Your Agency

HubSpot AI visibility report

Executive report · 14 Oct 2026 · 5 AI answers · 5 AI sources · United States · English
Prepared for HubSpot
Sample pitch audit. An independent example: HubSpot is not a client of this agency.

Every AI answer names HubSpot. Only ChatGPT cites hubspot.com.

Listed first in 4 of 4 numbered-list answers. 5 of 5 retained answers mention the cost of upgrading or of advanced features.

Named in AI answers	Answers citing hubspot.com	Position when listed	Share of mentions
5 of 5	**1** of 5	**1st** Printed in 4 of 5 answers	**20.8%** of 24 brand mentions

> **Question asked**
> 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.

Do this next · high priority

Check the claims before answering them (Question 1)

5 answers include a negative passage about HubSpot, all on the cost of upgrading or of advanced features (A1, A2, A3, A4 and 1 more), for example “Limitations: Pricing jumps steeply once you move past the starter tiers into advanced automation…”

Suggested owner: Product marketing with product/pricing review

5 AI answers, 14 Oct 2026; observed snapshot, not market share; unknown is never shown as zero. Generated 8 Nov 2026.

Overview and next decision

5 of 5 retained answers mention the cost of upgrading or of advanced features. The answers repeatedly portray upgrade costs, alongside accessible entry options. Verify current plan facts before treating the wording as accurate pricing guidance.

Since the last check

First check for these questions: no earlier answer to the same question from the same AI source, market, language and device is retained, so nothing is compared yet.

The questions and what each AI answered

1 buyer question, 5 AI answers. Each question below shows what each AI answered, one or two of those answers in their own words, and what to do. Answer numbers (A1, A2…) are the same in the evidence appendix and the Complete data export, where every answer is in full. “Mixed” means an answer has both positive and negative passages about HubSpot.

Question	HubSpot named	hubspot.com cited	Named instead
Q1 · What are the best CRM platforms for a small business with…	5 of 5	1 of 5	Not left out

Question 1: 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.

5 answers from 5 AI sources (United States · English), 14 Oct 2026. HubSpot is named in 5 of 5; hubspot.com is cited in 1 of 5.

Question 1 (continued)

What each AI answered

Answer	AI source	HubSpot	Also named	hubspot.com cited
A1	Google AI Mode	#1 · Mixed	Pipedrive #2 +2	Not cited
A2	Gemini	#1 · Mixed	Pipedrive #2 +3	Not cited
A3	Perplexity	Named · Mixed	Pipedrive +3	Not cited
A4	Claude	#1 · Mixed	Salesforce #2 +3	Not cited
A5	ChatGPT	#1 · Mixed	Pipedrive #2 +3	Cited

Two answers in their own words

A1 · Google AI Mode · 14 Oct 2026 · United States · English · negative about HubSpot

Negative about HubSpot: “Limitations: Pricing jumps steeply once you move past the starter tiers into advanced automation and custom reporting (Professional tier requires a higher per-seat baseline plus onboarding fees).”

Cites youtube.com: Top 5 CRM Software For Small Businesses in 2026 and 1 other page.

A5 · ChatGPT · 14 Oct 2026 · United States · English · cites hubspot.com

About HubSpot: “My shortlist is HubSpot, Pipedrive, Zoho CRM, Freshsales, and Salesforce.”

Cites hubspot.com: Sales Software Pricing (your site) and 12 other pages.

Every answer in full: download this report with the evidence appendix and find it by its number.

What to do for this question

• Make hubspot.com the cited source: 4 answers name HubSpot without citing hubspot.com (A1, A2, A3, A4); they cite zapier.com: The 11 Best CRMs for Small Business in 2026.

• Check the claims before answering them: 5 answers include a negative passage about HubSpot, all on the cost of upgrading or of advanced features (A1, A2, A3, A4 and 1 more), for example “Limitations: Pricing jumps steeply once you move past the starter tiers into advanced automation…”. (Priority 1)

