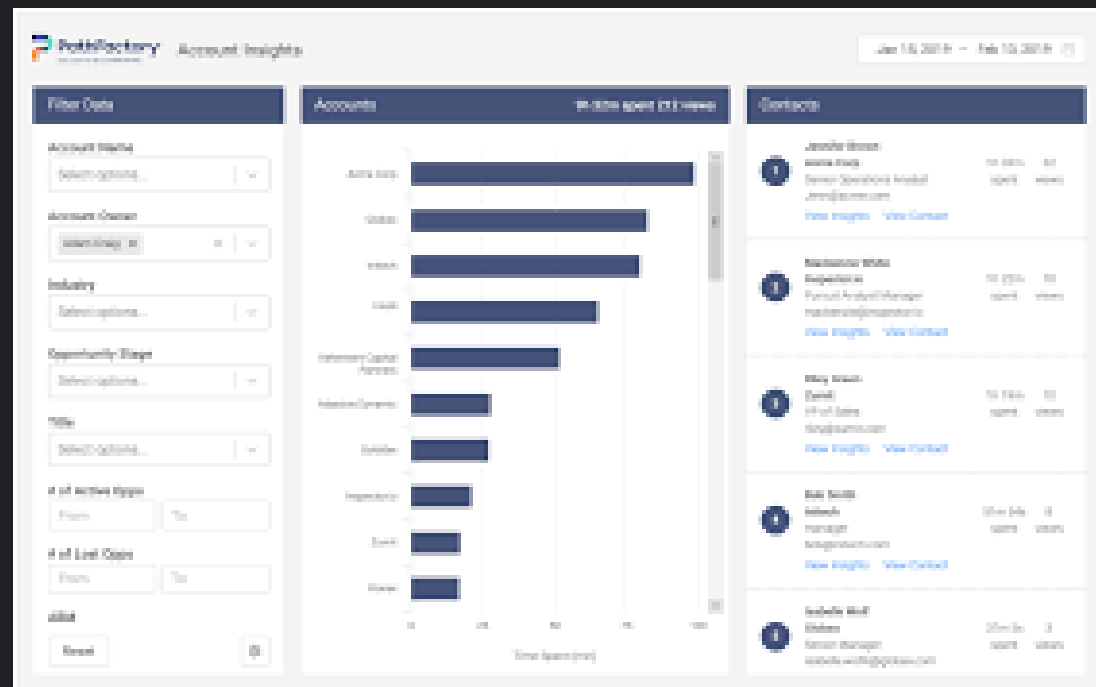
It can tell better jokes than I can.



## Lex.page

Great for content writing.

Hugely helpful when it comes to wrapping up content or rewrites.



# Pathfactory

Better insights into the content journey users take.

Gives you a much better visual on how people are moving throughout the site.

# Content Creation -Audio/Video

AI within audio and video is kinda new.

It's a much harder egg to crack  
because there are so many moving  
parts.

These are a few of my favs so far.



# Descript

Insane voice replication for anything  
SOPs/screen recording/Podcasts.

I LOVE DESCRIPT.



# nVidia

So many cool things coming out of Nvidia.

Real time audio cleaning.

Eye tracking to the camera.

Head tracking on video.



# Deepzen

Audio synthesising.

This one creeps me out a little, but I can't deny how cool it is.

# Content Creation -Images

Images, artwork. There's a lot here to debate.

I use AI for my visuals on my posts.

I don't use them for any sold materials.  
Here are the main players



# Dall-E

Caught everyone by surprise last year, and then again when they updated the algo.

Craiyon is the new mini version.



# MidJourney

I swear it's been made famous by Chris Do alone.

My personal fav.

Sits inside Discord.

# UpScaler

AI image upscaling.

Sometimes your image is just too small.

Here's a great one for making them bigger and crisper.

# Customer Support

Remember when chatbots were a thing? And not they're mostly just a super expensive plugin.

Turns out we were putting them in the wrong place.

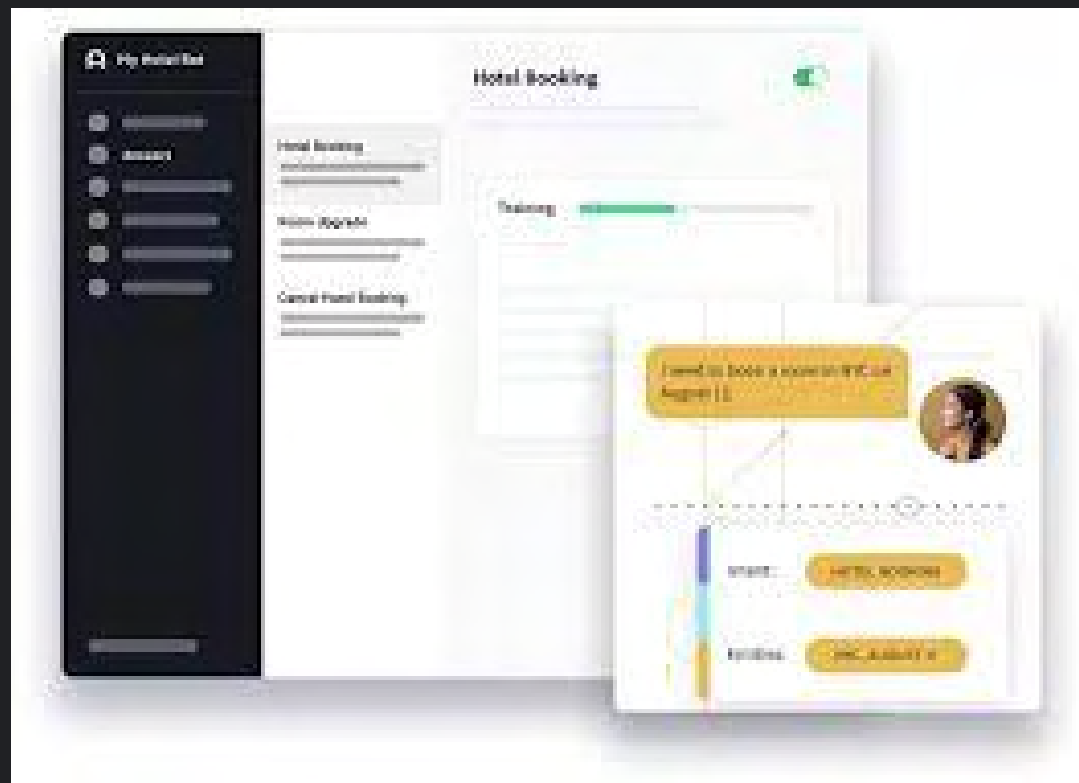
Move from home page to help page and they make a lot more sense.

