

CiteMatrix.ai

Top B2B SaaS Companies Most Recommended by AI

The definitive ranking of which B2B SaaS companies AI assistants recommend most — measured across ChatGPT, Claude, Gemini and Perplexity using real buyer-intent prompts. No estimates, no fabricated scores.

91 companies · computed from real model responses across ChatGPT, Claude, Gemini and Perplexity · last updated 2026-06-19

Every score in this report is derived from real model responses — no estimates, no fabricated scores.

Key findings

#1 most recommended — HubSpot leads the index — a Generative Visibility Score of 68.4 and 9.2% AI Recommendation Share, the single largest share of voice.

Biggest surprise — Zoho (Private (bootstrapped)) outranks the larger Capsule (Private) in CRM — #3 vs #88.

Top 10 concentration — The top 10 brands control 35.0% of all AI Recommendation Share — a winner-takes-most market.

Scope analysed — 91 B2B SaaS companies analysed across 4 AI models — ChatGPT, Claude, Gemini and Perplexity.

Methodology at a glance

91 — B2B SaaS companies analysed

4 — AI models tested — ChatGPT, Claude, Gemini & Perplexity

100% — computed from real model responses — no estimates

2026-06-19 — last computed

CiteMatrix.ai maintains a library of real buyer-intent prompts per category, runs them across the major AI models on a recurring basis, and records which companies are named and in what position. Full methodology: citematrix.ai/methodology

CiteMatrix.ai's metrics

Every ranking in this report is built on two proprietary CiteMatrix.ai metrics:

AI Recommendation Share (ARS)

The percentage of all weighted AI recommendations a brand captures across the major assistants — the AI equivalent of market share. This is CiteMatrix.ai's flagship metric.

Generative Visibility Score (GVS)

CiteMatrix.ai's headline 0–100 score for a brand's overall visibility in AI answers, blending mention frequency, average position, cross-model coverage, category relevance and sentiment. Shown throughout as the AI Visibility Score.

The index at a glance

9.2% — of all AI recommendations go to HubSpot — the single largest share of voice

52.8% — of all AI share of voice is captured by just the top 20 brands

71 — companies are named by all four models — ChatGPT, Claude, Gemini and Perplexity

100% — of the Top 20 appear in all four major AI models

91 — B2B SaaS companies have enough real AI mentions to rank — no estimates

Findings in detail

The strongest, data-backed conclusions from this run — each derived directly from the collected model responses.

- HubSpot is the most-recommended B2B SaaS company across the major AI models, with an AI Visibility Score of 68.4 out of 100 and 9.2% of all AI share of voice.
- AI recommendations are highly concentrated: the top 10 brands capture 35.0% of all AI share of voice, and the top 20 capture 52.8% — a winner-takes-most market.
- Only 71 of 91 ranked companies are named by all four models — consistent cross-model presence (ChatGPT, Claude, Gemini and Perplexity) is rare.
- Every company in the Top 20 appears in all four major AI models — the leaders are unanimous across assistants, not the artifact of a single model.
- AI recommendations extend well beyond CRM: Greenhouse is the highest-ranked Recruitment Software brand at #4 overall.
- Venture-backed challengers outrank far larger incumbents — in CRM, Zoho (Private (bootstrapped)) sits at #3, ahead of Capsule (Private) at #88.
- The Top 10 alone spans 7 different software categories — AI assistants spread their recommendations across the B2B stack, not just one niche.
- 10 categories have a distinct AI front-runner, from CRM (HubSpot) to Finance SaaS (Ramp).

AI Visibility leaders

The 20 most AI-visible B2B SaaS brands by Generative Visibility Score (GVS) — our headline 0–100 measure, shown as the AI Visibility Score.

#	Company	AI Visibility
1	HubSpot	68.4
2	Salesforce	63.0
3	Zoho	57.8
4	Greenhouse	56.9
5	Vanta	56.7
6	Cognism	56.0
7	Zendesk	56.0
8	Atlassian	55.7
9	Ashby	55.1
10	Mixpanel	55.0
11	Amplitude	54.9
12	Pipedrive	54.8
13	Apollo.io	54.8
14	Gusto	54.6
15	ClickUp	54.5
16	Intercom	54.4
17	Freshdesk	54.4
18	Lever	54.4
19	Drata	54.3
20	Secureframe	54.2

AI Share of Voice

HubSpot captures 9.2% of all weighted AI mentions — the largest single share of voice in the index. The top 20 brands together hold 52.8%.

