



AI Assistants for Marketing: The Ultimate Test

Evaluating ChatGPT, Claude, Gemini & DeepSeek across popular marketing scenarios with plug-and-play prompts



Ready? Set! Go!

Test-drive of AI Assistants

We tested today's leading AI models—ChatGPT-4o, Claude 3.5 Sonnet, Gemini Advanced, and DeepSeek—on real marketing challenges to find out which one delivers the best results.

We evaluated nine marketing scenarios across:

- 1 **Content Marketing**
- 2 **Social Media Management**
- 3 **Conversion Optimization**
- 4 **Landing Page Creation**
- 5 **Marketing Analytics**

Each AI was evaluated on three critical factors:

- 1 **Output quality: How good is the final result?**
- 2 **Implementation ready: Can you use it immediately?**
- 3 **Authenticity: Does it sound natural and credible?**

Here's what we discovered.

Results at a glance

We've tested AI assistants across common marketing scenarios. While there's a list of winners below, it seems, the best results come from a mix. So far, the ideal combination is Claude + ChatGPT + DeepSeek. Read on to learn the reasoning.

1 Content Marketing

We asked AI to write a blog post and then evaluated headlines, intros, and examples. **You'll find the details on page 4.**



 Claude



2 Social Media Marketing

The test was all about B2B tasks on LinkedIn: from a post to networking facilitation. **The details are on page 10.**



 Claude



3 Conversion Optimization

We fed the screenshot of an entire product page and evaluated the recommendations given. **See page 19.**



 deepseek



4 Landing Page Creation

We asked AI assistant to build an event page with a form. **See what we've got on page 23.**



 Gemini



5 Marketing Analytics

The test identified that some chat bots tend to cut corners in their analysis. Find out the details on page 25.



1. Which AI assistant is best for content marketing?

Content marketing, particularly blog writing, remains one of the most common use cases for AI. We asked each AI to write a blog post about data-driven marketing strategies for Improvado.

A well-written blog post needs to nail three key elements:

1

Headline

A compelling headline is essential for driving clicks. Great content is useless if it doesn't get seen.

2

Lead paragraph

The opening must catch attention and encourage visitors to continue reading, also improving behavioral metrics for search engines.

3

Practical examples

The content should reflect expert knowledge and build credibility through concrete, real-world examples.

1. Content Marketing

Prompt

ROLE

Act as an experienced content writer specializing in marketing analytics. Write a 500-word blog post for Improvado on how organizations that consider themselves data-driven can assess whether their marketing strategies are truly data-driven and identify areas for improvement if necessary.

TOPIC

The post should provide immediate, actionable insights for marketing professionals, particularly those in enterprise-level organizations, on how to evaluate their current marketing practices, leverage data for better decision-making, improve ROI, and optimize campaigns. Focus on providing practical insights that readers can apply directly to their own strategies.

MAKE IT PRACTICAL

Include real-world examples of businesses that successfully implemented data-driven marketing strategies and achieved measurable results.

INCLUDE EXAMPLES

The tone should be clear, professional, and approachable—informative but not overly technical. Ensure the blog has a catchy, engaging headline that draws readers in and motivates them to read the entire post (suggest 3 versions to choose from). The content should feel authentic as if written by a seasoned marketing professional, prioritizing real value over general awareness.

TONE & VOICE

Finally, include a clear call to action encouraging readers to contact the Improvado team for assistance if they need help optimizing their data-driven marketing approach.

CTA

”

1. Content Marketing

Test #1: Headers



Is Your Marketing Truly Data-Driven? Here's How to Tell—and Improve It

How to Tell If Your Marketing Is Truly Data-Driven—and Fix It If It's Not

Think You're Data-Driven? Here's How to Evaluate and Elevate Your Marketing



Are You Truly Data-Driven? A Reality Check for Modern Marketers

Data-Driven Marketing: Stop Guessing, Start Knowing (A Practical Guide)

Unlocking Marketing ROI: How to Move Beyond Vanity Metrics and Embrace Data



5 Signs Your Marketing Strategy is Truly Data-Driven (And How to Fix It If It's Not)

Is Your Marketing Really Data-Driven? Here's How to Tell - And What to Do About It

Don't Just Collect Data, Drive Decisions: 5 Key Indicators of Data-Driven Marketing Mastery



Is Your Marketing Strategy Truly Data-Driven? How to Assess and Improve Your Approach

Are You Truly Data-Driven? 4 Steps to Assess and Optimize Your Marketing Strategy From Data Chaos to ROI Clarity:

How to Build a Truly Data-Driven Marketing Strategy

Key insight

While all platforms offered strong headline foundations, **Claude's approach stood out with its balanced formula**: specific numbers + problem identification + solution promise: 5 Signs Your Marketing Strategy is Truly Data-Driven (And How to Fix It If It's Not).