AI can be the chatbot, manage conversations, or even be the AI voice (this one is weird).



# Amazon Connect

AI powered support workflows and forecasting when a real person needs to step in.



# ada

Personalised customer support at scale. Easy to integrate to most CMS's.

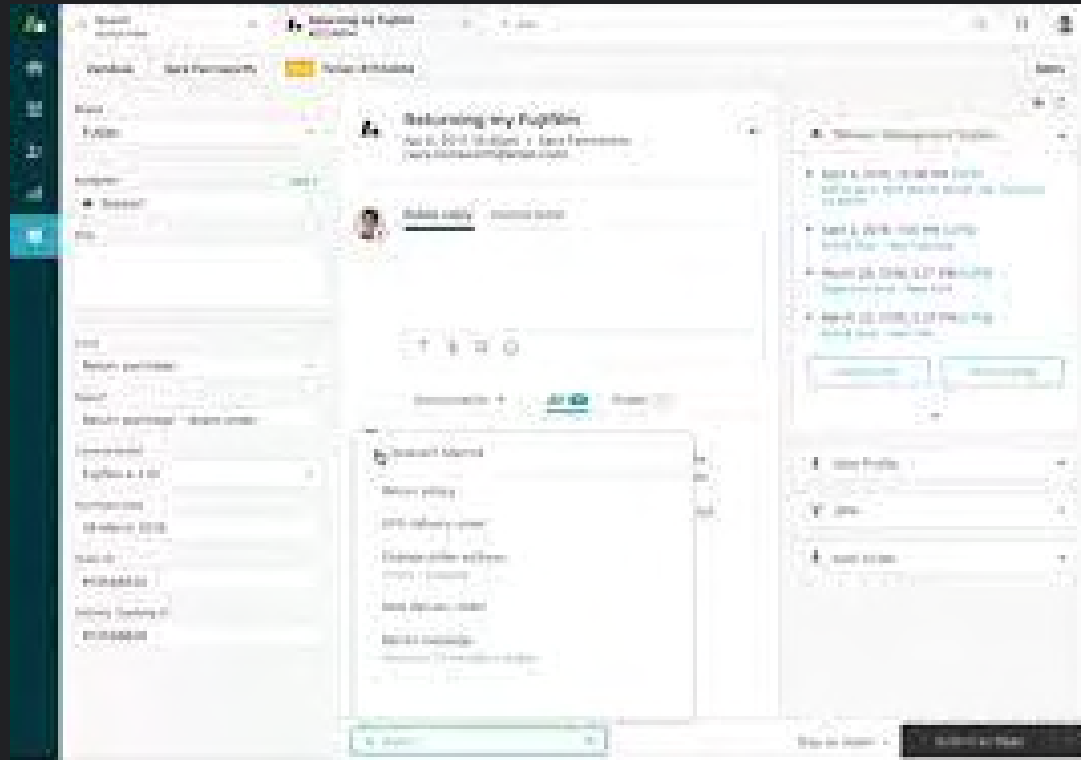




## LivePerson

What if it's easier to move the conversation to WhatsApp to help the user?

Manage that one customer across multiple platforms in one place.



## ZenDesk

They have an AI powered help desk that's pretty cool now.

Worth checking out.

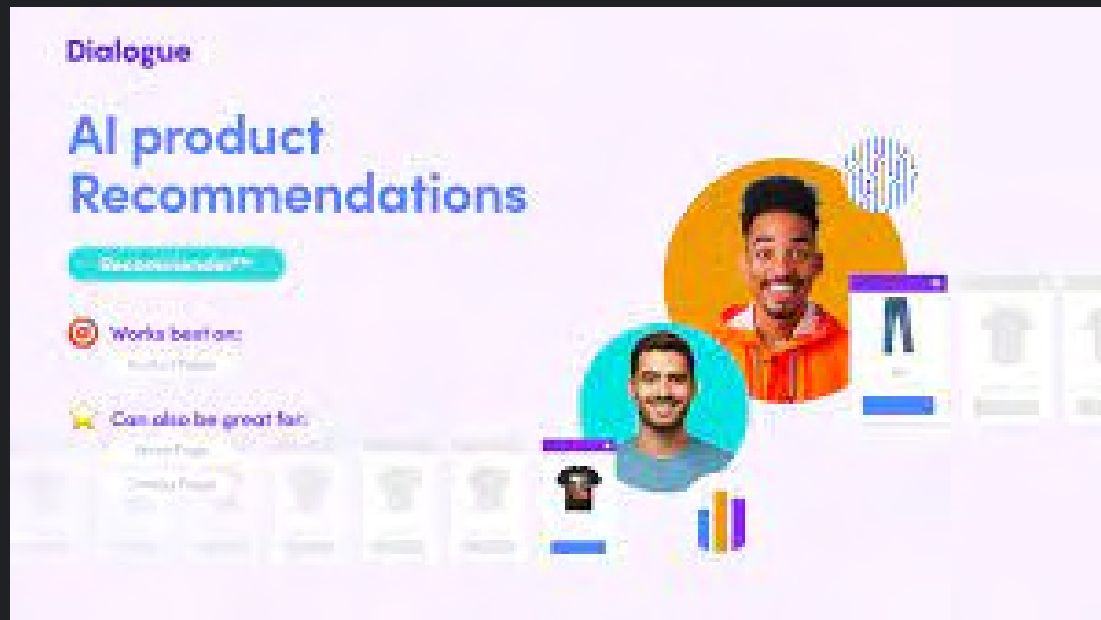
# eCommerce

Because of the fast nature of eCommerce AI is everywhere.

81% of online retailers already use AI to boost holiday sales.

Because ROI is so easily tied to bottomline AI in eCommerce has grown and evolved at lightning speeds.

From funnel optimisation to writing listings based on user history, forecasting and micro sales.



