

# Best AI Tools for Video Marketing in 2026: 6 Picks Compared

Six AI video marketing tools compared on what they do and what they cost: avatar video, transcript editing, clipping, generative b-roll and voice.

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## Introduction

Video marketing work in 2026 breaks into a handful of separate jobs. You need presenter videos made without a camera crew. You need to edit footage you already have, cut long recordings into shorts, generate b-roll you never shot, and add voiceover in more than one language. No single tool does all of that well, so this roundup covers six tools that each own one job.

The prices below come from each vendor's own pricing page, checked in October 2026. Vendors change plans often, so check the pricing page again before you buy.

scored.tools rates tools on five criteria: quality of output, ease of use, pricing value, API and integration quality, and how well the tool solves the problem it claims to solve. None of these six has a published scored.tools rating yet. Each entry is marked "not yet rated" and the list follows a typical production order, from making the video to voicing it. The order is not a ranking.

## 1. ElevenLabs

**Score:** Not yet rated

Elevenlabs handles the audio side: voiceover, voice cloning and dubbing into other languages. Its entry price is the lowest in this roundup. Starter costs \$6 a month and includes instant voice cloning, a commercial license and Dubbing Studio. Creator at \$22 adds professional voice cloning, which ElevenLabs positions as the higher-fidelity option. Credits are shared across text-to-speech, music, sound effects and its other products, so the per-plan minute figures on the pricing page are approximate and apply to text-to-speech only. Unused credits roll over for up to two months on paid plans. The free plan does not list a commercial license, so don't publish client or ad work from it.

### Best for

Voiceover and multilingual dubbing for ads and explainers, especially paired with a visual tool from this list.

## Pricing summary

- Free: \$0, 10,000 credits (about 10 minutes of speech)
- Starter: \$6/month, about 30 minutes, instant voice cloning, commercial license
- Creator: \$22/month, about 121 minutes, professional voice cloning
- Pro: \$99/month, about 600 minutes
- Scale: \$299/month, Business: \$990/month, Enterprise: custom
- Annual billing: two months free

## 2. Synthesia

**Score:** Not yet rated

Synthesia is the other big name in avatar video. Its plan structure leans toward companies producing training and internal content at volume. The free Basic plan gives 500 credits a month and nine stock avatars. Starter raises that to 125+ avatars and, per Synthesia's pricing page, roughly 12 minutes of video a month. Pro gives roughly 60 minutes and up to five personal avatars. Stock voices cover 140+ languages on every plan, and translation output covers 70+ languages below Enterprise. For marketing teams the gap is API access: the pricing page lists 360 API video minutes a year as part of Enterprise, so automated or programmatic video means a sales conversation. The discount for annual billing is steep, from \$29 to \$18 a month on Starter.

### Best for

Teams that make a steady volume of presenter-led product and onboarding videos and can commit to annual billing.

## Pricing summary

- Basic: \$0, 500 credits a month, 9 stock avatars
- Starter: \$29/month, or \$18/month billed annually, about 12 minutes of video a month
- Pro: \$89/month, or \$64/month billed annually, about 60 minutes a month, 5 personal avatars
- Enterprise: custom, includes 360 API minutes a year

## 3. HeyGen

**Score:** Not yet rated

Heygen turns a script into a video of a talking presenter. You can pick a stock avatar (its pricing page lists 700+ on paid plans) or build a custom avatar of yourself. Per HeyGen, paid plans cover 175+ languages, which matters most if you localize ads and explainers. Billing runs on monthly credits, so the useful question is how many finished minutes your plan buys, and the answer depends on which avatar features you use. The free plan caps you at three watermarked videos a month, each up to one

minute. That is enough to see whether avatar video fits your brand and too little to publish from. API access is priced on a separate page, so teams that want to automate personalized video should budget for that line on its own.

### **Best for**

Marketers who want self-serve avatar video for product explainers, localized ads and personalized outreach.

### **Pricing summary**

- Free: \$0, 3 videos a month, 1-minute max, watermarked
- Creator: \$29/month (\$24/month billed annually, per HeyGen's FAQ), 600 credits, 30-minute videos, 1080p
- Pro: from \$49/month for 1,000 credits, 4K export, with credit tiers up to \$4,300/month
- Business: \$149/month plus \$20 per seat, 60-minute videos
- Enterprise: custom

## **4. Runway**

**Score:** Not yet rated

Runway generates video from text and images. For marketers that usually means b-roll, concept shots and product scenes that would be expensive to film. Every paid plan includes all of Runway's video and image models, watermark-free output and 4K upscaling. Pro adds a brand kit and one custom voice clone, and Max adds ProRes and HDR output for teams handing work to a finishing editor. The catch is credits. Generations draw from a monthly allowance that resets each billing cycle on Standard and Pro. The free tier is 125 credits once, not per month. Expect generation to be the part of your budget that is hardest to predict.