1. Content Marketing

Test #2: Lead paragraph



In today's competitive landscape, marketing teams across industries tout themselves as "data-driven." But how can you be sure your strategies are truly leveraging data to its fullest potential? Many organizations believe they're data-driven but often miss key indicators that could unlock higher performance. Here's how you can assess whether your marketing efforts are genuinely driven by data—and how to optimize them for even greater success.



In today's fast-paced digital landscape, every organization claims to be "data-driven." But how many truly live up to the hype? Simply having access to data isn't enough. True data-driven marketing means using that data to inform every decision, from campaign strategy to budget allocation, and continuously optimizing based on real-time insights. This post will help you assess your current marketing practices and identify areas where you can move beyond buzzwords and embrace a truly data-driven approach.



As more organizations strive to become "data-driven", it's critical to take a hard look at whether your marketing strategies are leveraging data to their full potential. Just having lots of data isn't enough - the real power comes from translating data into actionable insights that drive better decision making and tangible business results. Here are 5 key indicators that your marketing is truly data-driven.



In a world where 90% of enterprise marketers say data is critical to their success, only 24% feel confident in their ability to use it effectively. If your organization considers itself "data-driven," how can you be sure your marketing strategy lives up to the hype? Let's break down how to assess your data maturity, identify gaps, and take actionable steps to improve ROI—starting today.

Key insight

Claude distinguishes itself with a direct, compelling opening that avoids AI clichés ("In today's competitive landscape"), creates curiosity and encourages to read on.

DeepSeek attempts credibility by citing statistics but misattributes data. When fact-checked, its claim "90% of enterprise marketers say data is critical to their success" actually combined unrelated statistics:

- 94% of marketers view the marketing function as critical for growth
- 88% marketers reported that privacy changes impacted their marketing strategy
- 90% of today's data in the world was created in two years

1. Content Marketing

Test #3: Real-world examples



Actionable Tip: Invest in a unified data platform that integrates all your marketing channels—social, email, CRM, and analytics tools. This ensures your team can make decisions based on up-to-date, complete information. For instance, companies like Eicoff, a leading agency in performance advertising, streamlined their data pipelines using Improvado, drastically cutting client onboarding times and saving hundreds of thousands of dollars annually.



Real-World Examples of Data-Driven Success

Many companies have successfully implemented data-driven marketing strategies and achieved remarkable results. For example, Amazon's personalized recommendations are a testament to the power of data. By analyzing customer behavior, they can suggest products that are highly relevant to each individual, leading to increased sales and customer loyalty. Similarly, Netflix uses data to personalize content recommendations and optimize its marketing campaigns, resulting in higher user engagement and retention.



Marketers have the skills to translate data into insights

Access to data is just the first step. Marketing teams need the analytical skills to slice and dice datasets, uncover meaningful patterns, and translate them into data-backed recommendations. Airbnb is known for its highly analytical marketing culture, with marketers leveraging experimentation and machine learning to continuously optimize every touchpoint.



Audit Your Data Ecosystem: Are Silos Holding You Back?

A truly data-driven strategy requires seamless data integration. If your CRM, ad platforms, and analytics tools aren't talking to each other, you're working with incomplete insights.

Real-World Example: Nike unified data from its e-commerce platform, mobile app, and in-store purchases to create hyper-personalized campaigns. This approach drove a 30% increase in online sales and a 20% boost in customer retention.

Key insight

ChatGPT wins the examples round by featuring relatable customer stories that create natural opportunities for internal linking and conversion. While other AIs relied on unverifiable statistics (DeepSeek) or generic big-tech examples (Gemini, Claude), ChatGPT's approach provides practical value by showing how similar businesses succeeded, giving content marketers clear direction for adding authentic case studies.

1. Which AI assistant is best for content marketing?

A clear winner!

Claude creates sharp headlines and delivers compelling openings free of AI clichés.



The tests breakdown:

The best headline



The best lead paragraph



The best practical example



2. Which AI assistant is best for SMM?

This section evaluates how well different AI models perform on key LinkedIn social media tasks, crucial for B2B marketing.

We tested their capabilities with these three tasks:

1

Creating a standalone LinkedIn post

2

Developing a thematic blog series strategy for a campaign

3

Leaving a comment under a peer's post to support networking

2. Social Media Marketing

Test #1: Creating a social post

THE IDEA OF THE POST

Prompt

“Write a LinkedIn post for Improvado's company page introducing a new self-serve feature in Improvado Data Transformations. Start by focusing on the value for the user, explaining how this feature empowers marketers and marketing analytics professionals to independently and easily blend, filter, group, and join data.

AUDIENCE

Emphasize how this feature gives marketers greater control over their data, saves time, and improves the accuracy and relevance of their insights. End with a clear call-to-action encouraging marketers to explore the new self-serve data transformations feature.”

NEXT STEPS

”

2. Social Media Marketing: Creating a post



👋 Introducing Improvado's New Self-Serve Data Transformations Feature! 🎉 Marketers and marketing analytics professionals—this one's for you! Improvado's latest self-serve feature puts the power back in your hands. Now you can independently and easily manage your data without relying on developers.

