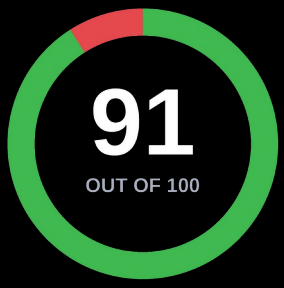
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TOP SCORE
#1 Google Gemini

AI PLATFORM INTELLIGENCE REPORT

ChatGPT vs. Gemini vs. Claude vs. Perplexity

Models • Research & citations • Features • Reach • Value

Which AI assistant should a business use, and which ones decide whether customers find you?

Key finding: a two-way race at the top. Gemini (91) and ChatGPT (90) are effectively tied; Claude (74) leads on coding and careful work; Perplexity (70) leads on citations. Each one recommends businesses differently.

FINAL RANKING

#1 Gemini	#2 ChatGPT	#3 Claude	#4 Perplexity
91	90	74	70

BY THE NUMBERS

1.2B weekly ChatGPT users	**84%** of AI citations come from news, reviews and directories	**11%** citation overlap, ChatGPT vs. Perplexity

Prepared by: Bob Schiff, Founder and CEO, Amped Up AI
Research date: November 13, 2026
Platforms compared: ChatGPT (OpenAI), Gemini (Google), Claude (Anthropic), Perplexity

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1. Report Overview

What this report is

ChatGPT, Google Gemini, Claude and Perplexity are the four AI assistants most businesses are choosing between, and they are also the four places where customers increasingly ask for recommendations. This report compares them side by side as of November 13, 2026: the models behind each one, how well they research and cite sources, their features, how many people use them, and what they cost.

It answers two questions: which assistant should your team use for which job, and which assistants matter most for whether your business gets recommended when customers ask AI where to buy.

How to read it

- **The score (0-100).** Each platform is scored on the same five categories worth 20 points each. Scores are directional, built from published benchmarks, usage data and pricing, and meant for comparison.
- **The ranking.** The overall order of the four platforms for a typical small or mid-sized business.
- **Scoreboard and profiles.** The facts behind the scores, then each platform's strengths, weaknesses and best use.
- **Best tool for each job.** A quick guide to which assistant to use for common business tasks.
- **AI visibility.** How each platform finds and cites businesses, and what that means for being recommended.

What it means for you

There is no single winner. Gemini and ChatGPT are effectively tied at the top: Gemini has the strongest models on independent leaderboards and Google Search behind it, while ChatGPT has by far the largest audience and the broadest feature set. Claude is the specialist for coding, analysis and careful writing, and Perplexity is the best tool for research with sources.

For your visibility, the picture is different: each platform cites different sources and names different businesses for the same question. Being recommended by ChatGPT doesn't mean Perplexity or Gemini will recommend you too, so a business needs to check and optimize for all four.

Disclosure

This report was researched and written with Claude, one of the four platforms compared. To keep it fair, every score is based on third-party benchmarks, usage data and published pricing, cited in Section 10, and the same rubric is applied to all four.

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2. Executive Verdict and Final Ranking

Verdict: Gemini edges ChatGPT by one point overall. Pick ChatGPT or Gemini as your team's everyday assistant, add Claude for coding and heavy analysis, and use Perplexity for cited research.

91	90	74	70
Gemini	ChatGPT	Claude	Perplexity

Final ranking

Rank	Platform	Score	Why
1	Google Gemini	91	Strongest models on independent boards, Google Search distribution and the best value at $20. Its top model (Carbon) is limited to the $100 Ultra plan.
2	ChatGPT	90	The default AI for most people: 1.2B weekly users, the broadest feature set and the most verifiable citations. Effectively tied with Gemini.
3	Claude	74	Top-tier intelligence and the leader for coding and long, careful work, but a smaller audience and the fewest citations per answer.
4	Perplexity	70	Best research and citation engine, and the most likely to name brands, but a small audience and it depends on other labs' models.