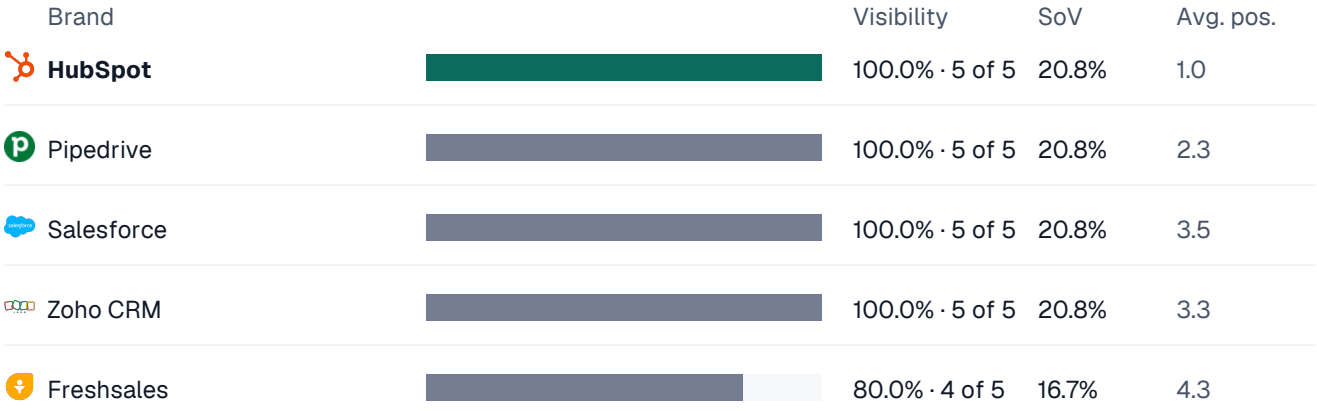
How the answers position your brand

Each row describes the retained answers from one AI source. A mention and an owned citation are different events. Unknown outcomes remain unmeasured.

5 compared brands · 5 retained answers.

Brand visibility

5 compared brands · share of answers naming each brand



Brand	Visibility	SoV	Avg. pos.
HubSpot	100.0% · 5 of 5	20.8%	1.0
Pipedrive	100.0% · 5 of 5	20.8%	2.3
Salesforce	100.0% · 5 of 5	20.8%	3.5
Zoho CRM	100.0% · 5 of 5	20.8%	3.3
Freshsales	80.0% · 4 of 5	16.7%	4.3

SoV counts answer mentions, not market share.

What each AI source does

How many of each source's answers name the brand, recommend it (outright, or for a stated case such as "Choose X if…") and cite its website. Naming is not recommending.

AI source	Answers	Names the brand	Recommends it	Cites its site
Google AI Mode	1	1 of 1	1 of 1 (1 stated case)	0 of 1
ChatGPT	1	1 of 1	1 of 1 (1 stated case)	1 of 1
Gemini	1	1 of 1	1 of 1 (1 stated case)	0 of 1
Perplexity	1	1 of 1	1 of 1 (1 stated case)	0 of 1
Claude	1	1 of 1	0 of 1	0 of 1

Strengths and objections to address

These are portrayals in collected answers, not independently verified product facts. A theme can contain both a strength and a limitation.

Cost of upgrading or of advanced features

5 of 5 retained answers mention the cost of upgrading or of advanced features.

Google AI Mode · 14 Oct 2026, 21:54 UTC
“Limitations: Pricing jumps steeply once you move past the starter tiers into advanced automation and custom reporting (Professional tier requires a higher per-seat baseline plus onboarding fees).”

Ease of adoption

4 of 5 retained answers contain attributable passages about ease of adoption.

Google AI Mode · 14 Oct 2026, 21:54 UTC
“Key Strengths: Exceptional ease of use, world-class native email integration (Gmail/Outlook tracking, scheduling, and templates), and a seamless bridge into inbound marketing and customer service tools.”

Acts on: Priority 1 · Check the claims before answering them (Question 1)

Which sources support the answers

An answer citing a site does not prove that the site caused what the answer said. Retrieval is a separate event, compared only where the source retained it.

Site	Whose	Answers citing it
pipedrive.com	Pipedrive	2 of 5
salesforce.com	Salesforce	2 of 5
sybill.ai	Other site	2 of 5
attio.com	Other site	2 of 5
zapier.com	Other site	2 of 5

AI sources read 1 of your pages without citing it. Separately, 4 answers name HubSpot without citing your website. This observation supports the bounded investigation below. The retained answer and citation records alone do not establish a defect in the business or its pages.

Acts on: Priority 2 · Get cited where your pages are read

Priority 1: Check the claims before answering them (Question 1)

Set out on the cover, under Do this next.

Priority 2: Get cited where your pages are read

AI sources read 1 of your pages without citing it. Separately, 4 answers name HubSpot without citing your website.

• hubspot.com/pricing/suite · read by ChatGPT; it cited comparevue.com instead

Owner: SEO/content. Check it in the next comparable answers.

Scope, limitations and the next observation

Missing evidence is not a measured zero. Answers in a language the analysis does not read are shown as not classified. Quotes are verbatim, and repeated portrayals are not independent corroboration.

4 internal references were removed.

Findings describe retained answers, not market share or verified product facts, and suggested changes need review before and after. Reopening and exporting use the retained answers and consume no search credits.