



ANALYTICS REPORT

AI Visibility Report

HubSpot

hubspot.com

REPORT PERIOD

Last 30 Days

GENERATED

July 14, 2026

PREPARED BY

Ayzeo

AI MODELS

ChatGPT, AI Overview, Claude

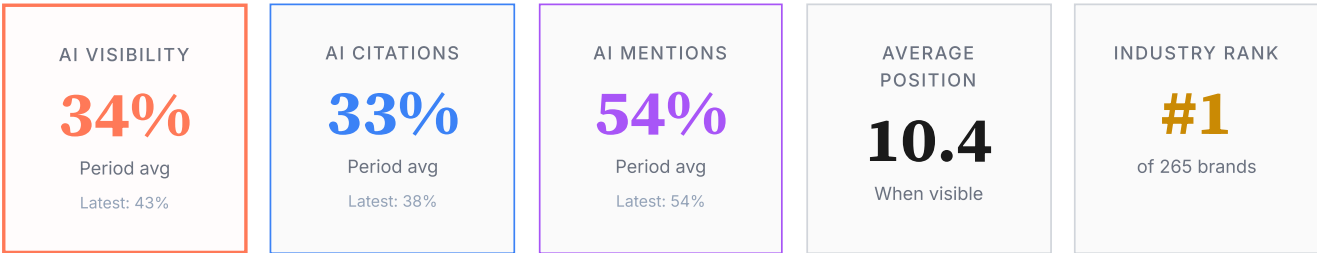
SECTION 1

Executive Summary

This report provides a comprehensive analysis of **HubSpot**'s visibility in AI-powered search engines and chatbots. The metrics reflect how frequently your brand appears in AI-generated responses when users search for topics related to your industry.

Analysis Period: Last 30 Days | **Data Points:** 13 prompts tracked | **Channels:** 9 platforms | **Last Updated:** Jul 14, 2026

Key Performance Indicators



Key Findings

METRIC	FINDING
AI Visibility	Your brand appears in search results for 5 of 13 tracked queries, achieving a 34% visibility rate when AI systems search for information.
AI Citations	AI systems visited your URLs for 4 of 13 queries, resulting in a 33% citation rate. Citations indicate when AI actively uses your content to formulate answers.
AI Mentions	Your brand was mentioned in AI-generated answers for 9 of 13 queries, achieving a 54% mention rate in AI responses.
Competitive Position	Ranked #1 among 265 competing brands, appearing at an average position of 10.4 when visible.
Brand Sentiment	Of 9 prompts with sentiment data: 5 positive , 4 neutral.

AI MODEL COMPARISON

Performance by AI Model

How your brand performs across different AI platforms

AI MODEL	VISIBILITY	CITATIONS	MENTIONS	PROMPTS
 ChatGPT	57%	43%	62%	4/13
 Google AI Overview	31%	31%	54%	4/13
 Claude	40%	40%	46%	2/13

