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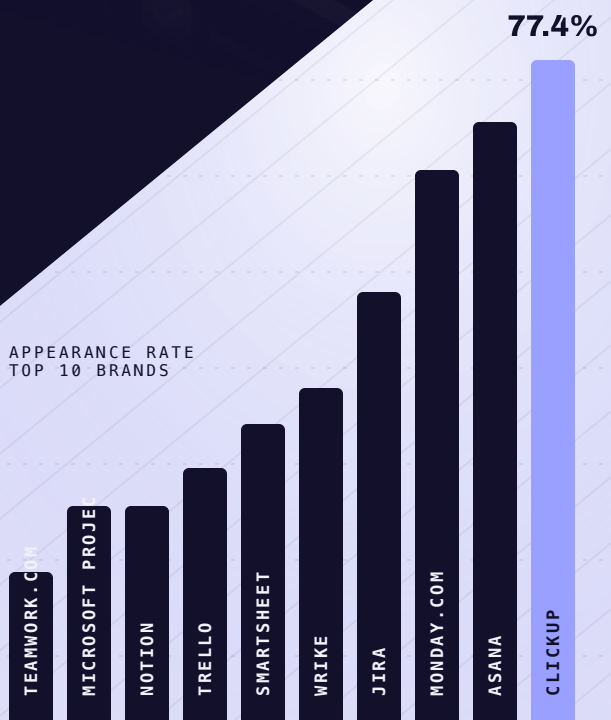
PROJECT MANAGEMENT INDEX 2.0

Which project management tools AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 48 Google AI Overviews

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AT A GLANCE

No sole leader is established. Asana is within ClickUp's margin.

ClickUp: 223/288 returned four-engine answers (77.4%; 95% interval 72.3–81.9%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

77.4%
of answers named ClickUp, the most-named (223 of 288)

23
tracked brands named at least once (of 25)

88.9%
of Google searches showed an AI Overview (48 of 54)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 14
04 How the engines differ 15
05 Google AI Overviews 16
06 Leaders by question 17
07 Who the engines cite 18
08 Improving AI visibility 20
09 Questions people ask 21
10 Methodology 22
A Appendix: the 24 questions 23

KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

ClickUp

ClickUp: 223/288 returned four-engine answers (77.4%; 95% interval 72.3–81.9%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

69/288 (24.0%)

ClickUp was the first brand named in 69 of 288 answers, more than any other tracked brand. Its average first position was 2.7.

CLAUDE SKEW

40/72 (55.6%)

Claude named Wrike in 40 of 72 answers. The other engines named it in 19 to 28 of 72.

CHATGPT SKEW

26/72 (36.1%)

ChatGPT named Microsoft Project in 26 of 72 answers. The other engines named it in 12 to 17 of 72.

OWN-SITE CITATIONS

75/288 (26%)

ClickUp's own domains were cited in 75 of 288 grounded answers, more than any other tracked brand. Asana followed at 73 of 288. 5 of 25 tracked brands had 0 of 288, and 1 had no tracked own site.

AIO TRIGGER

48/54 (88.9%)

Google AI Overviews appeared on 48 of 54 searches (CI 77.8–94.8%). On the other 6, no overview was shown.

AIO LEADER

37/48 (77.1%)

ClickUp was the brand named most often in AI Overviews, at 37 of 48, followed by Jira at 27 of 48 (56.3%). In the four-engine set, ClickUp was named in 223 of 288 answers (77.4%).

TOP DOMAIN

120/288 (41.7%)

ones.com was cited in 120 of 288 grounded four-engine answers, with 368 of 2,317 citations (15.9%). thedigitalprojectmanager.com came second with 115 citations in 87 answers (30.2%).