Here's what you can do:

- Blend Data: Unify data from multiple sources into one cohesive dataset, making analysis faster and more accurate.
- Filter Data: Use versatile filters to narrow down datasets and transformation outputs, ensuring your insights are relevant and precise.
- Group Data: Organize and aggregate large datasets for cleaner, structured management.
- Join Data: Seamlessly merge datasets, creating greater integration within your workflows.

With this new feature, you'll have more control over your data, save valuable time, and ensure the accuracy of your insights—without the back-and-forth or bottlenecks.

👉 Ready to take your data management to the next level? Explore the new self-serve data transformations feature today!



👋 Take Control of Your Marketing Data with Improvado's New Self-Serve Data Transformations! 🎉

Tired of waiting on data engineers for every data transformation request? Frustrated with complex processes that slow down your analysis? We get it. That's why we're thrilled to announce a game-changing update to Improvado Data Transformations: Self-Serve is here!

This powerful new feature puts you, the marketer and marketing analytics professional, in the driver's seat. Now you can independently and easily transform your data, unlocking deeper insights and making faster, more informed decisions. Imagine the possibilities:

- Blend Data: Finally, unify all your disparate marketing data sources – ad platforms, CRM, analytics tools, and more – into a single, comprehensive dataset. No more data silos!
- Filter Data: Need to focus on a specific campaign, audience segment, or time period? Effortlessly narrow down your datasets and transformation outputs with our versatile filtering options.
- Group Data: Organize and aggrega...

Too long text for a post



👋 Tired of waiting on data teams to merge your marketing metrics? Not anymore!

We're thrilled to announce that data transformation power is now in YOUR hands. Our new self-serve feature lets marketers and analysts take control of their data – no code or technical expertise needed.

What does this mean for you?

Complete independence to:

- Merge Facebook, Google, and TikTok data into one unified view in seconds
- Filter out irrelevant campaigns before they clutter your reports
- Group and organize data your way, not someone else's
- Connect datasets seamlessly for those game-changing cross-channel insights

One of our customers put it perfectly: "I used to spend 3 hours every Monday combining data for our weekly performance meeting. Now it's automated and I actually have time to analyze the results."

Stop waiting. Start transforming. Your data, your rules.

Ready to take control of your marketing data? Book a demo today to see how easy it can be.



👋 New Feature Alert: Self-Serve Data Transformations in Improvado!

Marketers and analytics professionals, we're thrilled to introduce a game-changing feature that puts the power of data transformation directly in your hands. With Improvado's new Self-Serve Data Transformations, you can now take full control of your data, saving time, improving accuracy, and unlocking deeper insights—all without relying on IT or data engineering teams.

Here's how this feature empowers you:

👉 Blend Data: Unify data from multiple sources into a single, cohesive dataset. Say goodbye to silos and hello to a holistic view of your marketing performance.

👉 Filter Data: Narrow down datasets and transformation outputs with versatile filters. Focus only on the data that matters most to your analysis.

👉 Group Data: Organize and aggregate large datasets for structured management. Simplify complex data into actionable insights.

👉 Join Data: Seamlessly merge datasets for greater integration within your workflows. Combine data points to uncover hidden opportunities and trends...

Too long text for a post

Key insight

All platforms demonstrated a consistent pattern: overuse of emojis (especially 🎉) in headlines. This immediately signals AI-generated content and undermines authenticity.

Claude prioritized user benefits before technical features and incorporated social proof through customer testimonials. Plus, it maintained concise messaging.

ChatGPT delivered technically accurate but uninspiring content that lacked organic appeal.

Gemini and DeepSeek highlighted customer pain points, but the execution by both chat bots had two key issues: excessive wordiness and overuse of bullet points.

2. Social Media Marketing: DemGen campaign planning

Test #2: DemGen campaign planning

Prompt

“Act as a social media manager and plan a LinkedIn lead-generation campaign for Improvado Data Transformations. We need to bring in 100 new leads who are marketing analytics pros from US-based enterprise-level organizations. Plan what to do and how often.”

”

Campaign structure overview

**ChatGPT****Timeline**

4 weeks

Post frequency

4-5 posts/week

Campaign Phases

Weekly structure

Gemini**Timeline**

4 weeks

Post frequency

2-3 posts/week

Campaign Phases

3 phases (Foundation, Promotion + Engagement, Lead Nurturing + Follow up)

**Claude****Timeline**

12 weeks

Post frequency

4-5 posts/week

Campaign Phases

Foundation + Active

**deepseek****Timeline**

8 weeks

Post frequency

3-4 posts/week

Campaign Phases

4 phases (Awareness, Engagement, Lead Gen, Conversion)

Key insight

DeepSeek's 8-week timeline offers balanced preparation and evaluation time, with a clear funnel-based structure. Claude provides a more complex 12-week strategy.

