

ChatGPT vs Perplexity

Software comparison report

A practical side-by-side comparison of pricing, free plans, strengths, limitations, and best-fit use cases. Data comes from the current WiseTechList tools database.

QUICK COMPARISON

At a glance

Compare	ChatGPT	Perplexity
Starting price	\$8/mo (Go); Plus \$20/mo	\$20/mo
Free plan	Yes	Yes
Free trial	No	No
Difficulty	Easy	Easy
Best for	General AI assistance for writing, research, analysis, coding, brainstorming, and everyday business work.	Web research, cited answers, competitive research, fact finding, and fast exploration of unfamiliar topics.
Last checked	Oct 2026	Sep 2026

KEY DIFFERENCES

Where each tool stands out

ChatGPT

Key strength: Versatile AI assistant with strong multimodal, reasoning, research, file, and creative capabilities in one interface.

Main limitation: Usage limits and available models vary by plan, and important outputs still need human verification.

Perplexity

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.

USE CASES

What can you use them for?

ChatGPT

- AI assistant
- Writing and editing
- Research
- Data analysis
- Coding
- Brainstorming
- Image generation

Perplexity

- AI research
- Web search
- Competitive research
- Source discovery
- File analysis
- Deep research

PROS AND CONS

Trade-offs to consider

ChatGPT

What we like

- + Broad range of use cases
- + Strong writing and reasoning support
- + File and data analysis
- + Image generation and multimodal features
- + Free plan available

What to consider

- Usage limits vary by plan
- Outputs can contain errors
- Advanced capabilities may require a paid plan

Perplexity

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

Who should choose each tool?

ChatGPT

Best fit: Choose ChatGPT if you want one flexible AI assistant that can support many different business, marketing, research, creative, and technical tasks.

Skip it if: Skip ChatGPT as your primary tool if you need a highly specialized industry workflow, strict deterministic outputs, or a product designed around one narrow task.

Perplexity

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

Skip it 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.