02

THE LEADERBOARD

Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	ClickUp	77.4%	223/288
2	Asana	70.1%	202/288
3	Monday.com	64.6%	186/288
4	Jira	50.3%	145/288
5	Wrike	38.9%	112/288
6	Smartsheet	34.7%	100/288
7	Trello	29.5%	85/288
8	Microsoft Project	25.0%	72/288
9	Notion	25.0%	72/288
10	Teamwork.com	17.4%	50/288
11	Microsoft Planner	14.6%	42/288
12	Linear	12.2%	35/288
13	Zoho Projects	11.1%	32/288
14	Motion	7.6%	22/288
15	Basecamp	6.9%	20/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,317 citations. None means no own site is tracked for that name. Question 6 names Asana and Monday.com; Question 7 names Notion; Question 8 names ClickUp and Notion; Question 9 names Jira, so those counts include up to 12 answers each that name them by design. Removing 4 Core questions naming tracked subjects leaves 240 eligible answers. The top two are ClickUp (190/240) and Asana (168/240); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**ClickUp**	223/288	**77.4%**	72.3–81.9%	2.7	26% (75/288)	4%
2	**Asana**	202/288	**70.1%**	64.6–75.1%	3.1	25.3% (73/288)	3.5%
3	**Monday.com**	186/288	**64.6%**	58.9–69.9%	3.2	13.9% (40/288)	1.8%
4	**Jira**	145/288	**50.3%**	44.6–56.1%	3.3	0.3% (1/288)	0%
5	**Wrike**	112/288	**38.9%**	33.4–44.6%	4.1	18.4% (53/288)	2.3%
6	**Smartsheet**	100/288	**34.7%**	29.5–40.4%	3.7	14.6% (42/288)	1.8%
7	**Trello**	85/288	**29.5%**	24.5–35%	3.6	0% (0/288)	0%
8	**Microsoft Project**	72/288	**25%**	20.4–30.3%	2.9	0% (0/288)	0%
9	**Notion**	72/288	**25%**	20.4–30.3%	4.2	3.8% (11/288)	1.2%
10	**Teamwork.com**	50/288	**17.4%**	13.4–22.2%	4.9	16% (46/288)	2%
11	**Microsoft Planner**	42/288	**14.6%**	11–19.1%	4.3	2.8% (8/288)	0.3%
12	**Linear**	35/288	**12.2%**	8.9–16.4%	2.1	0% (0/288)	0%
13	**Zoho Projects**	32/288	**11.1%**	8–15.3%	5.2	1% (3/288)	0.1%
14	**Motion**	22/288	**7.6%**	5.1–11.3%	3.3	3.1% (9/288)	0.4%
15	**Basecamp**	20/288	**6.9%**	4.5–10.5%	6.6	0% (0/288)	0%
16	**Confluence**	18/288	**6.3%**	4–9.7%	4.1	0.7% (2/288)	0.1%
17	**Todoist**	17/288	**5.9%**	3.7–9.2%	4.5	0.3% (1/288)	0%
18	**Airtable**	16/288	**5.6%**	3.4–8.8%	8.1	6.3% (18/288)	0.8%
19	**Coda**	15/288	**5.2%**	3.2–8.4%	4.6	1.7% (5/288)	0.2%
20	**Hive**	9/288	**3.1%**	1.7–5.8%	6.1	4.2% (12/288)	0.5%
21	**Miro**	9/288	**3.1%**	1.7–5.8%	8.6	0% (0/288)	0%
22	**Plane**	3/288	**1%**	0.4–3%	5	1% (3/288)	0.1%
23	**MeisterTask**	1/288	**0.3%**	0.1–1.9%	6	1% (3/288)	0.1%
24	**Height**	0/288	**0%**	0–1.3%	–	None	None
25	**Nifty**	0/288	**0%**	0–1.3%	–	1% (3/288)	0.1%