2. Social Media Marketing: DemGen campaign planning

Content strategy

 ChatGPT	 Gemini	 Claude	 deepseek
Weekly content breakdown Yes	Weekly content breakdown No	Weekly content breakdown Yes	Weekly content breakdown Yes
Lead magnet Not mentioned	Lead magnet General (ebook, checklist, template)	Lead magnet 'Enterprise Marketing Data Integration Playbook'	Lead magnet 'Ultimate Guide to Marketing Data Transformation'
Post types • Product Intro • Pain-Point Focus • How-to carousels • Customer Stories • Polls	Post types • Blog post/article • Case Study • Short Video • Infographic	Post types • Thought Leadership • Customer Stories • Industry Insights • Data visualization • Polls	Post types • Thought Leadership • How-to carousels • Customer Success Stories • Polls
Webinars Not mentioned	Webinars "Unlocking the Power of Unified Marketing Data"	Webinars • Month 1: 'Solving Multi-Channel Attribution at Enterprise Scale' • Month 2: 'Automating Marketing Analytics: From Raw Data to Real-time Insights' • Month 3: 'Future of Marketing Analytics: AI and Predictive Modeling'	Webinars "Mastering Marketing Analytics for Enterprise Teams"

Key insight

DeepSeek and Claude lead in lead capture strategy with comprehensive gated content and strategic webinar planning. Their detailed sample content plans provide practical starting points for campaign execution.

2. Social Media Marketing: DemGen campaign planning

Paid promotion

ChatGPT	Gemini	Claude	deepseek
Sponsored content Retargeting	Sponsored content InMail Retargeting	Sponsored content InMail	Sponsored content InMail

Outreach strategy

ChatGPT	Gemini	Claude	deepseek
Engagement approach Reactive Follow-up sequence Post-engagement only	Engagement approach Proactive group participation Follow-up sequence Based on qualification	Engagement approach Proactive prospects outreach and engagement with their c... Follow-up sequence Detailed 21-day sequence	Engagement approach Proactive prospects outreach and engagement with their c... Follow-up sequence Simple 2-step sequence

Key insight

Claude stands out with its comprehensive 21-day follow-up sequence, offering the most structured approach to lead nurturing.

2. Social Media Marketing

Test #3: A comment

Networking is key in marketing, and nothing is better for growing your network than engaging with other people's posts. We selected a random LinkedIn post and assessed how AI helped us with writing a comment.

