

The AI answer audience

Your buyers already ask AI.

1.2B+ 1B+

people use ChatGPT each week
(OpenAI, 21 Oct 2026)

monthly users of the Gemini app
(Google, Aug 2026)

What those answers say about a brand, in IndexHalo:

Key finding - observed snapshot

HubSpot appears in 5 of 5 classified answers; its website is cited in 1 of 5.

5/5

Answers naming HubSpot

1/5

Answers citing hubspot.com

5 usable AI answers - collected 2026-10-14

[Open the answers →](#) [Read analysis →](#)

Recommended next action

Clarify the cost of growing a five-person sales team
high priority - Suggested owner: Product marketing with
product/pricing review

[Supporting passage →](#) [Task brief →](#)

attio.com  2 answers

Best CRMs for small business in 2026 - Attio

sybill.ai  2 answers

10 Best CRM Tools for Sales Teams in 2026 - Sybill.ai

zapier.com  2 answers

The 11 Best CRMs for Small Business in 2026

blog.salesflare.com  1 answer

🏆 9 Best CRM Software for Small Businesses in 2026

breakcold.com  1 answer

Each figure is quoted from its publisher with its date. Company-reported user numbers use each company's own definition.
Dashboard: public HubSpot example, 14 Oct 2026; not an IndexHalo customer.

Three of these five AI sources each report over a billion users.

 ChatGPT**1.2B+**

people each week

OpenAI, 21 Oct 2026

 Gemini app**1B+**

monthly users

Google, 11 Aug 2026

 Google AI Mode**1B+**

monthly active users

Alphabet Q2 2026, 22 Jul 2026

 Claude**300,000+**

business customers

Anthropic, 2 Sep 2025 · Anthropic publishes no user count; this is business customers.

