Edelman

Edelman's 2024 AI Landscape Report

The Communicator's Guide to Finding AI Tools You Can Trust

AI presents immense opportunities, *if* you can find the right tools for the job.

Welcome to the first in a series of Edelman research reports aimed at helping marketing and communications professionals understand and navigate the complex landscape of artificial intelligence (AI) tools. **We're pleased to share our enterprise-focused evaluation guide with the communications industry because we see two conflicting truths:**

1   AI technology presents a critical imperative for marcom professionals. Start using AI-powered tools or risk getting left behind. AI helps savvy marcom teams increase productivity by automating routines and streamlining operations; AI improves the creative process by iterating rapidly and personalizing content at scale; and it helps speed up research and analysis to unlock better and faster insights. With the right tools used responsibly, AI can transform how the enterprise does business and usher in a new era for communications.

2   Finding the right tools for marketing and communications is exceptionally difficult. Especially at a time when responsibility, sustainability, and trust are more important than ever. The ever-changing landscape of AI tools contains a constant flow of new vendors, a myriad of new and untested solutions, a mess of technical jargon and vague hype, and a barrage of amped-up marketing that excites but doesn't inform. Marcom professionals need to know they can trust the tools they select. And that's where Edelman steps in.

We wrote this report because we believe in the transformational potential of AI tools, and we believe in the importance of using tools you can trust. Yes, you should adopt AI technologies, but only if you can do so responsibly. At Edelman, we take these decisions seriously and we recommend you do, too.

In fact, this report is the result of our own rigorous vendor research: we needed to find AI tools for our internal use and quickly came to see the complexity of the market required a more scientific approach to research than a normal procurement process. The goal with sharing our analysis is to act as an impartial advisor so you can benefit from our rigor and learn from our experience to make informed decisions.

In this inaugural report we cover three categories of generative AI products we see as especially relevant for marcom professionals: Major Large Language Models (LLMs) for broad use, Creative and Design tools for content and media development, and Analytics and Social Listening tools for insights and measurement. We recognize the landscape of generative AI is constantly evolving; in the future, we will publish additional reports on other product categories that relate to marketing and communications.

More importantly: we believe that vendor decisions should be a late step in your AI journey. Find tools that serve the use cases you've identified, fitting into the workflows you have mapped, all in service of the goals you have set. Too often we see businesses start with tools, without a defined strategy necessary to deliver results.

As your partner in this journey, we are ready to help you define your goals and develop a winning AI strategy to achieve them. We hope you find our recommendations valuable—and that you can use our experience to find AI tools you can trust.
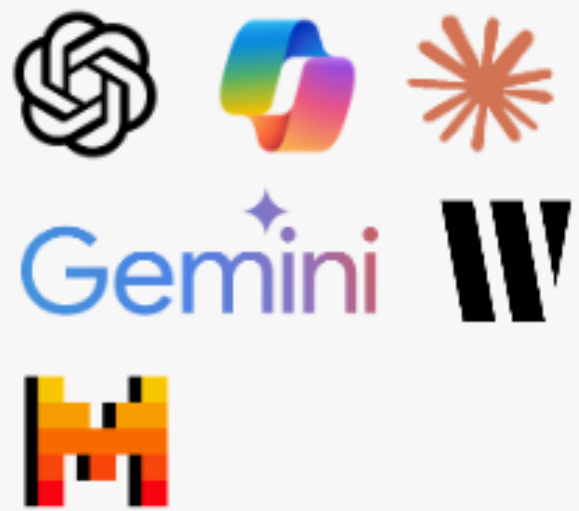
Brian Buchwald
Global Chair
AI and Product, Edelman

About Our Research

Major LLMs
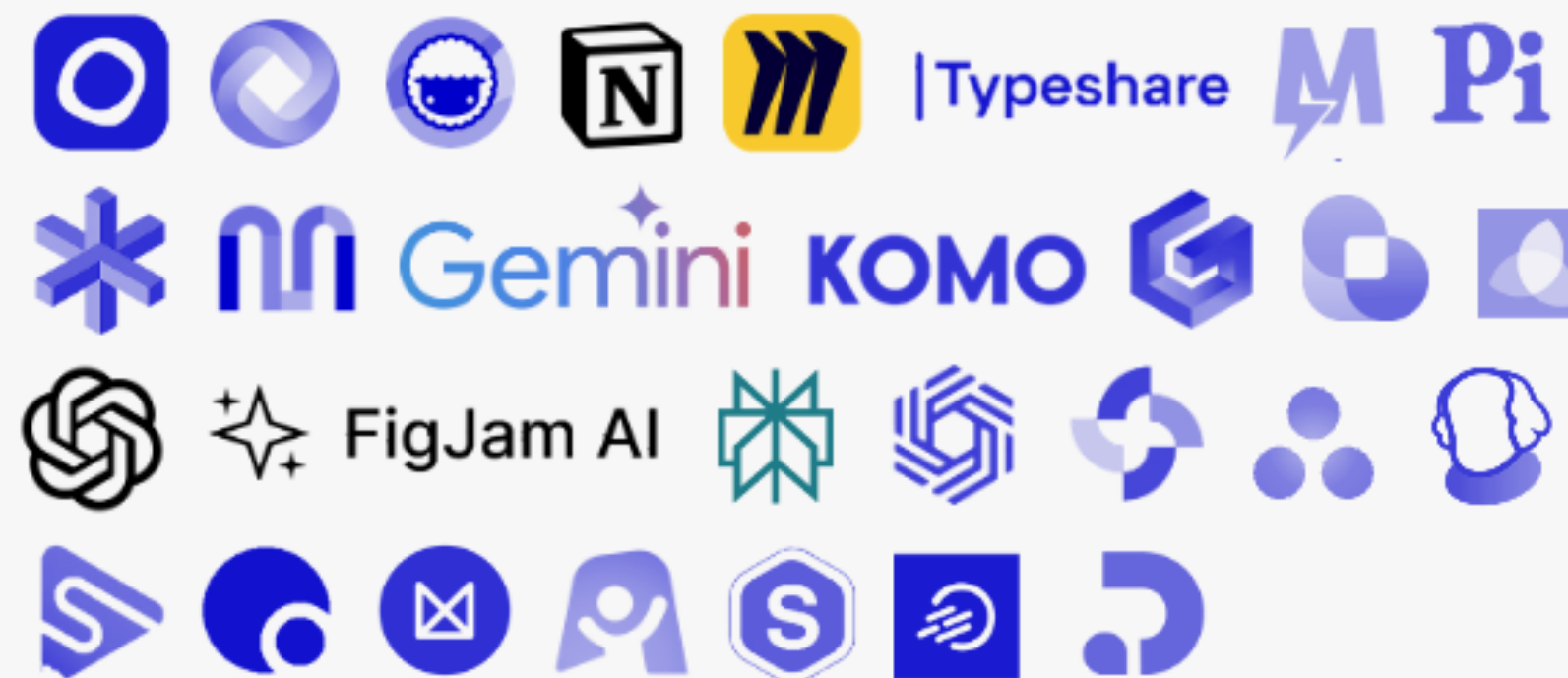

Writing

Research

Analysis

Design

Ideation

Criteria for Inclusion

In 2024, the AI vendor landscape contains tens of thousands of companies competing for your attention. To break through the noise, we initially narrowed our evaluation by focusing on products capable of responsibly serving enterprise-level marcom professionals. The criterion for inclusion includes our reviews of their:

Enterprise Readiness
In order to serve the demands of larger companies, we specifically looked at how vendors approached data safeguards, their ecosystem and cloud integrations, and how user-friendly they made their interfaces.

Ethical Considerations
With the importance of trust, we considered the ethical and risk management concerns around AI models (*especially* when deploying AI in high-stakes environments) and reviewed how vendors address these concerns.

Financial Status
In efforts to predict the potential longevity of a product, we reviewed the investors and/or corporate backing as a proxy for their stability and likelihood of staying competitive in the years to come.

Model Data and Quality
The value of the output of an AI product largely depends on the input and training of its underlying model, so we evaluated the quality of the data sets, or presumed data sets, that power these tools.

Explainability
To gauge the tools' potential at gaining user confidence, we investigated how easy to understand the products are and how well they function with respect to their outputs.

These criteria helped us trim down a massive list to the few products— the leaders for each category—you'll see in the coming pages.

We selected these leaders through an all-encompassing approach, focusing on holistic products that offered a wider range of capabilities rather than narrowing our focus to those products that fill a specific need.

Many of the companies we initially reviewed did not prove fully enterprise ready, making the bar for inclusion high; you can consider all the vendors covered in the report viable options, suitable for larger-scale priorities and requirements.

Evaluation Against Use Cases

Once we identified the qualifying vendors who cleared the bar, we reviewed their potential for marcom professionals by evaluating each against a standard set of functional use cases for the respective categories. Basically: how well do they do the thing you need them to do?

According to our research, enterprise marcom professionals mostly use generative AI in the following six ways:

Writing
In the context of high-quality written content production, leveraging generative AI is a smart approach for the enterprise. These tools can quickly draft various types of text-based communications, including articles, reports, emails, and video scripts accurately and at scale. This capability greatly helps boost process efficiency and productivity while maintaining a consistent and professional tone across communications.

Research
Gathering, synthesizing, and interpreting information from vast datasets is a large job—and the processes around it can be cumbersome for researchers and analysts. But AI tools can make swift work of this. Extracting relevant information from documents and spreadsheets, summarizing research papers, and even identifying trends and patterns within data has never been easier or more efficient.

Ideation
Is your team finding it difficult to think of new ideas? Generative AI can be a powerful tool for kickstarting the creative process of brainstorming and idea generation. Whether for product development, marketing campaigns, or strategic planning, AI can provide a springboard for fostering novel ideas, new ways of thinking, overall team creativity, and innovative solutions.

Design
Designers are increasingly incorporating generative AI to accelerate processes. From fostering design concepts to creating detailed graphics and layouts, these tools can guide designers as they explore different styles and ideas. This saves time and resources, enabling more experimentation, refinement, and the fast (but high-quality) production of visual content.

Synthesis
Generative AI is particularly useful in business intelligence and strategic planning. These tools can fuse and interpret information from multiple sources, providing comprehensive overviews, cohesive conclusions, and actionable insights, thus leading to more informed decision-making.

Analysis
AI excels at analyzing large datasets, thus quickly identifying trends, correlations, and anomalies. This capability is especially valuable for making data-driven decisions and doing so efficiently. Market analysis, customer behavior analysis, and operational analytics are all prime examples of how generative AI can process complex data sets quickly and provide valuable insights that, in turn, drive strategic actions and desired outcomes.

For our research on major LLMs, we have evaluated them across all six use cases. For Creative and Design category tools we have focused on subsets of design capabilities; for the Analytics and Social Listening category, we have focused on subsets of analysis functionality.

Please note: our analysis, while specific to marcom professionals, is generalized for any enterprise. Therefore, it is important to weigh these solutions and their capabilities against your organizational needs and workflows, as well as tech and compliance policies, budgetary considerations, and other factors specific to your business.

Full Research Methodology

We brought each qualifying vendor through a rigorous evaluation process, including:

Initial Vendor Research
Through a combination of proprietary tools and comprehensive web research, we compiled a list of the most relevant LLM providers and generative AI vendors, totaling 187 vendors.

Initial Vendor Evaluation
Our research team used an internally developed tool, trained on our evaluation criteria, to provide initial scoring, justification, and sourcing for each of the initial 187 vendors.

Secondary Vendor Evaluation
Edelman researchers then blind-scored each other's assigned vendors against the enterprise evaluation criteria based on publicly available data.

Top Vendor List Creation
Based on blind scoring across prioritized criteria, we refined the number of vendors to create a list of finalists you will see mentioned in the report.

Survey Evaluation
For these finalists, Edelman conducted a market research survey targeting key persona segments, gathering insights into the market perception of the top vendors.

Vendor Calls
Edelman conducted calls with the finalist vendors from the Analytics and Social Listening and Creative and Design use cases to request the latest enterprise offerings and roadmap information.

Tool Demos and Testing
Through demos provided during vendor calls and Edelman's internal testing of each tool, we determined a set of use cases for each category of tools in this report, and scored each tool against those use cases based on performance.

Final Edelman Evaluation
Upon receipt of the survey results, Edelman performed a comprehensive review of all data inputs against the top vendors in each use case and the major LLMs. This process determined the final analysis of vendors in this report.

Disclosures

Finally, like any organization, Edelman uses vendors as part of our standard operations— and some of these companies are part of the generative AI space. Additionally, some of our clients are part of the industry. However, our relationships with these companies or their employees have no bearing on our recommendations, and we developed our research methodology intentionally to remove any opportunity for bias.

1

Major LLMs

LLMs, while still evolving, are highly capable tools for enterprise applications, particularly within marketing and communications, because of their broadly capable functionality and simplistic chat-centric interfaces.

The primary enterprise-ready players in this domain— including OpenAI's ChatGPT Enterprise, Google's Gemini, Anthropic's Claude, Writer, and Microsoft 365 Copilot— have made significant investments in ensuring that their solutions satisfy stringent criteria regarding data protections, ease of use, and achieving trust.

We split our evaluation of LLMs across the six marcom use cases in efforts to identify the top recommendations for each category. For each section we have also provided our rationale for the recommendations, along with any honorable mention vendors.

