



AI SEARCH VISIBILITY REPORT

Pipedrive

pipedrive.com · United States

Week 43, 2026 (Oct 19 – Oct 25) · data collected Oct 22, 2026

Pipedrive was named in **27 of 32** AI answers. **HubSpot** was named in **30**.

8 buyer questions asked on ChatGPT, Perplexity, Gemini and Google AI Mode.

1 · Summary

Score, competitors, first move

2 · Action queue

6 actions with evidence

3 · Detail

Every question, every engine

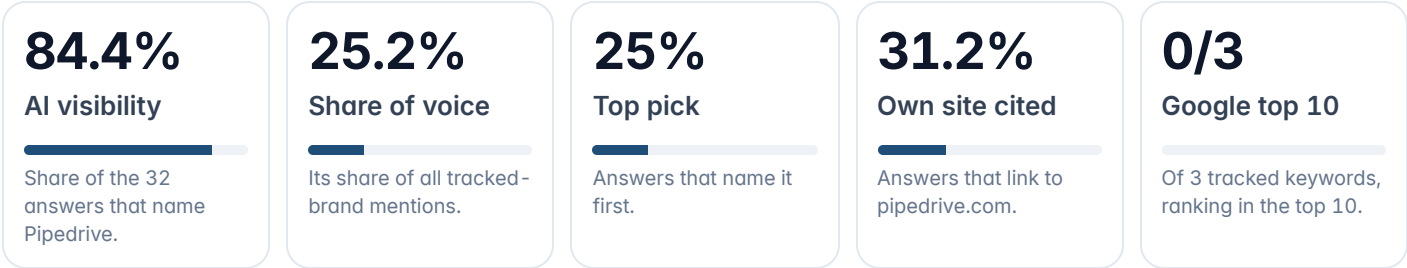
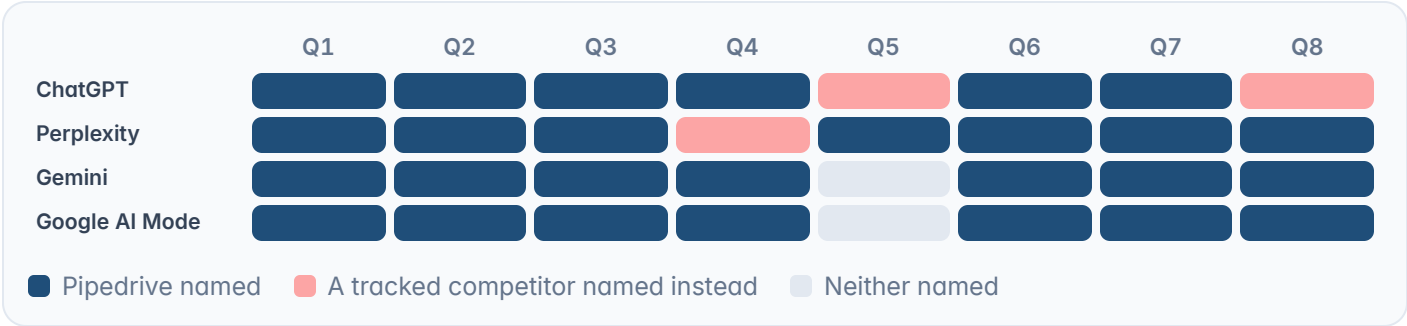
4 · Evidence

All 32 answers and method

Pipedrive was named in 27 of 32 AI answers

HubSpot was named in 30 of the same 32, Salesforce in 18. We asked ChatGPT, Perplexity, Gemini and Google AI Mode the 8 questions a buyer asks before choosing.

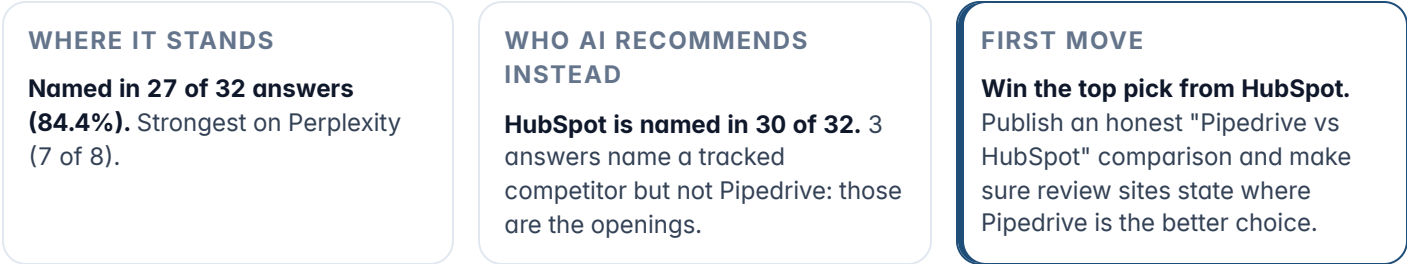
United States · data collected Oct 22, 2026 · Week 43, 2026 (Oct 19 – Oct 25) (baseline week)



