













Best AI tools for GTM

2025

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Category	AI tool options	
Market research	 perplexity  similarweb	<ul style="list-style-type: none">• Perplexity: AI-powered research assistant for instant answers and insights.• SimilarWeb: Market analysis and web traffic insights.
Customer insights	 Gravite  Meltwater	<ul style="list-style-type: none">• Gravite: AI-driven customer sentiment and feedback.• Meltwater: Compiled customer behavior insights.
Messaging & positioning	 Product Marketing Alliance 	<ul style="list-style-type: none">• PMM-GPT: AI for messaging optimization, persona insights, and go-to-market support.• EasyGen: AI-driven post creation for LinkedIn.
Competitive intelligence	 OpenAI  feedly	<ul style="list-style-type: none">• ChatGPT: Gathers insights (with real-time browsing enabled.)• Feedly: Uses AI to source and filter competitive intelligence
Sales enablement	 Crystal  Turtl	<ul style="list-style-type: none">• Crystal Knows: AI analyzes prospect behavior and personality traits.• Turtl: AI-based personalized sales content and engagement tracking.
Campaign optimization	 Breeze  MarketMuse	<ul style="list-style-type: none">• HubSpot AI: Automates campaign optimization and customer journey mapping.• MarketMuse: AI-driven content planning and strategy optimization.

Market research



Overview: Perplexity is an AI-powered research assistant that delivers instant answers and insights from the web, making it ideal for quick market overviews and research.

How to use: Use Perplexity to quickly gather data on market trends, customer preferences, and industry news by asking concise questions.

Example prompt: "What are the top three emerging trends in [your industry]?"

Pricing: Free (premium plans available)



Overview: SimilarWeb offers market intelligence to assess market size, growth, competition, and consumer trends, helping you identify growth opportunities.

How to use: Use it to evaluate markets, segments, and emerging trends, and analyze competitors' performance, cost efficiency, and brand strength.

Pricing: Starts at \$199/month

Customer insights



Overview: Gravite uses AI to analyze customer sentiment and feedback, offering valuable insights to improve customer experience.

How to use: Collect customer feedback from multiple channels (e.g., surveys, social media) and use Gravite to identify sentiment trends, key pain points, and satisfaction levels.

Pricing: Custom (contact for details)



Overview: Meltwater uses AI to compile customer behavior insights from media and social platforms, providing comprehensive customer intelligence.

How to use: Monitor social media and news mentions to track customer sentiment and competitor actions, adjusting your GTM strategy accordingly.

Pricing: Starts at \$99/month

Positioning and messaging



Product Marketing
Alliance

Overview: PMM-GPT is an AI tool tailored for product marketing, offering insights on messaging optimization, persona development, and GTM support.

How to use: Use PMM-GPT to refine your product messaging based on persona insights and generate multiple messaging variants.

Example prompt: "Generate a messaging framework for our new [product type] targeting [customer persona]."

Pricing: Free, with enhanced features for PMA members



Overview: EasyGen helps you craft LinkedIn messages tailored for specific audiences, optimizing engagement.

How to use: Set up your account so EasyGen understands your industry, audience, and goals. Then start generating posts based on images or prompts.

Pricing: \$59.99/month

Competitive intelligence



Overview: ChatGPT is an AI model that can assist with gathering insights through real-time browsing, summarizing market data, and analyzing competitor moves.

How to use: Use ChatGPT to gather competitive intelligence by asking for competitor analysis or tracking shifts in the market.

Example prompt: See [How to use ChatGPT for product marketing](#).

Pricing: Free (Pro version available for \$20/month)



Overview: Feedly Market Intelligence uses AI to source and filter competitive intelligence, bringing you the latest insights from a variety of online sources.

How to use: Set up feeds related to your competitors or industry, and Feedly will curate the latest news and trends. AI functionalities will then help you quickly analyze, summarize, and extract signals from the sources.

Pricing: Team plans start at \$1,600/month

Sales enablement



Overview: Crystal Knows uses AI to analyze public data (LinkedIn, Google, etc.) to assess personality traits and communication styles, providing insights for better engagement.

How to use: Use Crystal's Chrome extension to view personality profiles on LinkedIn and get communication tips. It integrates with CRMs like Salesforce and HubSpot for real-time insights, helping you create personalized messaging and improve team collaboration.

Pricing: Free plan available. Premium plans start at \$49/month.



Overview: Turtl is an AI tool that creates personalized sales content and tracks engagement, making it easier to optimize sales presentations.

How to use: Create personalized content like pitch decks, proposals, and playbooks, then track how prospects interact with the content.

Pricing: Custom pricing (contact for details)

Campaign optimization



Overview: Breeze (HubSpot's AI solution) helps automate marketing campaigns, optimize lead generation, and enhance overall campaign performance.

How to use: Breeze automates email content, personalizes customer experiences, and provides insights into buyer intent and sales reporting. Use it to optimize marketing funnels, generate qualified leads, and ensure you're targeting the right audience.

Pricing: Starts at \$702/month as part of the Marketing Hub Professional package



Overview: MarketMuse is an AI-driven content strategy platform that helps marketers plan, optimize, and rank content effectively.

How to use: Leverage MarketMuse to develop data-driven content plans that improve search engine rankings and user engagement.

Pricing: Free plan available. Premium plans start at \$99/month.