

How to optimise your marketing tech stack

The modern marketing stack sprawls across dozens of overlapping AI subscriptions. Most of them are one assistant wearing different logos. We analysed 125 of the most widely used AI-driven SaaS tools in B2B marketing & business development, grouped them by the job each one actually does, and asked one question: could a Claude skill do this today?

125

AI marketing & BD tools analysed

32

Replaceable today by Claude skills alone

51

Replaceable by Claude + a connector (MCP)

42

Keep: real data, media or model moats

Replaceable today

The tool's core job is prompt-driven writing, research or analysis. A Claude skill does it end-to-end.

Claude + connector

Claude does the thinking and drafting; the platform stays as the system of record or publishing rail, driven via a Model Context Protocol (MCP) connector.

Keep

Proprietary data panels, ad-platform execution, or specialised generative models Claude doesn't replicate.

Twenty jobs hiding in 125 subscriptions

Grouped by functionality.

AI Writing & Copy Generation Replaceable today ● AI copywriting assistants (5 tools analysed) a language model plus a workflow UI; the skill replaces the workflow UI ● General AI assistants (3) overlapping subscriptions doing the same job; consolidate into one ● Message-performance predictors (1) proprietary emotion-response data built from years of test results CLAUDE CAN Draft blogs, emails, sequences, campaign docs and persona-tuned variants end-to-end, with your brand voice, terminology and claims rules enforced by a skill on every output. CLAUDE CAN'T Match the message-performance predictors' proprietary emotion-response datasets, built from years of large-scale test results.	Brand Voice, QA & Governance Mixed ● Brand-voice & copy-QA platforms (3) style-guide and terminology enforcement as a subscription ● Brand portals & digital asset management (2) via your storage connector: Claude tags & governs while the portal hosts CLAUDE CAN Encode your style guide and terminology as a skill, score every draft against it, flag compliance issues, and auto-tag or organise assets through a storage connector. CLAUDE CAN'T Replace a governed brand portal: permissioned asset hosting, versioned distribution to agencies and partners, and usage analytics stay platform work.
Persona & Audience Research Mixed ● Persona generators & synthetic-research tools (6) prompt-driven profiles, interviews and audience narratives ● Proprietary audience panels & social listening (3) clickstream, survey and firehose data assets CLAUDE CAN Build, stress-test and role-play personas from CRM data and web research, run synthetic interviews, and write media-consumption narratives per segment. CLAUDE CAN'T Reproduce proprietary panel data: clickstream, survey and social-firehose access are data assets, not analysis.	Competitive & Market Intelligence Mixed ● AI research assistants (1) cited web research is native Claude work ● Page-monitoring & scraping bots (2) scheduled runs + code replicate targeted monitoring ● Competitive-intelligence platforms (3) via their data feeds: broad crawling stays while Claude writes the battlecards ● Licensed market-data libraries (1) curated statistics you cannot re-derive CLAUDE CAN Monitor named competitor pages on a schedule, diff pricing and messaging changes, scrape structured data with code, and keep battlecards permanently current. CLAUDE CAN'T Crawl hundreds of sources continuously at platform scale, or substitute for licensed market-data libraries.
SEO & Content Optimisation Mixed ● Content-optimisation & brief tools (3) audits, briefs, clustering and on-page scoring ● Keyword & backlink databases (2) via data API: the index stays while Claude does the strategy CLAUDE CAN Run site audits, write content briefs, cluster keywords, generate schema markup and score drafts for on-page relevance and internal linking. CLAUDE CAN'T See search volumes, SERP history or backlink graphs without a data API; the keyword databases own that index.	Design & Image Generation Mixed ● Design platforms (2) via design connectors: Claude directs while the platform renders ● Generative image models (3) photorealistic generation stays with specialised models ● Performance-predicted ad-creative generators (2) trained on large ad-response datasets CLAUDE CAN Write art direction, creative briefs and generation prompts, build vector and HTML graphics directly, and drive design-platform edits through connectors. CLAUDE CAN'T Generate photorealistic imagery or performance-predicted ad creative; that remains the domain of dedicated image models.
Video & Audio Production Mostly keep ● Prompt-drivable video editors & repurposers (2) via the editor's connector: edit and repurpose by prompt ● Generative video & avatar models (7) video synthesis stays with the model owners ● Voice-synthesis models (1) same story for audio CLAUDE CAN Write every script, caption and shot list, and edit or repurpose existing footage by prompt through a connected editor. CLAUDE CAN'T Generate video, avatars or synthetic voices; the generative media models own that ground.	Social Media Management Claude + connector ● Social scheduling & management suites (4) via the platform API: Claude writes every post and the rail publishes CLAUDE CAN Plan content pillars, write every post in your voice, adapt copy and format per platform, and analyse engagement data pulled through connectors. CLAUDE CAN'T Publish or schedule natively: the platform API rail, optimal-send-time engines and network compliance approvals stay.