EXECUTIVE SUMMARY

Where it stands, who wins instead, what to do first

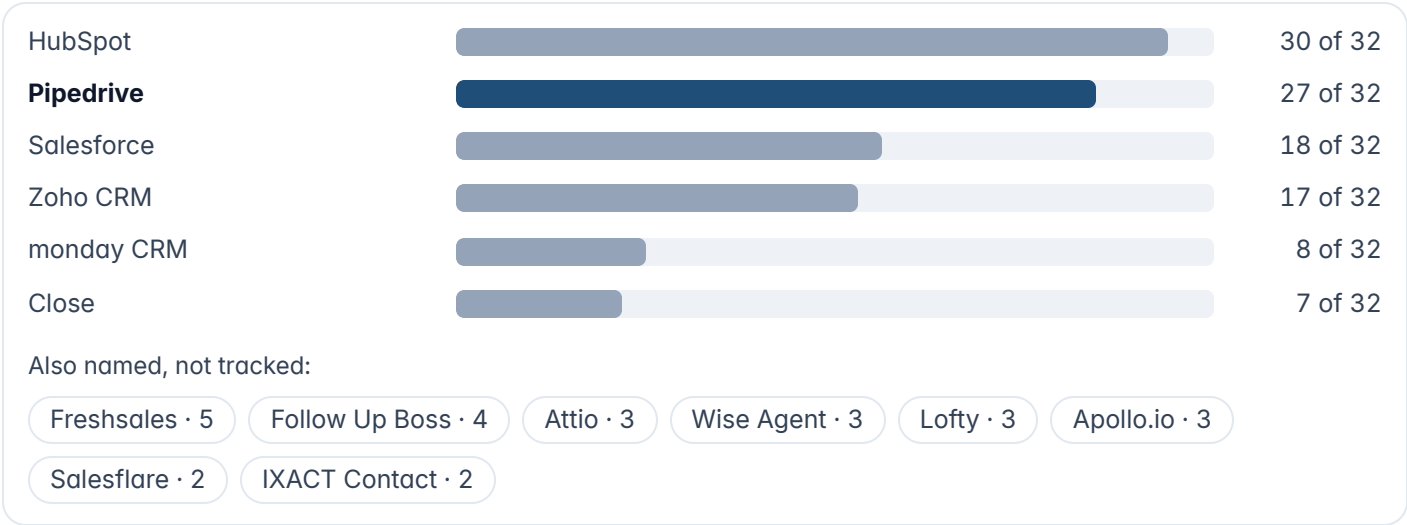
Three lines to read before anything else. The action queue below has 6 items, highest impact first.



COMPETITIVE PICTURE

Who the engines recommend

Answers (of 32) that name each tracked business, and how Pipedrive does on each engine.



ChatGPT

6 of 8

Top pick 12.5% · site cited 75%

Perplexity

7 of 8

Top pick 37.5% · site cited 12.5%

Gemini

7 of 8

Top pick 25% · site cited 12.5%

Google AI Mode

7 of 8

Top pick 25% · site cited 25%

FASTEST WINS

Where to get listed first

List, directory and review pages the engines cited in the 3 answers that named a competitor but not Pipedrive. Competitor sites and image hosts are excluded. Getting onto these pages is the most direct route into the same answers.

PAGE	SITE	ANSWERS CITING IT
9 Best CRM for Small Business in 2026 - NetHunt	nethunt.com	1
The Best Small Business CRM Software We've Tested for 2026	pcmag.com	1
7 Best CRM Software for Small Businesses in 2026 (l ...	zite.com	1
The Best CRM Software for 2026	uk.pcmag.com	1
Best Small Business CRM Software Of 2026 - Forbes	forbes.com	1
2. Hubspot Crm -- Best Free...	nethunt.com	1

ACTION QUEUE

6 actions, highest impact first

Each item is tied to the answers behind it: the question, which engines answered, who they named, and the pages they cite.