The headline for each

- **Gemini:** best models and best value, with Google Search distribution. Its top model costs $100 a month.
- **ChatGPT:** where the customers are. 1.2 billion weekly users and the most features.
- **Claude:** the strongest choice for coding and long, careful work, with fewer citations and a smaller audience.
- **Perplexity:** the research engine. It cites the most sources and names the most brands.

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3. Head-to-Head Scoreboard

Published facts for each platform as of November 13, 2026. Model availability changes often; see Section 10 for sources.

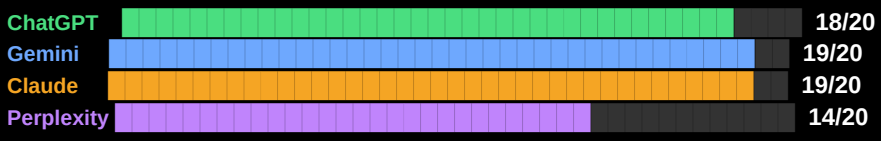
	ChatGPT	Gemini	Claude	Perplexity
Maker	OpenAI	Google	Anthropic	Perplexity AI
Flagship model (Nov 2026)	GPT-6 family: Astra, Sol, Luna (Sept-Oct 2026)	Gemini 4 Carbon (Nov 10) and 4 Argon (Oct 13)	Claude Opus 5.5 (Sept 22) and Sonnet 5.5 (Sept 28)	Sonar 2 plus GPT, Claude, Gemini, Grok and others
Model on the ~$20 plan	GPT-6 Sol (Plus)	Gemini 4 Argon (AI Pro)	Opus 5.5 and Sonnet 5.5 (Pro)	Model picker; top models moving to Max
Cheapest paid plan	Go, $8/mo (ad-supported)	AI Plus, $7.99/mo	Pro, $20/mo ($17 annual)	Pro, $20/mo
Power plan	Pro $100 / $200	AI Ultra $99.99+	Max $100 / $200	Max $200
Users	1.2B weekly	1B+ monthly (app)	~245M monthly (est.)	~45M monthly
AA Intelligence Index v5	57 (GPT-6 Astra)	59 (Carbon), 50 (Argon)	58 (Opus 5.5)	n/a (uses others' models)
Citations per answer	10.4	Grounded in Google index	5.67	21.9
Standout	Intelligent UI, broadest features	Search AI Mode, Workspace	Coding, long documents	Cited research, Comet browser

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4. 100-Point Scores by Category

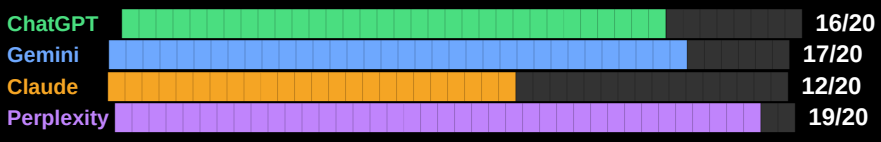
Category (20 pts each)	ChatGPT	Gemini	Claude	Perplexity
Model intelligence	18	19	19	14
Search, citations & research	16	17	12	19
Features & ecosystem	19	19	16	16
Reach & adoption	20	18	11	7
Value for a small business	17	18	16	14
TOTAL	**90**	**91**	**74**	**70**

Model intelligence



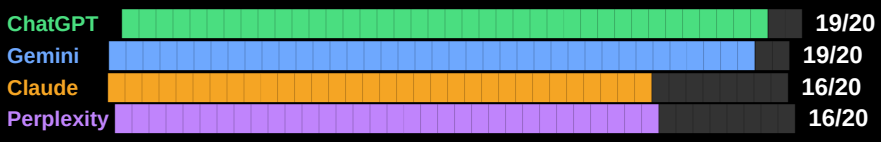
Independent indexes put the four frontier families within a few points. Artificial Analysis Index v5 (Oct 28): Gemini 4 Carbon 59, Claude Opus 5.5 58, GPT-6 Astra 57, Gemini 4 Argon 50. Gemini 4 Carbon also leads LMArena's blind human-preference board (1528). Perplexity runs other labs' models plus its own Sonar, so it scores lower here.