Email & Marketing Automation Claude + connector ● Email & marketing-automation platforms (6) via your ESP/CRM connector: Claude designs sequences and the platform sends CLAUDE CAN Design complete drip campaigns, including branching logic, timing, exit conditions and subject-line variants, and push them live through the platform's API. CLAUDE CAN'T Send at scale. Deliverability, suppression lists, consent management and unsubscribe compliance stay with the email platform.	Landing Pages & Web Experience Mixed ● AI page builders & CMS platforms (3) via CMS connector: Claude writes production pages while hosting stays ● Personalisation & experimentation infrastructure (3) live-traffic serving cannot be replaced by an assistant CLAUDE CAN Write production-ready responsive pages directly, populate CMS content, and build & publish through a connected platform. CLAUDE CAN'T Serve traffic: hosting, per-visitor personalisation and A/B traffic-splitting require live web infrastructure.
Analytics, Attribution & Reporting Mixed ● The reporting narrative itself a deliverable, not a tool; Claude writes it from connected data ● Dashboard aggregators & BI layers (4) via data connectors: Claude renders live dashboards ● Measurement & attribution infrastructure (4) tags, pixels and session capture stay instrumented CLAUDE CAN Pull from data connectors, analyse with code, render live dashboards, and write the post-campaign narrative with recommendations. CLAUDE CAN'T Collect the data: tags, pixels, session capture and attribution tracking must stay instrumented in your stack.	Paid Media Execution Keep ● Autonomous media buying & in-platform AI campaigns (4) real-time auction execution lives inside the ad platforms CLAUDE CAN Own the strategy layer: budget analysis, keyword research, audience recommendations and prioritise pipeline, all on top of connected data sources. CLAUDE CAN'T Bid or buy: real-time auction execution and delivery optimisation live inside the ad platforms themselves.
Workflow, Proofing & Approvals Mixed ● No-code agent builders (1) Claude skills plus scheduled runs are the agents ● Glue automation & project platforms (4) via project connectors: Claude runs the checklist itself ● Regulated proofing & tag infrastructure (3) multi-user audit trails and tag management stay platform work CLAUDE CAN Automate glue work with scheduled runs and connectors, drive project boards and tasks, and execute launch checklists itself. CLAUDE CAN'T Replace multi-user creative proofing with legal audit trails, or tag-management infrastructure.	Sales & BD Engagement Mixed ● AI email coaches & sequence writers (2) personalised outreach is native Claude work ● Prospecting, engagement & call-intelligence platforms (6) via their connectors: data and cadences come in and Claude does the thinking ● Intent-data & conversational infrastructure (4) contact and intent data moats; live site chat CLAUDE CAN Research accounts, draft personalised outreach, prep calls, summarise conversations and prioritise pipeline, all on top of connected data sources. CLAUDE CAN'T Replace contact and intent data moats or real-time website chat infrastructure.
AI SDR Agents & Cold Email Mixed ● AI SDR agents (3) via data + CRM connectors: Claude is the SDR brain with human review ● Cold-email deliverability infrastructure (3) warmup, domain rotation and inbox placement CLAUDE CAN Do the SDR brain-work of account research, personalisation, reply handling and meeting prep, with human review, via data and CRM connectors. CLAUDE CAN'T Run high-volume outbound sending: inbox warmup, domain rotation and deliverability management are infrastructure.	Generative Engine Optimisation (GEO) & AI-Search Visibility Mixed ● AI-search content optimisers (1) restructuring content for AI answers is Claude-native work ● Cross-model visibility trackers (2) via their APIs; polling other AI models stays the tool's job CLAUDE CAN Audit how your content reads to language models, restructure it for AI-generated answers, and produce the schema and entity fixes. CLAUDE CAN'T Track your brand's standing across the other AI assistants; polling other models continuously is the tool's job.
Meeting Intelligence Claude + connector ● Meeting recorders & note-takers (4) via the recorder's connector: capture stays while Claude owns the intelligence CLAUDE CAN Turn transcripts into summaries, decisions, action items, coaching notes and CRM-ready follow-ups through the recorder's connector. CLAUDE CAN'T Join the call: recording, live transcription capture and participant consent handling stay with the meeting bot.	AI Presentations Replaceable today ● AI presentation builders (4) a brand skill with your template baked in generates the deck outright CLAUDE CAN Generate complete on-template decks from a prompt, covering brand colours, layouts, logo rules and speaker notes, with the corporate template baked into a skill. CLAUDE CAN'T Nothing material. This category is fully replaceable today.
PR, Communications & Localisation Mixed ● Machine translation (1) Claude translates and culturally adapts natively ● Translation-management systems (1) via TMS connector: translation memory and review workflow stay ● Media databases, monitoring & wire distribution (3) journalist data and broadcast reach are the moat CLAUDE CAN Write every release, pitch and briefing note, and translate with cultural adaptation across major languages. CLAUDE CAN'T Replace journalist databases, wire distribution networks, media monitoring at broadcast scale, or enterprise translation-memory systems.	Surveys & Voice of Customer Claude + connector ● Survey & VoC platforms (3) via the platform API; panels and collection stay while Claude designs and synthesises CLAUDE CAN Design questionnaires, review question quality and bias, code open-text responses at scale, and synthesise findings into decisions. CLAUDE CAN'T Field the survey: respondent panels, distribution and response collection stay with the platform.