1 **MEDIUM** Win the top pick from HubSpot

"Which CRM is easiest to set up for a startup?": 4 engines recommend HubSpot first; Pipedrive appears further down.

Do: Publish an honest "Pipedrive vs HubSpot" comparison and make sure review sites state where Pipedrive is the better choice.

CHATGPT

"For most startups, HubSpot CRM is the easiest place to start if you want to organize leads, track deals, and manage customer relationships without a complicated implementation."

PERPLEXITY

"HubSpot CRM is the easiest all-around choice for most startups: it has a free plan, quick onboarding, and built-in contact, deal, email, and marketing tools."

2 **MEDIUM** Win the top pick from Close

"What is the best CRM for outbound sales?": 4 engines recommend Close first; Pipedrive appears further down.

Do: Publish an honest "Pipedrive vs Close" comparison and make sure review sites state where Pipedrive is the better choice.

CHATGPT

"2. Close: Best for: phone-heavy outbound sales"

PERPLEXITY

"Close is the best overall CRM for most outbound sales teams—especially SDR or inside-sales teams that make lots of calls and send sequenced emails."

3

MEDIUM Get your own page cited for "What is the best CRM for outbound sales?"

3 engines mention Pipedrive but none link to [pipedrive.com](https://www.pipedrive.com); they cite other sites instead.

Do: Publish or refresh a page on [pipedrive.com](https://www.pipedrive.com) that answers this question in the first paragraph, with a comparison table and current pricing, so engines can cite it.

PERPLEXITY

"Simple visual pipeline for a small team — Pipedrive"

GEMINI

"Best for SMBs & Visual Pipeline Management: Pipedrive or Nutshell"

GOOGLE AI MODE

"Pipedrive: Best for small-to-midsize teams wanting a simple, visual, pipeline-driven CRM."

Pages the engines cite: cleanlist.ai nutshell.com attio.com allegrow.co

4

LOW Move "sales pipeline software" from #12 to page one

<https://www.pipedrive.com/en/products/sales> ranks #12. Top 3: ruleranalytics.com, cleverly.co, zoho.com.

Do: Refresh the page against the top 3 results (coverage, freshness, internal links).

5

LOW Track Freshsales as a competitor

Freshsales is named in 5 answers but is not on this client's competitor list.

Do: Add "Freshsales" to the competitors column of the client book.

6

LOW Track Follow Up Boss as a competitor

Follow Up Boss is named in 4 answers but is not on this client's competitor list.

Do: Add "Follow Up Boss" to the competitors column of the client book.

DETAIL**Question by question**

Position of Pipedrive among tracked businesses in each answer (– = not named). Small text: the business named first.

QUESTION	CHATGPT	PERPLEXITY	GEMINI	GOOGLE AI MODE
Q1 What is the best CRM for a small sales team?	#2 HubSpot	#1 Pipedrive	#1 Pipedrive	#2 HubSpot
Q2 Which CRM is easiest to set up for a startup?	#2 HubSpot	#2 HubSpot	#2 HubSpot	#2 HubSpot

QUESTION	CHATGPT	PERPLEXITY	GEMINI	GOOGLE AI MODE
Q3 What is the best CRM for B2B sales pipelines?	#2 HubSpot	#1 Pipedrive	#2 HubSpot	#1 Pipedrive
Q4 What is the best affordable CRM for a small business?	#3 HubSpot	– Zoho CRM	#3 HubSpot	#3 HubSpot
Q5 What is the best CRM for a real estate agent?	– HubSpot	#2 HubSpot	–	–
Q6 What is the best Salesforce alternative for a small company?	#4 HubSpot	#4 HubSpot	#3 Salesforce	#4 HubSpot
Q7 Which CRM has the best visual sales pipeline?	#1 Pipedrive	#1 Pipedrive	#1 Pipedrive	#1 Pipedrive
Q8 What is the best CRM for outbound sales?	– Close	#3 Close	#2 Close	#2 Close

Tracked businesses

The same answers, scored for every tracked business.