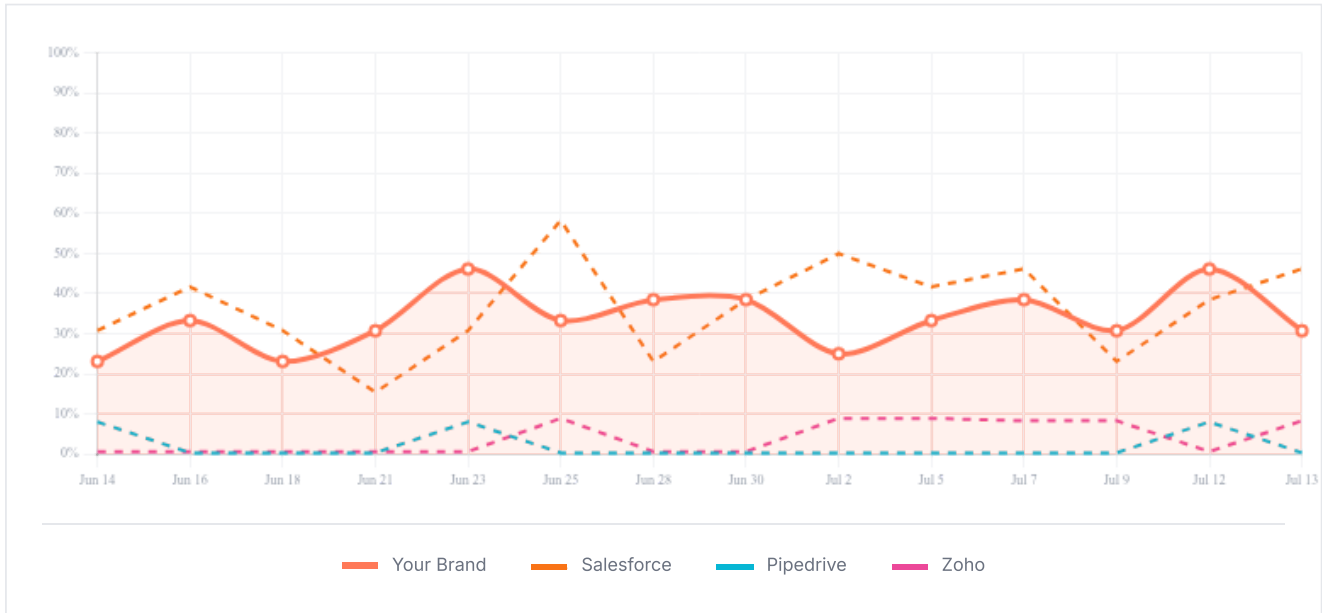
Note: The metrics above show performance for each AI model individually. The overall scores in this report are cross-model averages.

SECTION 2

AI Visibility Performance

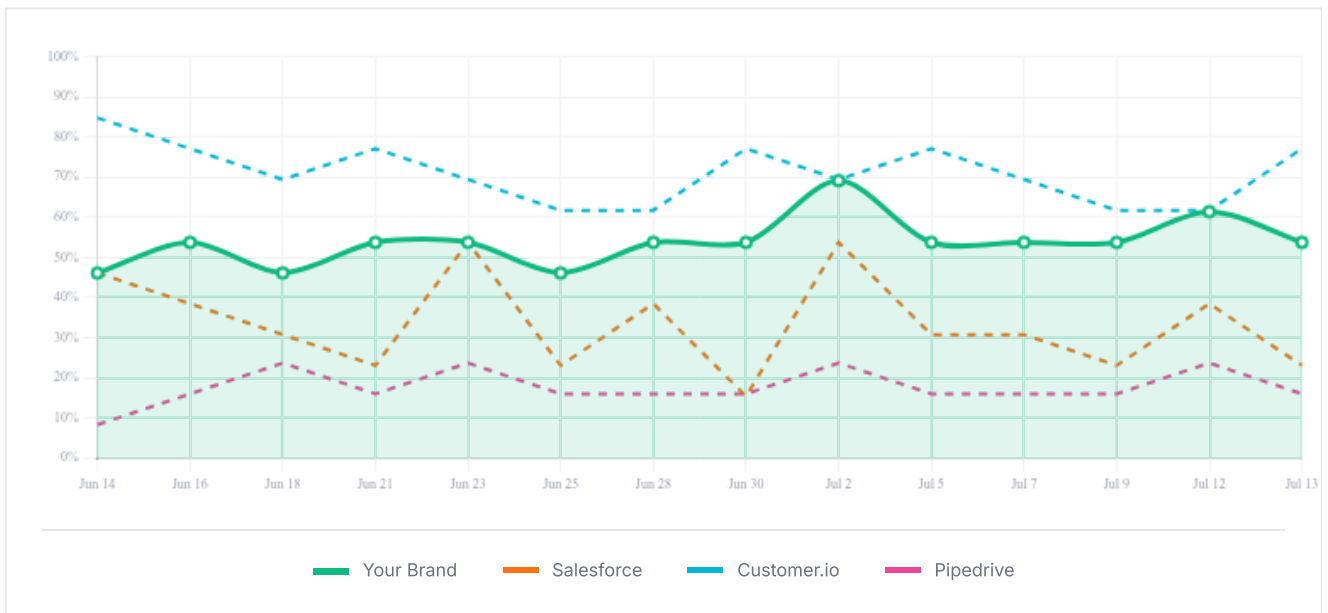
Visibility Trends (Last 30 Days)