Bonus: the Claude connector directory

Every "Claude + connector" rating above draws on this. The official directory lists 413+ verified MCP connectors across 30 categories (as of mid-2026, updated weekly). Marketing and sales categories are listed first. Full directory: claude.com/connectors

MARKETING AND SALES · 34

ActiveCampaign | Adobe Marketing Agent | Affinity | Apollo.io | Attio | Braze | CB Insights | Clarify | Clay | Close | Common Room | Crossbeam | Customer.io | Day AI | G2 | Gainsight (Staircase AI) | Harmonic | HubSpot | Intuit Mailchimp | Klavvy | Lusha | MailerLite | Motion Creative Analytics | Outreach | Peec AI | Pendo | Phoenix by HG Insights | Polar Analytics | Sprouts Data Intelligence | Sybil | Vibe Prospecting | Zoho CRM | ZoomInfo

SEO AND WEB · 11

Ahrefs | AirOps | Apify | Bitly | Cloudfinary | Cloudfinary Asset Management | Exa | GoDaddy | Local Falcon | Semrush | Tavily

DATA AND ANALYTICS · 31

Amplitude | Aura | BlockchainQuery | Blockscout | CKAN | Contentsquare | Coupler.io | Enterpret | Google BigQuery | Hex | Metabase | Microsoft Clarity | Mixpanel | Monte Carlo | Omni Analytics | Orion by Gravity | Pigment | Posthog | Ramp Data | Shapes | Sigma | Similarweb | Snowflake | Stats Compass | Supermetrics | Tableau | ThoughtSpot Spotter | Visier | Windsor.ai | Zocks | Zoho Analytics

DESIGN AND CREATIVE · 22

Adobe for creativity | Autodesk Fusion | B12 | Blender | Canva | Descript | Eraser | Excalidraw | Figma | Gamma | Lens Studio | Lucid | Magic Patterns | Mermaid Chart | Miro | OpenSTAAD | Resolute Arena | Resolute Wire | Sketch | Three.js 3D Viewer | tldraw | Trimble SketchUp

COMMUNICATION · 17

Circleback | Fathom | Fellow.ai | Fireflies | Gmail | Grain | Granola | Krisp | MeetGeek | Minutes | Otter.ai | Quo | Read AI | Slack | Superhuman Mail | Twilio | Zoom for Claude

CMS AND WEB BUILDING · 8

Adobe Experience Manager | Base44 | Natoma | Sanity | Shopify | Webflow | Wix | WordPress.com

PRODUCTIVITY · 17

Airtable | Craft | Dovetail | Drafts | Clean | Goodnotes | Jotform | Klarify | LILT | Mem | Microsoft 365 | Noteplan | Notion | Apple Notes | SurveyMonkey | Todoist | Yardi Virtuoso

PROJECT MANAGEMENT · 9

Asana | Backlog | ClickUp | Linear | monday.com | Pathmode | Process Street | Smartsheet | Zoho Projects

DOCUMENTS AND FILES · 21

Box | Datasite | Docling | DocuSeal | DocuSign | Egnyte | Filesystem | Google Drive | iManage Work | Lumin | NetDocuments | Nutrient DWS | Nutrient PDF Editor | PandaDoc | PDF Tools | PDF Viewer | PowerPoint (Anthropic) | Send | SignNow | SignWell | Word (Anthropic)

AUTOMATION AND INTEGRATION · 11

CData Connect AI | Composio | IFTTT | Jentic | Make | n8n | PlayMCP | Tines | Tray.ai | Workato | Zapier