BUSINESS	NAMED IN	SHARE OF VOICE	TOP PICK	AVG. POSITION	OWN SITE CITED
HubSpot	93.8%	28%	50%	1.6	40.6%
Pipedrive	84.4%	25.2%	25%	2.11	31.2%
Salesforce	56.2%	16.8%	3.1%	3.11	31.2%
Zoho CRM	53.1%	15.9%	3.1%	3.12	15.6%
monday CRM	25%	7.5%	0%	3.5	15.6%
Close	21.9%	6.5%	12.5%	2	3.1%

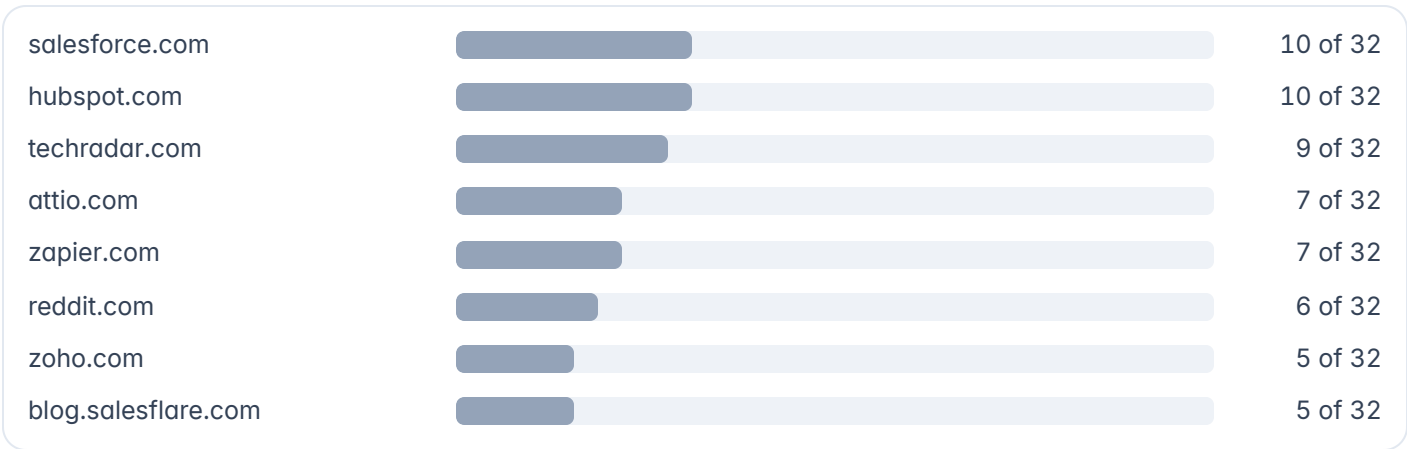
Google rankings

Organic position (top 20, desktop) and whether the AI Overview on the same results page cites the site.

KEYWORD	POSITION	AI OVERVIEW	CITED IN IT	TRACKED COMPETITORS
sales pipeline software	#12	yes	no	HubSpot #11, Zoho CRM #3
crm for small business	not in top 20	yes	no	HubSpot #1, Salesforce #3, Zoho CRM #4, monday CRM #16
salesforce alternative	not in top 20	yes	no	–

Sources the engines trust here

Domains cited most often across these answers (the client's own site excluded). Being listed, reviewed or quoted on them is the fastest route into AI answers.



APPENDIX

Evidence: every answer behind the scores

For each question and engine: whether the brand was named and its position among tracked businesses, the business named first, and the quote.

