

Beautiful.ai vs. Canva: In-depth comparison, pricing, and recommendations

There are many AI presentation makers out there, and choosing the best one can be a daunting task. If you've narrowed your options to Beautiful.ai and Canva, then you'll want to know everything about these apps so you can make the right decision.

The [best AI presentation makers](#) help to streamline and enhance the presentation-making process. This means you don't necessarily need any design skills or experience to create professional presentations with these apps. Still, it's important to pick the right tool for the job since each platform handles presentations differently.

We spent hours testing and analyzing Beautiful.ai and Canva to help you decide which one suits your needs. Our criteria for this comparison include learning curve, stock assets and templates, AI assistance, and others. This in-depth review provides all the insights you need to make an informed decision.

Beautiful.ai vs. Canva at a Glance

If you need to make a quick decision between Beautiful.ai and Canva, our comparison table covers the basics of how the tools compare. We encourage you to read the in-depth comparison for the full picture of which tool might best suit your use cases.

	Beautiful.ai	Canva	Plus AI
User Rating	4.7 Stars (175 reviews on G2)	4.7 Stars (11,747 reviews on Software Advice)	4.6 Stars (320 reviews on Google Workspace Marketplace)
Learning Curve	Intuitive and easy-to-use	Also, easy to use, but with a steeper learning curve than Beautiful.ai	No need to learn a new platform to create Google Slides presentations with AI
Stock Assets & Templates	Limited but carefully curated high-quality stock assets and templates	More emphasis on quantity vs. quality	Continue to use your favorite Google Slides stock assets & templates

AI Assistance	Heavy focus on AI assistance, including content creation and editing	More focus on design flexibility than AI assistance	AI assistance integrated into Google Slides
Customization Options	Limited customization with emphasis on following the platform's pre-set designs	Near-limitless customization options for templates, images, and typography	Upload custom-branded templates or customize slides with built-in theme designer
Integrations	Only integrates with PowerPoint and three other apps	Only integrates with PowerPoint for creating presentations, but there are hundreds of other integrations	Integrates with other presentation makers, including Gamma, Google Slides, and most productivity apps
Pricing	\$12 — \$40 per user per month	Free — \$54.99 per user per year or \$130 per year for the first five people	\$10 — \$25 per user per month with a seven-day free trial
Best For	Creating professional presentations quickly with AI	Creating highly customized and unique presentations	Adding new AI capabilities to Google Slides

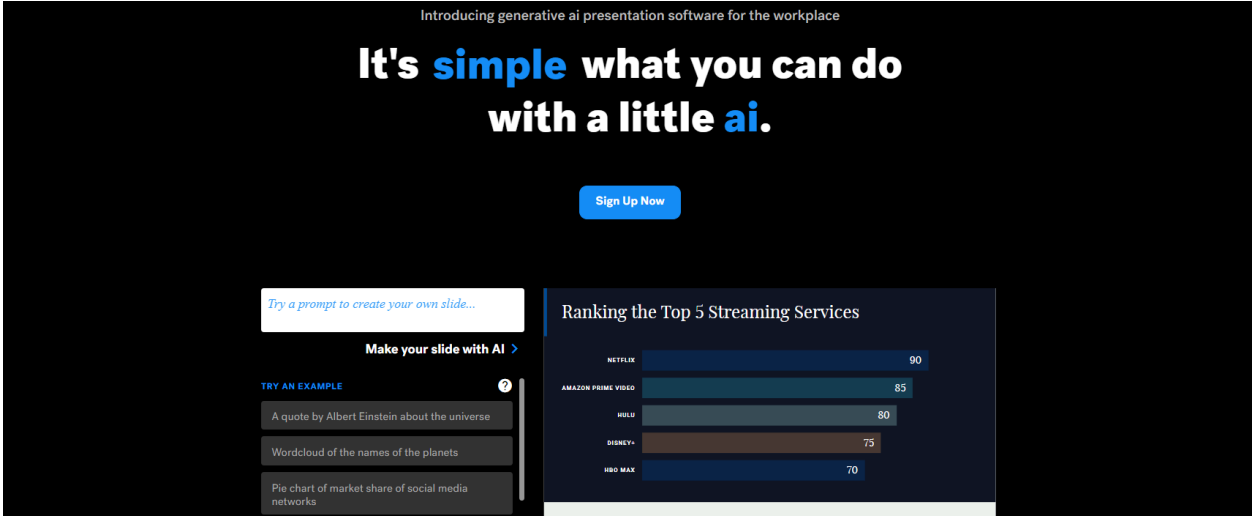
Key Differences Between Beautiful.ai and Canva

Beautiful.ai and Canva are AI presentation makers that help create presentations from scratch with just a topic or idea. They are good alternatives to PowerPoint and Google Slides which can be difficult to use for some people. Other users might be interested in more modern aesthetics, making Beautiful.ai and Canva terrific alternatives.

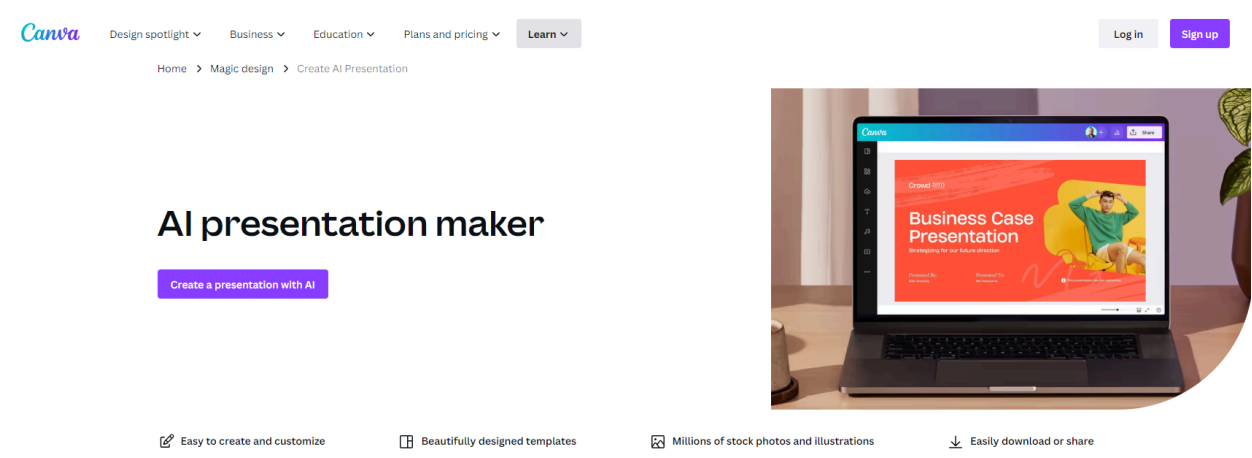
However, Beautiful.ai and Canva take completely different approaches to creating presentations. This distinction means that the tools appeal to different audiences.

- Beautiful.ai focuses on helping users create professional presentations without worrying about design elements like layouts, themes, and visuals
- Canva focuses more on providing the creative freedom needed to make presentations that meet your requirements

According to Beautiful.ai, the platform “jumpstarts your presentations.” This means you don’t have to worry about design rules or creating consistently on-brand presentations. Beautiful.ai comes preloaded with professional smart slide templates that adapt to your content, so you can focus more on perfecting your message.



