



Welcome to the **May 2026** edition of **The AI Advantage**.

This month: four tool reviews — InVideo AI, Surfer SEO, Writesonic, and Grammarly — plus five industry stories: GPT-5.5 Instant, ChatGPT's new ad platform, Claude for Small Business, AI rewriting affiliate marketing, and Rakuten's new Mirai AI agent.



THIS MONTH ON THE BLOG

Four Posts You Can't Miss in May

Andrew Murphy · May 2026 · Blog Preview

May on the blog is about the tools that make your words work harder — the writing assistant running quietly in the background, the AI writer that pulls current data from the web, the SEO tool that tells you exactly what Google wants to rank, and the video platform that built a faceless YouTube channel in a single weekend. Here's what went live:

Week 1 — May 4

InVideo AI Review: How I Built a Faceless YouTube Channel in a Weekend

InVideo AI generates complete, fully produced videos from a text prompt: script, stock footage, transitions, captions, and AI voiceover, ready to publish in under 5 minutes. I made 8 videos on Saturday, 7 on Sunday, and launched the channel Monday with 15 published videos. Two have already crossed 1,000 organic views. InVideo supports 50+ languages — I can produce the same video in French for my Quebec audience without re-recording anything.

Week 2 — May 11

Surfer SEO Review: The Tool That Finally Got My Blog Ranking on Google

Surfer SEO analyzes the top 20 results for any keyword and gives you a real-time content score from 0 to 100 reflecting exactly what Google is rewarding. Write to 70+ and you have a statistically strong chance of ranking on page one. The first article I optimized this way ranked on page two within 3 weeks and moved to page one within 6 weeks — now driving 200+ organic visitors per month to an affiliate review post.

Week 3 — May 18

Writesonic Review: Affordable AI Writing That Punches Above Its Weight

Writesonic's standout feature is Chatsonic — an AI assistant with real-time internet access built in by default. Where ChatGPT's free tier uses a knowledge cutoff, Chatsonic browses the web for current information. ArticleWriter 6.0 produces fully researched, SEO-structured articles of 1,500+ words sourced from the current web. 100+ templates cover Google Ads, Facebook Ads, cold email sequences, YouTube descriptions, and more.

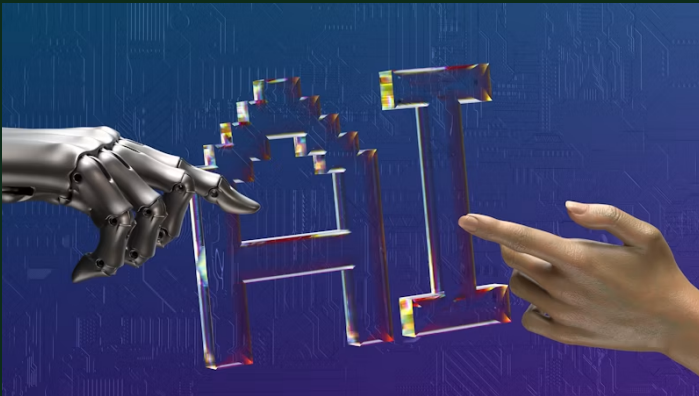
Week 4 — May 25

Grammarly AI Review: The Tool I Use Every Single Day Without Thinking About It

Grammarly runs in the background of everything I write, everywhere I write it. The tone detector analyzes the emotional register of your writing and tells you how it's likely to land — too formal, too aggressive, too passive. For sales emails and client communication, this feedback has genuinely improved my conversion rates on cold outreach. GrammarlyGO lets me write entire emails inside any platform. Pays up to \$20 per referral.

All four posts are live at andrewmurphy.online/blog-home — with affiliate links so you can try any of these tools directly.

[Visit the Blog ->](#)



AI NEWS

GPT-5.5 Instant Is Now Your Default ChatGPT — Here's What Actually Changed

AI Industry · May 5, 2026

On May 5, OpenAI replaced GPT-5.3 Instant as ChatGPT's default model. GPT-5.5 Instant rolled out to all users with no opt-in required. If you've been using ChatGPT this month, you've already been using it.

The most important upgrade is accuracy on high-stakes topics. GPT-5.5 Instant produces

52.5% fewer hallucinated claims than its predecessor on prompts involving medicine, law, and finance. For entrepreneurs drafting contracts, researching regulations, or writing investor-facing documents, this is a meaningful reliability improvement. Responses are shorter and clearer — 30% fewer words, informal, practical, and workplace-safe without over-explaining.