We're confident in our thorough analysis of LLMs and have found value in the use case-driven framework for selecting and utilizing these technologies.

Mirza Germovic
Vice President
AI Advisory, Edelman

Overall Comparison of Major LLMs

KEY

- Microsoft 365 Copilot
- ChatGPT Enterprise
- Writer
- Claude
- Gemini
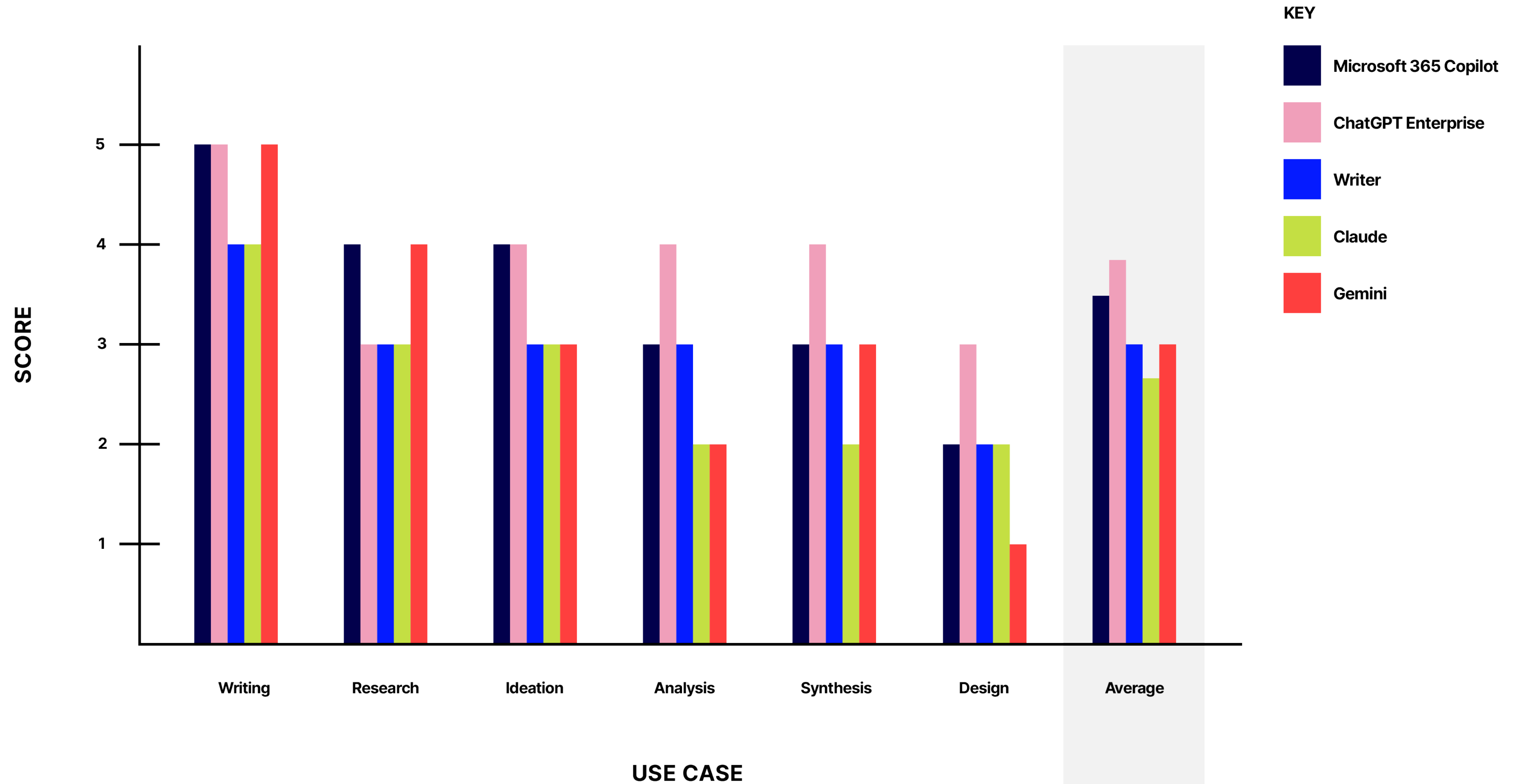
USE CASE:
Writing

During our evaluation of writing capabilities, we found **ChatGPT Enterprise, Gemini, and Microsoft 365 Copilot** stood out above the rest because of their strengths related to:

Information Processing
ChatGPT Enterprise excels in its ability to process large volumes of information, as well as understanding nuanced topics, making it ideal for creating in-depth white papers, research summaries, and thought leadership articles.

Relevant Information Retrieval
Gemini, like other AI models, is trained on a diverse range of data sources, and its integration with Google's ecosystem provides access to credible, up-to-date information. It is capable of generating relevant insights based on the latest data it has been trained on, enhancing the credibility and relevance of the content it produces for the writing use case.
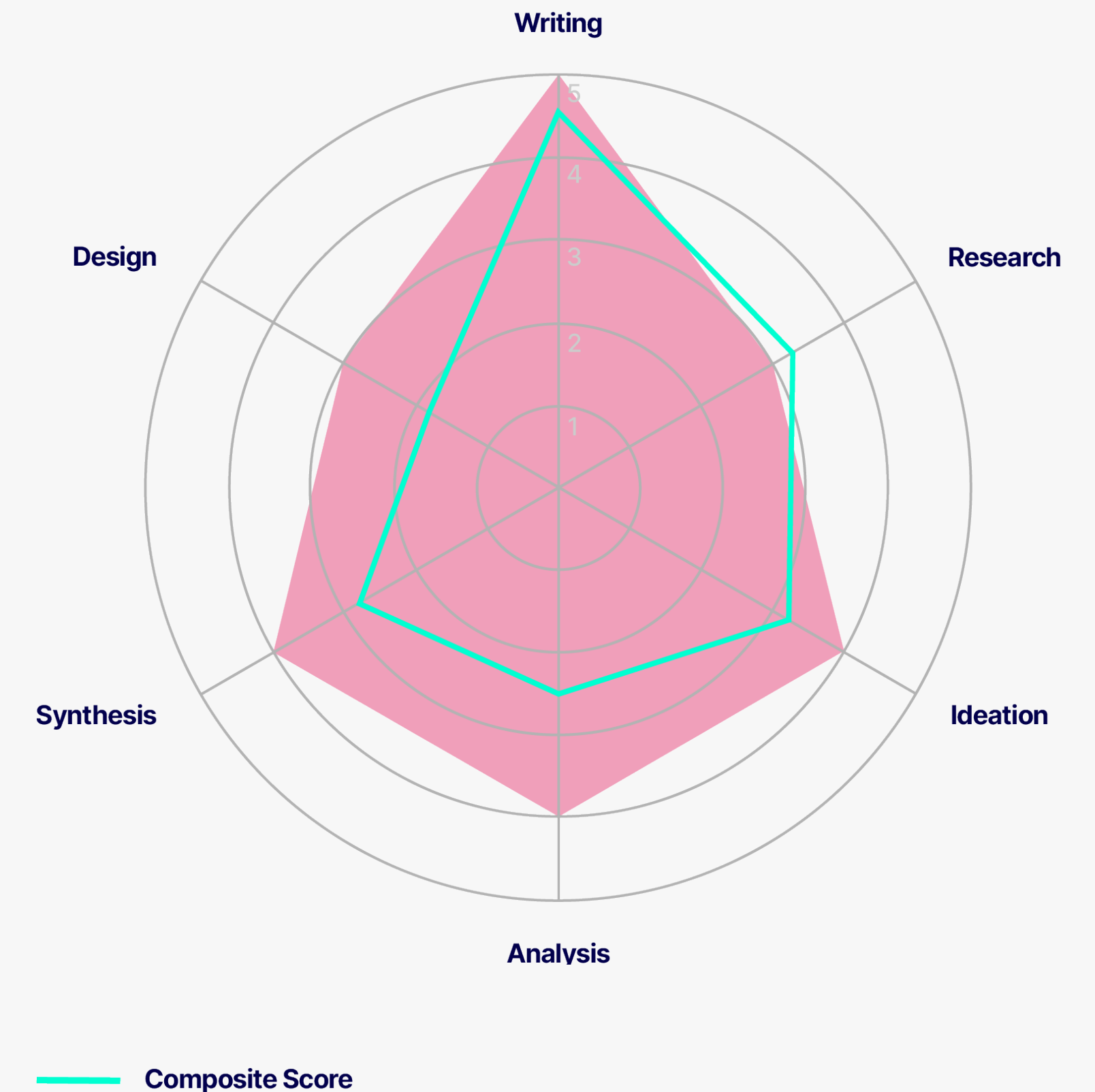
Voice Consistency
Microsoft 365 Copilot excels at maintaining a consistent voice and tone across various types of communication due to its seamless integration with the Microsoft 365 suite.

Honorable Mentions
Claude, Writer

Capability Scores:
ChatGPT Enterprise

— Composite Score

USE CASE:

Research

Gemini and Microsoft 365 Copilot earned the spotlight as exemplary tools because of their strengths in simplifying aspects of the research process, including:

Web-based Research
Gemini excels at external web-based research, with its ability to not only identify but also prioritize high-quality sources, ensuring that the information presented is both accurate and relevant.
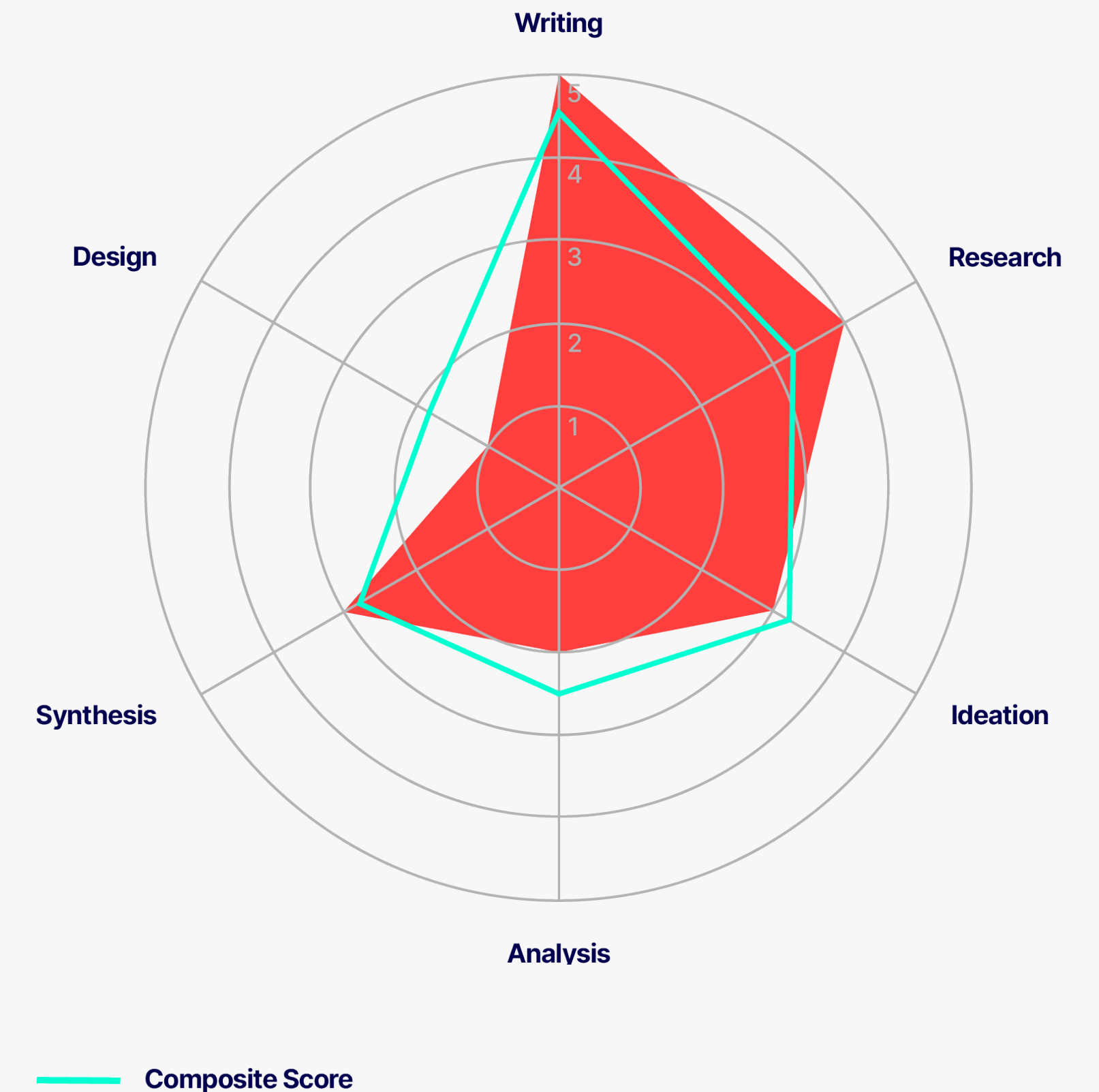
Enterprise Ecosystem Research
Microsoft 365 Copilot emerges as a powerful tool for research, particularly within enterprise environments that rely on the Microsoft Office ecosystem. It delivers the ability to draw upon existing, proprietary data sets and documents stored within the Microsoft 365 suite.