# Shopify

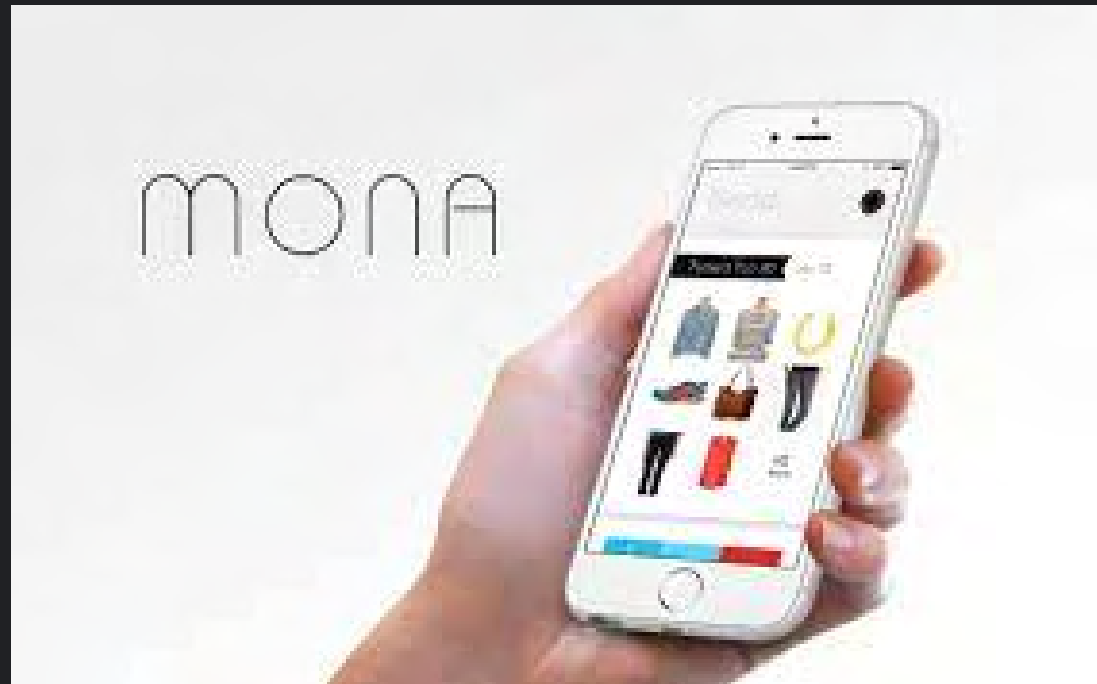
There are hundreds of amazing AI powered apps for Shopify.

I'd recommend just crawling through the appstore and seeing what takes your fancy.  
Dialogue is a favourite.



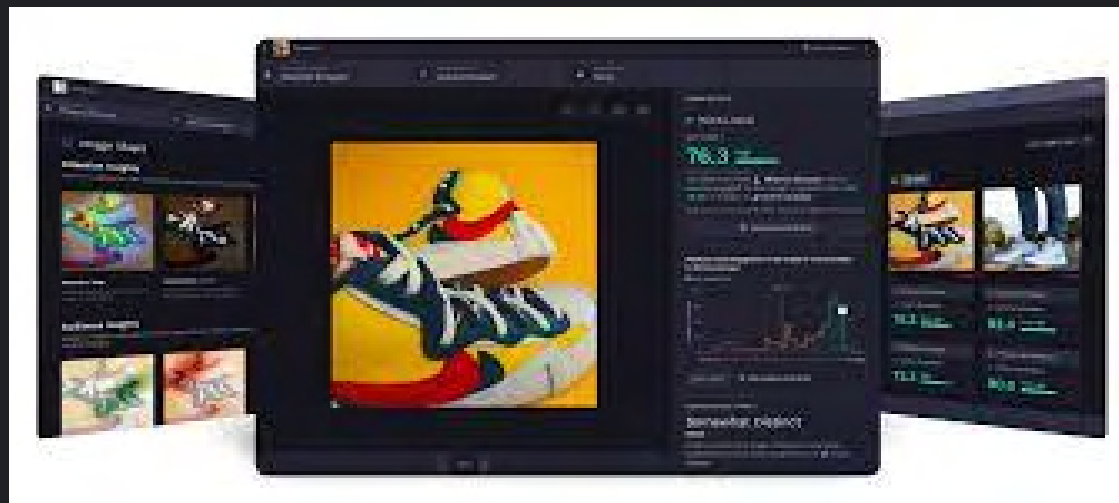
# Qubit

Smart listing personalisation to  
create dynamic text per the user.



# Mona

AI virtual shopper. Providing personalised shoppers at scale.



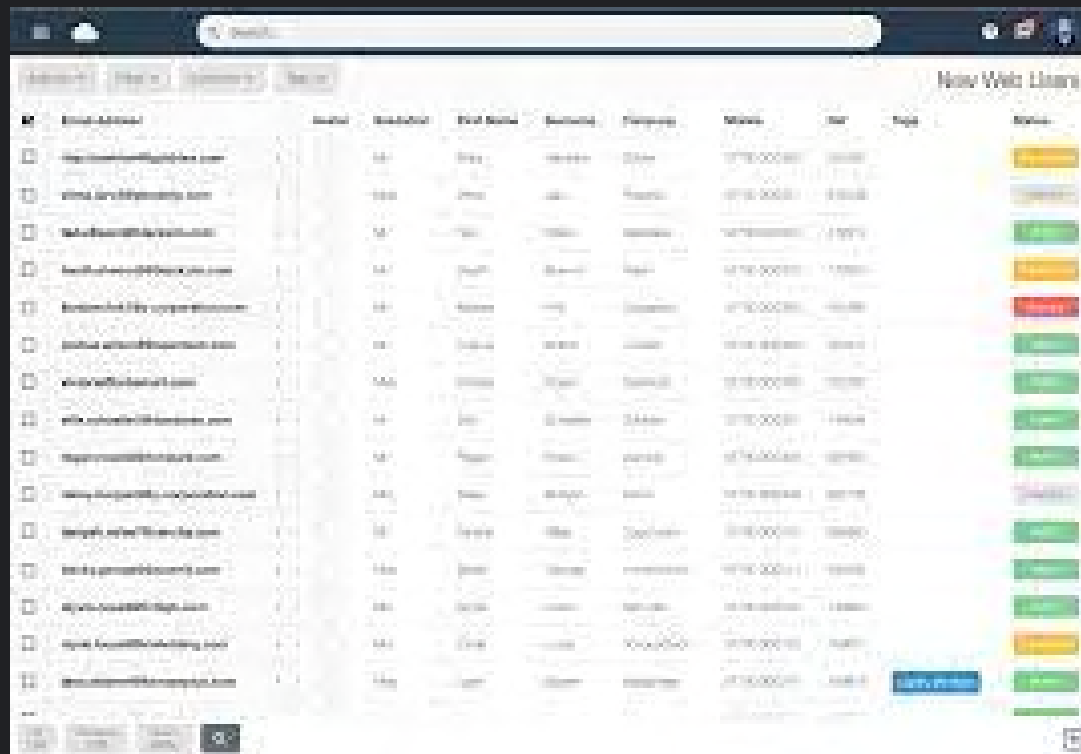
# Vizit

Image prediction for listings.  
Experiment and optimise based on  
conversions.