Canva offers numerous AI-powered design tools, including the Magic Design for Presentations. This AI-powered feature lets you “create slides in seconds.” However, the Canva platform has numerous AI design tools to complement the AI presentation maker. These include the AI Portrait Generator for creating images, Magic Write for editing the content of the slides with AI, and Murf AI for creating natural-sounding voiceovers.



How Beautiful.ai and Canva Approach Creating Presentations

Beautiful AI and Canva are two fundamentally different apps besides the fact you can create presentations in both.

Beautiful AI is like having a professional deck designer on your team. Everything about the platform is geared towards streamlining making presentations, including smart slides, collaborative workspaces, and shared asset libraries.

Canva is a design-first tool. Therefore, it's more like having a design studio that's accessible to the ordinary person, including people with fairly limited design experience. Canva focuses more on providing you with the materials you need to create highly personalized and unique presentations, including numerous templates, colors, fonts, and more.

How Beautiful.ai Approaches Creating Presentations

Beautiful.ai is a dedicated presentation maker with two main goals as far as creating presentations. The first is to remove the hurdles that traditional presentation makers like PowerPoint place on creating professional presentations. The second is to provide more modern deck designs than what's available in older tools like PowerPoint and Google Slides.

For the first goal, Beautiful.ai simplifies the presentation-making process. You can skip the design process entirely by simply entering your prompt in Beautiful.ai. The AI will take care of everything needed to provide a first draft, including adding text, visuals, and layouts.

Secondly, presentations created with Beautiful.ai have a distinctly modern and minimalist visual style despite maintaining the more traditional slide format. The platforms' templates are also geared towards business use, meaning you can create professional presentations with zero experience.

How Canva Approaches Creating Presentations

Unlike Beautiful.ai which focuses primarily on creating presentations, you can think of Canva as the Swiss Army Knife for designers. You can create book covers, business cards, resumes, and of course, presentations. Canva offers seemingly unlimited design opportunities beyond creating presentations.

While you get AI assistance, the platform focuses more on user control and customization. Canva's philosophy leans more towards giving you all the assets and freedom you need to create presentations that match your specific visual style.

How to Choose Between Beautiful.ai and Canva

Choosing between Beautiful.ai and Canva shouldn't be difficult if you know what to look for. The main question to ask is what you need from your presentation maker. To guide you towards the answer, here are the main factors to consider before making your final choice.

- **Learning Curve:** Is the AI presentation maker easy to use? Does it cater to diverse teams with varying design skills and experience?
- **Stock Assets and Templates:** What options does the platform offer for enhancing presentation visuals? Does it have a library of templates, images, icons, and other assets?

- **AI Assistance:** How strong is the platforms' AI feature for generating content such as text, visuals, and layouts?
- **Customization Options:** How much control over the design elements does the platform offer?
- **Integrations:** Does the platform integrate with other applications you use?
- **Price:** Does the tool offer straightforward pricing? Is it affordable?

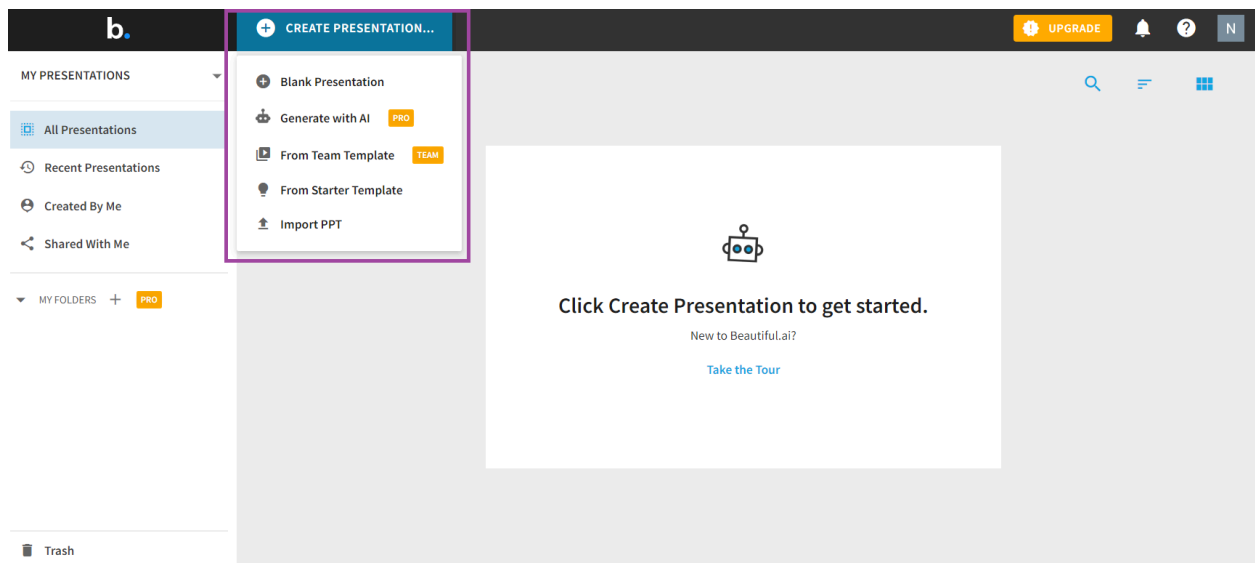
Evaluating Beautiful.ai and Canva: A Feature-by-Feature Comparison

Learning Curve

Beautiful.ai

Like most stand-alone presentation makers, Beautiful.ai is designed for ease of use. The platform is easy to navigate, even if you're using a presentation maker for the first time. Those familiar with PowerPoint and Google Slides might appreciate how intuitive the platform is to use.

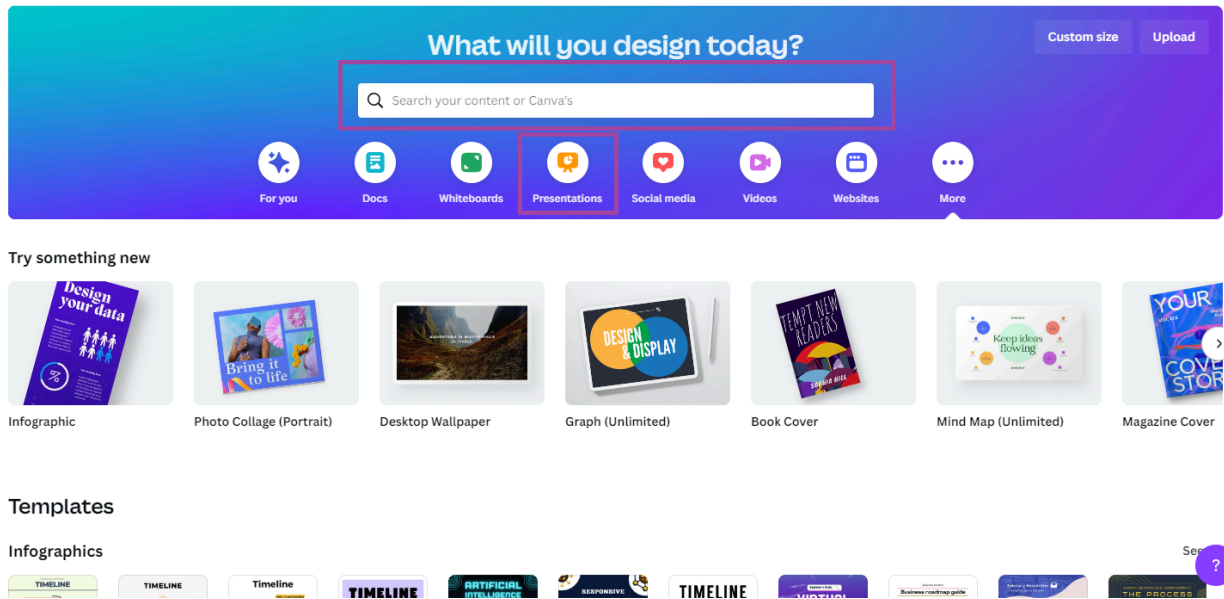
The uncluttered dashboard makes the platform easy to navigate. You can access the presentation-making options at the top or click the left menu to access your existing projects.



