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

82%	5	32%	9%
ANSWERED THE CRM QUESTION ▼ -5 pts	CRMS NAMED	HUBSPOT SHARE ▲ +7 pts	NO CRM YET

01 THE MAP

Which sources bring which *CRM*.

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%	–
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*.

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

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.

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

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

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