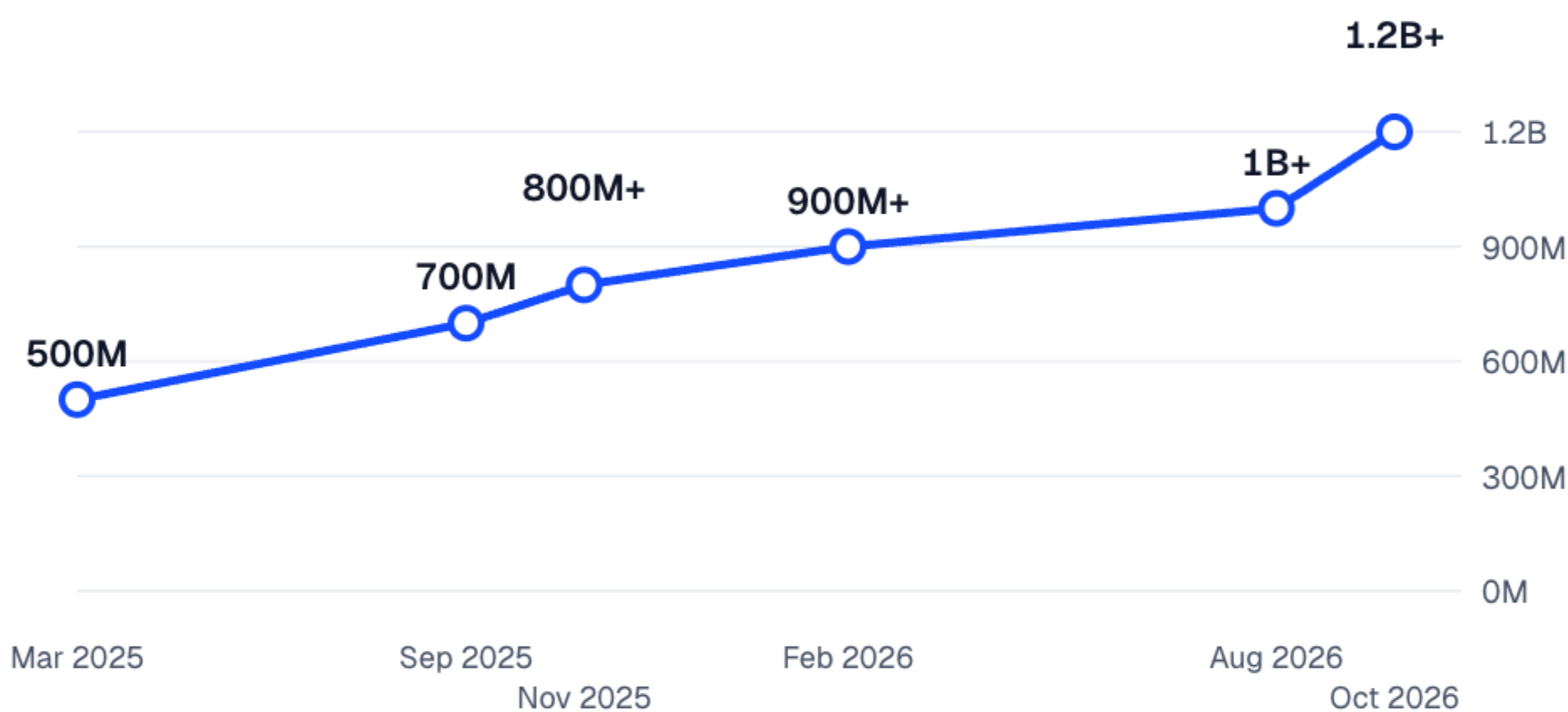
 Perplexity**Not published**

No current official user figure

**IndexHalo asks your buyers' questions in all of them.**

And keeps every full answer and citation as evidence.

ChatGPT: from 500 million to 1.2 billion weekly users since March 2025.



[In IndexHalo](#) what ChatGPT tells buyers, and whether it cites you

team that needs contact management, email integration, pipeline reporting and room to grow? Compare the leading options, key strengths and limitations, and who each is best for.

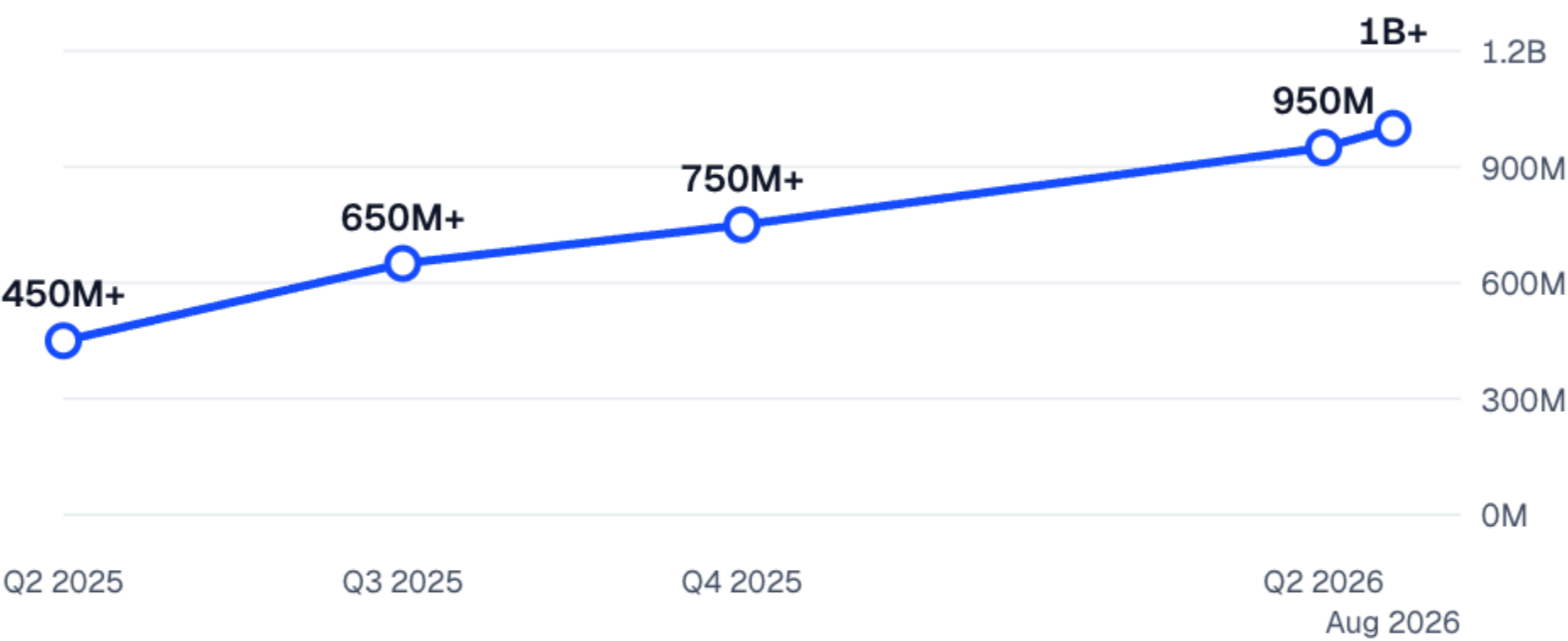
... My shortlist is [HubSpot](#), [Pipedrive](#), [Zoho CRM](#), [Freshsales](#), and [Salesforce](#). ...