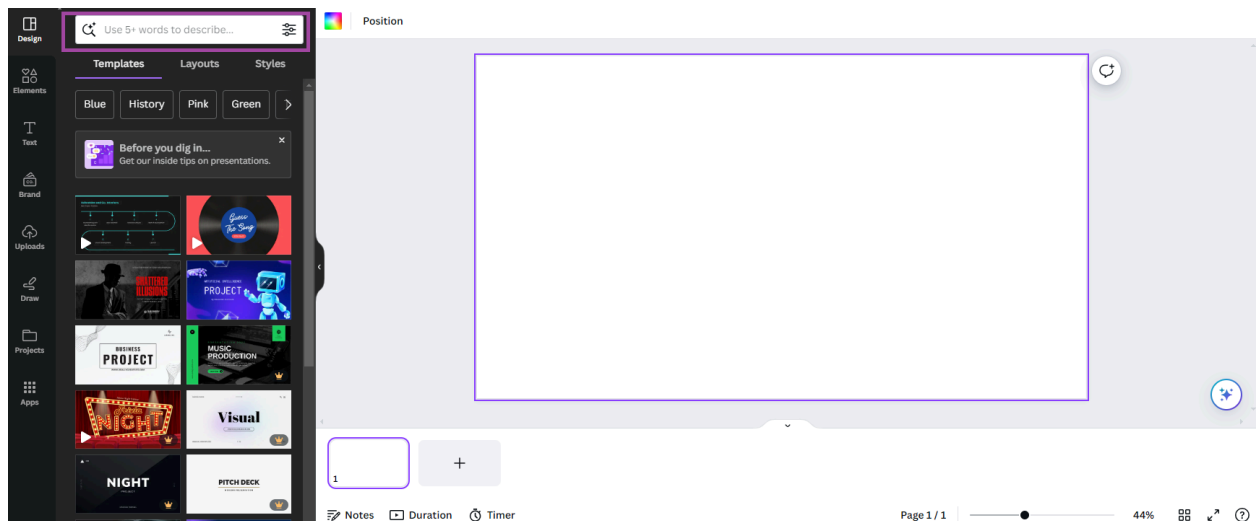
Creating presentations [from scratch with AI](#) is also quick. Simply enter your prompt and the AI does the rest. The platform's user experience (UX) is very intuitive and forgiving for first-time users.

Canva

Canva offers numerous design tools, so it's not as simple as logging into your account and landing on the AI presentation maker. Instead, you may need to head to your homepage and either search or select the presentation maker.



Once you get to the presentation maker, you'll find the AI tool on the left under "Design." You shouldn't have a problem navigating to the AI presentation maker if you have experience with the Canva platform. However, for new users, navigating through the different options can be overwhelming.



Canva's AI presentation maker isn't front and center like in Beautiful.ai. Instead, the platform is designed around easy access to stock assets and maximum control over the presentation's visual composition (as opposed to Beautiful.ai's pre-design layouts). In short, Canva expects you to do most of the manual work, so there might be a significant learning curve for new users.

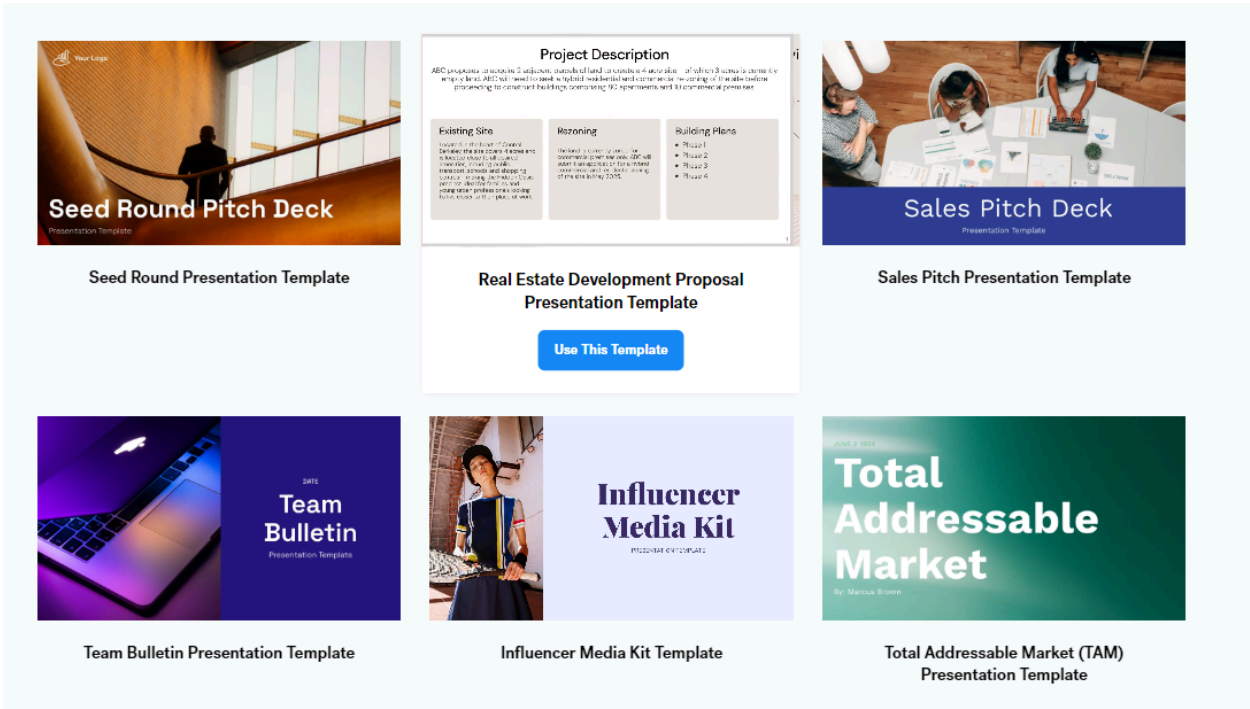
What's Missing

AI presentation makers highlight ease of use as a main selling point. They make creating professional presentations accessible to everyone, including those with limited design skills. But, this often means learning an entirely new tool and likely changing your workflows.

