



AI VISIBILITY REPORT

HubSpot

hubspot.com

REPORT PERIOD

Last 30 Days

GENERATED

July 25, 2026

PREPARED FOR

HubSpot

PREPARED BY

Ayzeo

AI Models • ChatGPT • AI Overview • Claude

Contents

Sections included in this report

01	Executive Summary	Key metrics, ranking position, and highlights at a glance
02	Visibility Trends	Visibility and mention rate over time vs. top competitors
03	Brand Ranking	Full competitive ranking table with your primary ranking metric
04	Prompt Performance	How individual tracked prompts performed across models
05	Mention Ledger	Absolute mention counts this period vs. last, per model
06	What Changed	Prompts where mentions were gained or lost since last period
07	Consulted Sources	Domains AI models cited, with source-type mix
08	Visited Pages	Pages AI models actually visited when answering
09	Sub-Brand Portfolio	Mention matrix across your configured keywords
10	Head-to-Head	Win / loss / shared prompt comparison vs. your top competitors
11	Sentiment Themes	Recurring negative themes with quoted evidence
12	Channel Breakdown	Citations by channel (blogs, docs, review sites, and more)
13	Model Breakdown	Metrics split by AI model
14	Technical SEO	Latest technical AI-readiness score

Executive Summary

Key metrics, ranking position, and highlights at a glance

HubSpot was mentioned in **55%** of tracked prompts ↑ 3 mentioned answers vs. the previous period, ranking **#1** of 253 tracked brands by Composite Score, at an average position of **10.5** when visible.