Your site [hubspot.com](#) 2 pages

Competitor [pipedrive.com](#) 3 pages

Published figures

Gemini passed 1 billion monthly users in August 2026.

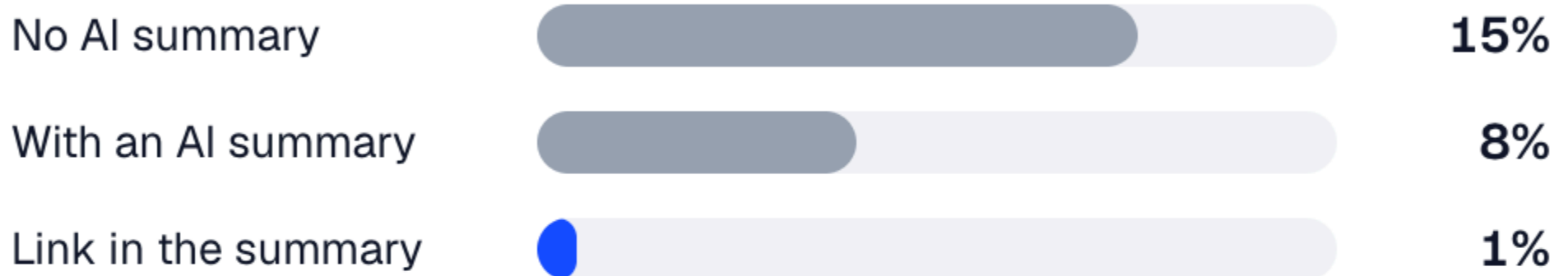


[In IndexHalo](#) Gemini’s answer, alongside four other AI sources

AI answer †	HubSpot †	Pipedrive †	Salesforce †	Zoho C
Google AI Mode 2026-10-14	#1 Mixed	#2 Mixed	Named No tone	#3 Positi
ChatGPT 2026-10-14	#1 Mixed	#2 Mixed	#5 Mixed	#3 Mixe
Gemini	#1	#2	Named	#3

Sources: Alphabet earnings and Google blog, Q2 2025, Q3 2025, Q4 2025, Q2 2026, Aug 2026. Gemini app monthly active users.

When an AI summary appears, people click fewer links.



Share of visits with a click on a traditional result, or on a link inside the summary.

[↗](#) In IndexHalo which answers cite your site, and which cite others

team that needs contact management, email integration, pipeline reporting and room to grow? Compare the leading options, key strengths and limitations, and who each is best for.

... My shortlist is [HubSpot](#), [Pipedrive](#), [Zoho CRM](#), [Freshsales](#), and [Salesforce](#). ...