ENGINE	NAMED	NAMED FIRST	QUOTE
Q1 What is the best CRM for a small sales team?			
ChatGPT	#2	HubSpot	My top recommendation is HubSpot if you want an easy starting point with room to grow, or Pipedrive if your team's main job is managing sales opportunities and closing deals.
Perplexity	#1	Pipedrive	For most small sales teams, Pipedrive is the best default choice: it is sales-focused, easy to learn, and built around a visual drag-and-drop pipeline.
Gemini	#1	Pipedrive	Pipedrive — Best for Visual Pipeline & Deal Management
Google AI Mode	#2	HubSpot	Pipedrive – Best for Outbound-Heavy & Visual Sales
Q2 Which CRM is easiest to set up for a startup?			
ChatGPT	#2	HubSpot	
Perplexity	#2	HubSpot	Pipedrive: Easiest if you only need a simple, visual sales pipeline.
Gemini	#2	HubSpot	Pipedrive (Easiest for Pure Sales Teams): Why it's easy: Pipedrive was designed by salespeople, for salespeople.
Google AI Mode	#2	HubSpot	Pipedrive (Fastest for Pure Sales Pipelines): Why it's easy: It's unapologetically visual and built strictly around a sales pipeline.
Q3 What is the best CRM for B2B sales pipelines?			
ChatGPT	#2	HubSpot	For most B2B sales teams, HubSpot is the best all-around CRM, while Pipedrive is my top pick if your main priority is managing a clean, efficient sales pipeline.
Perplexity	#1	Pipedrive	For most small and midsize B2B teams, Pipedrive is the best CRM for sales-pipeline management: it is quick to adopt, visually organizes deals, and keeps reps focused on next actions.
Gemini	#2	HubSpot	Pipedrive — Best for Visual Pipeline Management & Simplicity
Google AI Mode	#1	Pipedrive	Pipedrive — Best for visual pipeline management & everyday ease of use.
Q4 What is the best affordable CRM for a small business?			
ChatGPT	#3	HubSpot	5. Pipedrive: About \$14/user/month

ENGINE	NAMED	NAMED FIRST	QUOTE
Perplexity	no	Zoho CRM	
Gemini	#3	HubSpot	Best for Visual Sales Pipelines: Pipedrive: Best For: Sales-driven teams that want a clean, drag-and-drop pipeline interface without bloat.
Google AI Mode	#3	HubSpot	Pipedrive — Best for Pure Sales Pipelines: Cost: Affordable entry-level tier, though automation requires moving to slightly higher plans.

Q5 What is the best CRM for a real estate agent?

ChatGPT	no	HubSpot	
Perplexity	#2	HubSpot	Best for simple sales pipelines: Pipedrive — easy drag-and-drop deal management and automation, but fewer real-estate-specific features.
Gemini	no	–	
Google AI Mode	no	–	

Q6 What is the best Salesforce alternative for a small company?

ChatGPT	#4	HubSpot	But if your main goal is to reduce software costs or simplify sales management, Zoho CRM or Pipedrive may be a better fit.
Perplexity	#4	HubSpot	Straightforward sales pipeline — Pipedrive — Focused on visual pipeline management and simple sales workflows.
Gemini	#3	Salesforce	2. Pipedrive — Best Pure Sales Pipeline CRM
Google AI Mode	#4	HubSpot	Pipedrive: Best for sales-focused teams that prioritize simplicity and a clean Kanban-style deal pipeline over heavy enterprise administration.

Q7 Which CRM has the best visual sales pipeline?

ChatGPT	#1	Pipedrive	My pick is Pipedrive for the best visual sales pipeline.
Perplexity	#1	Pipedrive	Pipedrive is the best CRM for a purely visual sales pipeline.
Gemini	#1	Pipedrive	When it comes to the best visual sales pipeline, Pipedrive is widely considered the industry benchmark.pipelinecrm.com However, depending on your team's specific workflow and style, a few other platforms stand out for their visual capabilities
Google AI Mode	#1	Pipedrive	When it comes to the best visual sales pipeline, opinions generally point to Pipedrive as the overall champion for pure, intuitive visual management, though a few other platforms stand out depending on your team's specific workflow.

Q8 What is the best CRM for outbound sales?

ENGINE	NAMED	NAMED FIRST	QUOTE
ChatGPT	no	Close	
Perplexity	#3	Close	Simple visual pipeline for a small team — Pipedrive
Gemini	#2	Close	Best for SMBs & Visual Pipeline Management: Pipedrive or Nutshell
Google AI Mode	#2	Close	Pipedrive: Best for small-to-midsize teams wanting a simple, visual, pipeline-driven CRM.

Method

Each question was asked fresh on Oct 22, 2026 through each engine's live interface or API (ChatGPT, Perplexity, Gemini and Google AI Mode) from United States, with no login or personalization. A business counts as named when its name or a listed alias appears in the answer; position is its order among tracked businesses. AI answers vary between runs: read single answers as signals and week-over-week trends as the measure.

Google positions are organic positions in the top 20 for a desktop search. Data comes from licensed providers.

Prepared by Northwind Digital for Pipedrive. Week 43, 2026 (Oct 19 – Oct 25); this is the baseline week, so changes appear from the next round.