How often brands appear in AI search results

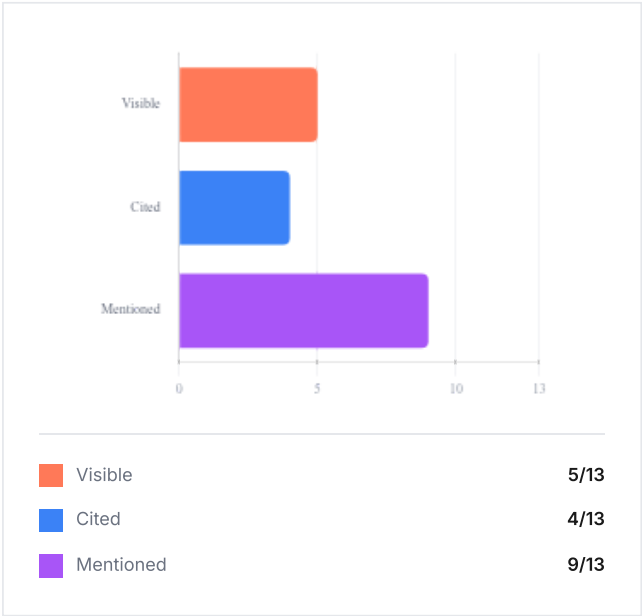


Mention Trends (Last 30 Days)

How often brands are mentioned by name in AI responses (60% of ranking score)



Metrics Breakdown



Performance Summary

METRIC	CURRENT	TARGET
Visibility Rate	34%	80%+
Citation Rate	33%	50%+
Mention Rate	54%	60%+
Positive Sentiment	5/9	High
Average Position	10.4	1-3

SECTION 3

Competitive Landscape

Industry benchmark analysis comparing your AI visibility against 264 competing brands. Your current ranking: #1 of 265 brands.

Ranked by Composite Score (60% Mentions + 25% Citations + 15% Visibility)

RANK	BRAND	VISIBILITY (15%)	CITATIONS (25%)	MENTIONS (60%)	SCORE	AVG. POS
1	 HubSpot (Your Brand) hubspot.com	51%	43%	53%	50	10.4
2	 Salesforce salesforce.com	36%	14%	31%	28	10.7
3	 Customer.io customer.io	0%	0%	30%	18	—
4	 Pipedrive pipedrive.com	12%	7%	23%	17	11.1
5	 Make make.com	0%	0%	25%	15	—
6	 Zoho zoho.com	10%	4%	20%	15	16.6
7	 LinkedIn · Jack Weber (Your Channel) linkedin.com	11%	2%	14%	11	11.0
8	 Zapier zapier.com	12%	1%	13%	10	8.7
9	 Mailchimp mailchimp.com	1%	1%	14%	9	10.6
10	 Zendesk zendesk.com	11%	1%	10%	8	31.7
11	 ActiveCampaign activecampaign.com	3%	0%	11%	7	15.7
12	 Slack slack.com	7%	4%	8%	7	10.4
13	 Adobe adobe.com	2%	0%	10%	7	19.8
14	 Monday.com monday.com	8%	3%	8%	7	13.5
15	 YouTube (Your Channel) youtube.com	23%	0%	4%	6	5.4

Industry Leader: You're ranked #1 in AI visibility within your competitive set. Focus on maintaining this position through consistent content optimization.

SECTION 4

Prompt Performance Analysis

Detailed performance breakdown across 13 tracked search queries. Focus on non-cited prompts to identify content gaps and optimization opportunities.

