

# Why is CapCut's AI engine the top choice for creating short-form videos?

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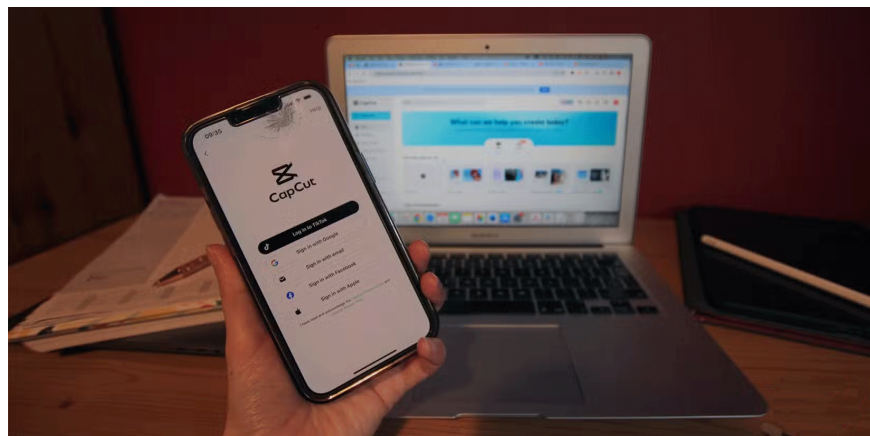
## Why is CapCut's AI engine so great?

CapCut is a commonly used video editing app, especially when creating short videos on the iPhone. Users prefer it over the desktop version because there are more tools on the mobile app. The AI ??tools are harder to access — and sometimes not available — on the desktop app, but they are available on the browser version of CapCut.

CapCut has a variety of tools and AI features that make editing videos easy. There is a text-to-speech tool that lets you choose the voice and even the language for narration. You can edit using the video transcript, which increases accuracy. And the long video to short video converter is another great way to create short videos using CapCut's AI.

The AI ??tools in the CapCut platform are useful, not gimmicks, and save time when editing videos. There are some cool features like an image editor that lets you add stickers or text effects to your videos, but overall, CapCut's AI video tools are worth using, and many of them are free.

## Are CapCut AI tools free?



CapCut is a freemium tool with so many features for free users that you might wonder if CapCut Pro is worth subscribing to. Many of CapCut's AI tools are available in the free plan, something not many creative programs offer.

The sheer number of AI tools makes it difficult to decide which ones are actually good, but the good ones are the AI tools that are worth using in real-world situations. CapCut's Smart Templates and Smart Ads Generator are two of the best free tools, especially for creating short-form videos.

While there are some AI tools that are only available in the Pro package, here are some great free AI tools:

1. Convert script to video
2. Smart Ads
3. Transcript-based editing tools
4. Convert text to image
5. AI Poster Maker
6. AI Model

The AI tools are a good reason to consider investing in CapCut Pro. With the Pro plan, you can use the CapCut teleprompter while filming, get access to more AI effects for your images, and translate videos. Another great AI Pro tool is the Relight feature, which lets you add dynamic lighting to your videos – to relight your images, you can use the Relight feature in ClipDrop for free.

Many of CapCut Pro's features let you take full advantage of the free AI tools, like detecting all the extra words in a speech - free - but then using the Pro feature to remove them all in one go. The same goes for using the AI tool to create subtitles from a transcript - free - but you need the Pro version to make the subtitles look fun and interesting.

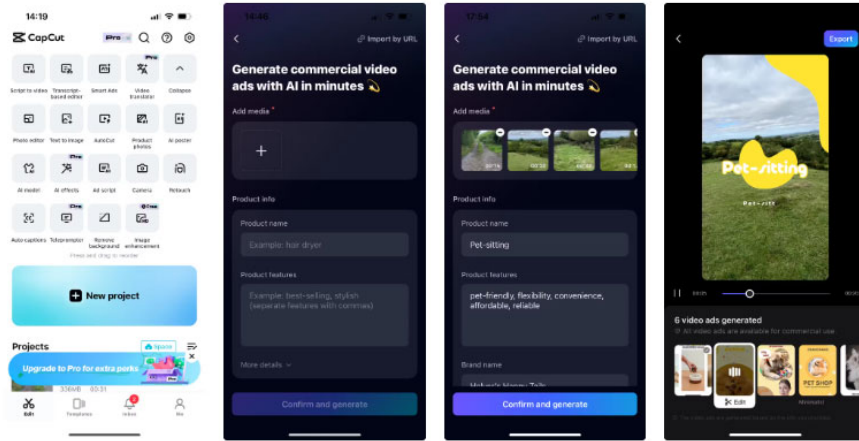
**Note :** Depending on your region, you may see some Pro or Free features that are different from other regions. And sometimes tools are not always available on the desktop app as they are with the browser or phone app.

## **How to use CapCut's Smart Ads Generator**

CapCut's Smart Ads Generator is a quick way to create ads without spending all day filming or writing a script. Smart Ads Generator is great for promoting your TikTok Shop; it integrates directly with Amazon, Shopify, and TikTok Shop.

You can access this tool from the mobile app through Smart Ads and from the browser version under Magic Tools called One-Click Video Creation. The feature works the same on both the mobile app and the browser version, despite the different names.