Honorable Mentions

ChatGPT Enterprise, Claude, Writer

Capability Scores:
Gemini

Radar chart with axes: Writing, Research, Ideation, Analysis, Synthesis, Design. Scale 1–5. Legend: Composite Score.

USE CASE:

Ideation

Our evaluation determined that **Microsoft 365 Copilot and ChatGPT Enterprise** stood out as best-in-class tools when it comes to guiding the creative thought process, especially in the following critical areas:

Idea Refinement
Both tools acted as an effective conceptualization partner, demonstrating not only consistent access to knowledge bases, but also the ability to incorporate past interactions and conversations into the ideation flow.

End-To-End Campaigns
Enterprise social media teams will draw tremendous benefit from ChatGPT Enterprise and Microsoft 365 Copilot, due to their ability to plan, outline, and iterate through simple natural language prompting.

Seamless Integration
Both ChatGPT Enterprise and Microsoft 365 Copilot seamlessly integrate into existing enterprise communications workflows, enhancing the tools' usability, making them leaders in driving creative processes and brainstorming sessions within large organizations.

Honorable Mentions

Gemini, Claude, Writer

Capability Scores:
Microsoft 365 Copilot

Writing / Research / Ideation / Analysis / Synthesis / Design

—— Composite Score
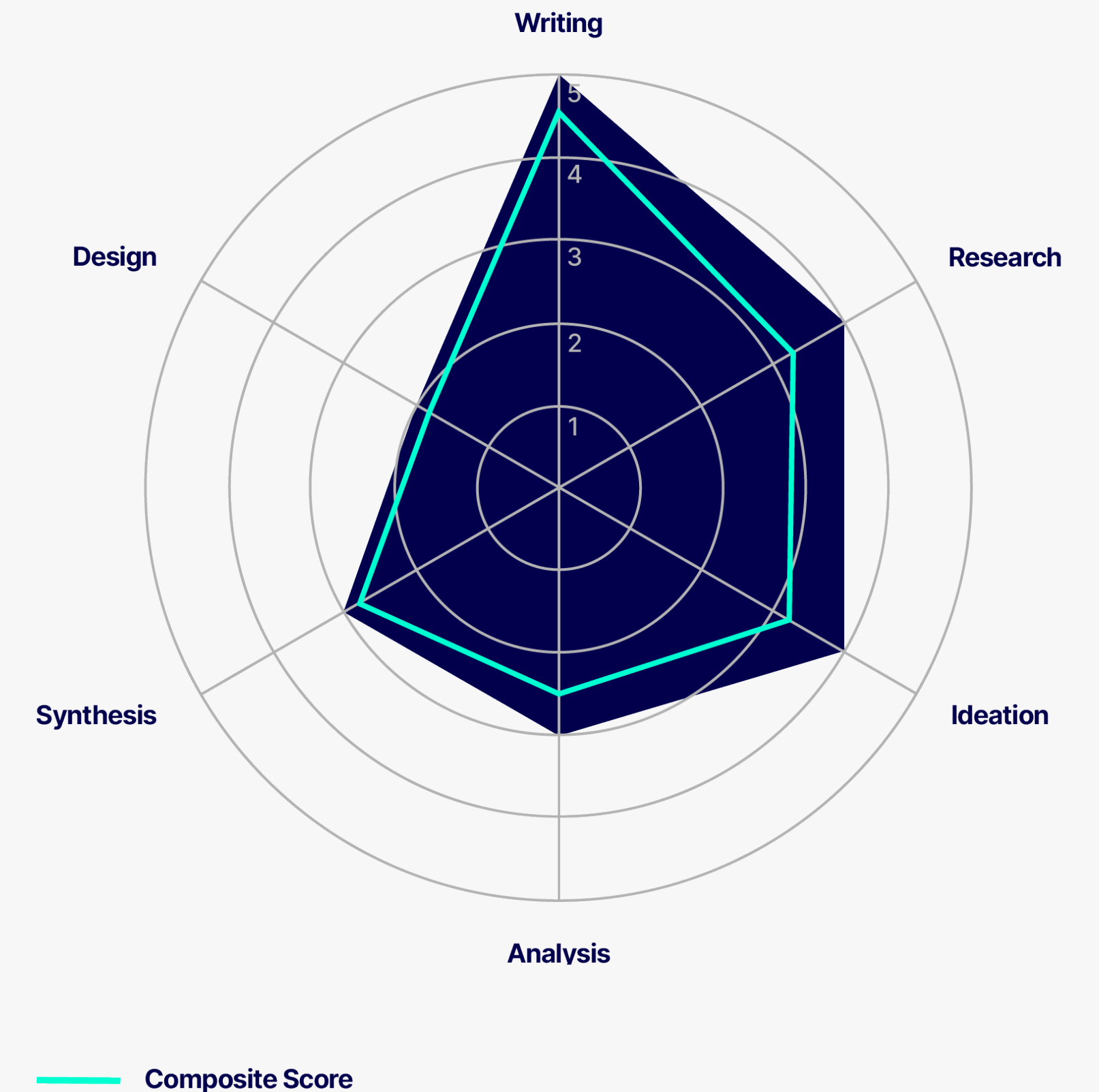
USE CASE:
Synthesis

ChatGPT Enterprise and Microsoft 365 Copilot demonstrated excellence in recalling specific data points from extensive information sets and transforming this data to create informative, easily-understood summaries. This facilitates better comprehension and in turn, new ideas. The leaders also showed strength in:

Content Summarization
ChatGPT Enterprise and Microsoft 365 Copilot stood out for their ability to extract key ideas from large volumes of dense text and data, making them strong tools for easily and quickly understanding campaign elements such as pitches, press releases, and client communications.

Ecosystem Integrations
Microsoft 365 Copilot proved highly capable due to its Office ecosystem connection, enabling it to quickly read data, establish patterns, and make recommendations based on those findings.

Honorable Mentions
Writer, Gemini, Claude

USE CASE:
Design

Designers leverage AI to boost efficiency for their creative processes, including exploring style options, refining designs, and visually ideating via the DALLE-3 integration. Working within this context, **ChatGPT Enterprise** stood out because of its:

Prompting Capabilities
ChatGPT Enterprise helps design professionals draft precise prompts with greater ease for more powerful visual concepts, thus allowing users to transform general ideas into specific, actionable prompts that can better deliver what they have in mind.

Brief Understanding
One of ChatGPT Enterprise's notable capabilities is its understanding, and ability to expand on, creative briefs. Essentially, a designer can use the tool to include additional options and solutions that improve the quality of discussions, potentially leading to better decisions.

Workflow Integration
ChatGPT Enterprise easily integrates into existing workflows, helping designers maximize their productivity and optimize their creativity.
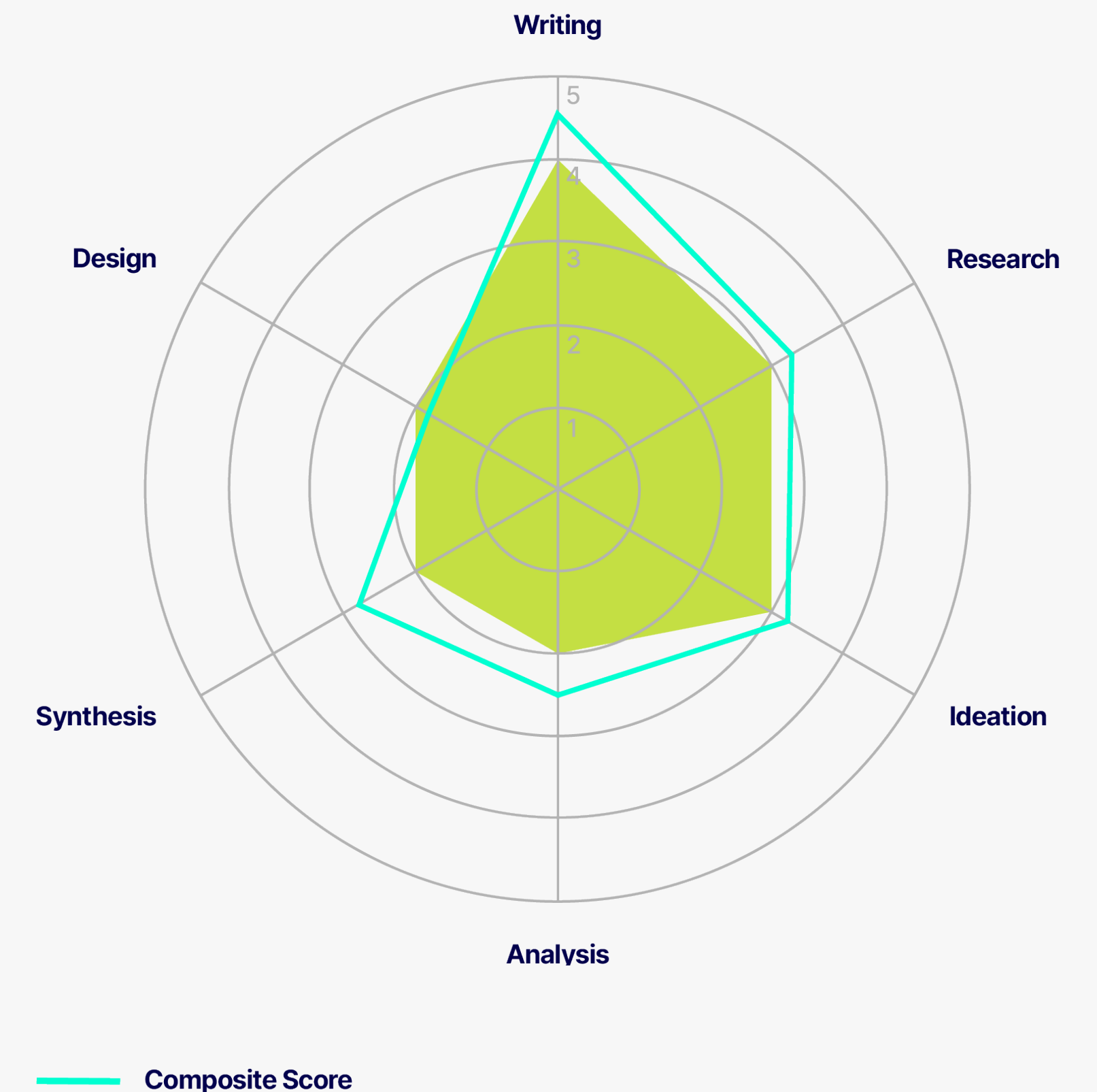
Honorable Mentions
Writer, Claude, Microsoft 365 Copilot, Gemini

Capability Scores:
Claude

— Composite Score

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USE CASE:
Analysis

The ideal AI analysis tool processes vast amounts of data and generates meaningful insights to help marcom professionals tailor campaigns, personalize communications, and develop consumer-focused strategies. In this respect, **ChatGPT Enterprise, Microsoft 365 Copilot, and Writer** took the spotlight as category leaders, with specific strengths in:

Qualitative Analysis
Among the leading tools, ChatGPT Enterprise excels in analyzing qualitative data like customer feedback and social media interactions, uncovering trends and sentiments that inform more nuanced strategies.

Analysis Integration
Microsoft 365 Copilot seamlessly integrates with Microsoft applications, automating data analysis tasks and generating predictive insights within familiar environments like Excel and Power BI.
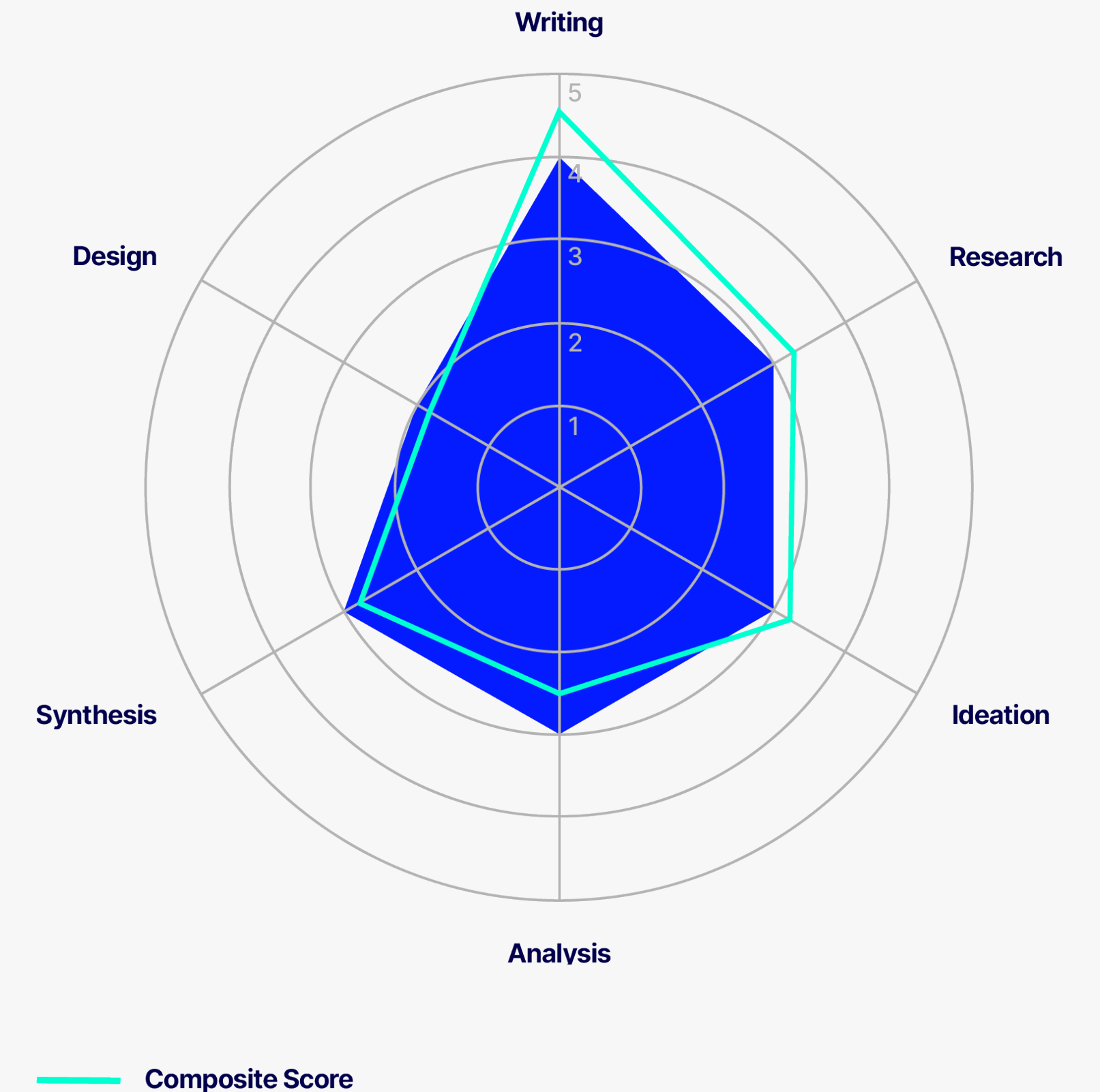
Summaries and Trendspotting
Writer transforms raw data into coherent and relevant narratives, producing detailed reports and summaries that highlight key insights and trends.