# Email

Hyper-personalised emails, subject lines and optimised send times? AI is so strong in email it's scary.





The screenshot shows a web application interface for managing email lists. It features a search bar at the top, a sidebar with navigation tabs (Home, Lists, Settings, Reports), and a main table of email data. The table has columns for Email Address, Status, First Name, Last Name, Phone, Email, Name, Age, and Action. The Action column contains buttons for 'Add', 'Edit', 'Delete', and 'Export'. The table is populated with 15 rows of data, each representing a different email address and its associated information.

Email Address	Status	First Name	Last Name	Phone	Email	Name	Age	Action
123456789@domain.com	Active	John	Doe	1234567890	john.doe@domain.com	John Doe	35	<button>Add</button>
987654321@domain.com	Active	Jane	Smith	0987654321	jane.smith@domain.com	Jane Smith	28	<button>Edit</button>
567890123@domain.com	Active	Mike	Johnson	5678901234	mike.johnson@domain.com	Mike Johnson	42	<button>Delete</button>
345678901@domain.com	Active	Sarah	Brown	3456789012	sarah.brown@domain.com	Sarah Brown	30	<button>Add</button>
234567890@domain.com	Active	David	Wilson	2345678901	david.wilson@domain.com	David Wilson	38	<button>Edit</button>
876543210@domain.com	Active	Emily	Green	8765432109	emily.green@domain.com	Emily Green	25	<button>Delete</button>
654321098@domain.com	Active	Robert	White	6543210987	robert.white@domain.com	Robert White	45	<button>Add</button>
432109876@domain.com	Active	Lisa	Black	4321098765	lisa.black@domain.com	Lisa Black	32	<button>Edit</button>
012345678@domain.com	Active	James	Gray	0123456789	james.gray@domain.com	James Gray	40	<button>Delete</button>
789012345@domain.com	Active	Alice	Blue	7890123456	alice.blue@domain.com	Alice Blue	27	<button>Add</button>
543210987@domain.com	Active	Chris	Red	5432109876	chris.red@domain.com	Chris Red	33	<button>Edit</button>
321098765@domain.com	Active	Kevin	Purple	3210987654	kevin.purple@domain.com	Kevin Purple	37	<button>Delete</button>
109876543@domain.com	Active	Nancy	Orange	1098765432	nancy.orange@domain.com	Nancy Orange	29	<button>Add</button>
901234567@domain.com	Active	Steven	Yellow	9012345678	steven.yellow@domain.com	Steven Yellow	41	<button>Edit</button>
765432109@domain.com	Active	Tina	Green	7654321098	tina.green@domain.com	Tina Green	31	<button>Delete</button>

# EmailBlaster

AI powered email clean up.

Gotta keep those lists sparkly.



## Automizy

Predict your subject line performance before you even send the email.



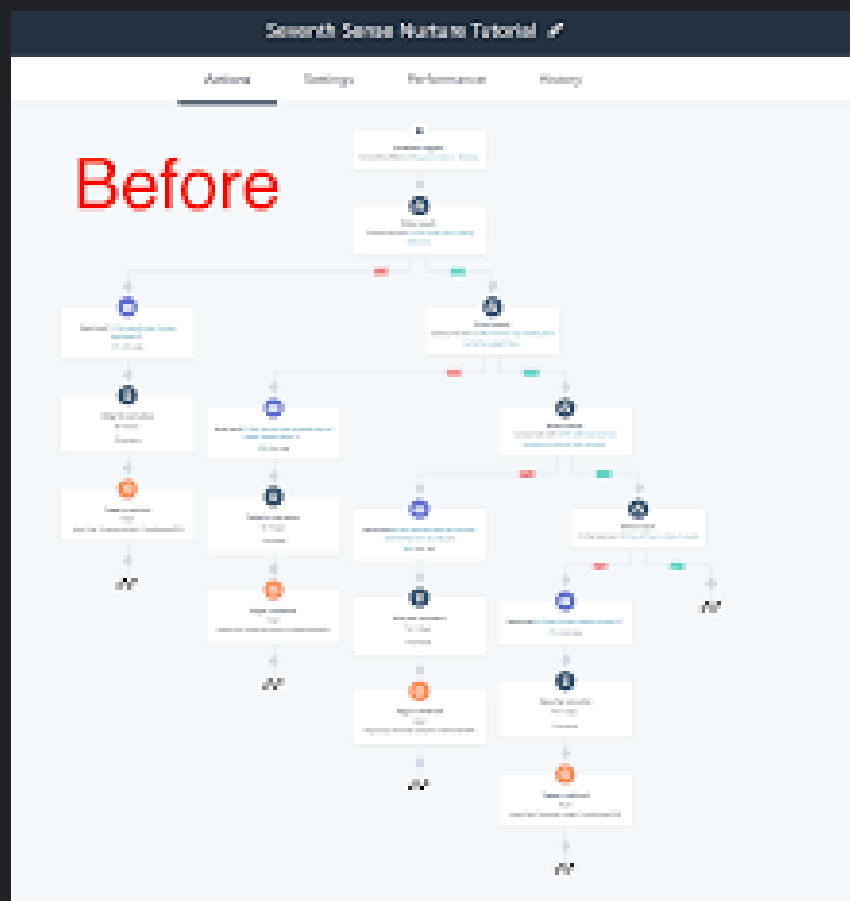
# Persado

Great email templates and "word temperatures" based on buying intent.