### **Create smart ads**



Once you've selected a tool, add product information for your ad, such as a URL, so viewers can follow the link to buy the advertised product. Add your video and images. Then add product information, including the product name and any features it has. CapCut's AI can suggest features if you're unsure.

You can then add information about the brand selling the product: the brand name and target audience. Finally, add the product price, any promotional details you want the video to focus on — like 50% off — and choose the length of your video.

Select **Confirm and Generate**, after a few seconds you will have multiple videos to choose from based on your prompt information.

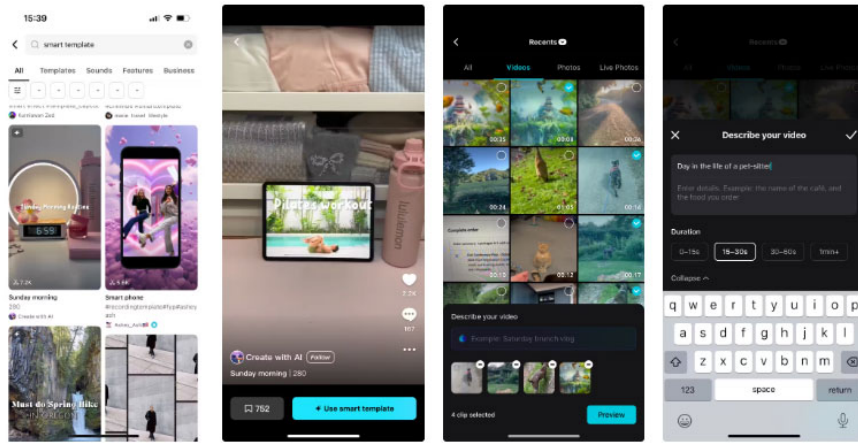
You can easily change the text (and the AI ??model's narration), switch videos or images, change the duration, and more. The Smart Ads feature saves a lot of time during creation and lets you focus on fine-tuning your perfect video ad.

## How to Use CapCut's Smart Templates

CapCut's Smart Templates are a great choice when creating short-form videos for your social media. They work great for creating trending audio videos when you don't want to spend time splitting, cutting, and editing parts of your video.

Smart Templates are just like regular Templates, but they use AI to analyze your video input and create the best timing video output with the audio in the template. You can search for 'smart templates' in the search bar of the Templates page, or scroll through any template and look for the Smart Templates sparkling diamond icon in the upper left corner.

### Create smart video templates

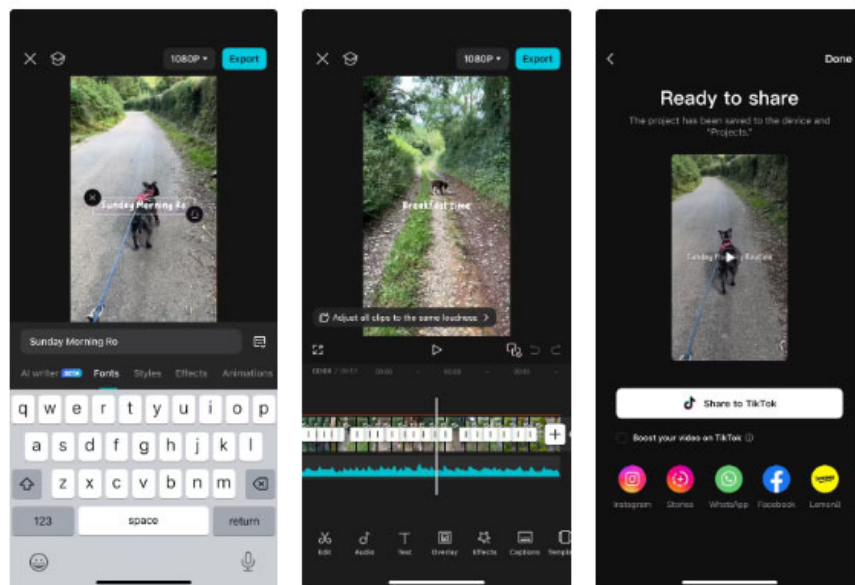


Once you find the Smart Template you want to use, select it to preview the sample video, then select **Use Smart Template** . Select all the video clips you want to apply to the template and write a description of your video below the selected clips. You can also choose a duration or use the default duration that CapCut creates. Once you've selected everything, select **Preview** .

Once you're done previewing, you can edit it manually. Media, audio, or text can all be edited individually, or you can hit the **Go to Edit** button to edit everything in one place.

Text can be edited in a variety of ways. You can change the wording - the AI ??may not generate the right text - when, how often, and where the text appears throughout your video, and of course, you can change the font, style, and color of the text.

Video clips are set to audio, but both are editable. You can replace, delete, or lengthen clips. If you change the timing of a clip, it may no longer match the audio that CapCut's AI sets for your video. This caveat also applies to audio changes; if you want the clip to move to a beat, it's best to keep the audio and clip length the same.



Once you're happy with your video, select **Export** . Depending on your export choice, you may have a CapCut logo watermarked in the top corner. If you export as a TikTok video saved to your device, you can avoid the watermark — and you don't have to upload the video to TikTok.

CapCut has always been a favorite video editing tool, and using its AI video features will save you a lot of time and effort, whether you're making videos for fun or professionally.

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