Your site [hubspot.com](#) 2 pages

Competitor [pipedrive.com](#) 3 pages

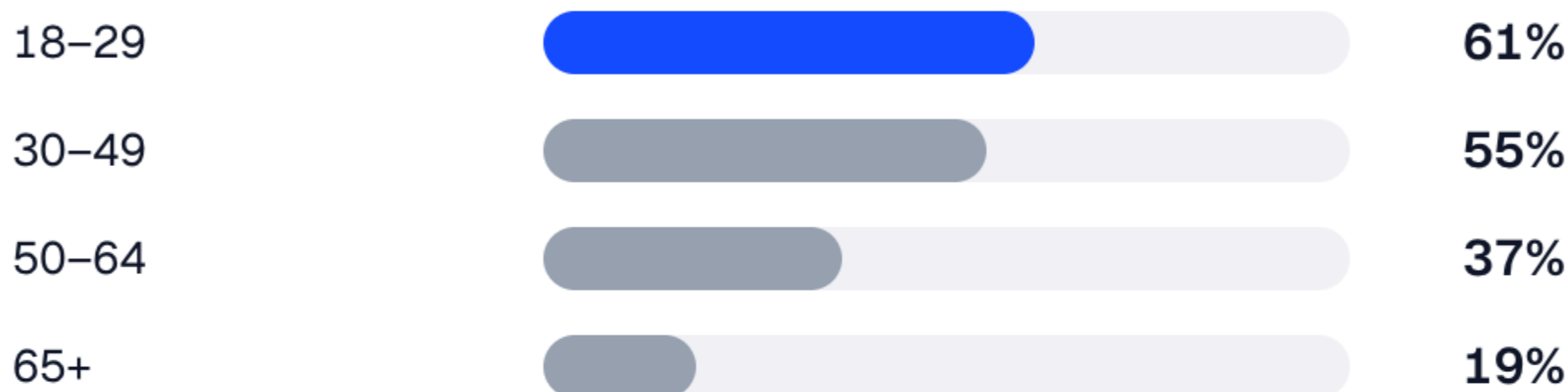
Competitor [freshworks.com](#) 3 pages

Competitor [zoho.com](#) 2 pages

+4 sites

[Open this answer ↗](#) [All answers behind the figure ↗](#)

44% of US adults use ChatGPT. Among 18–29s it is 61%.



42% of US adults use chatbots to search for information; 38% of employed adults use them for tasks at work.

[In IndexHalo](#) how each AI describes you to those buyers

Answers naming HubSpot

5 of 5 answers

Latest answer behind this figure

🌟 Claude API · 2026-10-14

What are the best CRM platforms for a small business with a five-person sales team that needs contact management, email integration, pipeline reporting and room to grow? Compare the leading options, key strengths and limitations, and who each is best for.

... [HubSpot](#) CRM Best for: All-in-one growth & teams starting with zero budget ...

82% of software buyers got recommendations from an AI chatbot.

45%

of B2B buyers used GenAI during a recent purchase, mainly to gather information on vendors and products

Gartner · 645 B2B buyers, surveyed Aug–Sep 2025; published 20 May 2026

82%

of B2B software buyers sourced software recommendations from an AI chatbot in the last 24 months

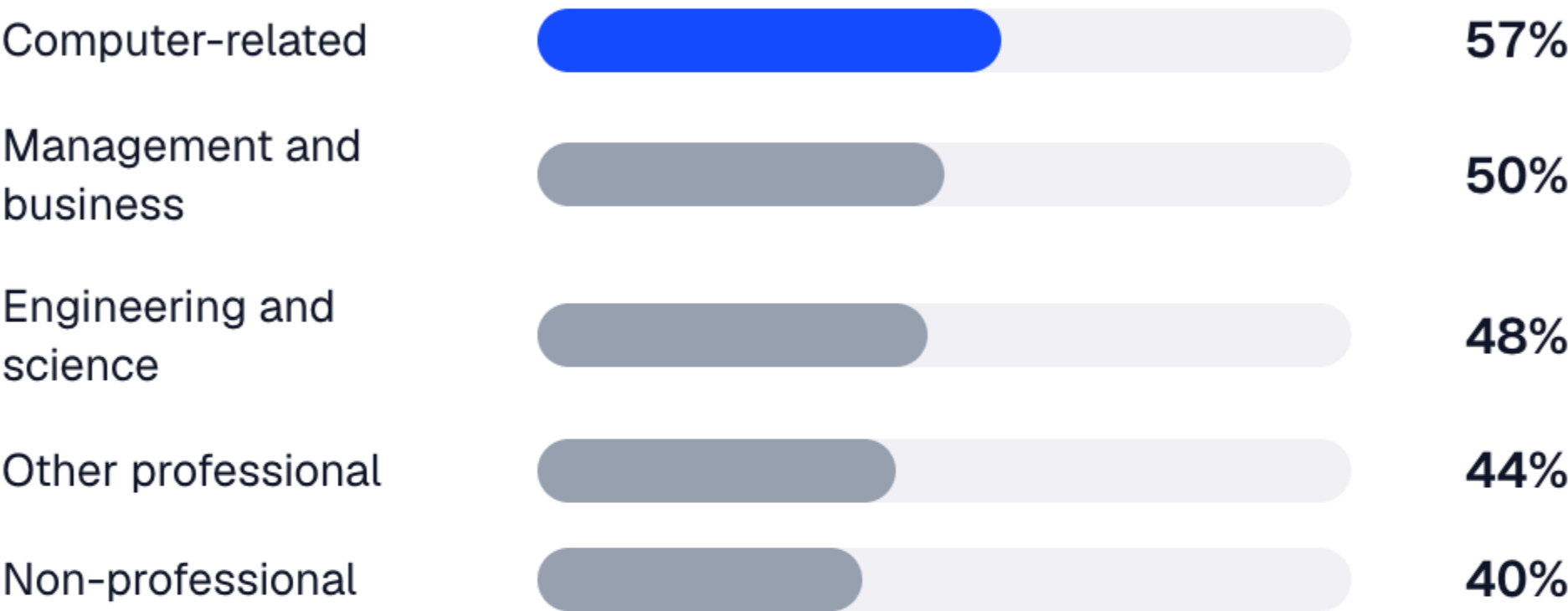
G2 · 2026 Buyer Behavior Report, 1,000+ buyers; published 22 Jul 2026