"The model answers the question instead of writing an essay about it. For practical business use, that's the upgrade that matters most."

The new memory sources feature lets ChatGPT reference past conversations, uploaded files, and connected Gmail to personalize responses. A control panel lets you see exactly what context it used and delete anything outdated. Math and reasoning benchmarks also improved: 81.2 on AIME 2025 math (up from 65.4) and 76 on MMMU-Pro multimodal reasoning (up from 69.2).

What to do with this upgrade:

Re-run any ChatGPT prompts that produced verbose, over-hedged answers — the shorter output style means they'll land differently now. Turn on memory sources in your ChatGPT settings and feed it your business context: niche, audience, brand voice, key offers. Every response will be personalized to your business without re-explaining it each session.





AI NEWS

ChatGPT Just Opened Its Ad Platform to Everyone — What This Means for Affiliate Marketers

Advertising · May 2026

OpenAI launched its self-serve Ads Manager in early May 2026, expanding it to smaller advertisers by May 27. The previous minimum spend to advertise inside ChatGPT was \$50,000. That requirement is now gone entirely. Any business — including solo entrepreneurs — can now buy ad space inside the world's most-used AI platform with no minimum commitment.

How the ads work: ChatGPT ads appear contextually within conversations — when a user asks about a product category, a relevant ad surfaces alongside the AI's response. The format includes a larger image and an optional CTA button with dynamic options: 'Shop Now,' 'Book Now,' 'Sign Up,' or 'Learn More.' Advertisers can now use cost-per-click bidding — paying only when someone clicks. OpenAI has stated a goal of \$2.5 billion in ad revenue this year.

"A user who asks ChatGPT "what's the best AI writing tool for my blog?" is a warmer lead than almost any cold traffic source. The context is intent-qualified before the ad even appears."

The opportunity for affiliate marketers: ChatGPT users are actively asking product questions at exactly the moment a recommendation is most relevant. An affiliate marketer running CPC ads on their niche category is reaching an audience that has already pre-qualified themselves through the question they just asked. OpenAI is expanding the pilot internationally through Q2-Q3 2026.

Affiliate strategy for ChatGPT Ads:

Run ads to your affiliate review content — not directly to an affiliate offer. A ChatGPT user who clicks through to your detailed review of a tool they just asked about is already warm. Your review converts them. The affiliate link earns the commission. Sign up for the Ads Manager waitlist at openai.com and get your creative assets ready.





AI TOOLS

Anthropic Launched Claude for Small Business — 15 Workflows Ready to Run on Day One

Anthropic · May 13, 2026

On May 13, Anthropic launched Claude for Small Business — a dedicated toggle inside Claude Cowork that connects Claude to the platforms small businesses already use. Integrations on launch day: QuickBooks, PayPal, HubSpot, Canva, DocuSign, Google Workspace, and Microsoft 365. No API setup. No developer required. Connect your accounts and 15 pre-built agentic workflows become available immediately.

What the workflows actually do: The month-end close workflow pulls your QuickBooks data, categorizes outstanding items, flags discrepancies, and prepares a summary report. The invoice chasing workflow identifies overdue invoices, drafts personalized follow-up emails, and logs the outreach — without you touching any of it. The campaign management workflow creates and schedules content in HubSpot while generating matching visual assets in Canva.

"These are the workflows that eat 2-3 hours of a small business owner's week — the administrative tasks that never feel urgent but never go away. Anthropic automated them."

Payroll cash-position forecasting is the standout workflow for entrepreneurs running lean operations. Claude pulls current bank balances, maps upcoming payroll obligations, identifies cash flow gaps in the next 30-60 days, and surfaces options — all before you've opened a spreadsheet. Claude for Small Business signals that AI agents are moving from enterprise-only to small business mainstream.

Which workflow to try first:

Start with invoice chasing if you have outstanding receivables — it's the fastest ROI demonstration. The workflow identifies overdue amounts, drafts polite but firm follow-up messages in your tone, and sends them. Most users report recovering at least one previously ignored invoice in the first week — enough to cover the subscription cost for the month.