02 THE LEADERBOARD

Question group: general project management

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Asana	47/48	97.9%	89.1–99.6%	16
2	Monday.com	46/48	95.8%	86.0–98.8%	13
3	Jira	32/48	66.7%	52.5–78.3%	3
4	Smartsheet	31/48	64.6%	50.4–76.6%	0
5	Wrike	29/48	60.4%	46.3–73.0%	0
6	ClickUp	28/48	58.3%	44.3–71.2%	4
7	Microsoft Planner	22/48	45.8%	32.6–59.7%	11
8	Microsoft Project	20/48	41.7%	28.8–55.7%	1
9	Trello	16/48	33.3%	21.7–47.5%	0
10	Notion	13/48	27.1%	16.6–41.0%	0
11	Zoho Projects	13/48	27.1%	16.6–41.0%	0
12	Teamwork.com	9/48	18.8%	10.2–31.9%	0
13	Airtable	7/48	14.6%	7.2–27.2%	0
14	Basecamp	5/48	10.4%	4.5–22.2%	0
15	Todoist	3/48	6.3%	2.1–16.8%	0
16	Hive	2/48	4.2%	1.2–14.0%	0
17	Motion	1/48	2.1%	0.4–10.9%	0
18	Coda	0/48	0.0%	0.0–7.4%	0
19	Confluence	0/48	0.0%	0.0–7.4%	0
20	Height	0/48	0.0%	0.0–7.4%	0
21	Linear	0/48	0.0%	0.0–7.4%	0
22	MeisterTask	0/48	0.0%	0.0–7.4%	0
23	Miro	0/48	0.0%	0.0–7.4%	0
24	Nifty	0/48	0.0%	0.0–7.4%	0
25	Plane	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: marketing and cross-functional teams

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Monday.com	35/36	97.2%	85.8–99.5%	4
2	ClickUp	34/36	94.4%	81.9–98.5%	5
3	Wrike	33/36	91.7%	78.2–97.1%	1
4	Asana	32/36	88.9%	74.7–95.6%	19
5	Teamwork.com	27/36	75.0%	58.9–86.2%	7
6	Trello	13/36	36.1%	22.5–52.4%	0
7	Smartsheet	12/36	33.3%	20.2–49.7%	0
8	Miro	8/36	22.2%	11.7–38.1%	0
9	Airtable	6/36	16.7%	7.9–31.9%	0
10	Notion	6/36	16.7%	7.9–31.9%	0
11	Hive	4/36	11.1%	4.4–25.3%	0
12	Basecamp	3/36	8.3%	2.9–21.8%	0
13	Coda	3/36	8.3%	2.9–21.8%	0
14	Zoho Projects	1/36	2.8%	0.5–14.2%	0
15	Confluence	0/36	0.0%	0.0–9.6%	0
16	Height	0/36	0.0%	0.0–9.6%	0
17	Jira	0/36	0.0%	0.0–9.6%	0
18	Linear	0/36	0.0%	0.0–9.6%	0
19	MeisterTask	0/36	0.0%	0.0–9.6%	0
20	Microsoft Planner	0/36	0.0%	0.0–9.6%	0
21	Microsoft Project	0/36	0.0%	0.0–9.6%	0
22	Motion	0/36	0.0%	0.0–9.6%	0
23	Nifty	0/36	0.0%	0.0–9.6%	0
24	Plane	0/36	0.0%	0.0–9.6%	0
25	Todoist	0/36	0.0%	0.0–9.6%	0

02 BY ENGINE

Question group: software engineering and agile

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Jira	36/36	100.0%	90.4–100.0%	28
2	Linear	34/36	94.4%	81.9–98.5%	5
3	ClickUp	33/36	91.7%	78.2–97.1%	3
4	Asana	23/36	63.9%	47.6–77.5%	0
5	Monday.com	19/36	52.8%	37.0–68.0%	0
6	Confluence	5/36	13.9%	6.1–28.7%	0
7	Teamwork.com	4/36	11.1%	4.4–25.3%	0
8	Trello	4/36	11.1%	4.4–25.3%	0
9	Plane	3/36	8.3%	2.9–21.8%	0
10	Miro	1/36	2.8%	0.5–14.2%	0
11	Smartsheet	1/36	2.8%	0.5–14.2%	0
12	Airtable	0/36	0.0%	0.0–9.6%	0
13	Basecamp	0/36	0.0%	0.0–9.6%	0
14	Coda	0/36	0.0%	0.0–9.6%	0
15	Height	0/36	0.0%	0.0–9.6%	0
16	Hive	0/36	0.0%	0.0–9.6%	0
17	MeisterTask	0/36	0.0%	0.0–9.6%	0
18	Microsoft Planner	0/36	0.0%	0.0–9.6%	0
19	Microsoft Project	0/36	0.0%	0.0–9.6%	0
20	Motion	0/36	0.0%	0.0–9.6%	0
21	Nifty	0/36	0.0%	0.0–9.6%	0
22	Notion	0/36	0.0%	0.0–9.6%	0
23	Todoist	0/36	0.0%	0.0–9.6%	0
24	Wrike	0/36	0.0%	0.0–9.6%	0
25	Zoho Projects	0/36	0.0%	0.0–9.6%	0