Honorable Mentions
Claude, Gemini

Capability Scores:
Writer

Radar chart with axes: Writing, Research, Ideation, Analysis, Synthesis, Design. Scale 1–5. Composite Score.

— Composite Score

WHAT WE LEARNED:

How LLMs Help Marcom Today

Our analysis of the top enterprise-ready LLMs revealed ample value for marketing and communication use cases. While we caution any enterprise on leveraging AI to replace humans, the tools identified as leaders in this report excel at reducing human effort, allowing greater efficiency, productivity, and more time spent on other enterprise priorities. Through our research, we observed enterprise marcom teams using major LLMs for:

Personalized Marketing Campaigns
LLMs are being used to analyze vast amounts of customer data, including factors such as preferences and behaviors, enabling businesses to refine and more effectively tailor their messaging to better resonate with their target audience.

Content Creation and Management
LLMs are powerful tools that can facilitate faster, scalable creation of high-quality content that is consistent and aligned with brand voice, powering everything from social media content to SEO blog posts, and even detailed reports.

Customer Engagement
LLMs, via chatbots and virtual assistants, can respond to real-time inquiries accurately and with helpful answers, freeing up human agents for more complex issues, thus improving customer satisfaction and loyalty.

Internal Communications
LLMs are improving the quality of internal communications with real-time language translation and context-aware messaging, helping reduce language barriers for global team collaboration.

Market Analysis and Insights
Enterprises are increasingly leveraging LLMs to analyze market trends and consumer sentiment, distilling data and delivering insights that help marketing leaders make informed, strategic decisions and stay ahead of the competition.

LLMs are rapidly evolving technologies that are bound to continue to mature.

From our research experience, we expect to see further advancements in their multi-modal functionalities, such as with voice and image recognition, improving how we interact with these tools. We also anticipate LLMs to develop more niche capabilities, unlocking more use cases for marcom professionals.

In our future reports, Edelman will continue to evaluate these updated functionalities, offering a perspective on how these innovations drive business value within communications teams.

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Creative & Design Tools

Today's leading LLMs provide broad functionality for much of what marcom professionals may need, **but use cases in this category often require a more focused approach and specialized functionality.**

Alexia Adana
Director of Creative Technology, AI, Edelman

Fortunately, the advent of AI-powered design and content tools has revolutionized the way businesses approach content creation, making it faster, more efficient, and increasingly accessible to a broader range of users. These advanced tools enable teams to produce high-quality visual, audio, and video content faster, reducing production costs and accelerating time-to-market.

However, as enterprises aim to minimize risk while embracing these transformative technologies, it's essential to recognize the potential challenges associated with the ambiguous sources of training data. Ensuring ethical use and addressing biases is critical to maintaining the integrity and effectiveness of these AI-driven solutions. When evaluating creative tools, we explored each offering's approach to responsible AI, looking into how well the products respect intellectual property rights and source their training data. We have only recommended tools with thoughtful approaches.

Overall, we reviewed over two dozen AI-powered design tools, and in this section, we'll share our findings around solutions for creative and design use cases that met our criteria for being the most enterprise-ready, and some of the tools we identified as rising stars.

Category Evaluation
Having met the same enterprise-ready criteria as the LLMs, we reviewed tools in the category against functional-specific topics. We evaluated each product's generative capabilities and the quality of the output, along with their ecosystem integrations and product roadmap. With less overlap in their specialties, we've selected one recommended product in each category.
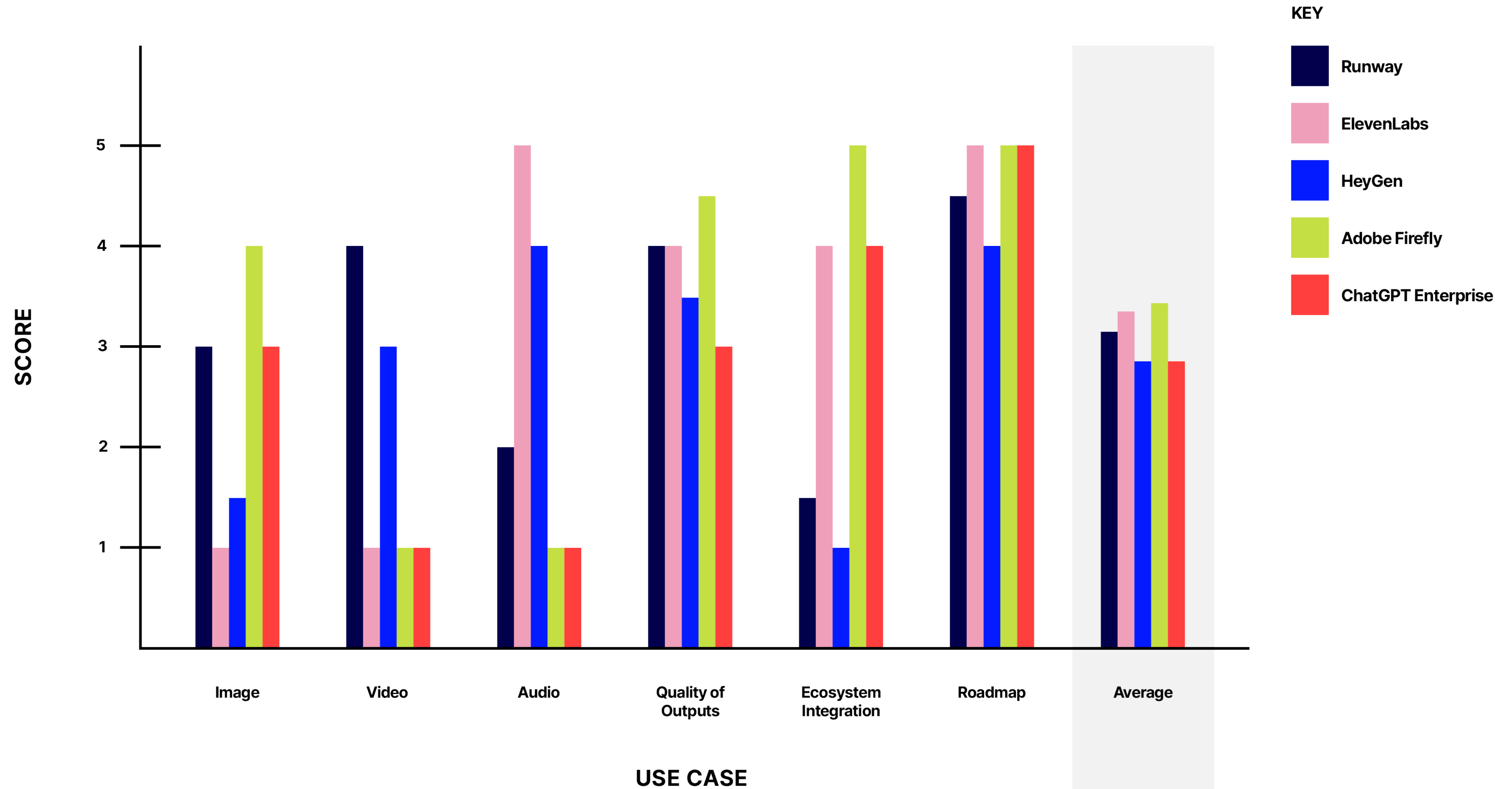
Gabe Michael
Executive Producer, AI Edelman

Edelman

Overall Comparison of Creative and Design Tools

KEY

- Runway
- ElevenLabs
- HeyGen
- Adobe Firefly
- ChatGPT Enterprise

SCORE

USE CASE

USE CASE:

Images

Adobe offers the strongest toolset for image generation due to both the strength of the AI capabilities of Firefly, its generative AI model, and the functionality built-in across numerous Creative Cloud products. This combination makes Adobe well positioned for widespread enterprise use.
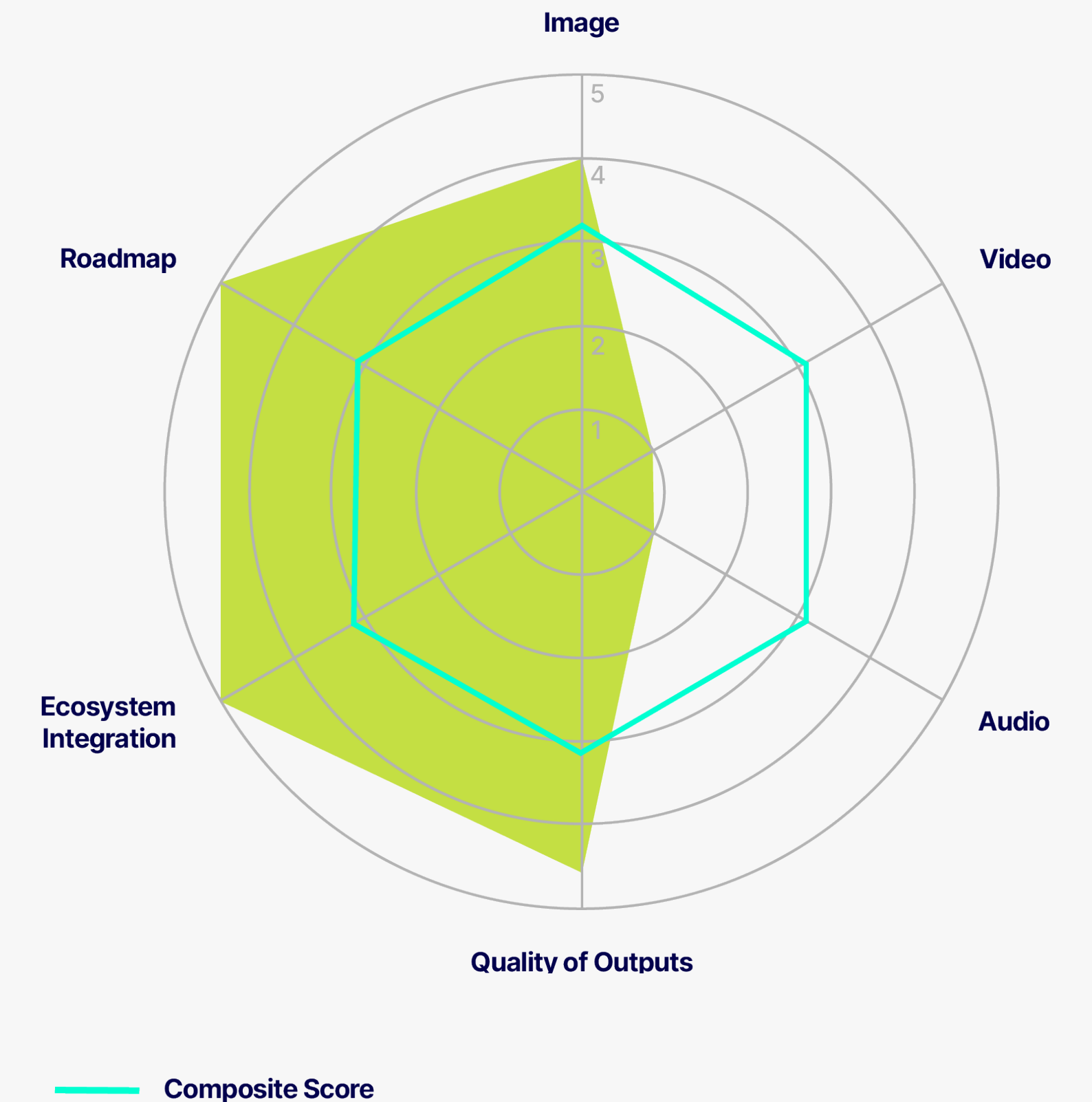
Image Generation
Adobe's Firefly delivers a broad range of functionality, including text-to-image creation, as well as generative-fill and generative-removal capabilities in images; the integration with Photoshop, Illustrator, and Lightroom puts AI capabilities directly into existing workflows.

