

AI GLOSSARY

AI is transforming how marketing and creative teams work, think, and innovate. From streamlining workflows to unlocking powerful new capabilities, AI tools have become essential for businesses looking to stay ahead. Our AI glossary is your trusted guide to breaking down key terms, tools, and concepts to help you navigate this dynamic field with confidence.

Visuals

DALL-E

produces images from text prompts

Beautiful.ai

designs presentations

Canva

designs creative assets

Khroma

creates color palettes

Midjourney

creates images from text prompts

AutoDraw

suggests drawings from sketches

Scribble Diffusion

creates images from sketches and text prompts

Let's Enhance

fixes low-resolution photos

LookaLogo Maker

designs brand identities

VisualEyes

tests the design of apps and websites

Fontjoy

pairs fonts that fit together

Marketing & Digital

Adobe GenStudio

lets marketing teams quickly plan, create, manage, activate across apps and publishers, and measure on-brand content

Chatfuel

builds chatbots

Userbot.ai

builds chatbots

Albert.ai

drives digital advertising

Headline

builds landing pages

Browse AI

monitors and scrapes websites

Algolia

builds search engines

Reply.io

automates sales conversations

Brand24

monitors social media and news

Influencerity

identifies the right influencers

Uizard

designs wireframes, mockups, and prototypes

Galileo:

generates UI designs from text prompts

Zapier

automates tasks

Copy & Content

ChatGPT

answers prompts, writes copy and code

Jasper AI

writes on-brand marketing copy

Writer.com

writes on-brand copy for businesses

Surfer SEO

writes SEO-optimized articles

Hemingway App

edits writing

Grammarly

edits writing

Need help integrating AI tools into your workflow?

Our experts are ready to guide you

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