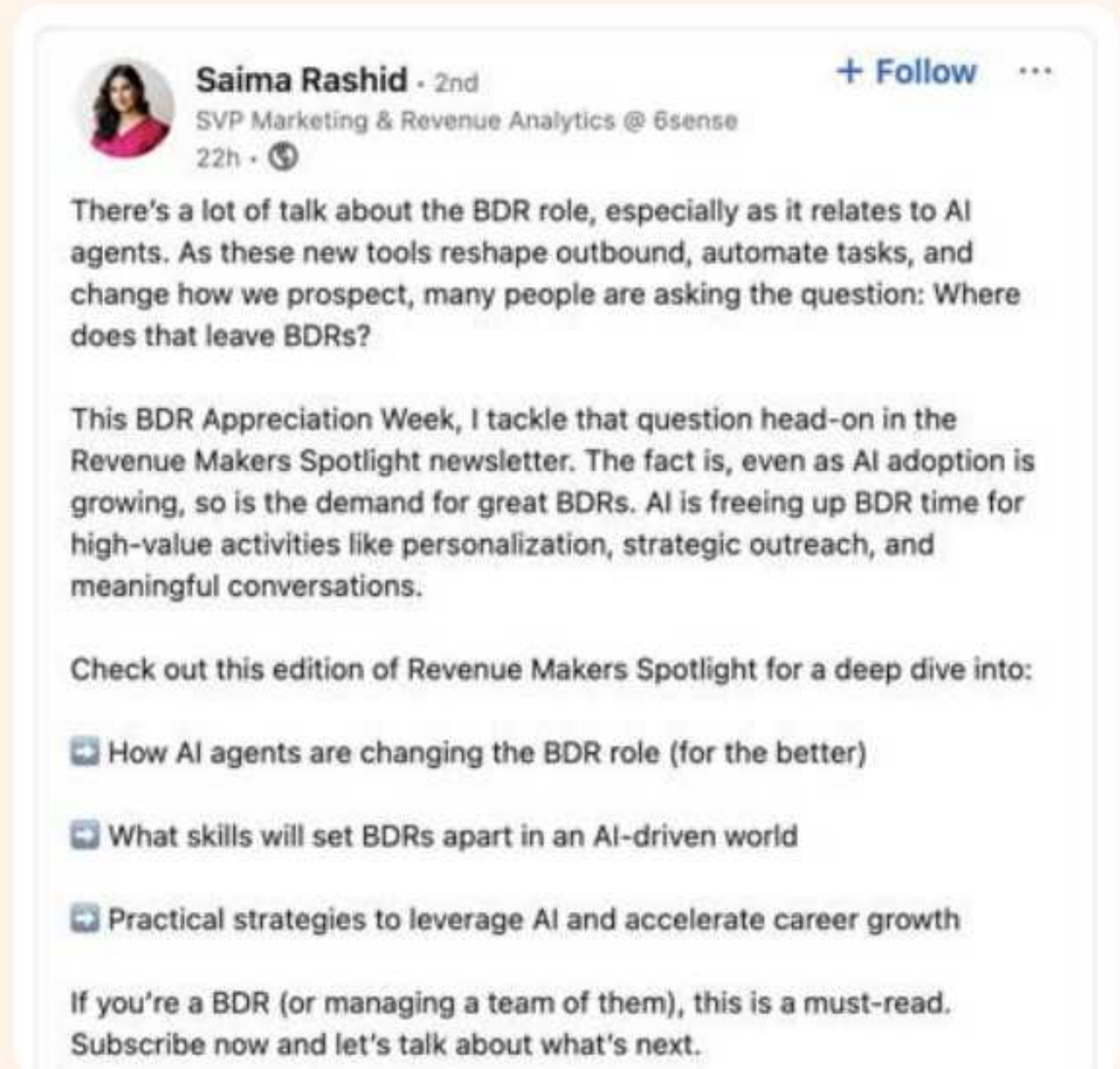
Prompt

Act as a BDR at Improvado. Your task is to generate a short, meaningful, and insightful comment on the following LinkedIn post:

{{...}}

POST TEXT

Your comment should share a personal or professional insight regarding the impact of AI on the BDR role. Maintain a professional, thoughtful tone, while being short, human-like, and conversational.



”

2. Social Media Marketing



Such an interesting take! AI is definitely changing the game for BDRs, shifting focus to higher-value tasks like building relationships and strategic outreach. It's exciting to see how embracing AI can unlock new career growth opportunities for BDRs who adapt and upskill. Looking forward to checking out the full deep dive!



Couldn't agree more with this! Working as a BDR at Improvado has shown me that AI isn't replacing us - it's elevating our game. Since we started using AI tools, I've been able to spend less time on data entry and more time understanding our prospects' marketing analytics challenges. Just recently, this helped me have a fantastic conversation with a CMO about their struggle to unite data from 15+ marketing platforms. The human element in sales is more crucial than ever, AI just helps us deliver it more effectively.



This is spot on! I've found that AI is great for handling the repetitive tasks, like initial research and outreach, which allows me to dedicate more time to building genuine relationships with prospects. It's not about replacing BDRs, but empowering us to be more strategic and impactful. Definitely agree that personalization and thoughtful engagement are now more critical than ever.



This is such an important conversation! As a BDR, I've seen how AI tools can be a game-changer—freeing up time from repetitive tasks and allowing us to focus on what we do best: building relationships and crafting personalized outreach. The key is embracing AI as a partner, not a replacement. It's pushing us to hone skills like strategic thinking, emotional intelligence, and creativity—qualities that truly set top-performing BDRs apart. Excited to dive into the newsletter and explore how we can continue to grow and adapt in this AI-driven era! Thanks for sharing.

Key insight

Gemini leads in comment generation through storytelling and examples, while DeepSeek excels at personalized touches (mention of a particular newsletter from the original post). However, all AI outputs require human editing to achieve authentic engagement – use them as frameworks rather than final content.

2. Which AI assistant is best for SMM?

A clear winner!

Claude excels at organic-feeling content creation and provides comprehensive campaign planning.



The tests breakdown:

Best at campaign planning

Balanced campaign timelines
Practical lead generation strategies
Clear funnel-based structure



Best at commenting

Superior at engagement and commenting



3. Which AI assistant is best for conversion optimization?

We evaluated AI platforms' ability to analyze and suggest improvements for a web page. For the test, we captured a full screenshot of [Improvado Data Transformation product page](#) and asked chat bots to suggest ideas for conversion optimization.

3. Conversion Optimization

Test: Improving a product page

Prompt

“Review the Improvado Data Transformations product page and suggest improvements to boost its conversion rate. Focus on making the page more appealing to marketing analytics professionals at enterprise-level organizations. Provide specific action points in a before/after format.”



”

Headline improvement suggestions

Original headline	ChatGPT	Gemini	Claude	deepseek
Analysis-ready data in a snap	Transform your marketing data in minutes—unlock actionable insights faster and easier	Transform Complex Marketing Data into Actionable Insights with Ease	Enterprise Marketing Analytics Platform: From Data Chaos to Intelligence in Minutes	Transform Your Marketing Data into Actionable Insights in Minutes

Key insight

While AI models can identify basic page elements for optimization, they show limitations in two critical areas: understanding nuanced product positioning within a company's broader ecosystem and balancing copy with design constraints. This was evident in their tendency to over-lengthen copy in the hero section headline.