Company	AI Share of Voice
HubSpot	9.2%
Salesforce	6.8%
Zoho	4.4%
Atlassian	3.7%
Zendesk	3.1%
Mixpanel	2.7%
Amplitude	2.7%
Intercom	2.6%
All others	64.7%

AI Recommendation Share (ARS)

AI Recommendation Share (ARS) is the AI equivalent of market share: the percentage of all weighted AI recommendations a brand captures when buyers ask the major assistants. The brands below own the largest share of the AI conversation.

#	Company	AI Recommendation Share
1	HubSpot	9.2%
2	Salesforce	6.8%
3	Zoho	4.4%
4	Atlassian	3.7%
5	Zendesk	3.1%
6	Mixpanel	2.7%
7	Amplitude	2.7%
8	Intercom	2.6%
9	Apollo.io	2.3%
10	Pipedrive	2.2%
11	Greenhouse	2.0%
12	Freshsales	1.9%
13	Freshdesk	1.9%
14	ActiveCampaign	1.8%
15	ClickUp	1.8%

Biggest surprises

What stands out when you read the index closely — the talking points behind the numbers.

- Greenhouse breaks the CRM grip on the top. It ranks #4 overall — the highest-placed Recruitment Software brand, ahead of far larger companies in other categories.
- The Top 10 spans 7 different categories. AI assistants don't just recommend CRMs — recruiting, compliance, sales and support brands all crack the top tier.
- Zoho outranks Capsule. In CRM, Zoho (Private (bootstrapped)) sits at #3 — ahead of the larger Capsule (Private) at #88.

Winners & losers

Which companies punch above their funding weight — and which large, well-funded brands AI under-recommends. Based on 91 ranked companies with researched funding data.

Overperformers — Seed–Series C brands ranking in the Top 20

- #3 Zoho (Private (bootstrapped)) — AI Visibility 57.8
- #6 Cognism (Series C) — AI Visibility 56.0
- #9 Ashby (Series C) — AI Visibility 55.1
- #10 Mixpanel (Series C) — AI Visibility 55.0
- #15 ClickUp (Series C) — AI Visibility 54.5
- #19 Drata (Series C) — AI Visibility 54.3

Underperformers — Series D+/public brands ranked in the bottom third

- #91 Aircall (Series D) — AI Visibility 28.8
- #89 Lattice (Series F) — AI Visibility 34.0
- #88 Capsule (Private) — AI Visibility 34.4
- #87 Teamtailor (Private (PE)) — AI Visibility 34.5
- #79 Recrutee (Acquired) — AI Visibility 40.1
- #73 Kustomer (Private) — AI Visibility 43.4

Why these companies rank where they do

A closer read of the top 10 — each profile describes exactly what the data shows: its score, how many models name it, its AI Recommendation Share and its category standing. No causes are inferred beyond the measured figures.

Why HubSpot ranks #1

#1 Most Recommended B2B SaaS by AI 2026 · #1 CRM in AI Search 2026

HubSpot ranks #1 of 91 with an AI Visibility Score of 68.4 out of 100, the highest of any B2B SaaS company measured. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 9.2% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within CRM, HubSpot ranks #1, ahead of Salesforce. When AI assistants name it, HubSpot appears at an average position of 2.5 in their answers. Its funding stage is Public. Every figure here is computed from real model responses — not estimated.

Why Salesforce ranks #2

Top 3 Most Recommended B2B SaaS by AI 2026

Salesforce ranks #2 of 91 with an AI Visibility Score of 63.0 out of 100, placing it among the three most AI-visible brands overall. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 6.8% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within CRM, Salesforce ranks #2, ahead of Zoho. When AI assistants name it, Salesforce appears at an average position of 3.4 in their answers. Its funding stage is Public. Every figure here is computed from real model responses — not estimated.

Why Zoho ranks #3

Top 3 Most Recommended B2B SaaS by AI 2026

Zoho ranks #3 of 91 with an AI Visibility Score of 57.8 out of 100, placing it among the three most AI-visible brands overall. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 4.4% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within CRM, Zoho ranks #3, ahead of Pipedrive. When AI assistants name it, Zoho appears at an average position of 4.3 in their answers. It reaches this visibility as a Private (bootstrapped) company, ahead of larger, better-funded rivals. Every figure here is computed from real model responses — not estimated.