 In IndexHalo how often AI names you against rivals

Brand ▾		Visibility ▾		SoV
1	 HubSpot Your brand	100% 5 / 5 answers		20.8%
2	 Pipedrive	100% 5 / 5 answers		20.8%
3	 Salesforce	100% 5 / 5 answers		20.8%
...				

Sources: G2 2026 Buyer Behavior Report (22 Jul 2026), “in the last 24 months”; Gartner press release (20 May 2026), 645 B2B buyers surveyed Aug–Sep 2025.

In computer-related jobs, 57% of ChatGPT messages are about work.



 In IndexHalo the searches AI returns while it answers

Latest fanout queries 4 of 4

official CRM pricing HubSpot Sales Hub Starter Professional Zoho CRM Standard Profe... 

best CRM platforms small business 5 person sales team 2026 HubSpot Zoho Pipedriv... 

best CRM platforms small business 2026 

CRM comparison contact management email integration pipeline reporting small team... 

Source: Chatterji et al., "How People Use ChatGPT", NBER w34255, Sept 2025 (consumer plans; about 40k users with occupation data). Share of messages that are work-related, unadjusted. "Seeking information" grew from 14% to 24% of messages, Jul 2024 to Jul 2025.

UK business AI use rose from 9% to 30% in three years.

89%

of respondents say their organisation regularly uses AI in at least one business function

McKinsey, The state of AI in 2026 · 1,719 participants, May–Jun 2026

30%

of UK businesses used at least one AI technology in Sep 2026, up from 9% in Sep 2023

ONS BICS · official statistics in development; published 8 Oct 2026

20.0%

of EU enterprises with 10+ employees used AI in 2025, up from 13.5% in 2024

Eurostat · published 11 Dec 2025

19.8%

of US businesses were using AI in the period ending 3 May 2026

US Census Bureau BTOS · question revised Nov 2025

 In IndexHalo the next task, with its owner

Task ↕	Suggested owner ↕
Clarify the cost of growing a five-person sales team A dated five-seat cost-and-feature comparison covering contact management, email integr...	Product marketing with product/pricing review
Compare first-party evidence with the pages the answers cite A source-support comparison identifying the claims used in these answers, the cited suppo...	SEO/content with product

Sources: McKinsey (25 Aug 2026), ONS BICS (8 Oct 2026), Eurostat (11 Dec 2025), US Census Bureau BTOS (26 May 2026).
Different surveys and definitions; not directly comparable.

Your brand, next

See what those answers say about you.

IndexHalo asks your buyers' questions across ChatGPT, Gemini, Google AI Mode, Claude and Perplexity, and keeps the full answers and citations.

- 1 Ask your buyers' questions**
Across ChatGPT, Gemini, Google AI Mode, Claude and Perplexity, in the markets you sell in.
- 2 Keep every answer and citation**
Full answers, cited pages and dates, retained as evidence you can open.
- 3 Get the next fix**
Findings, actions, code-ready rules and client-ready reports.

indexhalo.com →

Each figure is quoted from its publisher with its date. Company-reported user numbers use each company's own definition and are not directly comparable.