3. Conversion Optimization: Improving a product page

At the same time, other recommendations were quite useful:

 ChatGPT	 Gemini	 Claude	 deepseek
Output Overview • Total suggestions: 11 • Actionable ideas: 4 • Implementation quality: Medium Worth Testing 1. Extended testimonial section 2. Simplified form design 3. Sticky menu implementation 4. Video content addition Issues Found • Recommended replacing non-existent "Start Now" CTA • Suggested adding existing features (logo carousel, SOC2 badges)	Output Overview • Total suggestions: 6 • Actionable ideas: 2 • Implementation quality: Low Worth Testing 1. Extended testimonial section 2. Tailored CTA implementation Issues Found 1. Vague, non-actionable recommendations (e.g., Avoid using technical jargon—without highlighting the problematic part)	Output Overview • Total suggestions: 41 across 10 areas • Actionable ideas: 5 • Implementation quality: High but overwhelming Worth Testing 1. Social proof metrics above the fold 2. Enhanced scrolling customer logo banner 3. Enhanced testimonials section 4. Gated enterprise ROI/TCO calculator 5. Complex multi-team workflow demonstrations	Output Overview • Total suggestions: 10 • Actionable ideas: 6 • Implementation quality: High Worth Testing 1. Dedicated "Why Improvado for Enterprise Marketing Analytics?" section 2. Extended case studies 3. Interactive demo/video walkthrough 4. Action-oriented, benefit-driven CTAs 5. Sticky menu implementation 6. Expanded resource-rich footer

Key insight

DeepSeek led with the highest ratio of actionable recommendations (6 out of 10 test-worthy ideas), followed by Claude's comprehensive analysis (41 points with 5 viable options).

Quality varied significantly: ChatGPT offered basic improvements but included already-implemented features. Gemini provided the least detailed suggestions. Claude and DeepSeek demonstrated a stronger understanding of enterprise-focused optimization with specific, value-driven recommendations like TCO calculators and workflow demonstrations.

Interestingly, unlike ChatGPT, Claude suggests adding more fields to the form for qualification purposes. This can reduce conversion into marketing leads, but the conversion to SQL might grow in the long run.

3. Which AI assistant is best for conversion optimization?

A clear winner!

DeepSeek provided the highest ratio of actionable recommendations with a focus on enterprise-first suggestions.



Runner-up:

The comprehensive analysis with 41 ideas for improvement suggested.



4. Which AI assistant is best for creating landing pages?

We tested AI assistants on their ability to design landing pages, focusing on the ease of further implementation and overall effectiveness. The test task was to create a landing page for an event.

Prompt

INTENT

Create a landing page for Improvado's exclusive SXSW pre-party event.

Context: **CONTEXT**

- Event: 'Analytics & Drinks' VIP night before SXSW
- Date: March 9, 2025
- Place: Stella San Jac restaurant, Austin
- Value prop: Network with Improvado leadership + chance for free SXSW pass
- Target audience: Marketing analytics professionals
- Registration is needed as limited seats available

Required sections: **FORMAT**

1. Headline (max 65 chars)
2. Event description (max 100 words)
3. Key attendees section (featuring Improvado leadership)
 - Daniel Kravtsov, CEO & Co-Founder
 - Scott Bennett, Chief Revenue Officer
 - Roman Vinogradov, VP of Products
 - Wendy Miller, Chief Customer Officer
4. Value proposition (max 50 words)
5. One clear CTA

”

4. Which AI assistant is best for creating landing pages?

Creating landing pages



Structured text

- 1. Headline**
Join Improvado's VIP Analytics & Drinks Night Before SXSW
- 2. Event description**
Kick off your SXSW experience early at our exclusive "Analytics & Drinks" pre-party! Meet Improvado's leadership team and fellow marketing analytics professionals while enjoying drinks at Stella San Jac in Austin. Limited seats available—register today for your chance to win a free SXSW pass!
- 3. Key attendees section**
Meet Our Leadership
 - Daniel Krietsch, CEO & Co-Founder
 - Scott Bennett, Chief Revenue Officer
 - Roman Vinogradov, VP of Products
 - Wendy Miller, Chief Customer Officer
- 4. Value proposition**
Network with top industry leaders, exchange insights with peers, and get a chance to score a free SXSW pass. Don't miss out on this exclusive event!
- 5. One clear CTA**



HTML code

```
HTML
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Analytics & Drinks — Improvado SXSW Pre-Party</title>
  <style>
    /* Basic styling — Customize as needed */
    body {
      font-family: sans-serif;
      margin: 0;
      padding: 0;
      background-color: #f4f4f4; /* Example background color */
    }
    .container {
      max-width: 960px;
      margin: 20px auto;
      padding: 20px;
      background-color: #fff;
    }
  </style>
</head>
<body>
  <h1>Analytics & Drinks: Your VIP Gateway to SXSW 2025</h1>
  <p>Join the elite of marketing analytics for an exclusive evening of networking and insights at Stella San Jac. Connect with Improvado's leadership team, share industry perspectives, and get a chance to win a coveted SXSW pass. Limited spots available for this invitation-only gathering of analytics professionals.</p>
  <p>March 8, 2025 | Stella San Jac, Austin</p>
  <h2>Meet Improvado Leadership</h2>
  <div>
    <div><img alt="Daniel Krietsch profile picture" /><div>
      Daniel Krietsch  
CEO & Co-Founder
    </div>
    <div><img alt="Scott Bennett profile picture" /><div>
      Scott Bennett  
Chief Revenue Officer
    </div>
    <div><img alt="Roman Vinogradov profile picture" /><div>
      Roman Vinogradov  
VP of Products
    </div>
    <div><img alt="Wendy Miller profile picture" /><div>
      Wendy Miller  
Chief Customer Officer
    </div>
  </div>
  <h2>Why Attend?</h2>
  <p>Gain exclusive insights from industry leaders, forge valuable connections, and potentially win a full SXSW pass. This intimate gathering is your opportunity to shape the future of marketing analytics.</p>
  <button>Reserve Your Spot Now</button>
  <p>Limited spots available. RSVP required.</p>
</body>
```