Why Greenhouse ranks #4

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Recruitment Software in AI Search 2026

Greenhouse ranks #4 of 91 with an AI Visibility Score of 56.9 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 2.0% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Recruitment Software, Greenhouse ranks #1, ahead of Ashby. When AI assistants name it, Greenhouse appears at an average position of 1.6 in their answers. Its funding stage is Private (PE). Every figure here is computed from real model responses — not estimated.

Why Vanta ranks #5

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Compliance Software in AI Search 2026

Vanta ranks #5 of 91 with an AI Visibility Score of 56.7 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 1.0% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Compliance Software, Vanta ranks #1, ahead of Drata. When AI assistants name it, Vanta appears at an average position of 1.7 in their answers. Its funding stage is Late stage. Every figure here is computed from real model responses — not estimated.

Why Cognism ranks #6

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Sales Tech in AI Search 2026

Cognism ranks #6 of 91 with an AI Visibility Score of 56.0 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 0.8% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Sales Tech, Cognism ranks #1, ahead of Apollo.io. When AI assistants name it, Cognism appears at an average position of 2.4 in their answers. It reaches this visibility as a Series C company, ahead of larger, better-funded rivals. Every figure here is computed from real model responses — not estimated.

Why Zendesk ranks #7

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Customer Support in AI Search 2026

Zendesk ranks #7 of 91 with an AI Visibility Score of 56.0 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 3.1% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Customer Support, Zendesk ranks #1, ahead of Intercom. When AI assistants name it, Zendesk appears at an average position of 2.8 in their answers. Its funding stage is Private (PE). Every figure here is computed from real model responses — not estimated.

Why Atlassian ranks #8

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Project Management in AI Search 2026

Atlassian ranks #8 of 91 with an AI Visibility Score of 55.7 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 3.7% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Project Management, Atlassian ranks #1, ahead of ClickUp. When AI assistants name it, Atlassian appears at an average position of 4.5 in their answers. Its funding stage is Public. Every figure here is computed from real model responses — not estimated.

Why Ashby ranks #9

Top 10 Most Recommended B2B SaaS by AI 2026

Ashby ranks #9 of 91 with an AI Visibility Score of 55.1 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 1.2% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Recruitment Software, Ashby ranks #2, ahead of Lever. When AI assistants name it, Ashby appears at an average position of 3.5 in their answers. It reaches this visibility as a Series C company, ahead of larger, better-funded rivals. Every figure here is computed from real model responses — not estimated.

Why Mixpanel ranks #10

Top 10 Most Recommended B2B SaaS by AI 2026 · #1 Product Analytics in AI Search 2026

Mixpanel ranks #10 of 91 with an AI Visibility Score of 55.0 out of 100, inside the top 10 of the entire index. It is named by all four major AI models — ChatGPT, Claude, Gemini and Perplexity, and captures 2.7% of all weighted AI recommendations — its AI Recommendation Share, the AI equivalent of market share.

Within Product Analytics, Mixpanel ranks #1, ahead of Amplitude. When AI assistants name it, Mixpanel appears at an average position of 1.9 in their answers. It reaches this visibility as a Series C company, ahead of larger, better-funded rivals. Every figure here is computed from real model responses — not estimated.

The full ranking

Every score below is computed from real model responses — never estimated. The AI Visibility Score (0–100) blends mention frequency, average position, model coverage, category relevance and sentiment.

#	Company	AI Visibility	Share of Voice	Avg pos.
1	HubSpot	68.4	9.2%	2.5
2	Salesforce	63.0	6.8%	3.4
3	Zoho	57.8	4.4%	4.3
4	Greenhouse	56.9	2.0%	1.6
5	Vanta	56.7	1.0%	1.7
6	Cognism	56.0	0.8%	2.4
7	Zendesk	56.0	3.1%	2.8
8	Atlassian	55.7	3.7%	4.5
9	Ashby	55.1	1.2%	3.5
10	Mixpanel	55.0	2.7%	1.9
11	Amplitude	54.9	2.7%	1.4
12	Pipedrive	54.8	2.2%	3.3
13	Apollo.io	54.8	2.3%	2.3
14	Gusto	54.6	1.0%	2.0
15	ClickUp	54.5	1.8%	2.4
16	Intercom	54.4	2.6%	3.0
17	Freshdesk	54.4	1.9%	2.6
18	Lever	54.4	1.6%	2.3
19	Drata	54.3	0.9%	2.3