Responsible AI
Adobe aims to gain confidence with enterprise customers by offering intellectual property indemnification. The company boasts a responsibly sourced training dataset, along with tools to help content creators protect the work they develop.

Honorable Mention

Runway

In addition to Adobe, Runway offers strong functionality around image creation, image editing, and a range of custom style models. OpenAI's Dalle-3 is incorporated into ChatGPT Enterprise for quick image generation, but its quality and functionality lag for more design-focused use cases.

Capability Scores:
Adobe Firefly

— Composite Score

USE CASE:
Video

From our testing, **Runway's** Gen-3 alpha video model leads the market, having recently improved its video fidelity, consistency, and motion capabilities. Additionally, this model has been released with a new set of safeguards, including C2PA provenance standards, to help prevent misuse of content. Runway earned its recommendation because of its approach to:

Industry Customization
Runway offers fine-tuning and customization of its Gen-3 Models, providing more stylistic video control and character consistency—a much-needed next step in AI video for enterprise adoption.

Responsible AI
Runway offers enterprises full ownership of all outputs for commercial use, guaranteeing that proprietary prompts and data are never used for training models; additionally, they are SOC 2 compliant with single sign-on capabilities. Like Adobe's indemnification coverage, Runway markets protections for enterprise users.
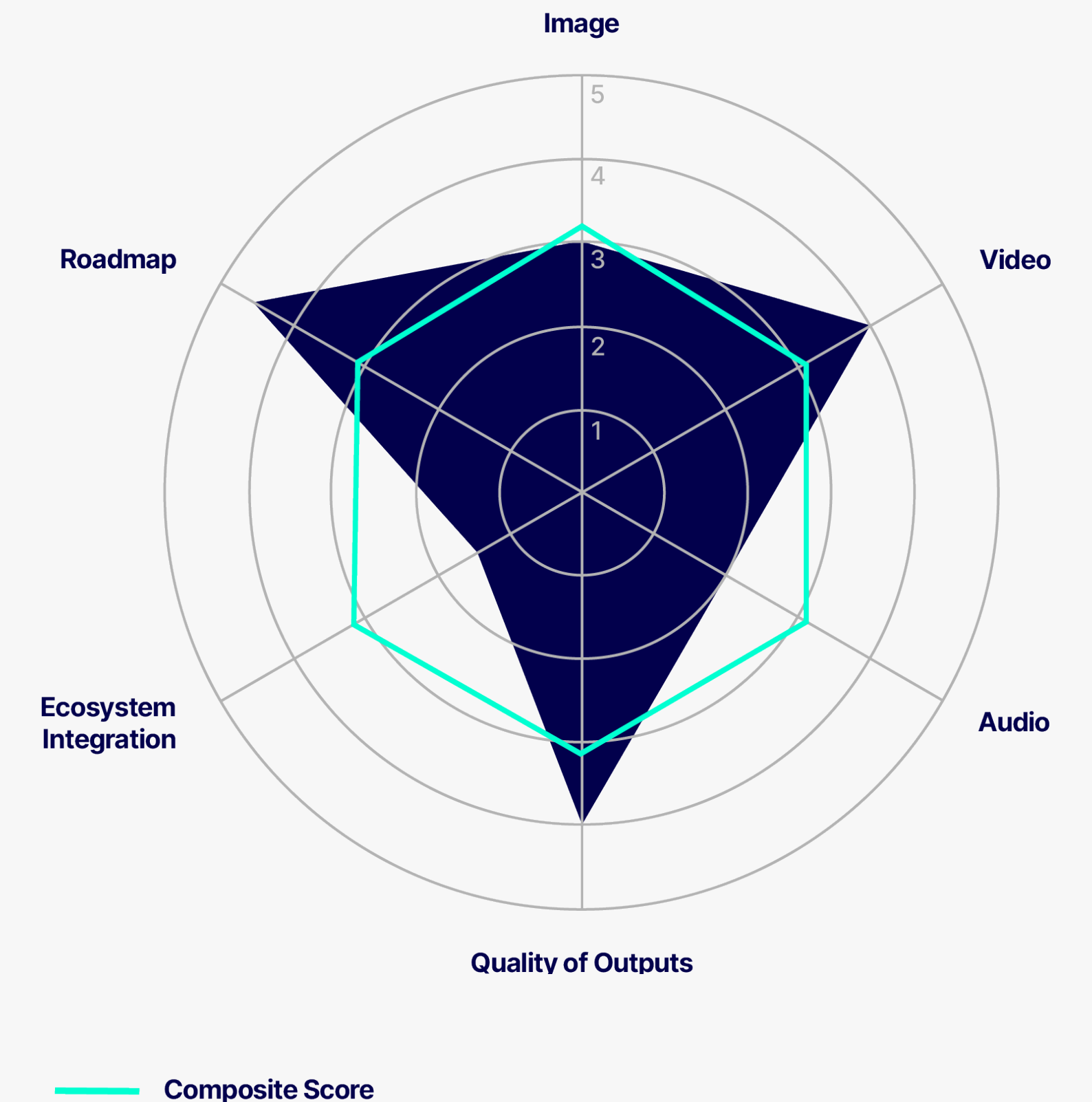
Integration
Runway offers programmatic integrations through its API capabilities, helping the advanced video functionality operate in other design tools like Canva, to simplify the workflows for design professionals.

Honorable Mention

HeyGen

While its limited video functionality differs from Runway's capabilities, HeyGen provides a highly capable offering for its AI-generated avatars—an option for personalized trainings and customer engagement. Video models from Adobe and OpenAI's Sora were not commercially available at the time of research and therefore were not included; we plan to follow up in a future report.

Capability Scores:
Runway

Radar chart axes: Image, Video, Audio, Quality of Outputs, Ecosystem Integration, Roadmap. Scale 1–5.

— Composite Score

USE CASE:

Audio

With a broad range of features around creating, editing, cloning, and modifying speech capabilities, **ElevenLabs** delivers enterprise-ready audio generation.

Diverse Industry Offerings
The breadth of capabilities from ElevenLabs' AI models sets it apart and enables specialization across a range of speech-based use cases. This includes character creation for media and entertainment and digital avatars for conversational AI agents.

Promising Roadmap
With additional features like text-to-music on the roadmap, ElevenLabs is becoming the go-to standard for audio generation.

Capability Scores:
ElevenLabs
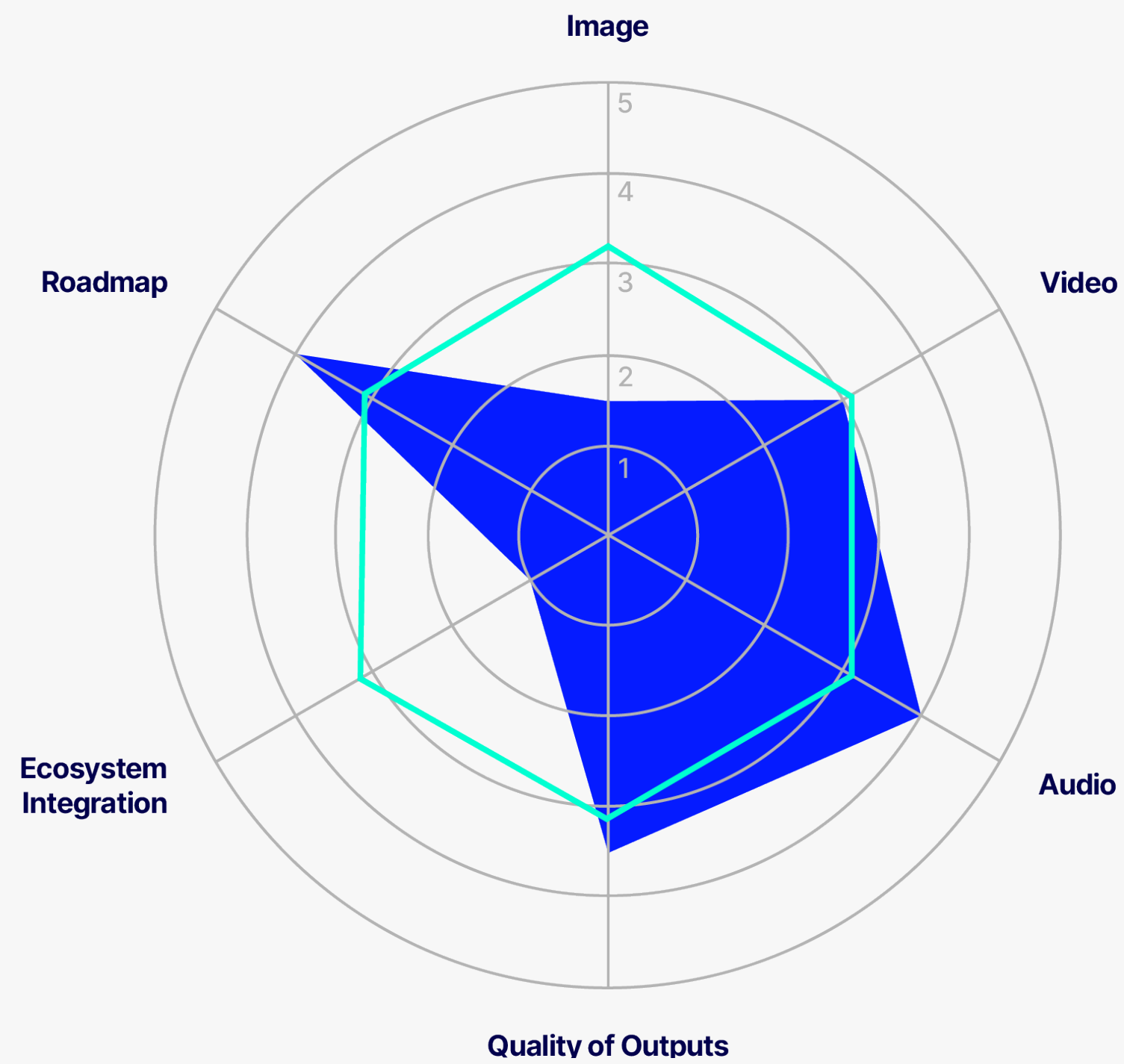
— Composite Score