## iAgeTech

AI guided expert advice on list segmentation, reducing churn and scaling send volumes



# SeventhSence

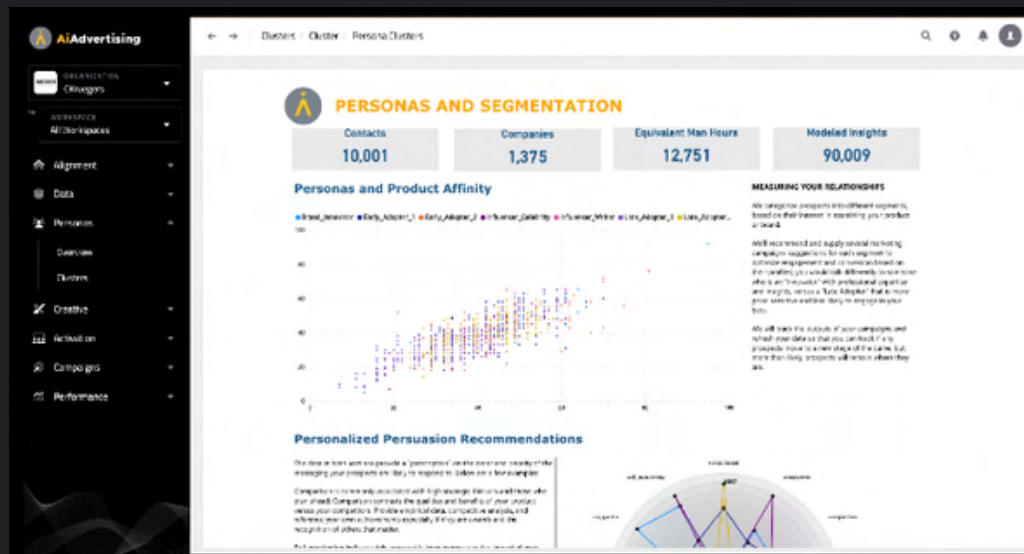
# Hubspot add on to optimise send times

# PPC

All modern advertising runs on AI. It would be dumb to say otherwise. Humans just can't compete. You still need humans to run the ads though.

Here's how AI can help with that part -

Finding new audiences, micro-targeting audiences, creating ads for them, adapting ads to audience preferences, managing spend and running the campaigns -



# AI Advertising

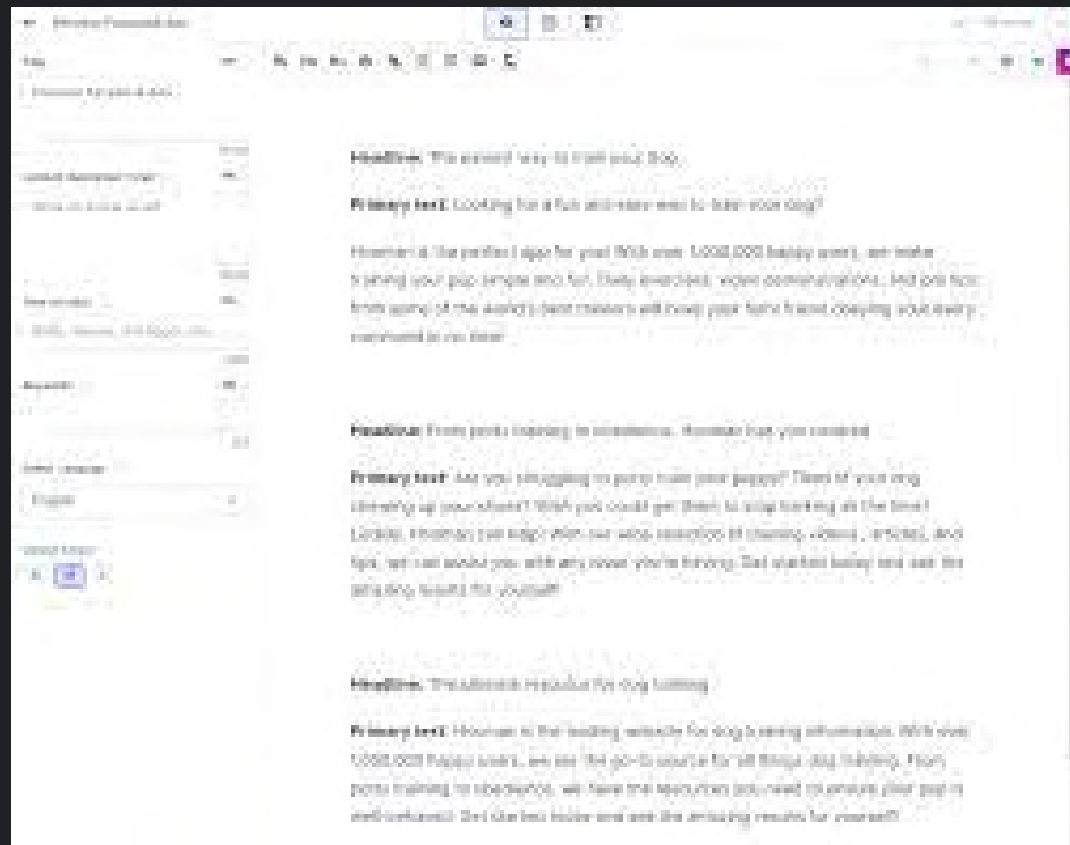
Predict ad performance and changes at scale



# Celtra

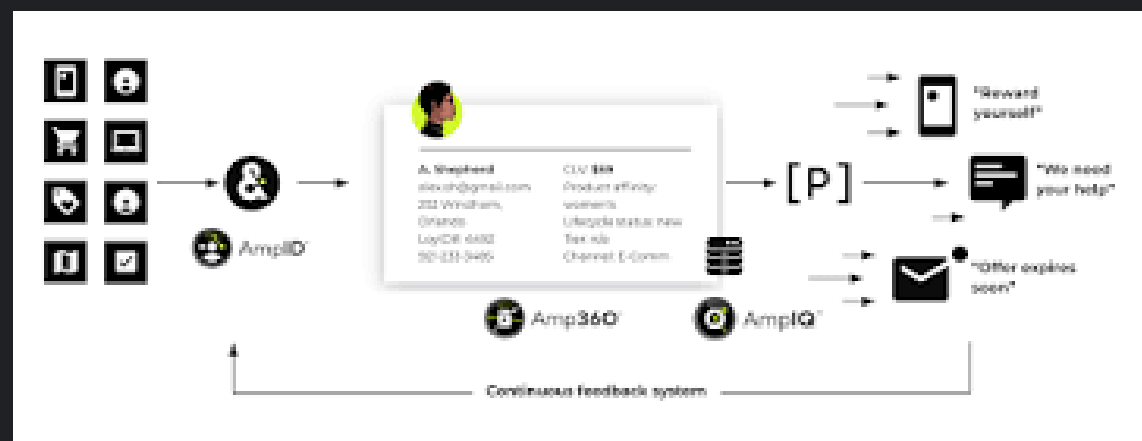
Automatically create multivariate creative to test across formats and platforms