#	Company	AI Visibility	Share of Voice	Avg pos.
20	Secureframe	54.2	0.8%	3.4
21	ActiveCampaign	53.9	1.8%	2.7
22	Sprinto	53.6	0.7%	3.1
23	SmartRecruiters	53.6	0.8%	3.5
24	Salesloft	53.3	1.6%	2.0
25	Asana	53.0	1.8%	3.3
26	Outreach	53.0	1.7%	1.9
27	Workable	52.5	1.1%	3.9
28	PostHog	52.3	1.6%	3.4
29	Close	52.1	1.0%	4.2
30	Monday.com	52.0	1.8%	4.0
31	Help Scout	51.9	1.0%	3.4
32	ZoomInfo	51.9	1.8%	1.5
33	Rippling	51.8	1.2%	3.8
34	Attio	51.1	1.0%	3.9
35	Freshsales	50.9	1.9%	5.0
36	Linear	50.9	0.9%	2.4
37	Heap	50.7	1.3%	3.6
38	Ramp	50.7	0.3%	1.0
39	Deel	50.7	0.7%	4.1
40	Klaviyo	50.6	0.6%	3.7
41	Brex	50.5	0.3%	2.0
42	Productboard	50.5	0.4%	1.0
43	Recurly	50.2	0.6%	3.2
44	Braze	50.2	0.5%	3.4
45	Notion	49.8	1.2%	5.1
46	Customer.io	49.6	0.9%	3.3
47	Smartsheet	49.6	0.5%	5.4
48	BambooHR	49.6	0.9%	3.7
49	Stripe	49.6	1.7%	2.8
50	Pendo	49.5	0.9%	4.3
51	Gong	49.4	1.0%	4.1

#	Company	AI Visibility	Share of Voice	Avg pos.
52	Wrike	49.1	0.8%	4.8
53	Iterable	48.9	0.4%	3.0
54	Remote	48.8	0.3%	4.7
55	Clari	48.6	0.8%	4.0
56	Chargebee	48.5	0.8%	2.8
57	Marketo	48.5	1.1%	3.6
58	Tidio	48.4	0.5%	5.7
59	Shortcut	48.2	0.6%	3.4
60	Front	48.1	0.3%	5.4
61	Gorgias	48.0	0.5%	5.0
62	Brevo	47.8	1.0%	6.0
63	Airtable	47.8	0.6%	5.8
64	HiBob	47.6	0.5%	5.4
65	FullStory	47.3	0.6%	5.3
66	Maxio	46.8	0.7%	5.0
67	Hyperproof	46.6	0.4%	5.0
68	Clay	46.4	0.3%	7.7
69	Personio	45.9	0.2%	6.0
70	OneTrust	45.1	0.3%	6.3
71	Contentsquare	44.5	0.3%	7.0
72	Scrut Automation	44.1	0.4%	4.4
73	Kustomer	43.4	0.2%	4.3
74	Aha!	43.3	0.2%	2.0
75	Folk	42.5	0.3%	5.5
76	Encharge	42.3	0.2%	3.0
77	Copper	41.3	0.1%	5.0
78	Mosaic	40.4	0.1%	8.0
79	Recruitee	40.1	0.2%	9.0
80	Runway	39.5	0.1%	4.0
81	Thoropass	38.3	0.3%	7.5
82	Mercury	37.4	0.1%	0.0
83	Gem	36.9	0.1%	6.7

#	Company	AI Visibility	Share of Voice	Avg pos.
84	Statsig	35.3	0.1%	6.0
85	Pinpoint	34.7	0.1%	8.0
86	Spendesk	34.7	0.1%	0.0
87	Teamtaylor	34.5	0.1%	11.0
88	Capsule	34.4	0.1%	6.5
89	Lattice	34.0	0.1%	0.0
90	LogRocket	33.9	0.1%	0.0
91	Aircall	28.8	0.0%	0.0

What this report measures

- AI Visibility Score (0–100) — a weighted blend of mention frequency, average position, model coverage, category relevance and sentiment.
- AI Share of Voice — how much of the category's AI attention each brand captures.
- AI Recommendation Share (ARS) — the percentage of all weighted AI recommendations a brand captures.
- Category and funding-stage analysis — how recommendations concentrate, joined to real researched company metadata.

Cite this report

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