02 BY ENGINE

Question group: small teams and free tools

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Trello	48/48	100.0%	92.6–100.0%	23
2	Asana	42/48	87.5%	75.3–94.1%	3
3	ClickUp	41/48	85.4%	72.8–92.8%	22
4	Jira	21/48	43.8%	30.7–57.7%	0
5	Monday.com	17/48	35.4%	23.4–49.6%	0
6	Zoho Projects	15/48	31.3%	19.9–45.3%	0
7	Todoist	11/48	22.9%	13.3–36.5%	0
8	Basecamp	10/48	20.8%	11.7–34.3%	0
9	Notion	10/48	20.8%	11.7–34.3%	0
10	Wrike	10/48	20.8%	11.7–34.3%	0
11	Teamwork.com	4/48	8.3%	3.3–19.6%	0
12	Hive	3/48	6.3%	2.1–16.8%	0
13	Microsoft Planner	2/48	4.2%	1.2–14.0%	0
14	Airtable	1/48	2.1%	0.4–10.9%	0
15	MeisterTask	1/48	2.1%	0.4–10.9%	0
16	Smartsheet	1/48	2.1%	0.4–10.9%	0
17	Coda	0/48	0.0%	0.0–7.4%	0
18	Confluence	0/48	0.0%	0.0–7.4%	0
19	Height	0/48	0.0%	0.0–7.4%	0
20	Linear	0/48	0.0%	0.0–7.4%	0
21	Microsoft Project	0/48	0.0%	0.0–7.4%	0
22	Miro	0/48	0.0%	0.0–7.4%	0
23	Motion	0/48	0.0%	0.0–7.4%	0
24	Nifty	0/48	0.0%	0.0–7.4%	0
25	Plane	0/48	0.0%	0.0–7.4%	0

02 BY ENGINE

Question group: all-in-one workspaces and docs

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Notion	36/36	100.0%	90.4–100.0%	22
2	ClickUp	33/36	91.7%	78.2–97.1%	14
3	Jira	20/36	55.6%	39.6–70.5%	0
4	Monday.com	18/36	50.0%	34.5–65.5%	0
5	Coda	12/36	33.3%	20.2–49.7%	0
6	Asana	11/36	30.6%	18.0–46.9%	0
7	Confluence	10/36	27.8%	15.8–44.0%	0
8	Microsoft Planner	3/36	8.3%	2.9–21.8%	0
9	Microsoft Project	3/36	8.3%	2.9–21.8%	0
10	Trello	3/36	8.3%	2.9–21.8%	0
11	Airtable	2/36	5.6%	1.5–18.1%	0
12	Basecamp	2/36	5.6%	1.5–18.1%	0
13	Linear	1/36	2.8%	0.5–14.2%	0
14	Smartsheet	1/36	2.8%	0.5–14.2%	0
15	Teamwork.com	1/36	2.8%	0.5–14.2%	0
16	Height	0/36	0.0%	0.0–9.6%	0
17	Hive	0/36	0.0%	0.0–9.6%	0
18	MeisterTask	0/36	0.0%	0.0–9.6%	0
19	Miro	0/36	0.0%	0.0–9.6%	0
20	Motion	0/36	0.0%	0.0–9.6%	0
21	Nifty	0/36	0.0%	0.0–9.6%	0
22	Plane	0/36	0.0%	0.0–9.6%	0
23	Todoist	0/36	0.0%	0.0–9.6%	0
24	Wrike	0/36	0.0%	0.0–9.6%	0
25	Zoho Projects	0/36	0.0%	0.0–9.6%	0