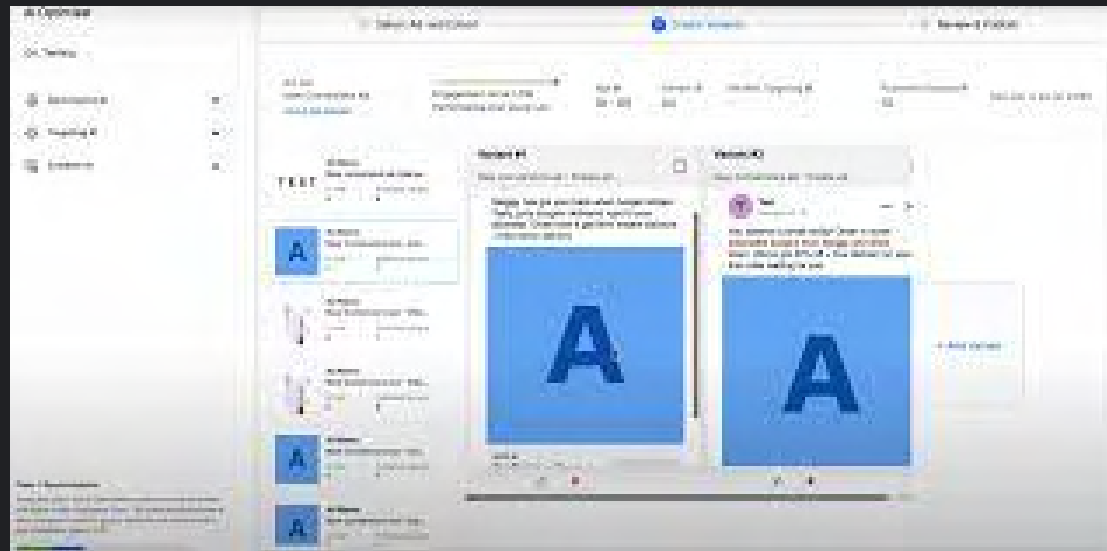
# Jasper

Used to create ad copy. Be careful with it, learn to edit the outcome.



# Persado

Create customised text based in ads based on audience history



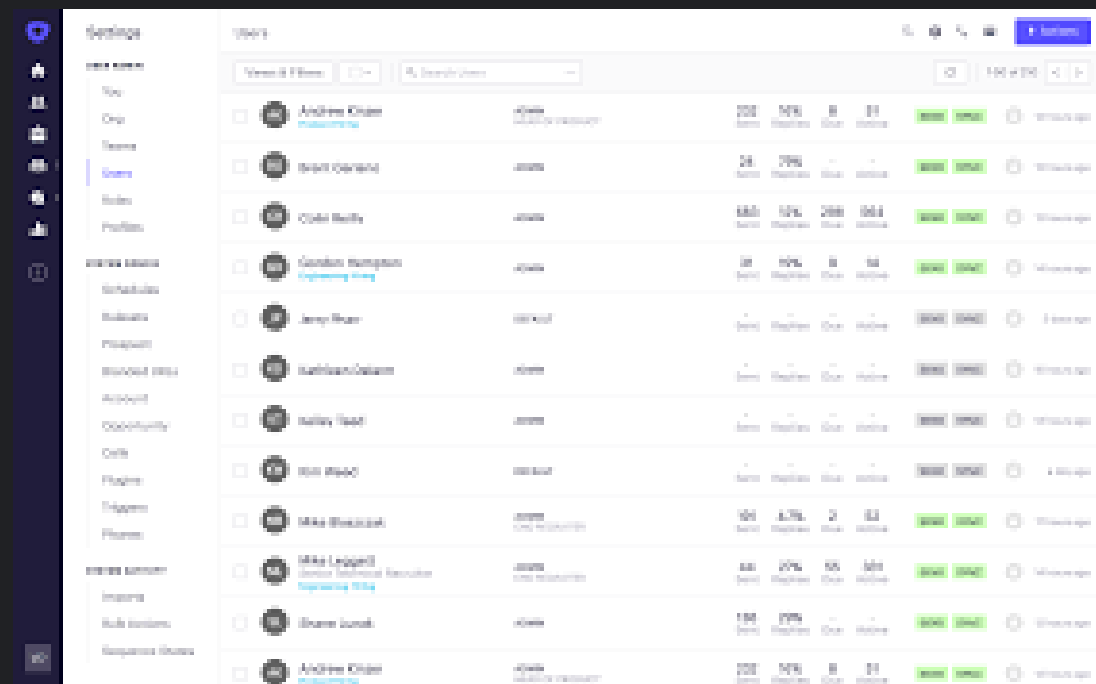
# Pixis

Powerful ads optimisation algorithm  
across campaigns and most  
platforms.

# Sales

AI for sales has come a long way since basic software automations and moving a list for you at the end of the day.

It goes without saying Gong and Salesforce should be on this list, but here are a few you might not know about.