### **Best for**

Generating b-roll and concept footage for ads when shooting it isn't practical.

### **Pricing summary**

- Free: \$0, 125 one-time credits
- Standard: \$15/month or \$12/month billed annually, 625 credits a month
- Pro: \$35/month or \$28/month billed annually, 2,250 credits a month
- Max: \$95/month or \$76/month billed annually, 9,500 credits a month, one month of rollover

## **5. Descript**

**Score:** Not yet rated

Descript lets you edit video by editing its transcript. Delete a sentence in the text and the matching clip goes with it. That workflow suits talking-head content: webinars, founder videos, podcast clips and customer interviews. Plans are metered by media hours (the amount of footage you can upload and transcribe) and by monthly AI credits. The free plan exports at 720p with a watermark, so treat it as a trial. Hobbyist removes the watermark at 1080p, and Creator adds 4K with 30 media hours a month. Pricing is per person, which adds up quickly for a team of five on Business.

### **Best for**

Editing interview, webinar and talking-head footage when you don't want to learn a timeline editor.

### **Pricing summary**

- Free: \$0, 1 media hour, 720p, watermarked
- Hobbyist: \$16/month billed annually or \$24 monthly, 10 media hours, 1080p
- Creator: \$24/month billed annually or \$35 monthly, 30 media hours, 4K
- Business: \$50/month billed annually or \$65 monthly per person, 40 media hours
- Enterprise: custom

## **6. OpusClip**

**Score:** Not yet rated

Opusclip takes a long video and cuts it into short vertical clips with captions. Its paid plans add AI reframing, a virality score for each clip and direct posting to YouTube Shorts, TikTok and Instagram. The free plan works for testing only. Exports carry a watermark, output is 9:16 only and files expire after three days. Starter at \$15 a month removes the watermark. Pro adds square and landscape formats, AI b-roll, dubbing, a team workspace for up to four users, API access and an MCP connector. One thing to check before you pay: the pricing page does not state how many credits or processing minutes each plan includes, so you can't work out cost per clip from the public page alone.

### **Best for**

Turning webinars, podcasts and long YouTube videos into a regular stream of short-form posts.

### **Pricing summary**

- Free: \$0, watermarked, 9:16 only, 3-day storage
- Starter: \$15/month, no watermark, AI reframe, social posting
- Pro: \$29/month, all aspect ratios, b-roll, dubbing, API, up to 4 users
- Business: custom, adds SSO and 4K

## **Comparison table**

| Tool       | Main job                 | Free plan                       | Entry paid plan                    | Score         |
|------------|--------------------------|---------------------------------|------------------------------------|---------------|
| Heygen     | Avatar presenter video   | 3 watermarked videos a month    | \$29/month (Creator)               | Not yet rated |
| Synthesia  | Avatar presenter video   | 500 credits a month             | \$29/month, \$18 annual (Starter)  | Not yet rated |
| Descript   | Transcript-based editing | 1 media hour, 720p, watermarked | \$24/month, \$16 annual (Hobbyist) | Not yet rated |
| Opusclip   | Long video to shorts     | Watermarked, 9:16 only          | \$15/month (Starter)               | Not yet rated |
| Runway     | Generative b-roll        | 125 one-time credits            | \$15/month, \$12 annual (Standard) | Not yet rated |
| Elevenlabs | Voiceover and dubbing    | About 10 minutes of speech      | \$6/month (Starter)                | Not yet rated |

## Final picks

These picks follow from each tool's published plans and features. They are not scores.

- **Presenter video without a camera:** Heygen if you want self-serve plans and a public API. Synthesia if you are buying an annual or enterprise contract anyway.
- **Repurposing long content:** Descript to clean up the source recording, then Opusclip to cut it into shorts and post them.
- **B-roll you didn't shoot:** Runway, with room in the budget for extra credits.
- **Voiceover and localization:** Elevenlabs, which has the cheapest commercial-use entry plan in this list.

For a solo marketer, the smallest useful stack is Descript Hobbyist, OpusClip Starter and ElevenLabs Starter. At monthly billing that comes to \$45 a month (\$24 + \$15 + \$6), and it covers editing, clipping and voice. Add HeyGen or Runway only when you have a specific video that needs an avatar or generated footage.