CUSTOMER SUPPORT · 7

Guru | Intercom | Lorieket | Pylon | RT (Request Tracker) | Unthread | Zoho Desk

CALENDAR AND SCHEDULING · 4

BusyCat | Calendly | Fantastical | Google Calendar

AI AND ML · 7

Cloudglue | ElevenLabs Agents | ElevenLabs Player | Hugging Face | Owkin | ToolUniverse | Wolfram

CLOUD AND INFRASTRUCTURE · 14

AWS API | AWS Marketplace | Azure | Cloudflare | Databricks | Dremio Cloud | Google Compute Engine | Kubernetes | MotherDuck | Netlify | PlanetScale | Starburst | Supabase | Vercel

DEVELOPMENT TOOLS · 27

Altassian Rovo | Autodesk Product Help | Clerk | Context7 | DevRev | GraphOS | GrowthBook | Harness | Harness.io | Kapture | KARP Inspector Lite | Mailtrap | Microsoft Learn | Mintify | pg-algude | Port IO | Postman | Qase | React Aria | React Spectrum | Retool | Shadcn UI | SmartBear | Socket | Sourcegraph | Styth | Tomba

DESKTOP AUTOMATION · 9

Android-MCP | Control Robot | Control your Mac | Dash | Desktop Commander | macOS | iMessages | Vybit Notifications | Windows-MCP

OBSERVABILITY AND MONITORING · 9

Datadog | Dynatrace | Grafana | Honeycomb | Incident.io | Instana | Jam | PagerDuty | Sentry

SECURITY · 9

Conviso | DataGrail | Defense.com | Malwarebytes | Miggo | PanOS | Rapid7 | Snyk | Zscaler

FINANCE AND TRADING · 54

Alera | Airwallex | Alight | Bigdata.com | Brex | Campfire | Carta | Cash App | Chronograph | Clarity AI | CoinDesk | Crypto.com | Daloopa | D&B Risk Analytics | Digits | Era Context | FactSet | Fiscal.ai | FMP | GoCardless | Gusto | IBISWorld | ICE Data Services | Intuit Credit Karma | Intuit QuickBooks | Intuit TurboTax | Jaz Accounting | LSEO | LunarCrush | Massive Market Data | Mercury | Moody's | Morningstar | MSCI | MT Newswires | NetSuite | PayPal | PitchBook | Plaid | Privacy.com | Quartr | Ramp | Razorpay | Revolut X | Riliet | S&P Global | Square | Stripe | Tropic | Vendr | Verisk Underwriting | Verisk XactRestore | Xero | Zoho Books

LEGAL · 20

Aurora (Consilio) | BoardWise | CoCounsel Legal | CourtListener | Courtroom5 | Definey | Descrybe | Everlaw | Harvey | Intapp Celeste | Ironclad | Lawwe AI | Legal Data Hunter | LegalZoom | Lloyd | Midpage | Relativity | Solve Intelligence | TopCounsel | Trellis

HEALTHCARE AND LIFE SCIENCES · 22

10x Genomics | AdisInsight | Benchling | BioRender | bioRxiv | ChEMBL | Clinical Trials | CMS Coverage | Consensus | Enrichr | Function Health | HealthEx | ICD-10 Codes | Ketryx | Medidata | NPI Registry | Open Targets | PopHIVE | PubMed | SandboxAQ | Synapse.org | Synthesize Bio

RESEARCH AND ACADEMIC · 4

Guidepoint | Scholar Gateway | Scite | Third Bridge

GOVERNMENT AND NONPROFIT · 7

Benevity | Candid | GovTribe | Granted | Kindora | MoSPI | Tango

JOBS · 5

Dice | Indeed | Metaview | Workable | ZipRecruiter

EDUCATION · 2

Learning Commons | Udemy Business

ENTERTAINMENT · 6

Ableton Knowledge | Audible | Melon | Play Sheet Music | Splice | Spotify

LIFESTYLE AND LOCAL · 6

Glovo | Instacart | Resy | Taskrabbit | Thumbtack | Uber Eats

TICKETING AND EVENTS · 3

Fever | StubHub | Ticket Tailor

TRAVEL · 13

AllTrails | Booking.com | DirectBooker | Expedia | Kiwi.com | lastminute.com | TomTom Maps | Tripadvisor | Trivago | Turkish Airlines | Uber | Viator | Wyndham

SAP · 4

SAP CAP | SAP Fiori | SAP MDK | SAPUI5

Most "AI marketing tools" sell a language model plus a workflow UI. Skills replace the workflow UI. Connectors keep the systems of record. And where a SaaS product is standardised for its average customer, a skill is built for one team: your terminology, your approval chain, your edge cases. What survives is real infrastructure: proprietary data panels, ad-platform execution, specialised generative models.