AI VISIBILITY

49%

Period avg
Latest 39%

AI CITATIONS

40%

Period avg
Latest 32%

AI MENTIONS

55%

Period avg
Latest 58%

AVG POSITION

10.5

When visible

INDUSTRY RANK

#1

of 253

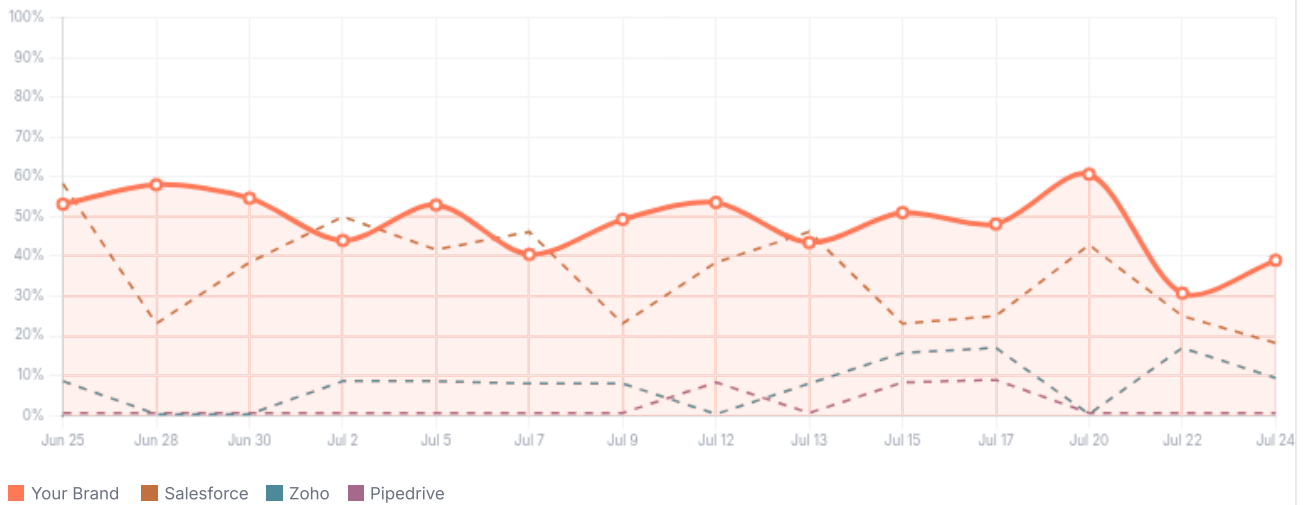
Top 3 by Composite Score

#	BRAND	COMPOSITE SCORE
1	HubSpot (Your Brand)	50
2	Salesforce	27
3	Customer.io	17

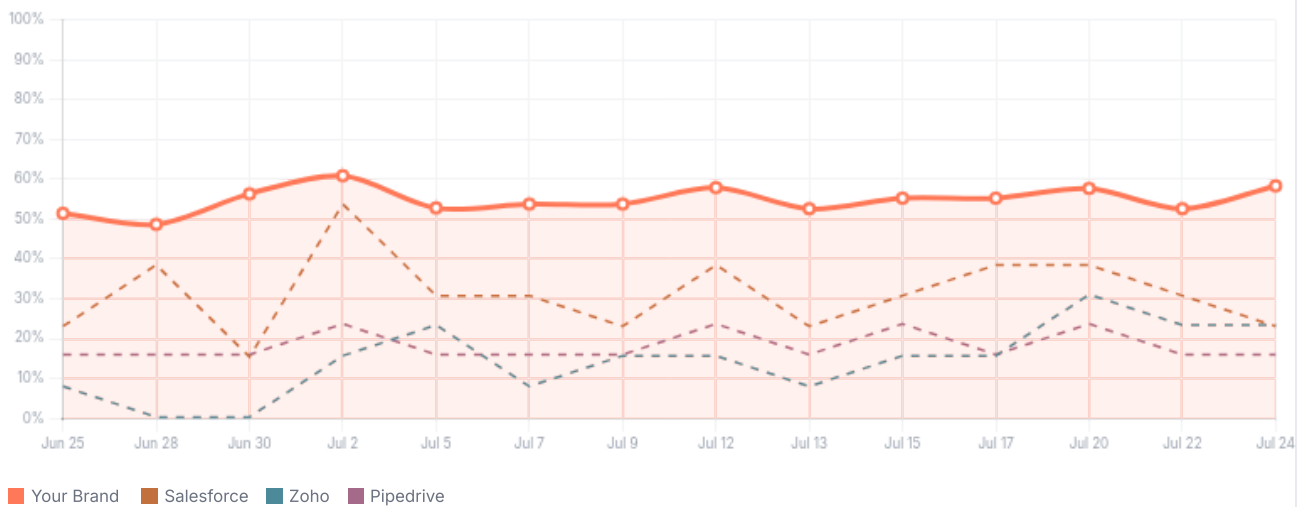
02 Visibility Trends

Visibility and mention rate over time vs. top competitors

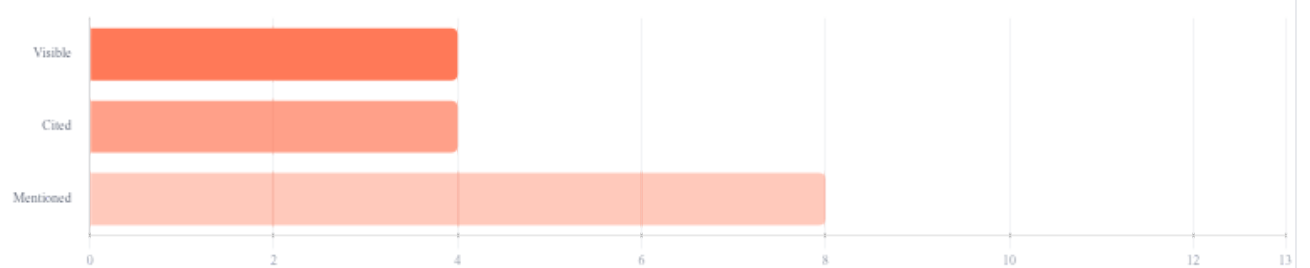
Visibility rate — how often brands appear in AI search results



Mention rate — how often brands are named in AI responses (60% of ranking score)



Prompt coverage — visible, cited, and mentioned out of 13 tracked



03 Brand Ranking

Full competitive ranking table with your primary ranking metric

#	BRAND	COMPOSITE SCORE	MENTIONS	VISIBILITY	CITATIONS
1	HubSpot (Your Brand) hubspot.com	50	55%	48%	40%
2	Salesforce PINNED salesforce.com	27	32%	36%	10%
4	Pipedrive PINNED pipedrive.com	16	23%	9%	4%
5	Zoho PINNED zoho.com	15	22%	9%	3%
11	Zendesk PINNED zendesk.com	7	9%	10%	1%
3	Customer.io customer.io	17	29%	0%	0%
6	Make make.com	14	23%	0%	0%
7	Zapier zapier.com	11	13%	19%	1%
8	LinkedIn · Jack Weber linkedin.com	9	13%	8%	0%
9	Mailchimp mailchimp.com	9	15%	0%	0%
10	ActiveCampaign activecampaign.com	7	11%	4%	0%
12	Slack slack.com	7	9%	6%	3%
13	Monday.com monday.com	7	9%	8%	1%
14	Shopify shopify.com	7	11%	1%	0%
15	Adobe adobe.com	7	10%	3%	0%

Ranked by Composite Score — 60% Mentions + 25% Citations + 15% Visibility. Mention share (60% of ranking score).