If you already use Google Slides, but feel that the only thing missing is modern AI features, then there's no need to switch to a different platform. [Plus AI](#) is a Google Slides add-on, which means you don't need to change how you work or adjust your processes to a new platform. You can continue to create presentations like you always have, but with modern AI features to help you create presentations faster.

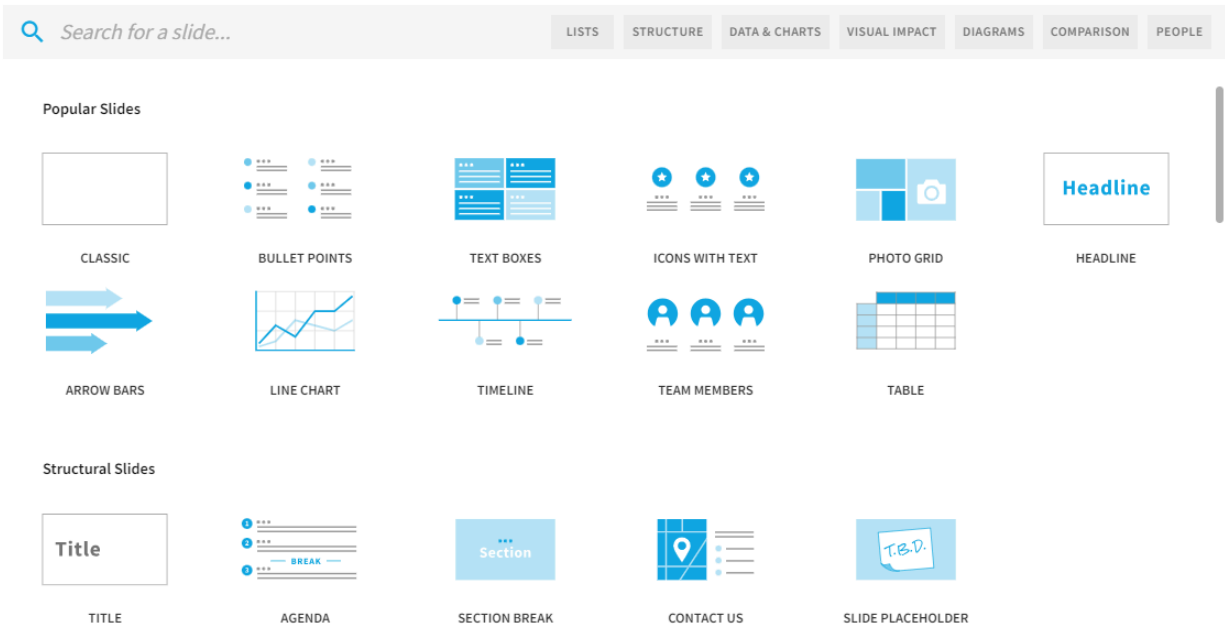
Stock Assets & Templates

Compared to Canva, Beautiful.ai offers limited templates and stock assets. However, the platform's templates are carefully curated and very high-quality. There's an emphasis on quality over quantity, which can be a good or bad thing depending on what you need from a presentation maker.



The platform's templates are mainly designed for business use. You'll find categories like Startups, Sales, and Marketing. So if you want to create something like a sales pitch presentation, Q&A testing presentation, or real estate planning proposal presentation, you might feel more at home in Beautiful.ai.

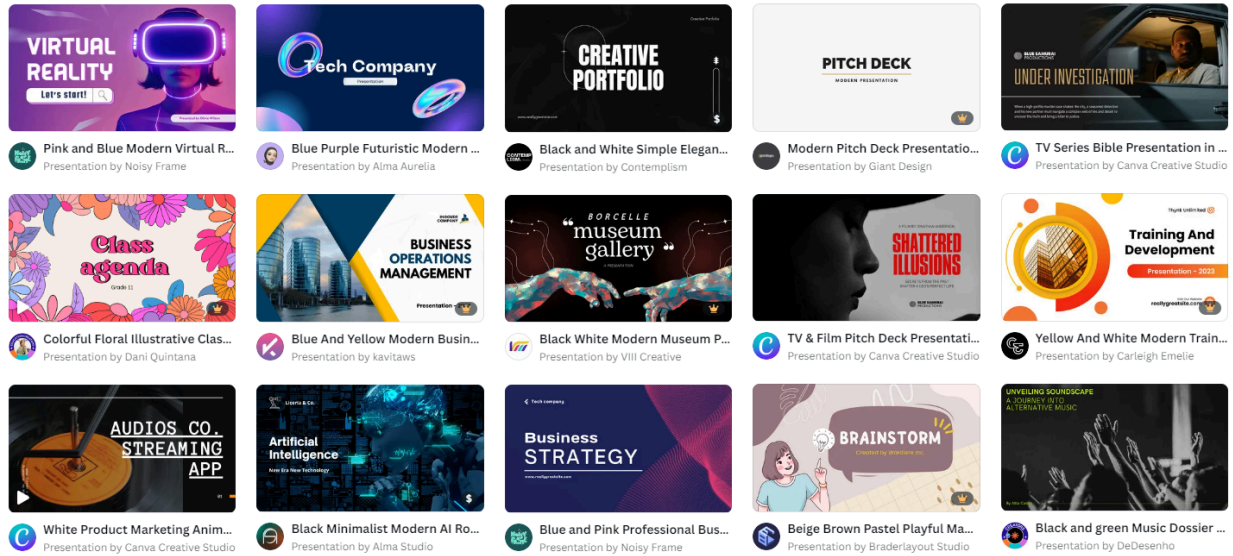
Beautiful.ai's visual assets are carefully selected to complement the modern and minimalist design themes. These include pre-designed layouts for text, a stock image library, and smart slides designed to handle specific content types.



Canva

Canva is more about design flexibility and customization, so you can expect more stock assets and templates compared to stand-alone AI presentation makers. You get a massive library of 100M+ elements, including images, videos, and audio.

You also get a much wider variety of presentation templates in Canva. Besides business-oriented templates, there are templates for just about everything. This includes birthday presentations, Father's Day presentations, planner presentations, and countless other categories. If you have an idea for a presentation, Canva most likely has a template for it.



In short, Canva’s massive library of stock assets and templates offers more creative possibilities. However, these are less curated than Beautiful.ai, so there’s an element of quantity over quality.

