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%	–
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.

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

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