Search, citations & research



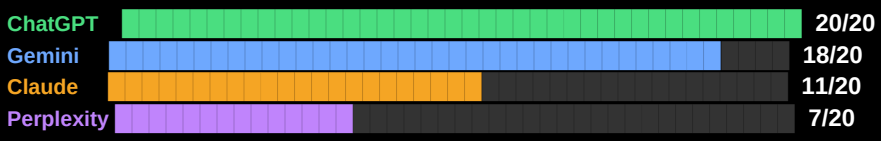
Perplexity cites the most (21.9 links per answer vs 10.4 ChatGPT and 5.67 Claude in a 118,000-answer study) and names brands most often. ChatGPT's citations were the most verifiable (57% vs 38-46% for the others). Gemini grounds answers in the Google index and AI Mode.

Features & ecosystem



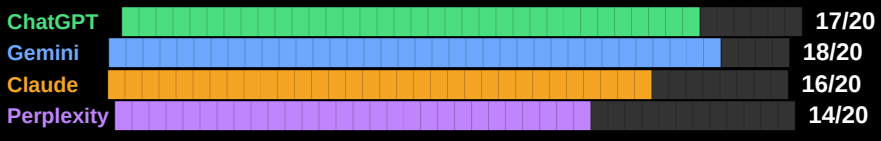
ChatGPT: Intelligent UI, images, voice, slides, CarPlay, connected apps. Gemini: Google Search AI Mode, Workspace, Android, Antigravity coding. Claude: Claude Code, Excel and PowerPoint add-ins, long documents. Perplexity: free Comet browser and the Computer agent across 20+ models.

Reach & adoption



ChatGPT: 1.2 billion weekly users (OpenAI, Oct 2026). Gemini app: over 1 billion monthly, plus AI Mode at 1 billion monthly. Claude: ~245 million monthly (Sensor Tower estimate), the fastest-growing. Perplexity: ~45 million monthly.

Value for a small business



All four sell a ~$20 plan. Gemini AI Pro ($19.99) includes Gemini 4 Argon and 5 TB storage; ChatGPT Go ($8) is the cheapest paid plan but carries ads; Claude Pro is $17 billed annually; Perplexity Pro reportedly moved its strongest models to the $200 Max plan.

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5. Platform Profiles

ChatGPT (OpenAI) 90/100

Strengths: Biggest audience by far, broadest features (Intelligent UI with charts, forms and tools in answers, images, voice, slides, CarPlay) and the most verifiable citations in an Oct 2026 study.

Weaknesses: Free and Go plans show ads; Go doesn't include the flagship model. Its share of AI chatbot traffic is falling as Gemini grows.

Best for: Everyday business use, customer-facing content, teams that want one tool for everything.

Google Gemini 91/100

Strengths: Top scores on Artificial Analysis v5 and LMArena (Gemini 4 Carbon); built into Google Search AI Mode, Gmail, Docs and Android; strong value on AI Pro.

Weaknesses: Its best model (Carbon) is Ultra-only at ~$100/mo; Google's 2026 model releases ran months late.

Best for: Google Workspace businesses, research tied to Search, long-context and multimodal work.

Claude (Anthropic) 74/100

Strengths: Claude Opus 5.5 scores 58 on Artificial Analysis v5, one point behind Gemini 4 Carbon, and leads its FrontierCode coding test; strong writing, Excel and PowerPoint tools, and Claude Code.

Weaknesses: Smallest audience of the big three, fewest citations per answer, no plan between Free and $20.

Best for: Coding, analysis, long documents and careful professional writing.

Perplexity 70/100

Strengths: Built as a cited-answer engine: the most citations per answer and the highest brand-mention rate; free Comet browser; one subscription reaches many labs' models.

Weaknesses: Smallest audience; strongest models reportedly moved to the $200 Max plan; legal fights over publisher content and its shopping agent.

