Source to CRM  Mar 22 to Apr 20, 2026

# HubSpot leads the CRM answers at 32%, most often from Google and LinkedIn.

324 of 395 leads answered the “CRM Platform” question.

demo1.utmgrabber.com  Gravity Forms  Field: CRM Platform  324 answers

**UTM Grabber** 395 leads  **Sample data** fictional business

| Answered the CRM question | CRMs named | HubSpot share | No CRM yet |
|---|---|---|---|
| 82% | 5 | 32% | 9% |
| ▼ −5 pts | plus No CRM | ▲ +7 pts | 29 leads said they use none |
| vs the previous 30 days | | vs the previous 30 days | |
| 324 of 395 leads | | Top CRM, 105 answers | |

01

The map

# Which sources bring which CRM.

Each cell counts the leads from one utm_source who named one CRM. Darker means more.

### Leads by source and CRM

| | HubSpot | Salesforce | Pipedrive | ActiveCampaign | Zoho | No CRM |
|---|---|---|---|---|---|---|
| LinkedIn | 22 | 10 | 13 | 13 | 9 | 5 |
| Google | 23 | 14 | 9 | 9 | 2 | 8 |
| Bing | 10 | 7 | 8 | 3 | 2 | 3 |
| Facebook | 7 | 6 | 5 | 2 | 4 | 2 |
| YouTube | 6 | 6 | 2 | 5 | 1 | 4 |
| Newsletter | 5 | 3 | 5 | 1 | 4 | 3 |
| No UTM source | 32 | 17 | 15 | 7 | 8 | 4 |

Fewer More

Top 6 sources by answers, plus leads with no UTM source.

Match-making

## No source leans hard toward one CRM.

No source names any CRM clearly more often than average: no pairing has 5 or more leads and an excess beyond normal random swing.

Your message can stay CRM-neutral across channels for now.

02

By CRM

# Each CRM and where it comes from.

### CRMs by answers

| # | CRM | Leads | Share | Top source | Leans toward |
|---|---|---|---|---|---|
| 1 | HubSpot | 105 | 32% | Google, 22% | – |
| 2 | Salesforce | 63 | 19% | Google, 22% | – |
| 3 | Pipedrive | 57 | 18% | LinkedIn, 23% | – |

| # | CRM | Leads | Share | Top source | Leans toward |
|---|---|---|---|---|---|
| 4 | ActiveCampaign | 40 | 12% | LinkedIn, 32% | – |
| 5 | Zoho | 30 | 9% | LinkedIn, 30% | – |
| 6 | No CRM | 29 | 9% | Google, 28% | – |

Leans toward: the source whose leads name this CRM most often compared with average (1.2x or more, 5+ leads, beyond normal random swing).

03

Next steps

# Personalize by CRM.

**01**

This week

### Tag the links behind untagged answers

26% of CRM answers came with no UTM source, so their channel is unknown.

Medium impact · Low effort

**02**

Ongoing

### Lead with HubSpot in your messaging

It is the most common CRM at 32% of answers.

Medium impact · Low effort

**How we built this report**

- CRM answers come from the form field "CRM Platform"; spellings are grouped (for example "hubspot" and "HubSpot"), and answers such as "no" or "none" show as No CRM.
- Sources are each lead's last-touch utm_source, Mar 22 to Apr 20, 2026.
- Lift = the share of a source's leads naming a CRM, divided by that CRM's share of all answers.

The map in one line

## Next: lead with HubSpot in your messaging. 32% of leads use it.

| CRM answers | Top CRM | CRMs named | No CRM yet |
|---|---|---|---|
| 324 | HubSpot | 5 | 9% |

- Google sends the most HubSpot leads (22%).
- 82% of leads answered the CRM question.
- No source leans hard toward one CRM.

Data: UTM Grabber, Sample data for demo1.utmgrabber.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026