Honorable Mention

Runway

While Runway has its own capable voice and audio models, the usability is more focused towards lip-syncing to its video clips and isn't quite up to par with the customization and quality of voice models that ElevenLabs offers.
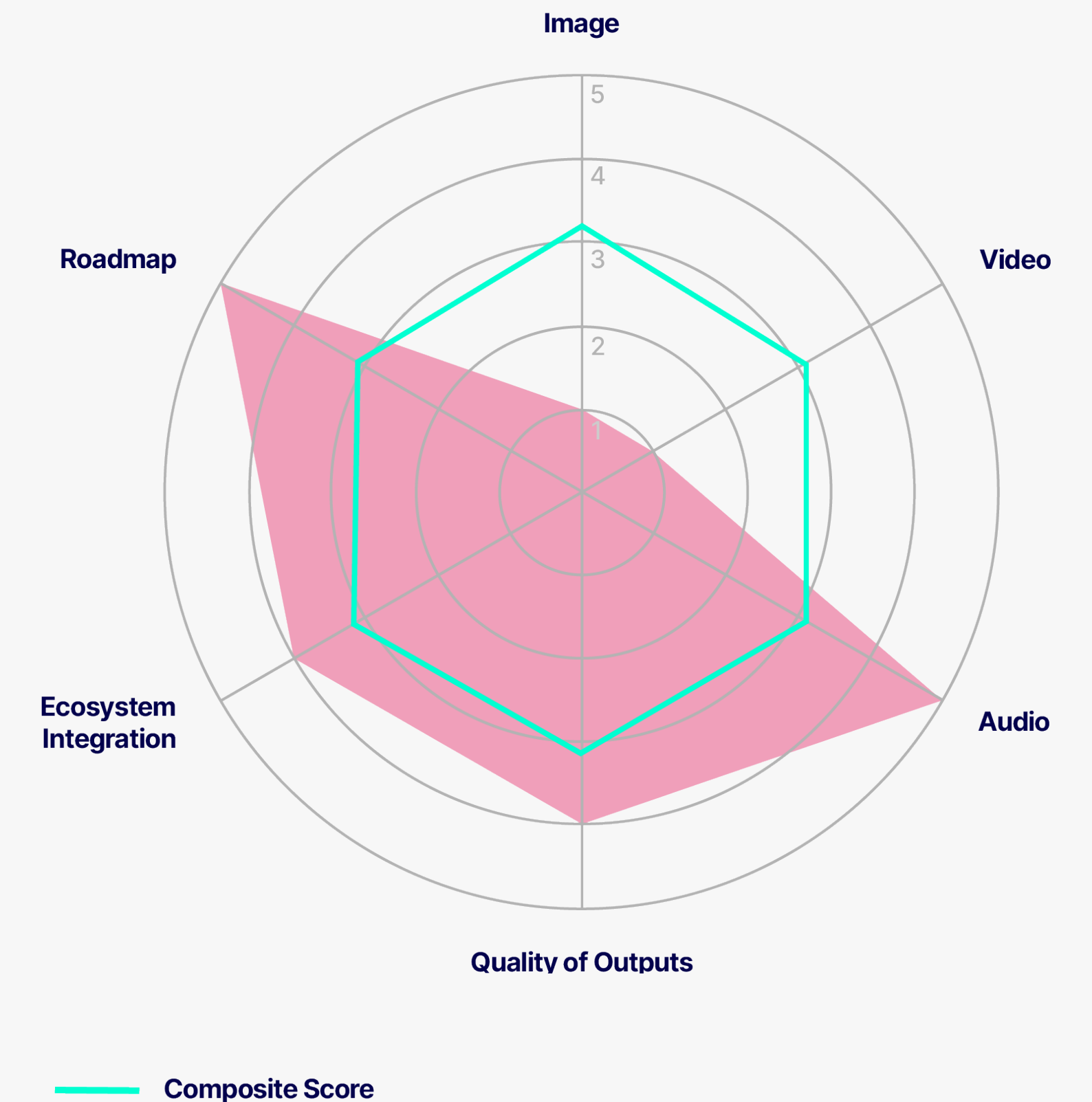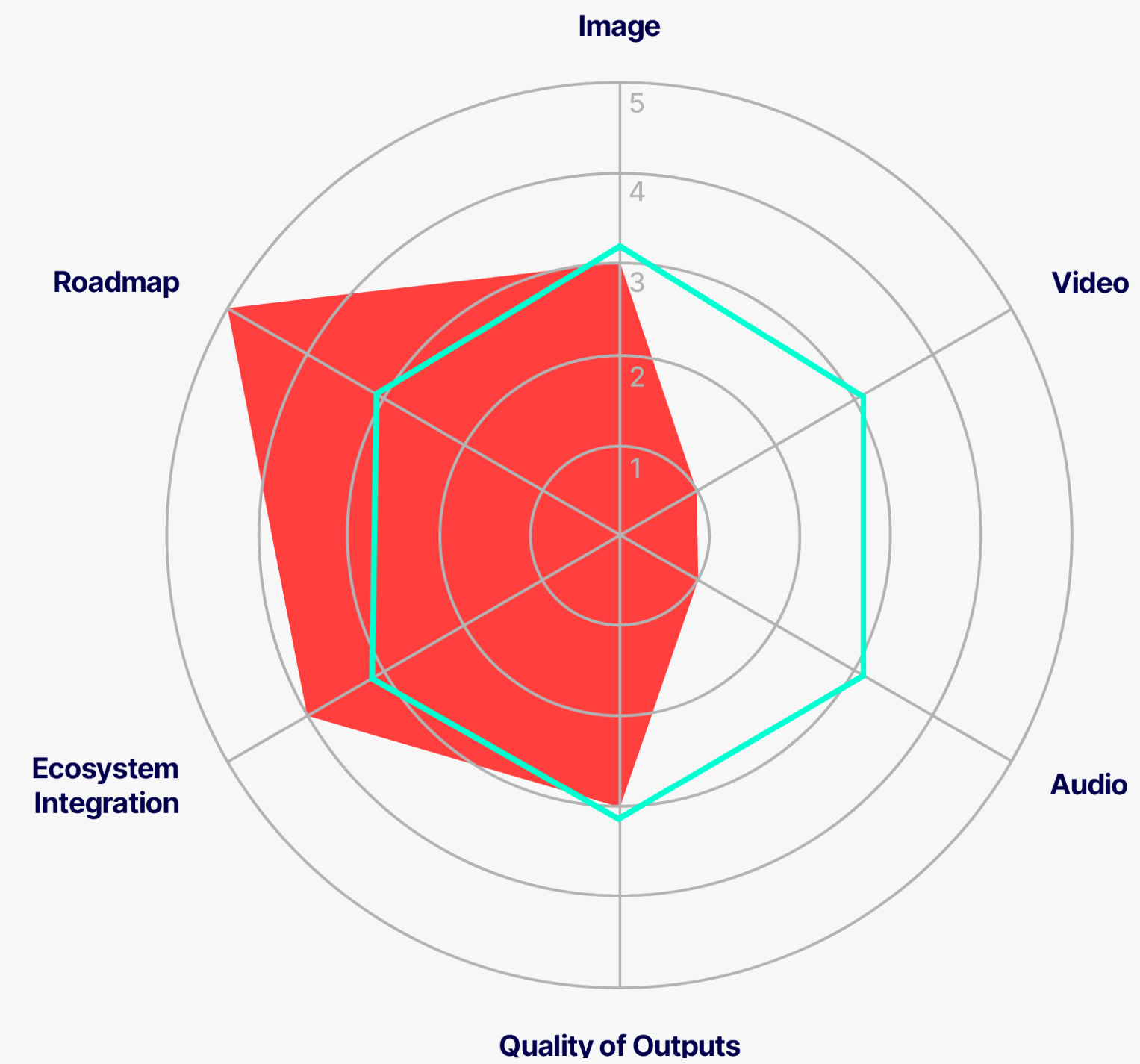
ADDITIONAL TOOLS

Capability Scores:
HeyGen

ChatGPT Enterprise

WHAT WE LEARNED:

How Marcom Uses Creative and Design Tools

Throughout our research on Creative and Design tools, we spotted several consistent trends of the businesses using generative AI:

Accelerated Creativity

Enterprises are leveraging AI tools to significantly speed up some of their creative workflows, reducing the time from concept to execution on smaller, low-lift projects.

Cost Efficiency

By automating complex design processes, these tools help reduce some costs associated with traditional design and production. They also offer the opportunity for content creation at the scale of both global and hyper-local markets.

Integration and Collaboration

Generative AI is easier to use than ever through simple connections between existing business tools. This places AI right into legacy processes and enables collaborative efforts and smoother workflows.

Data Concerns

While these tools offer significant benefits, enterprises must remain vigilant about the sources of training data, ensuring ethical use and addressing potential biases.

The market is already brimming with generative AI-powered design tools for enterprise-focused Creative and Design-category use cases.

Based on our research, emerging trends, and conversations with market leaders, we anticipate continued advancements in capabilities and simplicity of use; in the future, nearly all design tools will offer some level of generative AI capabilities or integrations.

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Analytics &
Social Listening

Generative AI has accelerated the long-running evolution of data and analytics technologies, **with companies increasingly embracing innovation to expand their capabilities.**

Integrating generative AI into analytics workflows has unlocked new levels of speed to gaining meaningful insights, freeing up hours of analyst time. These advancements are not incremental improvements; rather, they represent a significant and accelerated leap forward in the ability to process, analyze, and act on vast amounts of data in real-time. It is in the context of this advancement for marcom professionals and enterprise insights that we focus our analysis.

Category Evaluation
For this analysis, we conducted a thorough evaluation of 16 key players in the analytics and insights sector. This analysis aimed to identify which companies are truly leading the industry in the adoption and implementation of generative AI technologies.
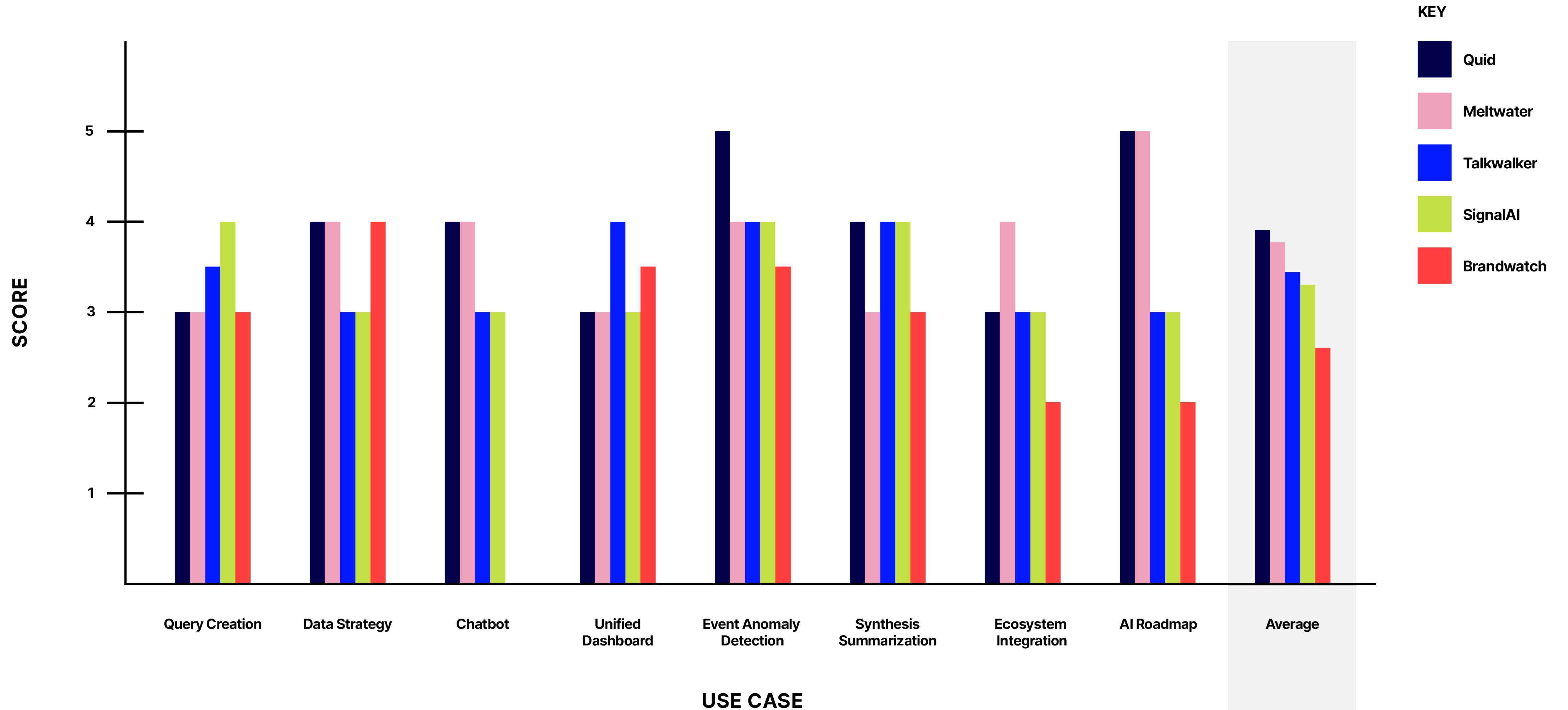
While evaluating analytics companies, we took an AI-centered look at their offerings to understand the value AI brings to the insights and user experience. We also dug deep into each company's product roadmap related to AI, to understand the potential future for each offering.

Among the broader pool we evaluated, five distinguished themselves as enterprise-ready category leaders in the race to deliver faster, more actionable insights for marcom professionals. These leaders have not only integrated generative AI into their core offerings but have also demonstrated a deep understanding of how to leverage these technologies to drive business outcomes.

Noel Christopher
Senior Vice President
Trust Product, Edelman

Edelman

Overall Comparison of Analytics and Social Listening Tools

KEY
- Quid
- Meltwater
- Talkwalker
- SignalAI
- Brandwatch

SCORE

USE CASE

Query Creation · Data Strategy · Chatbot · Unified Dashboard · Event Anomaly Detection · Synthesis Summarization · Ecosystem Integration · AI Roadmap · Average