AI Assistance

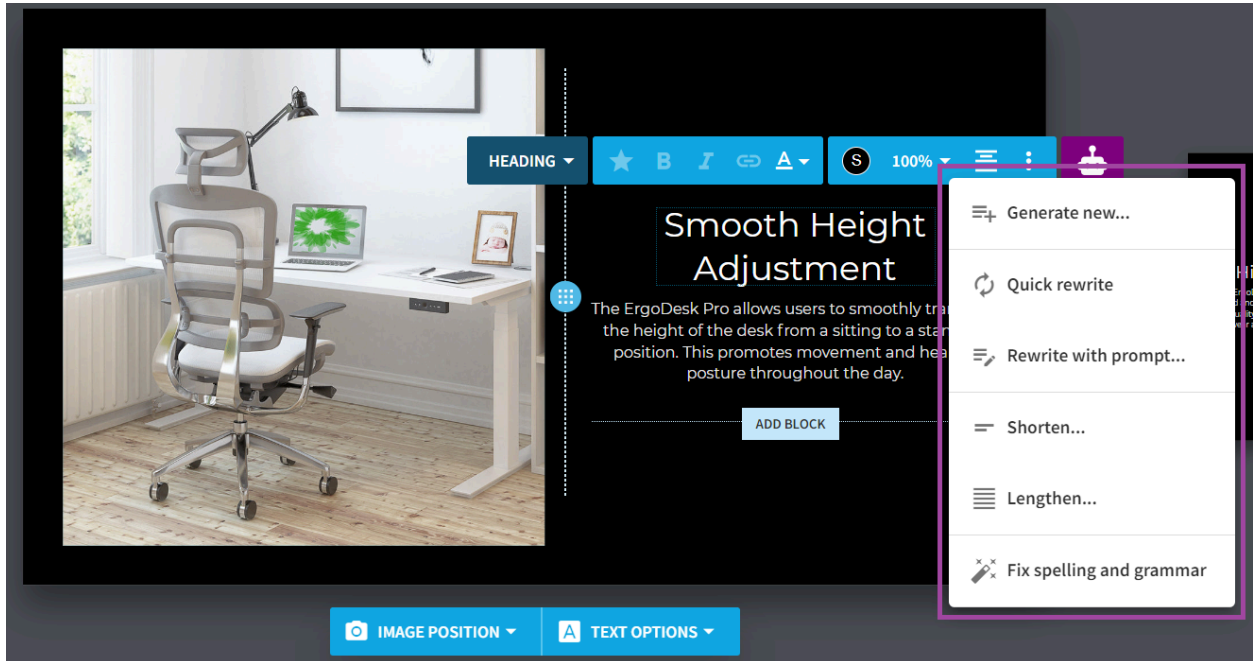
Beautiful.ai

This being a dedicated AI presentation maker, there’s a central focus on AI-generated content. Overall, the AI does a decent job of following prompts and delivering high-quality slides. This includes adding relevant images to the presentation.

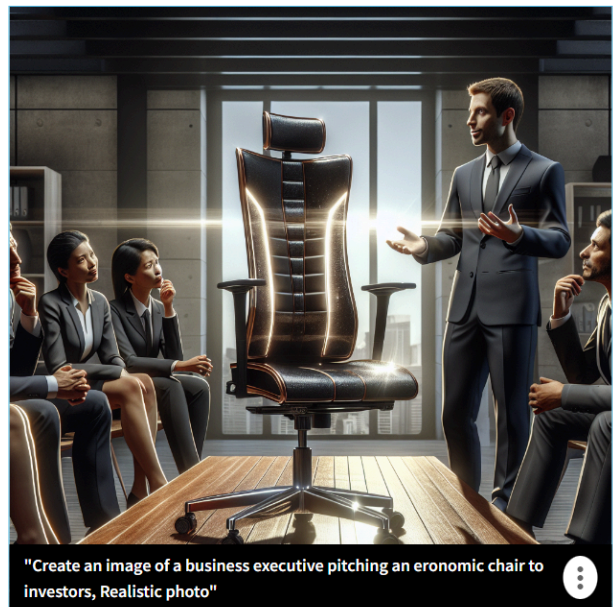
Smooth Height Adjustment

The ErgoDesk Pro allows users to smoothly transition the height of the desk from a sitting to a standing position. This promotes movement and healthy posture throughout the day.

You can upload a document and the AI can 'read' its contents and design presentation decks. This feature allows you to train the AI on the specific content you want in your presentations. You can also ask the AI to help edit your content, including fixing spelling and grammar, rewrite the content, or generate new content for your slides.

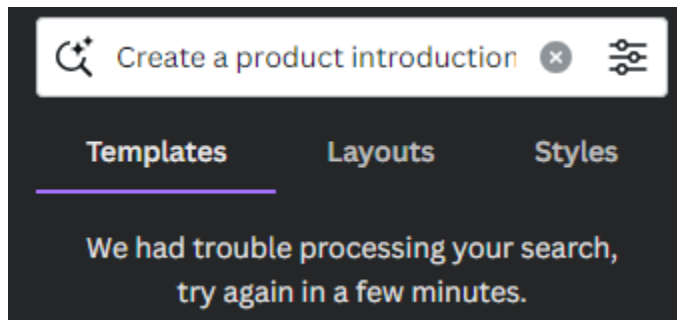


Additionally, Beautiful.ai has an AI image generator powered by DALL-E, one of the most powerful AI models around. You can create images in different styles, including professional illustrations, digital art, and realistic photos. It's not always spot-on, but it's better than what you get with some AI presentation makers like [Gamma](#).



Canva

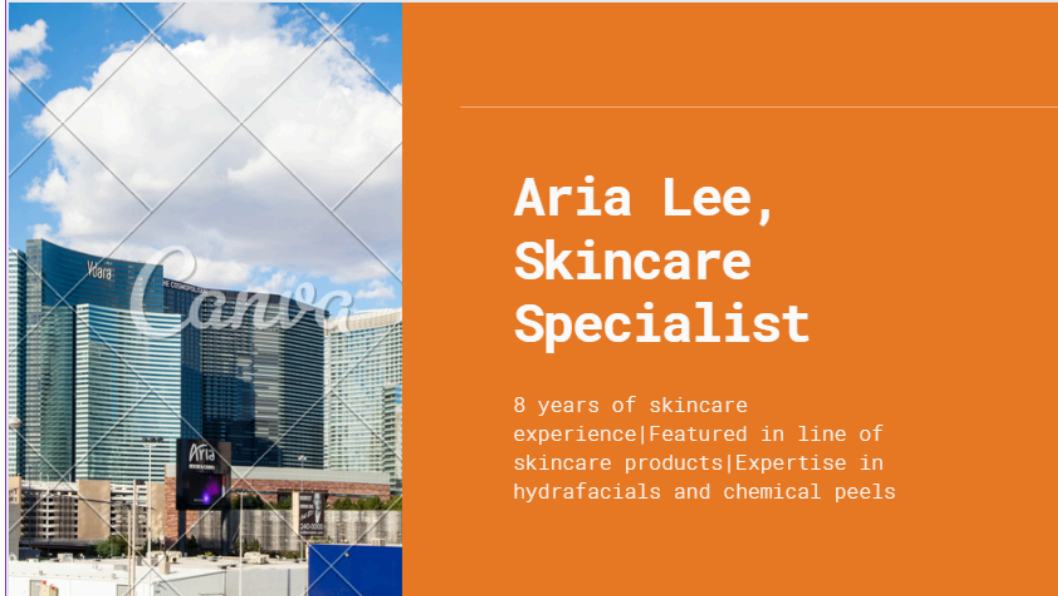
Canva also offers AI assistance, but you can tell there's a stronger focus on design elements than AI-generated content. The AI presentation maker isn't prominent. The AI also sometimes has problems understanding prompts, especially if your topic isn't common or general, e.g., creating a product introduction presentation.