04

Prompt Performance

How individual tracked prompts performed across models

PROMPTS TRACKED 13	WITH MENTION 8	WITH CITATION 4
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PROMPT	PRESENCE	MENTIONS	RESULTS	CHECKED
What are the best CRM platforms for small businesses?	MENTIONED	21	66	Jul 24
On which social profiles can HubSpot be found?	VISIBLE CITED MENTIONED	21	56	Jul 24
What sets HubSport apart from others?	VISIBLE CITED MENTIONED	31	37	Jul 24
What is the best CRM for start-ups and why?	VISIBLE CITED MENTIONED	15	84	Jul 24
What tools are available for marketing automation?	MENTIONED	10	29	Jul 24
How can startups effectively manage customer data?	MENTIONED	1	7	Jul 24
What are the top integrations for CRM platforms?	MENTIONED	5	47	Jul 24
What is HubSpot doing?	VISIBLE CITED MENTIONED	30	48	Jul 24
How can AI improve customer service efficiency?	NOT FOUND	0	8	Jul 24
How can businesses streamline their sales process?	NOT FOUND	0	7	Jul 24
What are the benefits of using an integrated customer platform?	NOT FOUND	0	9	Jul 24
How can data management software enhance business operations?	NOT FOUND	0	7	Jul 24
What are the advantages of using AI in content creation?	NOT FOUND	0	6	Jul 24

05 Mention Ledger

Absolute mention counts this period vs. last, per model

ANSWERS ANALYZED 39 — 0 vs. last period	ANSWERS WITH MENTION 22 ↑ 3 vs. last period	MENTION INSTANCES 134 ↑ 15 vs. last period
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By Model

MODEL	ANSWERS	WITH MENTION	INSTANCES
AI Overview	13	7	29
ChatGPT	13	8	78
Claude	13	7	27

Drivers of Change

PROMPT	Δ MENTIONS
What sets HubSport apart from others?	↑ 24
What are the top integrations for CRM platforms?	↓ 21
On which social profiles can HubSpot be found?	↑ 11
What are the best CRM platforms for small businesses?	↑ 8
What is HubSpot doing?	↓ 7
What is the best CRM for start-ups and why?	↓ 3
What tools are available for marketing automation?	↑ 2
How can startups effectively manage customer data?	↑ 1

↑ 2 GAINED ↓ 0 LOST

Newly Mentioned

What sets HubSport apart from others?

CHATGPT CLAUDE

How can startups effectively manage customer data?

CHATGPT

Lost Mentions

No lost mentions this period.

07 Consulted Sources

Domains AI models cited, with source-type mix

Source Class Mix



Source Type Mix



Top Cited Domains

DOMAIN	TYPE	CLASS	CITATIONS	PROMPTS	AVG POS	MODELS
reddit.com	COMMUNITY	other	75	7	25.9	AI OVERVIEW CHATGPT
hubspot.com	BRAND	own	29	4	16.9	AI OVERVIEW CHATGPT CLAUDE
en.wikipedia.org	REFERENCE	other	20	6	34.4	CHATGPT
youtube.com	COMMUNITY	other	19	11	3.8	AI OVERVIEW
techradar.com	EDITORIAL	other	16	3	34.9	CHATGPT CLAUDE
ir.hubspot.com	BRAND	own	14	2	11.9	CHATGPT CLAUDE
salesforce.com	BRAND	pinned	11	6	10.1	AI OVERVIEW CHATGPT CLAUDE
arxiv.org	REFERENCE	other	10	3	45.7	CHATGPT
knowledge.hubspot.com	BRAND	own	10	2	8.9	CHATGPT CLAUDE
g2.com	RETAILER	other	9	3	10.0	CHATGPT
zapier.com	BRAND	other	6	5	5.3	AI OVERVIEW CHATGPT
community.hubspot.com	COMMUNITY	own	6	2	10.5	CHATGPT CLAUDE
cdn2.hubspot.net	OTHER	own	5	3	22.8	CHATGPT
sell.g2.com	RETAILER	other	5	3	15.6	CHATGPT
zoho.com	BRAND	pinned	4	2	37.5	AI OVERVIEW CHATGPT
technologyadvice.com	EDITORIAL	other	4	2	10.0	AI OVERVIEW CHATGPT
company.g2.com	UNCLASSIFIED	other	3	1	13.0	CHATGPT
forbes.com	EDITORIAL	other	3	2	20.7	AI OVERVIEW CHATGPT
blog.hubspot.com	BRAND	own	3	2	14.0	CHATGPT CLAUDE

