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

82%

↓ **Down 5 pts** from the previous 30 days

324 of 395 leads

CRMs named

5

plus No CRM

HubSpot share

32%

↑ **Up 7 pts** from the previous 30 days

Top CRM, 105 answers

No CRM yet

9%

29 leads said they use none

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.

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).

Next steps

Personalize by CRM.

1 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

2 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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