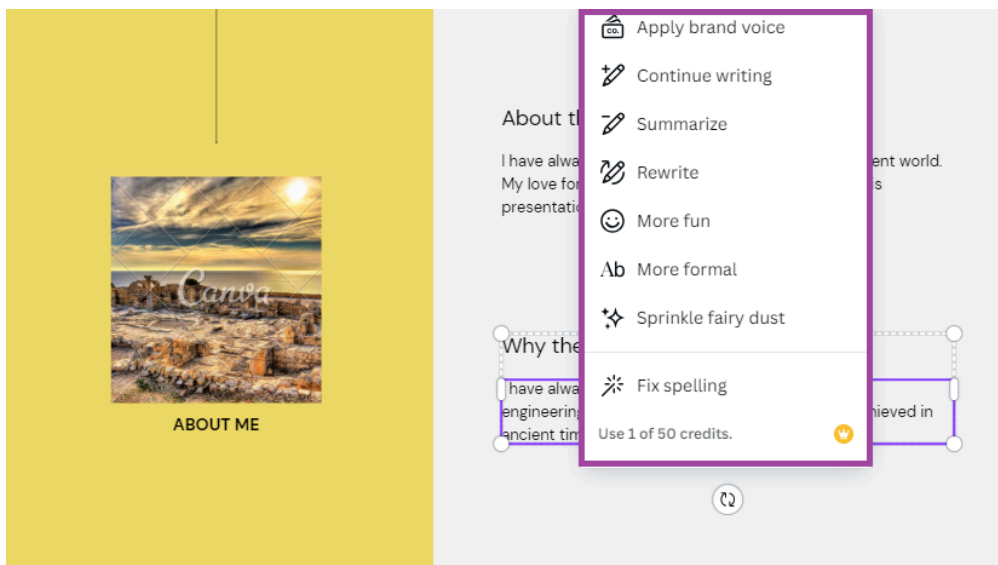
There are two ways to generate presentations with AI. The first is that Canva will suggest a bunch of presentation templates based on your topic. These come preloaded with text and images that you can edit.



The Magic Design feature that creates presentations from scratch with AI is still in beta. Currently, it doesn't generate very good presentations. You get minimal text content, and the added images don't always match the slide contents.



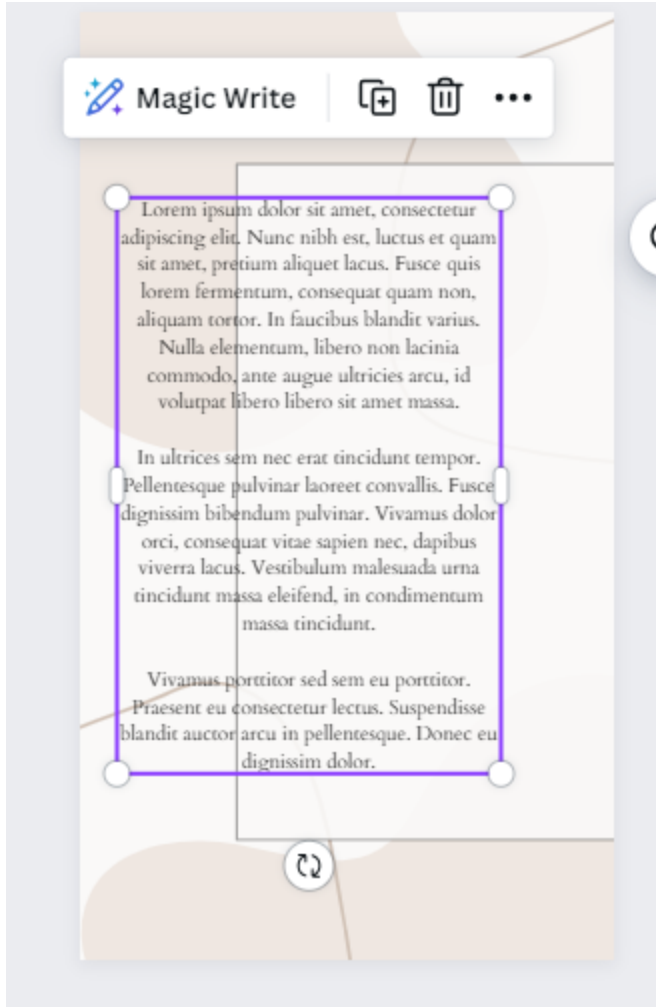
You also get Magic Write to help edit the slide contents. This includes fixing spelling, changing the tone, and summarizing text.



There's also an image generator to help you create unique images. It generates decent-quality images, but not the best resolution.

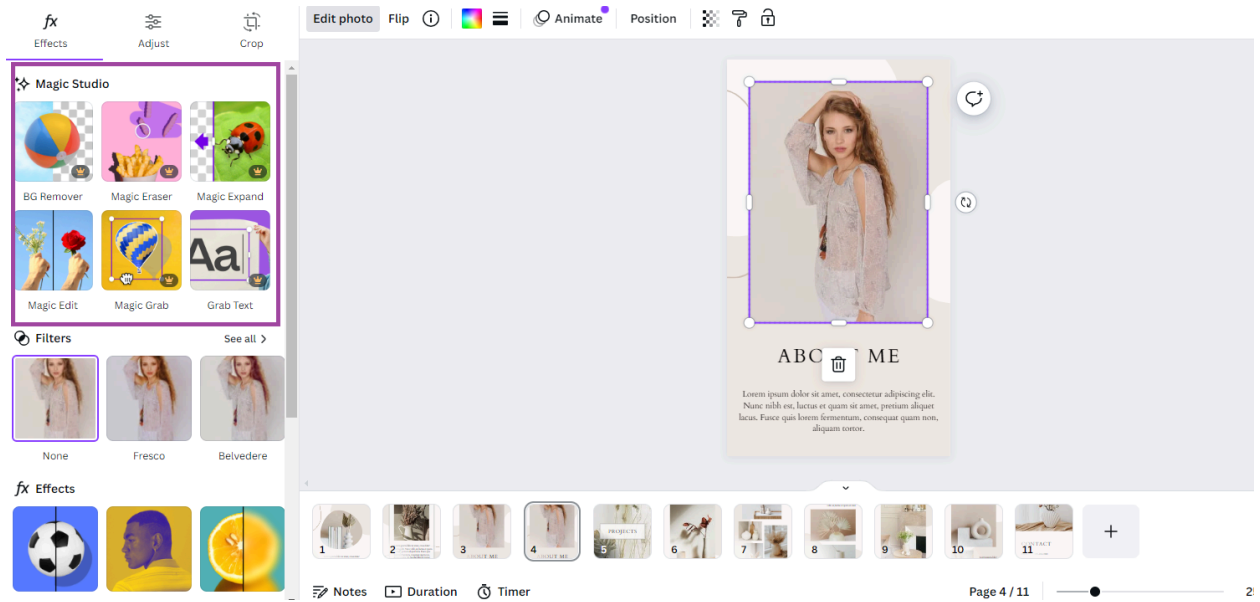
What's Missing

AI presentation makers do a good job of helping you create presentations quickly from scratch. However, each platform uses different aesthetic principles that don't necessarily resonate with business and professional audiences.