Best for: Market research, competitor research and fact-checking with sources.

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6. Best Tool for Each Job

Job	Best choice	Runner-up
Everyday questions, writing and brainstorming	ChatGPT	Gemini
Research with sources you can check	Perplexity	ChatGPT
Coding and building tools	Claude	Gemini
Working inside Gmail, Docs and Sheets	Gemini	ChatGPT
Long contracts, reports and spreadsheets	Claude	Gemini
Lowest-cost paid plan	Gemini AI Plus / ChatGPT Go	Claude Pro (annual)
Images, voice and visual answers	ChatGPT	Gemini

Most teams use more than one assistant: one study found 79% of OpenAI's paying customers also pay for Anthropic.

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7. Pricing Compared

Plan level	ChatGPT	Gemini	Claude	Perplexity
Free	Yes (ads)	Yes	Yes	Yes
Entry	Go $8 (ads)	AI Plus $7.99	n/a	n/a
Standard	Plus $20	AI Pro $19.99	Pro $20 ($17 annual)	Pro $20
Power	Pro $100 / Pro $200	AI Ultra $99.99+	Max $100 / $200	Max $200
Business	$20-25/user	Workspace plans	Team / Enterprise	Enterprise Pro $40, Max $325

Prices are monthly, in US dollars, from published plan pages and pricing guides checked Aug-Oct 2026. Usage limits differ by plan and change often.

8. What It Means for Your Business's AI Visibility

When a customer asks an AI assistant where to buy, each platform builds its answer differently, so the same business can be recommended by one and missing from another.

- **Perplexity cites the most.** About 21.9 citations per answer, versus 10.4 for ChatGPT and 5.67 for Claude, and it named brands in 86% of test prompts versus 67% for ChatGPT.
- **ChatGPT sends the most traffic.** It accounted for about 80% of visits that AI chatbots sent to other websites in September 2026; Gemini was next at about 11%.
- **Gemini rides on Google.** It grounds answers in the Google index, and Google's AI Mode has passed 1 billion monthly users, so classic Google signals still matter.
- **Third-party sources win.** In a study of 25 million links cited by ChatGPT, Claude and Gemini, 84% came from earned media like news, reviews and directories; only 16% came from businesses' own websites.
- **The platforms disagree.** ChatGPT and Perplexity overlap on only about 11% of cited domains, so visibility on one doesn't carry over to another.

Bottom line: check how your business appears on all four platforms, keep your facts consistent everywhere, and build third-party reviews and coverage. That is what an Amped Up AI Website AI Visibility Score™ measures.

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9. Methodology, Limitations and FAQ

How was this report produced?

Amped Up AI researched published model announcements, independent leaderboards (Artificial Analysis Intelligence Index v5, LMArena), usage data (OpenAI, Similarweb, StatCounter, Sensor Tower estimates), citation studies and published pricing on November 13, 2026.

How were scores assigned?

Each platform was scored on five categories worth 20 points each, using the same rubric and the evidence summarized in Section 4. Scores are directional and meant for comparison.

Were the assistants tested head to head?

No live prompt panel was run for this report. Benchmark and citation figures come from the third-party studies cited, which used different methods and dates.

Why is Perplexity's intelligence score lower?

Perplexity mainly routes questions to other labs' models plus its own Sonar, so it doesn't field its own frontier model to compare.

Who wrote this?

The report was researched and drafted with Claude, one of the platforms compared. Scores rely on third-party data to limit bias.

How current is it?

AI products change monthly. Gemini 4 Carbon reached the Gemini app on November 10, 2026; any model or price may have changed since November 13, 2026.

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- **Second Talent: Perplexity features 2026:** https://www.secondtalent.com/resources/perplexity-ai-features-capabilities-2026/

Do ChatGPT, Gemini, Claude and Perplexity recommend your business?

Amped Up AI tests all of them and shows you exactly how to get recommended.

Book a review: calendly.com/workplacewave | ampedupai.com | info@workplacewave.com