#1	MENTIONED	↑ POSITIVE			
"What are the best CRM platforms for small businesses?"					
BRANDS:  business-software-...  crm.org  PCMag  techradar.com  cloudtalk.io					
VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED	
0	0	16	44	Jul 13	

#2	VISIBLE	CITED	MENTIONED		
"On which social profiles can HubSpot be found?"					
BRANDS:  LinkedIn  Facebook  X  ecosystem.hubspot....  YouTube					
VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED	
36	3	25	55	Jul 13	

#3	VISIBLE	CITED	MENTIONED	↑ POSITIVE	
"What sets HubSport apart from others?"					
BRANDS:  marketbeat.com  Quora  francetvpub.fr  YouTube  toggl.com					
VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED	
26	6	20	72	Jul 13	

#4	VISIBLE	CITED	MENTIONED	↑ POSITIVE	
"What is the best CRM for start-ups and why?"					
BRANDS:  forbes.com  Zendesk  trytrackr.com  blog.salesflare.co...  HubSpot					
VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED	
1	1	17	46	Jul 13	

#5 NOT FOUND

"How can AI improve customer service efficiency?"

BRANDS:  Zendesk  Salesforce  LinkedIn  Podium  ResearchGate

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	0	7	Jul 13

#6 VISIBLE MENTIONED ↑ POSITIVE

"What tools are available for marketing automation?"

BRANDS:  Venture Harbour  MarTech  Manychat  Bryt Idea Consultancy  Gumloop

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
3	0	7	48	Jul 13

#7 MENTIONED

"How can businesses streamline their sales process?"

BRANDS:  Celoxis project management  dealcode AI  QuotaPath  YouTube  LinkedIn

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	1	12	Jul 13

#8 NOT FOUND

"What are the benefits of using an integrated customer platform?"

BRANDS:  Precisely  boomi.com  Salesforce  InMoment  YouTube

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	0	7	Jul 13

#9 NOT FOUND

"How can data management software enhance business operations?"

BRANDS:  Business.com  IBM  Acceldata  American Technology  YouTube

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	0	7	Jul 13

#10 NOT FOUND

"What are the advantages of using AI in content creation?"

BRANDS:  AdRoll  TechTarget  Averi AI  NovelVista  WIT Group

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	0	6	Jul 13

#11 MENTIONED

"How can startups effectively manage customer data?"

BRANDS:  lucrocrm.com  Zendesk  AQe Digital  Salesforce  Talkdesk

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	2	19	Jul 13

#12 MENTIONED ↑ POSITIVE

"What are the top integrations for CRM platforms?"

BRANDS:  technologyadvice.c...  solutionsreview.co...  Bit Integrations  jotform.com  Skyvia

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
0	0	5	52	Jul 13

#13 VISIBLE CITED MENTIONED

"What is HubSpot doing?"

BRANDS:  cargas.com  releasebot.io  YouTube  Weidert Group  blog.mean.ceo

VISIBILITY	CITATIONS	MENTIONS	RESULTS	CHECKED
33	11	37	64	Jul 13

SECTION 5

Owned Channels Performance

AI visibility breakdown across your main website and 8 additional owned channels. These platforms are tracked because you control the content published there.

Brand Mention Rate (60% of Ranking Score)

53.8%

Your brand mentioned in 9 of 13 AI responses

Industry Rank

#1

of 265 brands

CHANNEL	VISIBILITY	CITATIONS	PROMPTS CITED	AVG. POSITION
 Main Website (Main) hubspot.com	54%	122	7/13	16.2
 X (Twitter) x.com/hubspot	8%	1	1/13	4.0
 Facebook facebook.com/hubspot	8%	1	1/13	2.0
 Instagram instagram.com/hubspot	8%	2	1/13	7.0
 LinkedIn linkedin.com/company/hubspot	8%	1	1/13	1.0
 Medium medium.com/@hubspot	0%	0	0/13	—
 TikTok tiktok.com/@hubspot	0%	0	0/13	—
 Website knowledge.hubspot.com	0%	0	0/13	—
 YouTube youtube.com/user/hubspot	0%	0	0/13	—

About Owned Channels: Owned channels are platforms where your brand has a presence and controls the content. When AI systems cite these platforms in responses to relevant queries, it contributes to your overall brand visibility.

SECTION 6

Technical SEO Performance

LATEST TECHNICAL SCORE

82%

Last analyzed: Jun 30, 2026

Score Interpretation

Excellent: Your website demonstrates strong technical SEO fundamentals, providing an optimal foundation for AI visibility.

Technical SEO directly impacts how AI systems crawl, understand, and cite your content.