Canva also lets you create custom layouts from scratch, which you can't do in Beautiful.ai. You get more freedom even in the little things like changing the font. In Canva, you could have different fonts for each slide if you wanted. In Beautiful.ai, you can only change the font in the theme settings, meaning each slide will have a uniform font, without the option of adjusting these independently.

Canva also gives you advanced image editing options like adjusting the image temperature, light, and color. You can also access the platform's image editing tools from the presentation maker. This includes the Background Remover, Magic Expand (to extend an image in any direction), Magic Eraser (for erasing people or objects in images), and many other AI image editing tools.



A professional designer with a good understanding of presentation design principles may prefer Canva's creative freedom over Beautiful.ai's strict guidelines.

What's Missing

AI presentation makers can offer too little or too much design freedom. In either case, it can be difficult to maintain brand consistency. Too little design freedom can limit the organization's ability to create presentations that meet specific brand guidelines and visual identities. Too much freedom can make it difficult to manage and maintain consistency across various templates.

Plus AI solves these problems by allowing enterprise users to upload their custom-branded templates. This means you don't have to create presentations from scratch and can ensure brand consistency by working from custom-branded templates right in Google Slides. There's also a built-in [theme designer](#) for users who want to customize their slides.

Integrations

Beautiful.ai

Beautiful.ai offers limited integrations with other apps. The options include Dropbox for managing assets, Slack for communication, and Monday.com for project management. Beautiful.ai also integrates with PowerPoint, allowing you to drop your slides into your PowerPoint decks.



3rd Party integrations

Improve your workflow with Beautiful.ai's 3rd party integrations. Manage assets with Dropbox, communicate updates via Slack, or create a Beautiful.ai board in Monday.com.

Overall, Beautiful.ai doesn't offer too many integrations, especially with other presentation makers and productivity apps. Integration with Google Slides is conspicuously missing, which might be an issue if you need to collaborate with other Google users.

Canva

Canva offers hundreds of integrations with other apps. These include integrations with content management systems, asset libraries, document management platforms, and many more.

Filter results

Features ^

- @mentions (21)
- Access Controls/Permissions (62)
- Activity Dashboard (69)
- Activity Tracking (38)
- Alerts/Notifications (65)


[SEE FULL LIST](#)

Pricing model ^

- Free (51)
- Free Trial (85)

Canva Integrations

Top 25 Canva Integrations



Google Drive

4.8 ★★★★★ (27.3K) ▾


Cloud storage and backup for files, photos, docs, and more

[LEARN MORE](#)

[Compare](#) [Save](#)

Canva offers a supported integration with Google Drive

[Read more about Google Drive](#)



Slack

Highly Viewed 👤

4.7 ★★★★★ (23.1K) ▾

A single place for team communication and workflows

[LEARN MORE](#)

[Compare](#) [Save](#)

Canva offers a supported integration with Slack

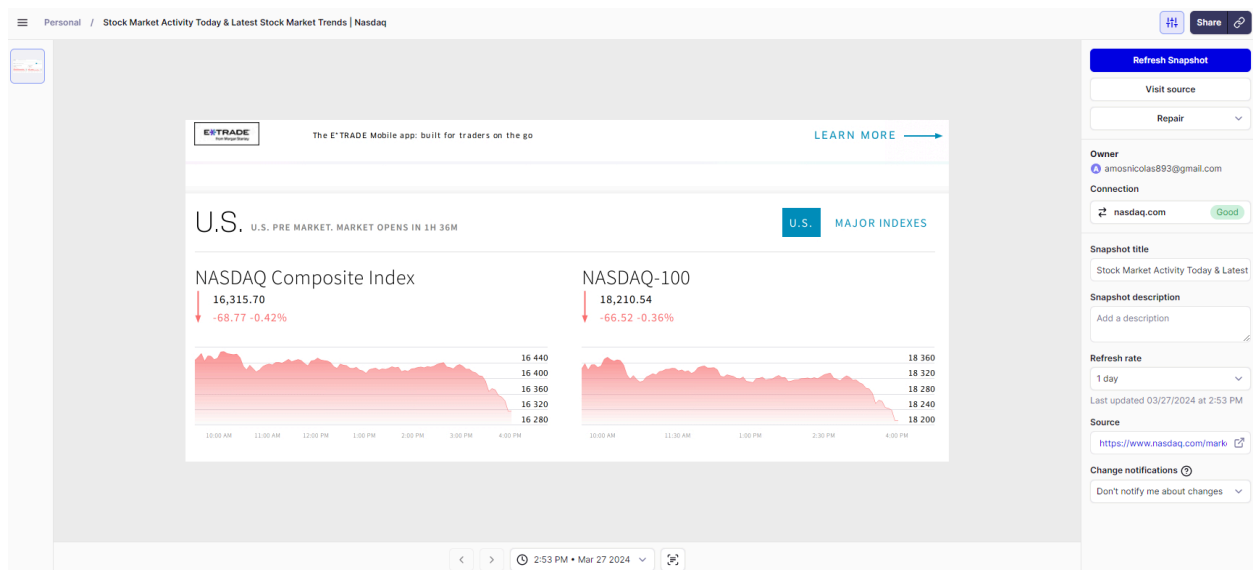
[Read more about Slack](#)

Although Canva integrates with PowerPoint, it doesn't let you easily create or [export presentations to Google Slides](#). This might be an issue if you primarily use Google Slides.

What's Missing

AI presentation makers are convenient to use. However, they restrict you to the platform. That means you have to jump through hoops if you need to share or deliver the presentation in Google Slides. For example, you'd need to download the presentation and upload it to Google Slides. And you might encounter formatting issues since these platforms handle decks differently.


Plus AI is a Google Slides add-on, meaning you don't have to leave Google Slides to share or present your slides. The add-on also works in Google Docs, allowing you to create documents, including writing and editing text with AI. There's also a [Live Snapshots](#) feature that lets you capture data just like a screenshot, and embed the data in your favorite productivity app, including Slack, Google Slides, Notion, and many others.



Price

Beautiful.ai

Beautiful.ai has three pricing plans. These include the Pro, Team, and Enterprise plans.

PRO For individuals	TEAM For team collaboration	ENTERPRISE For advanced security, support and control
<p>\$12 / mo</p> <p>Billed Annually at \$144</p> <p>TRY IT FREE</p>	<p>\$50 / user / mo</p> <p> <input type="radio"/> Annually <input checked="" type="radio"/> Monthly </p> <p>TRY IT FREE</p>	<p></p> <p>Custom Plan</p> <p>CONTACT SALES</p>
<p>Everything for the power presenter:</p> <ul style="list-style-type: none"> ✓ Unlimited Slides ✓ AI Content Generation ✓ PowerPoint Import/Export ✓ Viewer Analytics 	<p>Everything in Pro, plus:</p> <ul style="list-style-type: none"> ✓ Collaborative Workspace ✓ Custom Company Theme ✓ Centralized Slide Library ✓ Custom Template Library ✓ Shared Asset Library 	<p>Everything in Team, plus:</p> <ul style="list-style-type: none"> ✓ Unlimited Team Resources ✓ SAML SSO ✓ User Provisioning (SCIM) ✓ Audit Events ✓ Dedicated Onboarding ✓ Team Trainings ✓ Priority Support

The Pro plan costs \$12 per month. However, this plan is only billed annually, so you technically pay \$144 upfront for Pro. You get unlimited slides, AI content generation, PowerPoint import and export, and viewer analytics.