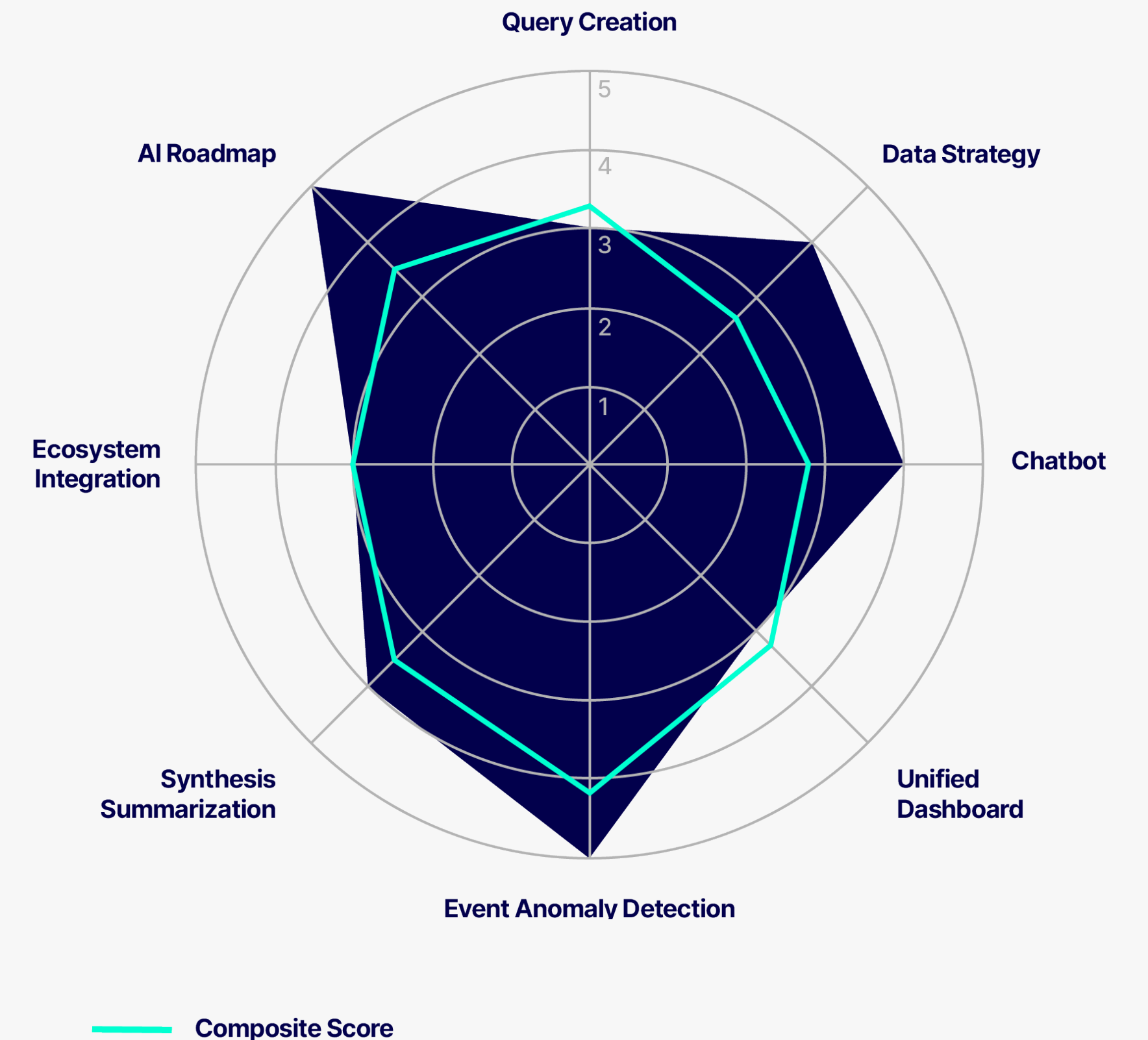**LEADING RECOMMENDATIONS:**

Quid & Meltwater

We identified the two category leaders based on their ability to seamlessly integrate generative AI into existing analytics ecosystems, providing users with tools that are both powerful and easy to use. They have successfully addressed the challenges of scalability, model integration, and user experience.

Quid: Seamlessly Embedded Generative AI Systems
Quid's suite of tools significantly enhances analytical capabilities. The AI Search feature enables analysts to quickly craft more creative and accurate searches within the dashboard. Ask Quid further elevates this experience by providing specialized AI assistants that deliver real-time, contextually relevant insights from diverse consumer and market datasets, allowing for more precise and informed analysis. Quid's AI Summaries distill complex data into concise, actionable narratives, helping users rapidly identify key trends and make strategic decisions with confidence. Together, these tools position Quid as a leader in leveraging generative AI to drive efficiency, creativity, and strategic insight.

Capability Scores:
Quid

Query Creation, Data Strategy, Chatbot, Unified Dashboard, Event Anomaly Detection, Synthesis Summarization, Ecosystem Integration, AI Roadmap

— Composite Score

LEADING RECOMMENDATIONS:

Quid & Meltwater (cont.)

Their offerings meet the needs of a diverse set of users, from data scientists to business executives; these companies are well-positioned to capitalize on the growing demand for AI-driven insights. These leaders further cement their ranking with comprehensive and responsible data strategies, broad adoption of generative AI technology, and a generative AI-focused roadmap and future investment plan.

Meltwater: Boosting Productivity with Microsoft 365 Copilot Integration
Meltwater's AI Cluster technology organizes and highlights topic-related content, enabling users to quickly identify essential insights and previously unnoticed patterns.

Combined with the Microsoft 365 Copilot integration, which promises to deliver real-time brand and competitive intelligence within Teams, these innovations reduce the need for manual analysis, facilitating quicker and more accurate decision-making.

Capability Scores:
Meltwater

Composite Score
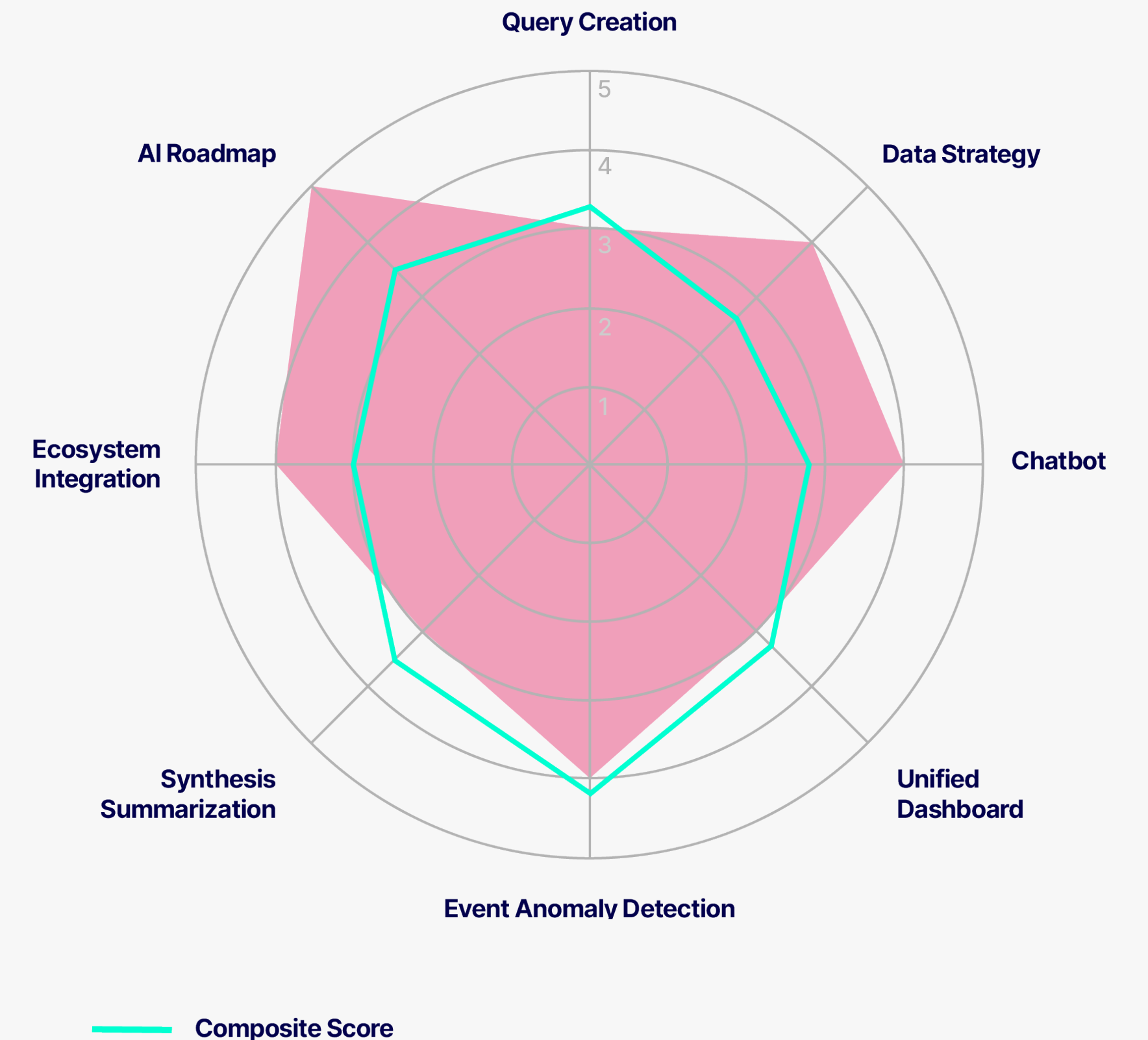
HONORABLE MENTIONS:
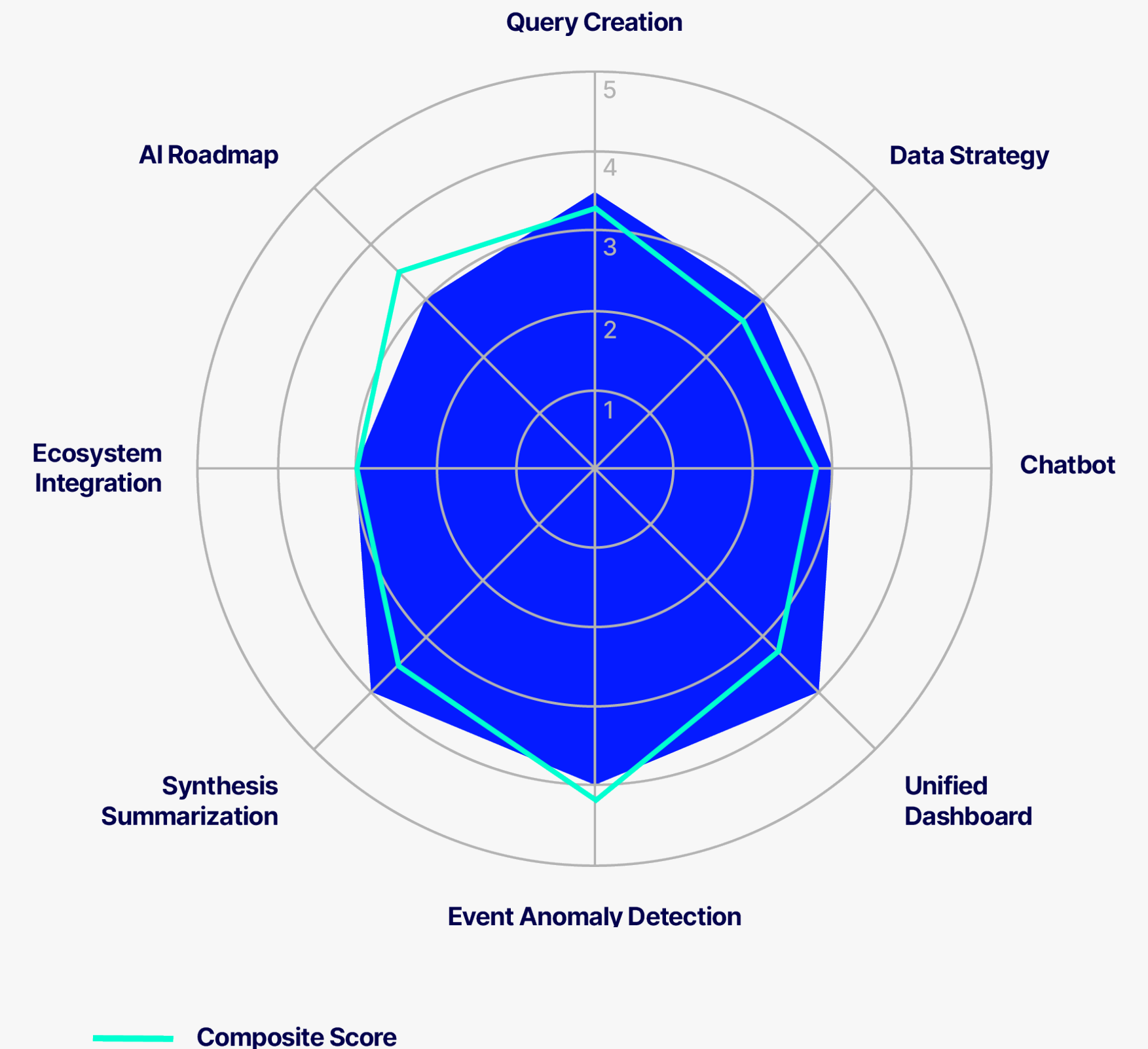
Talkwalker, SignalAI, and Brandwatch

During our landscape evaluations, various tools stood out by bringing their own unique, enterprise-ready value, and offering capabilities that distinguished them from the myriad other tools on the market. In this section, we'll include a short summary and list of what sets each tool apart from its peers.

Talkwalker: Flexible and Customizable AI Suite
Talkwalker's AI-powered dashboards deliver significant value by offering customizable summaries and instant insights directly within your reporting tools. Talkwalker complements its analysis functions with the 1-Click AI Classifier, which automatically segments and categorizes vast amounts of data with ease, allowing businesses to manage and analyze their social data more effectively.

Capability Scores:
Talkwalker

Radar chart with axes: Query Creation, Data Strategy, Chatbot, Unified Dashboard, Event Anomaly Detection, Synthesis Summarization, Ecosystem Integration, AI Roadmap. Scale 1–5.

——— Composite Score

HONORABLE MENTIONS:

Talkwalker, SignalAI, and Brandwatch (cont.)