DOMAIN	TYPE	CLASS	CITATIONS	PROMPTS	AVG POS	MODELS
ecosystem.hubspot.com	BRAND	own	3	1	8.7	CHATGPT
linkedin.com	COMMUNITY	other	3	2	2.3	AI OVERVIEW
crm.org	OTHER	other	3	3	4.7	CHATGPT CLAUDE
equinoxen.com	OTHER	other	2	1	5.5	CLAUDE
hubspot.de	UNCLASSIFIED	own	2	2	25.5	CHATGPT
biztechscout.com	EDITORIAL	other	2	2	6.0	CHATGPT
bit-integrations.com	OTHER	other	2	1	5.0	AI OVERVIEW CLAUDE
gartner.com	EDITORIAL	other	2	1	15.0	CHATGPT
zendesk.com	BRAND	pinned	2	2	4.0	AI OVERVIEW
beltstack.com	OTHER	other	2	2	10.0	CHATGPT
unbound.hubspot.com	UNCLASSIFIED	own	2	1	14.0	CHATGPT
support.pipedrive.com	UNCLASSIFIED	pinned	2	1	49.5	CHATGPT
toolradar.com	UNCLASSIFIED	other	2	2	4.0	CHATGPT
product.hubspot.com	UNCLASSIFIED	own	2	2	22.0	CHATGPT
linktr.ee	OTHER	other	2	1	9.5	CHATGPT CLAUDE
offers.hubspot.com	BRAND	own	2	2	26.5	CHATGPT
rocketreach.co	UNCLASSIFIED	other	2	1	8.5	CLAUDE
iv-lead.com	OTHER	other	2	1	9.0	CLAUDE
quora.com	COMMUNITY	other	2	1	5.5	AI OVERVIEW
boomi.com	BRAND	other	2	2	6.0	AI OVERVIEW
instagram.com	COMMUNITY	other	2	1	7.5	AI OVERVIEW CLAUDE
learn.g2.com	RETAILER	other	2	1	17.0	CHATGPT
conversionops.eu	UNCLASSIFIED	other	1	1	10.0	CHATGPT
hubspot.gcs-web.com	UNCLASSIFIED	other	1	1	14.0	CHATGPT
conduyt.com	UNCLASSIFIED	other	1	1	17.0	CHATGPT
help.zoho.com	UNCLASSIFIED	pinned	1	1	34.0	CHATGPT
help.hubspot.com	UNCLASSIFIED	own	1	1	33.0	CHATGPT
blog.coupler.io	UNCLASSIFIED	other	1	1	12.0	AI OVERVIEW
cognism.com	UNCLASSIFIED	other	1	1	11.0	AI OVERVIEW
cloudtalk.io	BRAND	other	1	1	1.0	CLAUDE
fr.wikipedia.org	REFERENCE	other	1	1	58.0	CHATGPT

DOMAIN	TYPE	CLASS	CITATIONS	PROMPTS	AVG POS	MODELS
forrester.com	UNCLASSIFIED	other	1	1	8.0	CHATGPT
fitsmallbusiness.com	EDITORIAL	other	1	1	5.0	CHATGPT
getonecart.com	UNCLASSIFIED	other	1	1	9.0	CHATGPT
grow.ukuinbound.com	UNCLASSIFIED	other	1	1	8.0	AI OVERVIEW
close.com	BRAND	other	1	1	9.0	AI OVERVIEW
amplitude.com	UNCLASSIFIED	other	1	1	3.0	AI OVERVIEW
adroll.com	UNCLASSIFIED	other	1	1	1.0	AI OVERVIEW
fayedigital.com	OTHER	other	1	1	4.0	AI OVERVIEW
eventdex.com	UNCLASSIFIED	other	1	1	19.0	AI OVERVIEW
cdn1.hubspot.com	BRAND	own	1	1	14.0	CHATGPT

411 total citations across all AI models this period.