# Outreach.io

# Smart automation of outreach and sales forecasting



# Getrev.ai

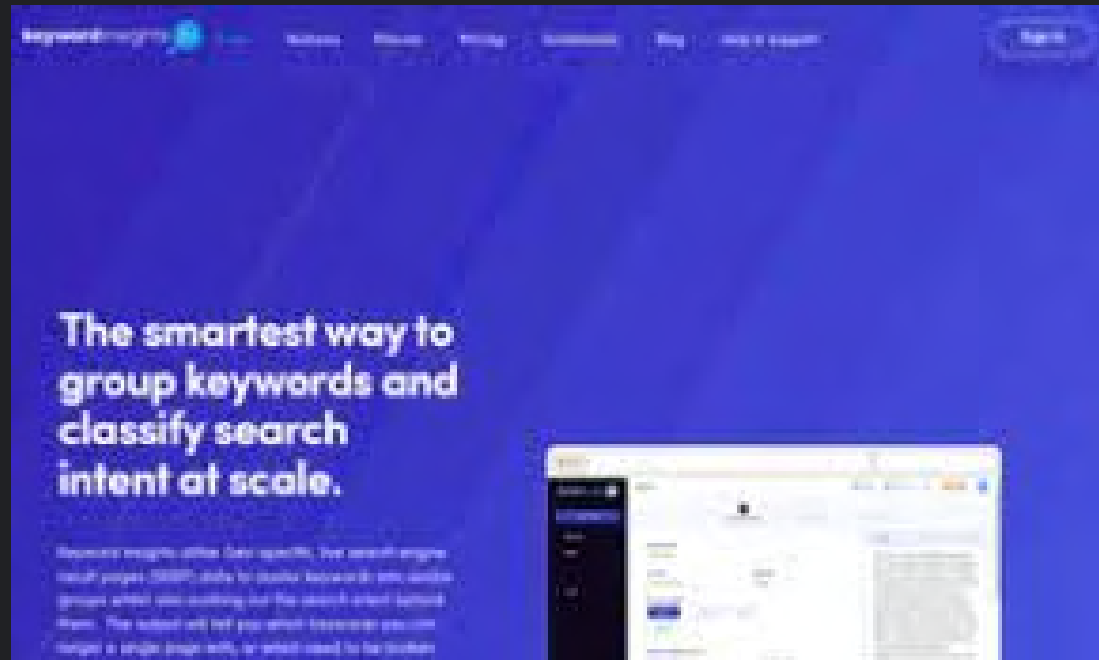
AI powered lookalike data for finding new audiences.

# SEO

AI is coming to search. There's no denying that.

But, we can use AI to help with our own efforts.

I've been doing it for years, because manually trying to work out search algorithms is insane.

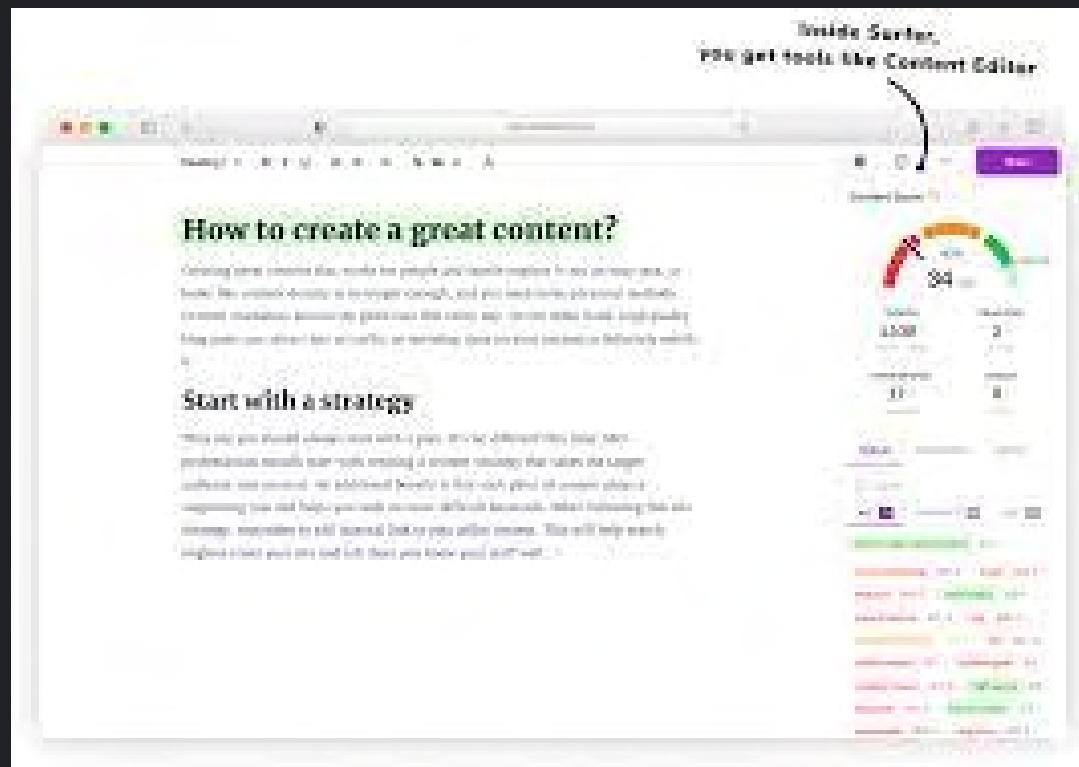


# KeywordInsights.ai

Smart clustering of keywords into  
pillar and spoke topics.

Love this tool.





# SurferSEO

What do you actually need to write to rank.

Surfer has been in my quiver for nearly 5 years at this point.

Oh, and it has Jasper built in these days.



# BrightEdge

AI keyword research and search intent signals? sign me up.



# WordLift

Been playing around with this one to add schema to posts. Really like this.

# Social

And, last but not least, my social peeps.

AI is taking over our feeds, people talking about it, people telling us for 8th time today that we're using ChatGPT wrong.

Here are some tools that I'll never tell you you're using them wrong.  
Pinky promise.



## Sprinklr

Their AI powered social listening tool is pretty cool. They have a free version.

