

THE TOP-RATED AI TOOLS KIT

The best-reviewed AI tool for five jobs, with the runners-up, from real G2 user ratings

Most lists of the best AI tools are one person's opinion. This one is built from what real users rate on G2, a large business software review site. For each job below, the winner is the highest-rated tool among tools with more than 1,000 reviews (when two tools tie on stars, the one with more reviews wins). I read the top pages of each G2 category on October 5, 2026. Ratings and review counts change, so check the live page before you quote them.

THE FIVE WINNERS AT A GLANCE

1 Chatting & brainstorming	ChatGPT	★★★★★ 4.6	3,064 reviews
2 Design	Canva	★★★★★ 4.7	7,721 reviews
3 Marketing copy	Anyword	★★★★★ 4.8	1,227 reviews
4 Making videos	HeyGen	★★★★★ 4.8	1,973 reviews
5 Meeting notes	Fathom	★★★★★ 5.0	7,064 reviews

Claude ties ChatGPT at 4.6 stars but has 481 reviews, under the 1,000 cutoff, so it is a runner-up. A 5.0 from a handful of reviews means very little, which is why the review count matters as much as the stars. HeyGen and Creatify AI tie at 4.8; HeyGen has more reviews.

CHECK ANY AI TOOL YOURSELF IN TWO MINUTES

- Search the tool's name on g2.com and open its page.
- Read the stars AND the number of reviews. A 5.0 from 12 reviews tells you almost nothing; 4.6 from 3,000 tells you a lot.
- Read the 3-star and 4-star reviews. That is where the honest complaints are (limits, price, learning curve).
- Filter to the Small Business segment so the reviews come from people your size.
- Try the free plan on one real task before you pay for anything.

THE FIVE JOBS, THE WINNER AND THE RUNNERS-UP

JOB 1

Chatting & brainstorming

G2 category: AI Chatbots

ChatGPT ★★★★★ 4.6 / 5 • 3,064 reviews

Best for: the all-round AI assistant: questions, ideas, drafts, summaries and images.

This job compares the general-purpose AI assistants. G2 also lists customer-service bots and workspace apps in that category; they are left out. Reviewers most often praise ease of use and time saved.

RUNNERS-UP

- Claude: 4.6 stars, 481 reviews. Reviewers like its clear answers and coding help; the common complaint is usage limits.
- Gemini: 4.4 stars, 622 reviews. Strongest if you live in Google Workspace.
- Perplexity: 4.4 stars, 358 reviews. Answers with clickable sources, good for research.
- Microsoft Copilot: 4.4 stars, 438 reviews. Strongest inside Microsoft 365.

JOB 2

Design

G2 category: AI Presentation Tools

Canva ★★★★★ 4.7 / 5 • 7,721 reviews

Best for: graphics, social posts, presentations and quick video edits from templates, even with no design skills.

G2 ranks it first in AI Presentation Tools, and it also appears in G2's AI video and AI writing lists.

RUNNERS-UP

- Google Workspace: 4.6 stars, 48,217 reviews. Slides, docs and email in one place.
- Microsoft PowerPoint: 4.6 stars, 4,398 reviews. The classic, now with AI help.
- Visme: 4.5 stars, 510 reviews. Presentations, infographics and reports.
- Gamma: 3.9 stars, only 38 reviews so far. Too few reviews to judge yet.

JOB 3**Writing marketing copy**

G2 category: AI Writing Assistants

Anyword ★ ★ ★ ★ ★ 4.8 / 5 • 1,227 reviews**Best for:** marketing copy that stays on-brand and is built to convert.

G2 describes it as an AI copy intelligence platform for marketers. It is the highest-rated tool in its category with over 1,000 reviews.

RUNNERS-UP

- Grammarly: 4.7 stars, 14,076 reviews. The most-reviewed pick; best for grammar, tone and clarity everywhere you write.
- Writesonic: 4.7 stars, 2,144 reviews. Fast first drafts of marketing copy.
- Jasper: 4.7 stars, 1,317 reviews. Brand-voice marketing content for teams.
- Superhuman Mail: 4.7 stars, 1,313 reviews. AI email drafting and a faster inbox.
- Notion: 4.6 stars, 13,863 reviews. AI help inside your documents and notes.

JOB 4**Making videos**

G2 category: AI Video Generators

HeyGen ★ ★ ★ ★ ★ 4.8 / 5 • 1,973 reviews**Best for:** realistic AI avatar videos with lip-sync, from a script. Videos like the one that sent you here are made with it.

It ties Creatify AI on stars; HeyGen has more reviews.

RUNNERS-UP

- Creatify AI: 4.8 stars, 1,752 reviews. UGC-style video ads at scale.
- Canva: 4.7 stars, 7,721 reviews. Template-driven video with AI generation.
- Animaker: 4.7 stars, 1,076 reviews. Animated videos from templates.
- Synthesia: 4.6 stars, 2,811 reviews. Script-to-avatar training videos.
- VEED: 4.6 stars, 2,185 reviews. Browser video editing with auto-subtitles.

Fathom ★★★★★ **5.0** / 5 • 7,064 reviews

Best for: records and transcribes your calls, writes the summary and pulls out the action items.

A perfect 5.0 from over 7,000 reviews is rare. Reviewers single out its accurate summaries.

RUNNERS-UP

- Scribbl: 4.9 stars, 724 reviews. Bot-free Google Meet notes.
- Fellow: 4.7 stars, 2,440 reviews. Meeting agendas plus AI notes.
- Krisp: 4.7 stars, 1,606 reviews. Noise cancellation with bot-free notes.
- Fireflies.ai: 4.7 stars, 753 reviews. Notes that plug into Zoom and Slack.
- Otter.ai: 4.4 stars, 505 reviews. Real-time transcription.

A PROMPT TO SHORTLIST FOR YOUR OWN BUSINESS

I run [YOUR BUSINESS] and I want an AI tool for [TASK]. List the 3 best-reviewed options on G2 with their star ratings and review counts. Tell me what reviewers like and complain about for each, and which one fits a [SOLO / TEAM OF 5 / TEAM OF 20] budget. If a tool has fewer than 500 reviews, say so.

WHERE THE NUMBERS COME FROM (G2, OCTOBER 5, 2026)

- AI Chatbots: www.g2.com/categories/ai-chatbots
- AI Presentation Tools: www.g2.com/categories/ai-presentation-tools
- AI Writing Assistants: www.g2.com/categories/ai-writing-assistant
- AI Video Generators: www.g2.com/categories/ai-video-generators
- AI Meeting Assistants: www.g2.com/categories/ai-meeting-assistants

Ratings are opinions submitted by G2 users and change over time. This guide is independent: I am not paid by any company listed and not affiliated with G2. Pick tools for your own needs and always test before you buy.

Want customers to go with the tools?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first customers: EmailClik.com finds + verifies addresses (free version)