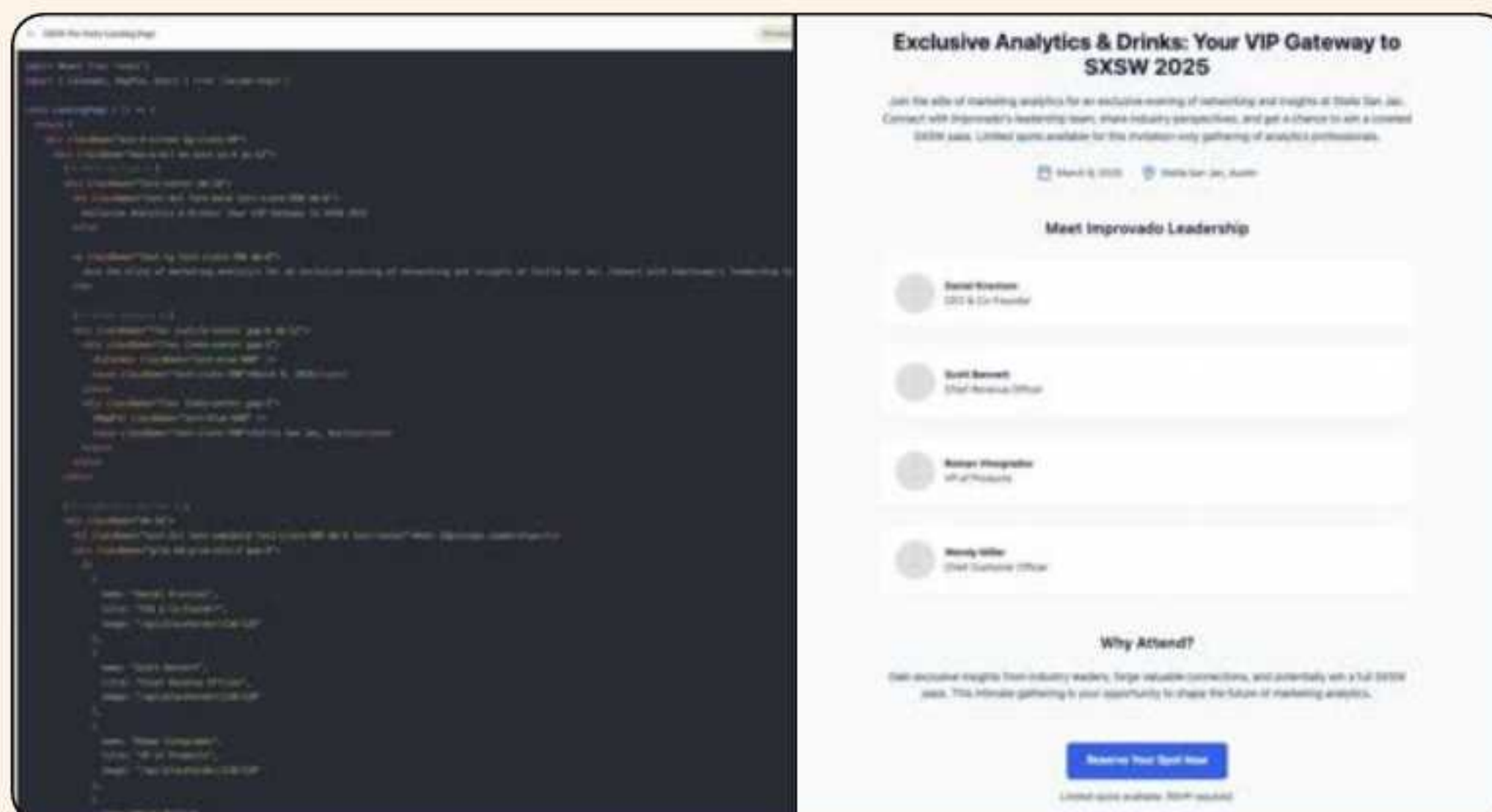


Structured text

- Headline:**
"Analytics & Drinks: VIP Night Before SXSW 2025"
- Event Description:**
Join Improvado for an exclusive VIP night of networking, drinks, and insights at Stella San Jac in Austin on March 8, 2025. Connect with top marketing analytics professionals and Improvado's leadership team. Limited seats available—register now for a chance to win a free SXSW pass!
- Key Attendees:**
- Daniel Krietsch, CEO & Co-Founder
 - Scott Bennett, Chief Revenue Officer
 - Roman Vinogradov, VP of Products
 - Wendy Miller, Chief Customer Officer
- Value Proposition:**
Network with industry leaders, gain exclusive insights, and enjoy a night of drinks and connections — plus a chance to win a free SXSW pass!
- CTA:**
"Reserve Your Spot Now — Limited Seats Available!"