The Team plan costs \$50 per month with monthly billing, or \$40 per month with an annual subscription. It comes with more features, including a collaborative workspace, custom company theme, centralized slide library, and more.

The Enterprise plan offers unlimited team resources, events audits, team training, and more. You'll need to contact sales to request a custom quote.

The price is about right for a stand-alone presentation maker. But, it would be better if the Pro plan had a monthly billing option.

Canva

Unlike Beautiful.ai, Canva has a free plan. There are two paid tiers, which include Canva Pro and Canva Teams.

Canva Free	Canva Pro	Canva for Teams
Design anything on your own, or with friends and family.	Unlock premium content, more powerful design tools, and AI features.	Collaborate in teams of all sizes and scale your brand with ease.
US\$0 /year for one person	US\$54.99 /year for one person	US\$130 /year total for the first 5 people
Get started	Start a free trial	Start a free trial Contact Sales
Features you'll love: <ul style="list-style-type: none"> ✓ Easy drag-and-drop editor ✓ 1M+ professionally-designed templates ✓ 1000+ design types (social posts and more) ✓ 3M+ stock photos and graphics ✓ AI-generated writing and designs* ✓ Design printing and delivery ✓ 5GB of cloud storage 	Everything in Free, plus: <ul style="list-style-type: none"> ✓ Unlimited premium templates ✓ 100M+ photos, videos, graphics, audio ✓ 100 Brand Kits to manage your brand ✓ Quickly resize and translate designs ✓ Remove backgrounds in a click ✓ Boost creativity with 20+ AI tools* ✓ Plan and schedule social content ✓ 1TB of cloud storage ✓ 24/7 customer support 	Everything in Pro, plus: <ul style="list-style-type: none"> ✓ Scale your brand and centralize assets ✓ Ensure brand consistency with approvals ✓ Edit, comment, and collaborate in real time ✓ Generate on-brand copy with AI* ✓ Team reports and insights ✓ Pay as you grow ✓ 1TB of cloud storage ✓ 24/7 customer support ✓ AI Admin Controls ✓ SSO ✓ ISO 27001 certification and SOC2 type I

The Free plan lets you create presentations with AI. You can also access other AI tools like the Magic Write or Image Generator. However, you may need to pay for premium images or replace them with the free stock images on offer.

The Pro plan costs \$54.99 per user per year. You get access to 100M+ photos, videos, graphics, and audio. You also get access to 20+ AI tools, among other features.

The Teams plan costs \$130 per year for the first five users. It offers approvals for designs, real-time editing & collaboration, team reports and insights, and other features.

Canva is much cheaper than Beautiful.ai, and you can do much more than just create presentations.

What's Missing

Standalone AI presentation makers only allow you to work on their platform. This means you might need to pay for multiple tools to access AI features for tasks other than creating presentations. This is expensive and requires constant context switching.

Plus AI integrates with Google Slides and Google Docs. So you're getting two AI tools for the price of one. You don't need to pay for a separate AI platform to create documents like SEO blog posts, Facebook ads, or email newsletters. The [Plus AI for Google Docs](#) lets you create multiple content types in Google Docs.

What Customers Say About Beautiful.ai and Canva

Here's what customers say about Beautiful.ai:

Pros

- + *Have been using it in building my presentations and it has magnified it's excellent work on my results. It is cost effective and has this amazing features that helps you to slide automatically.*
- + *Super easy to create impactful stunning presentations without having to fiddle with alignment, resizing, animations of individual elements.*
- + *Being able to share the presentation with colleagues or clients via a link is wonderful. I love the built in formatting and reformatting after changes.*
- + *Everyone at the pitch were so impressed by the morph. Also a couple of investors praised the slides, not just the content.*

Cons

- *Lack of customization, customer support - limited images that support a corporate setting. AI capabilities are completely useless - it's the same content/ layout over and over.*
- *I feel that the focus is too much on presentations for pitches or marketing, and when it comes to visual aids for learning, it can be limited.*
- *Some text editing options seemed to be missing, had to work around some pre-built configurations.*
- *Does not work very well displayed on the iPhone or Android. Doesn't let you embed video or audio for offline presentations.*

- *"I like the AI Bot that creates beautiful slides with great visuals. This enables one to create an entire presentation in a short time. It is better than other platforms because of the numerous templates available and the accuracy. The suggestions to shorten or change the tone of the text are also a plus."*
- *"I trialed Beautiful.ai when preparing a presentation for my job interview. It was a free trial and like all free trials they expire (standard practice). As everyone has likely experienced before, I forgot to cancel the trial before the deadline. These guys then proceeded to not charge me for 1 month but for an entire year (\$150)! I reached out to them directly and they declined to refund me. To charge a trial customer automatically for an entire year versus putting them on a month by month is absolutely a predatory practice and I'll be sure to warn anyone I know in my network about using this product."*
- *"As a Brand Director, I love that I'm able to setup templates for my team and have them easily create beautiful, on-brand, decks and presentations while freeing up hours and hours of our design-teams time."*

Here's what customers have to say about Canva:

Pros and Cons

- ▲ *"It's super easy to use even if you have little to no design experience, and has an amazing array of templates and design elements you can use for free or minimal costs."*
- ▲ *"This is an excellent software for people that is not a designer and need to have very good presentations and frameworks."*
- ▲ *"It helps with ideas on different ways to use products. We really need new ways to communicate with our community and with the pandemic it is nice to reach them with style."*
- ▼ *"Also there have been times when I have lost a design accidentally using Canva on my computer due to changing the template accidentally."*
- ▼ *"The lack of functionality and inability to do more with the software. There are a number of seemingly simple changes I couldn't make."*
- ▼ *"There are no features missing, i feel it's very complete when you pay the subscription. When you are a free user you have a limited set of tools at your disposal."*

- *“More than 250 thousand free templates. More than 100 design types (social media posts, presentations, letters, and more) More than a million free photos and graphic elements. Many themes for various occasions.”*
- *“There is no support, I mean actual support, when you are stuck somewhere, there is no one to contact, you need to send an email and then sit and wait until someone replies to you. I paid for Canva Pro, and now in the middle of my subscription (monthly), I do not have access to any features of Canva Pro, and took so much time for me just to look for support, and there is no support.”*
- *“Canva will handle the job, and because it is hosted in the cloud, you can access it from any location using any device. Additionally, Canva's connectivity with mobile phones is really excellent. I still use Canva for quick graphics. When it comes to my business ideas and presentations, Canva is the rescuer that I have been looking for.”*

Beautiful.ai vs. Canva: Which one is best for you?

There is no such thing as the best AI presentation maker. It all depends on which one best suits your needs:

- If you want to create professional slides, but PowerPoint and Google Slides feel intimidating or dated, then choose Beautiful.ai
- If you want total creative freedom when creating presentations and want to design other company assets in addition to slide decks, then choose Canva.
- If you are already proficient with Google Slides and are only missing modern AI capabilities, then choose Plus AI.