Capability Scores:

SignalAI

SignalAI: Accelerating the Path from Insights to Action
Signal AI is bringing new innovations to marcom by using AI to eliminate the guesswork in topic discovery, allowing teams to uncover critical insights they might otherwise miss. The Topic Analysis feature uses AI to identify emerging trends and competitive movements, providing a nuanced understanding of the connections that matter most to businesses.
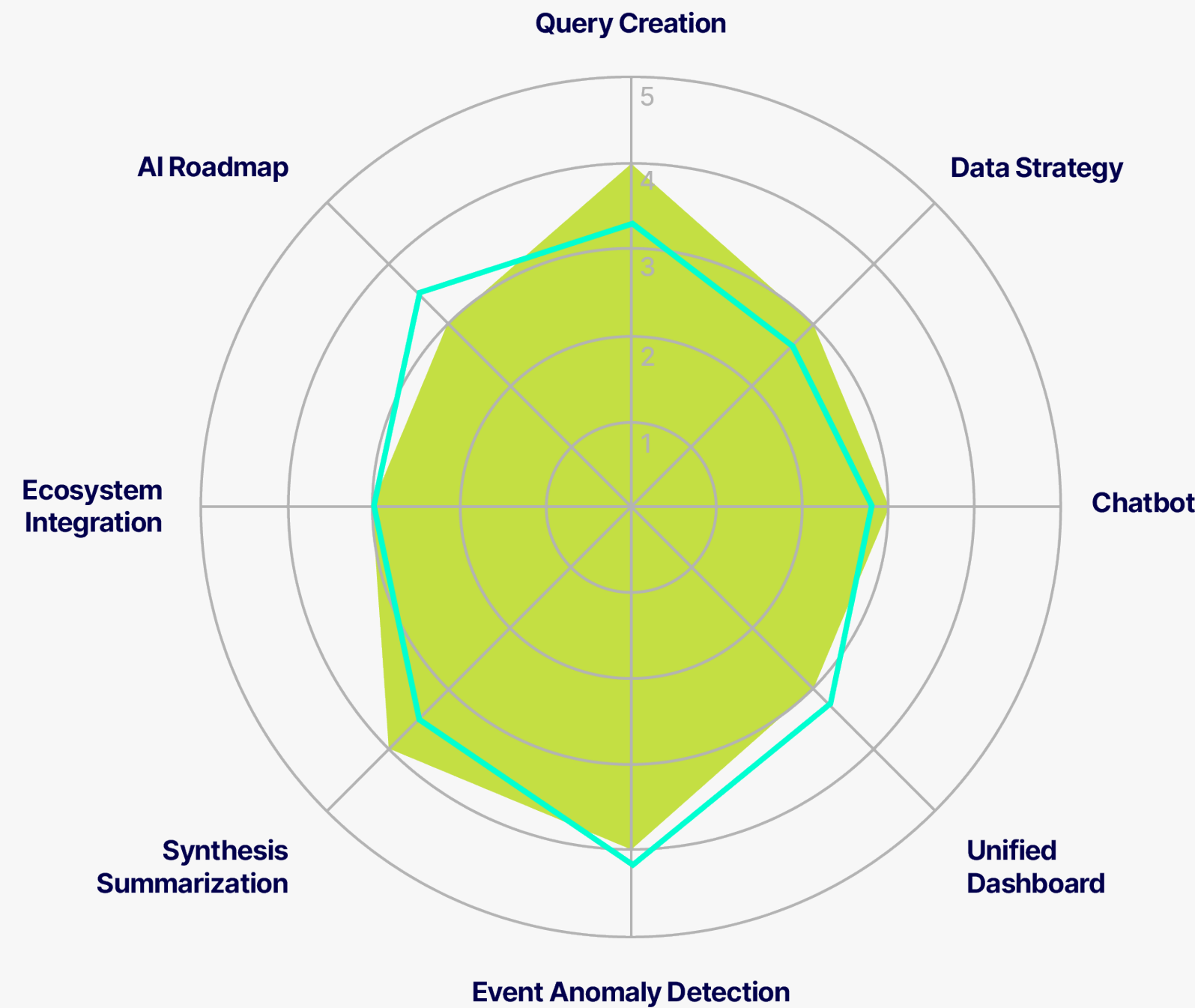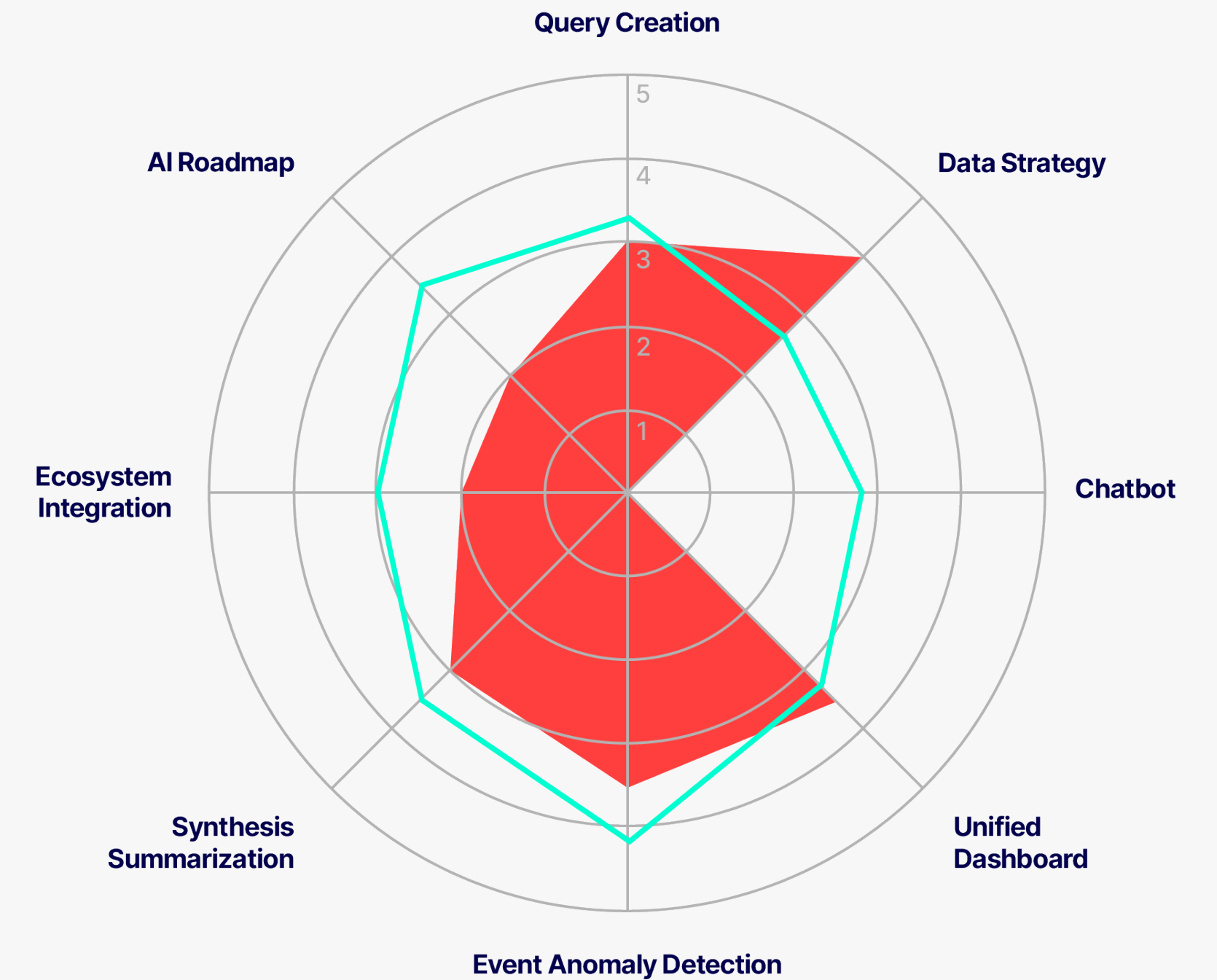

— Composite Score

Brandwatch

Brandwatch: Foundational AI Excellence
Brandwatch focuses on AI-driven social intelligence, leveraging over a decade of expertise to provide businesses with precise, actionable insights. Its advanced AI tools, like Iris Conversation Insights, empower marcom professionals to swiftly understand and respond to critical trends and conversations, ensuring strategic agility in a dynamic market.

— Composite Score

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WHAT WE LEARNED:
Generative AI Levels Up Analytics and Social Listening

The impact of generative AI on the analytics space is profound and it is clear we are only at the beginning. As this technology evolves, we can expect continued and transformative shifts in how the enterprise interacts with and derives value from its data. Generative AI has democratized access to insights, allowing non-technical users to engage with complex data sets through intuitive interfaces and natural language queries. This shift empowers a broader range of stakeholders to participate in data-driven decision-making, further enhancing enterprise agility and responsiveness in an increasingly competitive market.

Throughout our research process, we identified several **market trends and notable shifts** taking place in the generative AI landscape for the context of the marcom industry:

Query Creation at Scale
Organizational efficiency around creating and executing complex queries has significantly improved due to advancements in generative AI. What once required highly specialized analyst hours to develop using Boolean logic can now be accomplished almost instantaneously. Many companies have transcended manual Boolean setups, leveraging AI-powered search functionalities, entity recognition, and chatbot agents to rapidly generate precise and customized queries with minimal effort.

Data Strategy Evaluation
Generative AI is driving considerable shifts within the data ecosystem, leading to new regulations from key data providers. This presents challenges for analytics vendors, particularly those lacking comprehensive coverage across diverse data sources, or those who have yet to incorporate first-party data into their strategies. As major players like Meta and X roll out their own large language models (Llama and Grok, respectively), these developments may further restrict data access, potentially reshaping the competitive analytics landscape.

Generative AI Chatbot Implementation
Nearly all vendors reviewed in this category have introduced their initial generative AI chatbots. The potential is promising, and it is anticipated that future iterations (V2 and V3) will deliver even greater advancements. That said, even in their early stages, these chatbots have proven impactful in building templates or developing specific insights. Category leaders emphasized the importance of transparency, providing representative example posts associated with insights discovered by the chatbot, thus enabling users to fully contextualize findings with the depth and detail traditionally provided by human analysts.

Event and Anomaly Detection
Identifying meaningful signals amidst the noise is a critical component of the analytics use case. Vendors have adopted various approaches utilizing generative AI to swiftly discern key events and topics that are driving conversations. Category leaders are integrating both event detection and topic clustering or mapping, enabling brands to pinpoint pressing issues and swiftly propose solutions to address them effectively.

Data Synthesis and Summarization Transform Insights Into Actionable Strategies
Category leaders set themselves apart by synthesizing crucial brand insights and delivering personalized experiences and prescriptive actions that directly address specific challenges. Furthermore, these insights are seamlessly integrated into daily workflows through strong ecosystem integrations, making insights actionable and readily accessible within existing processes.

Ecosystem Integrations
Segment leaders are not only deploying their own internal LLMs but are also partnering with major players in the LLM ecosystem to drive innovation as the generative AI market evolves. In some instances, vendors are fully integrating their solutions into LLM product suites, such as Microsoft Copilot. Additionally, it is worth noting that some vendors (not covered in this report) support open-source implementations, allowing custom, client-owned models to integrate into their platforms as systems of record.

Closing Thoughts

While we don't know exactly what the future of AI holds, we're certain that the tool evaluation process will continue to be a difficult, yet critical, component of the enterprise AI journey. **And Edelman will continue to be ready to help.**

We plan to continue evaluating the generative AI landscape and will let you know what we learn. Enterprises should also continue to evaluate these tools with the same rigorous standards of trust and responsibility to ensure that they are integrated responsibly to deliver sustainable business value.

And remember: a tool is just a tool. Its value depends on what you use it for and how well you use it. Tools serve a purpose and require training, governance, policies, and a strategy—all working in service of business goals. And of course, successful integration requires an intentional approach to change management.

At Edelman, we believe trust and responsibility are the cornerstones of successful AI integrations, independent of the tool you use. Ensuring data protection, ethical usage, and smart enablement will build confidence among stakeholders and AI initiatives with more valuable business outcomes. Responsible AI practices help mitigate risks, enhance transparency, and foster a culture of accountability. By prioritizing these principles, enterprises can unlock the full potential of AI while maintaining the trust of their customers, partners, and employees.

As enterprises begin—or continue—their journey with generative AI, the technology's transformative potential will become increasingly evident within their marketing and communications organizations. This journey, however, is not without challenges. The rapid pace of AI advancements, coupled with the complexity of integration, underscores the importance of approaching AI adoption through a lens of trust and responsibility.

At Edelman.ai, we are committed to guiding businesses through this complex landscape. We designed our AI Advisory services to help enterprises navigate the intricacies of AI adoption for marketing and communications, ensuring that their strategies are not only innovative but also ethical and sustainable. We provide expert guidance on integrating AI responsibly, focusing on integrating and building solutions that are secure, transparent, and aligned with core business outcomes.

As you embark on or continue your AI journey, consider the principles of trust and responsibility as your guiding lights. By doing so, you will not only harness the power of AI but also build a future where technology and integrity go hand in hand. Contact Edelman.ai today to learn how our AI Client Advisory services can support you in achieving these goals and driving your enterprise forward in the age of AI.
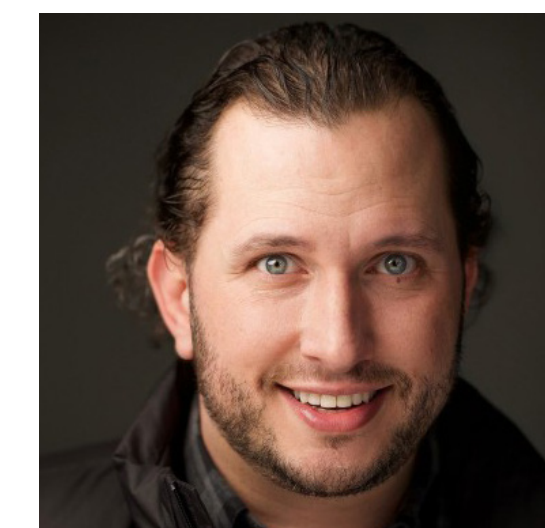
Jim Reynolds
Executive Vice President
AI Go to Market, Edelman

Edelman