HTML file + Preview right within UI



Key insight

Among all models tested, only Claude demonstrated practical implementation readiness, making it the standout choice for landing page creation.

A clear winner!

The only assistant providing HTML with preview right within UI.



5. Which AI assistant is best for Marketing Analytics?

The test presented a marketing budget allocation scenario across three major advertising platforms. We aimed to see whether the AI assistants would conduct thorough data analysis rather than settling for surface-level insights.

Prompt

How to redistribute the budget to increase ROI while keeping the total advertising budget unchanged?

Channel	Spend, \$	Leads	Deals	CAC, \$	ROI
Google Ads	50,000	500	50	1,000	1.5
LinkedIn Ads	30,000	300	30	1,000	1.2
Facebook Ads	20,000	400	20	1,000	0.9



ChatGPT

Proposed redistribution:

First Attempt:

- Suggested minor budget shifts
- Concluded: No meaningful ROI improvement

Second Attempt:

- Analyzed again, reached same conclusion
- Key realization: Problem needs deeper analysis

Gemini

Proposed redistribution:

- Increase Google Ads budget to \$60,000 (+\$10,000)
- Maintain LinkedIn Ads at \$30,000
- Reduce Facebook Ads to \$10,000 (-\$10,000)

Rationale:

Focus on Google Ads as it demonstrates best ROI.

Expected ROI impact

Current Total Return: \$129,000
 Projected Total Return: \$135,000
 Expected Improvement: +4.7%



Claude

Proposed redistribution:

- Increase Google Ads budget to \$60,000 (+\$10,000)
- Maintain LinkedIn Ads at \$30,000
- Reduce Facebook Ads to \$10,000 (-\$10,000)

Rationale:

Focus on Google Ads as it demonstrates best ROI.

Expected ROI impact

Current Total Return: \$129,000
 Projected Total Return: \$135,000
 Expected Improvement: +4.7%



deepseek

Proposed redistribution:

- Increase Google Ads budget to \$70,000 (+\$20,000)
- Reduce LinkedIn Ads to \$20,000 (-\$10,000)
- Reduce Facebook Ads to \$10,000 (-\$10,000)

Rationale:

Focus on Google Ads as it demonstrates best ROI.

Expected ROI impact

Current Total Return: \$129,000
 Projected Total Return: \$138,000
 Expected Improvement: +6.9%

5. Which AI assistant is best for Marketing Analytics and Intelligence?

Key insight

Only ChatGPT demonstrated true critical thinking among AI assistants by testing hypotheses, validating through iteration, and recognizing complex analysis needs.

Other chatbots missed a critical marketing insight: Facebook Ads' apparent low ROI masked deeper value.



ChatGPT



Here's why cutting its budget would be a mistake:

1

Equal customer acquisition cost:

The \$1,000 CAC across all channels signals each plays a distinct role in conversion journeys.

2

The attribution issues:

- Different channels serve different functions in the marketing funnel
- Google Ads often shows high direct conversion rates (especially for brand campaigns)
- Social media typically requires multiple touchpoints before conversion
- Last-click attribution models can mask Facebook's true contribution

Why regular AI tools fall short for complex marketing analytics

As our test revealed, most AI assistants miss critical marketing insights like Facebook Ads' true contribution beyond surface-level ROI. Generic AI tools lack:



- Deep contextual understanding of marketing attribution models
- Ability to analyze complex cross-channel relationships
- Security protocols for confidential marketing data

Fortunately, there are specialized AI-powered solutions tailored for this task.



Meet Improvado AI Agent: Your dedicated analytics partner

Improvado delivers what generic AI assistants can't—specialized marketing intelligence that proactively identifies opportunities in your data and recommends effective actions.

1 Get your 24/7 analytics co-pilot

- Uncover hidden attribution insights across your entire marketing funnel
- Recognize patterns that reveal each channel's true contribution
- Deliver answers about your marketing performance in seconds, not days

2 Turn data into immediate action

- Receive real-time alerts on performance shifts across channels
- Get automated period-over-period reports
- Receive personalized recommendations for optimizing underperforming channels

3 Ask questions in plain language, get expert-level analysis—in 10 seconds

- "Which channels are undervalued in our current attribution model?"
- "What's the true contribution of social media in our conversion path?"
- "How would adjusting our Facebook budget impact overall customer acquisition costs?"

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