

Perplexity Review

Pricing, pros, cons and practical fit

Web research, cited answers, competitive research, fact finding, and fast exploration of unfamiliar topics.

QUICK FACTS

At a glance

Starting price	\$20/mo
Free plan	Yes
Free trial	No
Difficulty	Easy
Last verified	Sep 2026
Best for	Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Combines AI answers with web research and visible citations, making it practical for source-driven research.

MAIN LIMITATION

Citations still need checking, and it is less suited than general AI assistants to workflows that are not research-centered.

WISETECHLIST VERDICT

Should you use Perplexity?

Perplexity is a strong AI research tool when you want fast answers grounded in web sources. It is particularly useful for marketers, researchers, and business users who need to explore topics quickly while keeping the underlying sources visible.

USE CASES

What can you use Perplexity for?

- AI research
- Web search
- Competitive research

- Source discovery
- File analysis
- Deep research

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Citations in answers
- Strong web research workflow
- Access to multiple advanced models on Pro
- File analysis
- Free plan available

WHAT TO CONSIDER

- Sources still require verification
- Less general-purpose than some AI assistants
- Advanced research usage has plan limits

PRACTICAL FIT

How Perplexity fits a small business workflow

WHAT IT IS

Perplexity is an AI answer and research tool that searches the web and presents conversational responses with links to supporting sources. It is designed for users who want a faster way to explore topics, compare information, and move from a question to source material.

WHERE IT FITS

Perplexity fits into a small business workflow for early-stage research, competitor discovery, market scanning, content research, and quick fact-finding. Teams can use it to identify useful sources and get an initial overview before validating important information directly.

WHEN IT MAY NOT FIT

Perplexity may not be the right fit when accuracy must be guaranteed, when primary-source verification is mandatory, or when confidential business data should not be entered into an external AI service. Important decisions still require source checking.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Perplexity if your AI workflow frequently starts with researching current information on the web and you want sources shown alongside answers.

SKIP IF

Skip Perplexity as your main AI tool if most of your work is creative production, coding, or long-running project work rather than research and information discovery.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/perplexity/>