TREND REPORT

AI Is Officially Rewriting Affiliate Marketing — Here's Who's Winning

Market Trends · May 2026

Two data points tell the story. First: global affiliate marketing reached \$20 billion in 2026, with US spend at \$13.2 billion. Second: nearly 80% of affiliate marketers now use AI tools for content creation, SEO, or campaign analysis. AI adoption has crossed from early-majority into standard operating practice.

The winners in AI search are not who you'd expect. Brand site content accounts for only 5-10% of sources in AI-generated search results. Affiliate content and UGC make up significantly more. When someone asks ChatGPT 'is [product] worth it,' the sources it draws from are review posts, comparison articles, and community discussions — exactly the content affiliates produce. The casualties: generic aggregators and thin-review sites losing traffic to AI search compression.

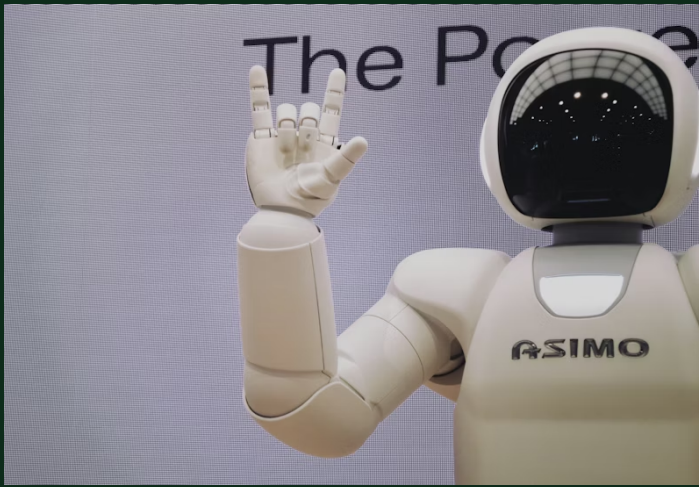
"The content that wins in AI search is the same content that has always worked in affiliate marketing: detailed, honest, experience-based reviews. The difference is that AI search now amplifies its reach further and faster than Google ever did."

The opportunity for AI-native affiliates: If you're creating real reviews of tools you actually use, with honest assessments and specific use cases, you're producing exactly the content AI models cite and AI search users trust. The AI-native affiliate who combines real product knowledge with AI-assisted production has a structural advantage over both pure-AI content farms and pure-human operations.

How to position yourself now:

Publish at least one detailed, experience-based review per week. Use Surfer SEO to optimize for buyer-intent keywords. Use AI tools to scale production without losing specificity — write the expert analysis yourself, use AI for structure, formatting, and meta content. Build a portfolio of genuine product recommendations in your niche and let AI search surface your content to people actively looking for answers.





AI TOOLS

Rakuten Advertising Just Launched an AI Agent for Your Affiliate Campaigns

Affiliate Marketing · May 2026

Rakuten Advertising launched Mirai — its new AI optimization agent for affiliate campaigns — in May 2026. Mirai is not a dashboard or a reporting tool. It's an agent: it monitors your campaign performance, identifies high-value partnership opportunities, and automatically adjusts campaign parameters to maximize returns — without you logging in to make changes.

What Mirai actually manages: The agent continuously analyzes traffic sources, conversion rates, commission structures, and publisher performance. When it identifies a publisher driving above-average conversions on a specific category, it automatically increases exposure to that publisher. When a traffic source underperforms, it reduces allocation. The partnership discovery feature scans the network to identify publishers in adjacent categories — bloggers, newsletter operators, comparison sites, YouTube channels — whose audiences match your offer.

"The difference between a campaign that grows and one that stagnates is often the speed of optimization — how quickly you identify what's working and double down on it. Mirai does that continuously."

The broader signal: Multiple major affiliate networks are building or acquiring AI optimization capabilities in 2026. The affiliate campaigns that underperform in 12 months will be the ones managed entirely manually against networks optimizing autonomously. Getting comfortable with AI-assisted campaign management now is the practical preparation for where the industry is heading.

Action item for May:

If you run programs or campaigns on the Rakuten network, log in and check whether Mirai is available on your account — it's rolling out progressively to existing advertisers and publishers. If you're not on Rakuten, CJ Affiliate and Impact are building comparable AI tools. Consolidate your affiliate activity on one network with strong AI tooling rather than spreading thinly across platforms that don't yet have this capability.