08 Visited Pages

Pages AI models actually visited when answering

Destination Class Mix



Destination Type Mix



Top Visited Pages

DOMAIN	TYPE	CLASS	VISITS	PROMPTS	MODELS
hubspot.com	BRAND	own	6	4	CHATGPT
community.hubspot.com	COMMUNITY	own	2	1	CHATGPT CLAUDE
ir.hubspot.com	BRAND	own	2	1	CHATGPT CLAUDE
g2.com	RETAILER	other	2	2	CHATGPT
techradar.com	EDITORIAL	other	2	1	CHATGPT
equinoxen.com	OTHER	other	2	1	CLAUDE
reddit.com	COMMUNITY	other	1	1	CHATGPT
marketscreener.com	UNCLASSIFIED	other	1	1	CLAUDE
vantagepoint.io	UNCLASSIFIED	other	1	1	CLAUDE
releasebot.io	UNCLASSIFIED	other	1	1	CLAUDE
support.pipedrive.com	UNCLASSIFIED	pinned	1	1	CHATGPT
zoho.com	BRAND	pinned	1	1	CHATGPT
baserow.io	BRAND	other	1	1	CLAUDE
zoflowx.com	UNCLASSIFIED	other	1	1	CLAUDE
withallo.com	UNCLASSIFIED	other	1	1	CLAUDE
forbes.com	EDITORIAL	other	1	1	CHATGPT
crm.org	OTHER	other	1	1	CLAUDE
designrush.com	UNCLASSIFIED	other	1	1	CLAUDE
sparxriser.com	UNCLASSIFIED	other	1	1	CLAUDE
viewpointanalysis.com	UNCLASSIFIED	other	1	1	CLAUDE
company.g2.com	UNCLASSIFIED	other	1	1	CHATGPT
technologyadvice.com	EDITORIAL	other	1	1	CHATGPT

DOMAIN	TYPE	CLASS	VISITS	PROMPTS	MODELS
zeeg.me	OTHER	other	1	1	CLAUDE
skyvia.com	BRAND	other	1	1	CLAUDE
pipeline.zoominfo.com	BRAND	other	1	1	CLAUDE
gartner.com	EDITORIAL	other	1	1	CHATGPT
unbound.hubspot.com	UNCLASSIFIED	own	1	1	CHATGPT
blog.hubspot.com	BRAND	own	1	1	CHATGPT
linktr.ee	OTHER	other	1	1	CLAUDE
iv-lead.com	OTHER	other	1	1	CLAUDE

40 total page visits across all AI models this period.

KEYWORD	ALL PROMPTS	TOTAL
Hub Spot	0	0
Brand (generic)	134	134

Darker cells indicate more mentions · 39 answers analyzed. "Brand (generic)" counts answers that mention your brand without naming a configured keyword.

Salesforce

salesforce.com

WINS 2 LOSSES 1 SHARED 6

WHERE SALESFORCE APPEAR AND YOU DON'T

How can AI improve customer service efficiency?

Zoho

zoho.com

WINS 4 LOSSES 0 SHARED 4

Pipedrive

pipedrive.com

WINS 4 LOSSES 0 SHARED 4

2 negative spans across 2 prompts. Most affected: HUBSPOT 2

caution 1

The main caution with HubSpot is cost creep: it is easy to start free or discounted, then pay significantly more as you add automation, marketing, reporting, and more users.

HUBSPOT What is the best CRM for start-ups and why?

cost creep 1

The main caution with HubSpot is cost creep: it is easy to start free or discounted, then pay significantly more as you add automation, marketing, reporting, and more users.

HUBSPOT What is the best CRM for start-ups and why?

pay significantly more 1

The main caution with HubSpot is cost creep: it is easy to start free or discounted, then pay significantly more as you add automation, marketing, reporting, and more users.

HUBSPOT What is the best CRM for start-ups and why?

tradeoff 1

The tradeoff: HubSpot can become expensive as your contacts, users, and advanced feature needs grow, and very large enterprises may still prefer platforms with deeper customization or legacy enterprise integrations.

HUBSPOT What sets HubSpot apart from others?

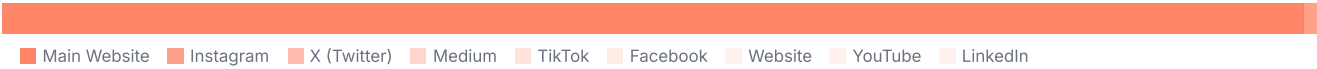
expensive 1

The tradeoff: HubSpot can become expensive as your contacts, users, and advanced feature needs grow, and very large enterprises may still prefer platforms with deeper customization or legacy enterprise integrations.

HUBSPOT What sets HubSpot apart from others?

Channel Breakdown

Citations by channel (blogs, docs, review sites, and more)



CHANNEL	CITATIONS	SHARE
Main Website (Main)	82	99%
Instagram	1	1%
X (Twitter)	0	0%
Medium	0	0%
TikTok	0	0%
Facebook	0	0%
Website	0	0%
YouTube	0	0%
LinkedIn	0	0%

Model Breakdown

Metrics split by AI model

 ChatGPT		 Google AI Overview		 Claude	
Visibility	57%	Visibility	15%	Visibility	40%
Citations	57%	Citations	15%	Citations	20%
Mentions	62%	Mentions	54%	Mentions	54%

LATEST TECHNICAL SCORE

82%

Last analyzed Jun 30, 2026

Excellent. The site's technical fundamentals give AI systems a strong foundation to crawl, understand, and cite your content.