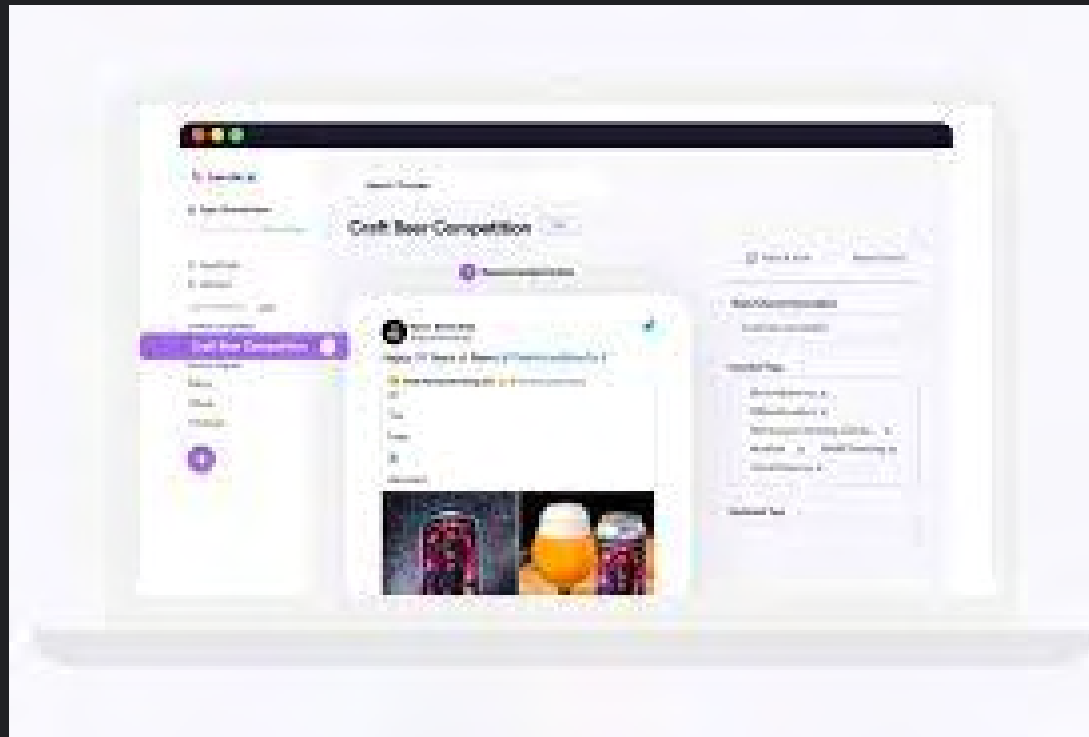


# RadAI

expensive.

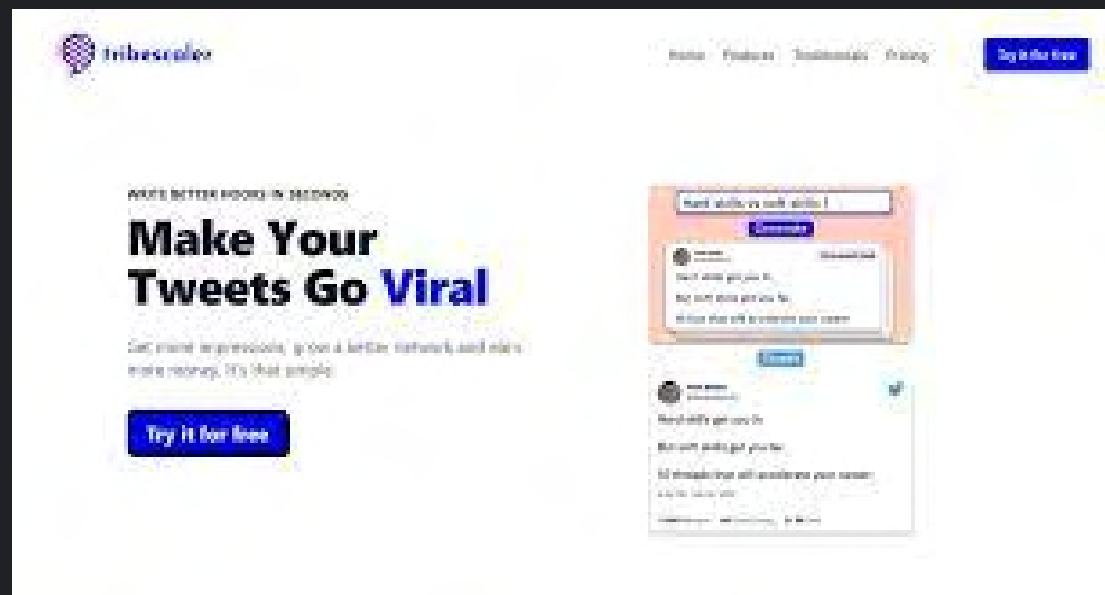
But, from what I've seen it's pretty nuts. Detailed customer personas.

Like scary detailed.



## Trender.AI

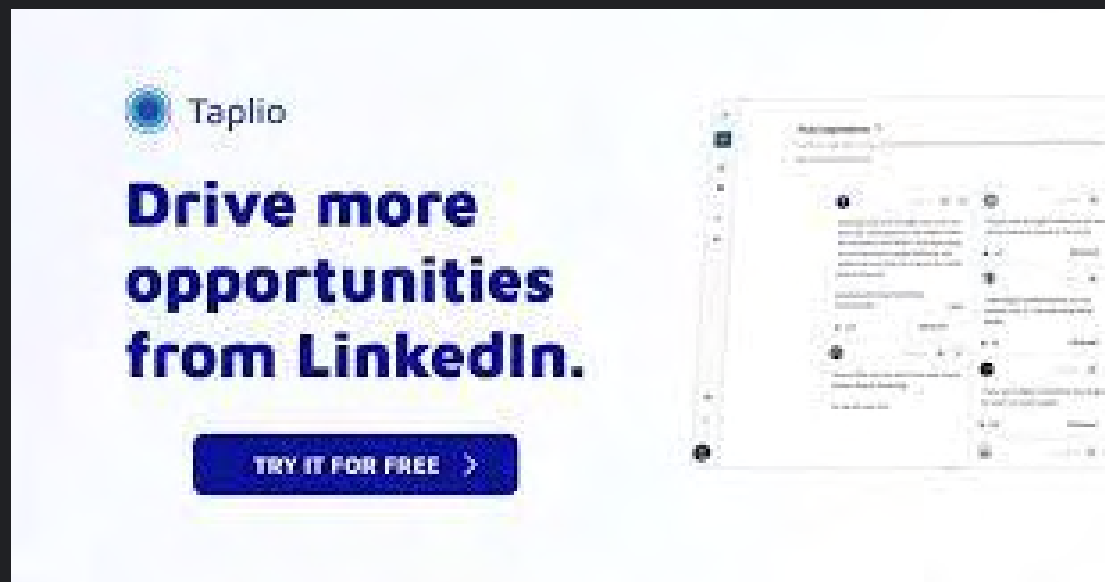
AI powered trendspotting and deep analytics around them.



# Tribescaler

AI chatbot for social posts. Been playing around with this.





## Taplio

Scheduling of LinkedIn posts. Has an AI post re-writer that good for seeding content ideas.

# to wrap up

Don't get me wrong. I'm excited about ChatGPT and the future of it.

But, I'm seeing so many people make nails out of problems because they see Chad as this crazy powerful hammer-shaped omni-tool.

Sometimes you need the tool that does the exact job you need.

This is the part where I sell out.  
Want more SEO and content  
marketing tips, tricks and tools?

**follow me. Go to my site. Hit  
the bell**



@tihanson

**Tim Hanson.**

**fivethreeoh**