02 BY ENGINE

Question group: enterprise and portfolio management

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Smartsheet	29/36	80.6%	65.0–90.2%	6
2	Microsoft Project	25/36	69.4%	53.1–82.0%	14
3	Monday.com	17/36	47.2%	32.0–63.0%	0
4	Wrike	17/36	47.2%	32.0–63.0%	7
5	Jira	16/36	44.4%	29.5–60.4%	4
6	Asana	11/36	30.6%	18.0–46.9%	0
7	ClickUp	6/36	16.7%	7.9–31.9%	0
8	Microsoft Planner	4/36	11.1%	4.4–25.3%	1
9	Teamwork.com	4/36	11.1%	4.4–25.3%	0
10	Confluence	1/36	2.8%	0.5–14.2%	0
11	Trello	1/36	2.8%	0.5–14.2%	0
12	Airtable	0/36	0.0%	0.0–9.6%	0
13	Basecamp	0/36	0.0%	0.0–9.6%	0
14	Coda	0/36	0.0%	0.0–9.6%	0
15	Height	0/36	0.0%	0.0–9.6%	0
16	Hive	0/36	0.0%	0.0–9.6%	0
17	Linear	0/36	0.0%	0.0–9.6%	0
18	MeisterTask	0/36	0.0%	0.0–9.6%	0
19	Miro	0/36	0.0%	0.0–9.6%	0
20	Motion	0/36	0.0%	0.0–9.6%	0
21	Nifty	0/36	0.0%	0.0–9.6%	0
22	Notion	0/36	0.0%	0.0–9.6%	0
23	Plane	0/36	0.0%	0.0–9.6%	0
24	Todoist	0/36	0.0%	0.0–9.6%	0
25	Zoho Projects	0/36	0.0%	0.0–9.6%	0

02 BY ENGINE

Question group: AI project management features

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	ClickUp	24/24	100.0%	86.2–100.0%	14
2	Motion	21/24	87.5%	69.0–95.7%	10
3	Asana	20/24	83.3%	64.1–93.3%	0
4	Monday.com	16/24	66.7%	46.7–82.0%	0
5	Wrike	12/24	50.0%	31.4–68.6%	0
6	Jira	11/24	45.8%	27.9–64.9%	0
7	Notion	7/24	29.2%	14.9–49.2%	0
8	Microsoft Planner	5/24	20.8%	9.2–40.5%	0
9	Todoist	3/24	12.5%	4.3–31.0%	0
10	Zoho Projects	3/24	12.5%	4.3–31.0%	0
11	Confluence	2/24	8.3%	2.3–25.8%	0
12	Microsoft Project	1/24	4.2%	0.7–20.2%	0
13	Smartsheet	1/24	4.2%	0.7–20.2%	0
14	Airtable	0/24	0.0%	0.0–13.8%	0
15	Basecamp	0/24	0.0%	0.0–13.8%	0
16	Coda	0/24	0.0%	0.0–13.8%	0
17	Height	0/24	0.0%	0.0–13.8%	0
18	Hive	0/24	0.0%	0.0–13.8%	0
19	Linear	0/24	0.0%	0.0–13.8%	0
20	MeisterTask	0/24	0.0%	0.0–13.8%	0
21	Miro	0/24	0.0%	0.0–13.8%	0
22	Nifty	0/24	0.0%	0.0–13.8%	0
23	Plane	0/24	0.0%	0.0–13.8%	0
24	Teamwork.com	0/24	0.0%	0.0–13.8%	0
25	Trello	0/24	0.0%	0.0–13.8%	0

02 BY ENGINE

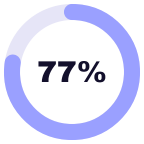
Question group: Gantt and scheduling

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	ClickUp	24/24	100.0%	86.2–100.0%	7
2	Smartsheet	24/24	100.0%	86.2–100.0%	4
3	Microsoft Project	23/24	95.8%	79.8–99.3%	12
4	Monday.com	18/24	75.0%	55.1–88.0%	1
5	Asana	16/24	66.7%	46.7–82.0%	0
6	Wrike	11/24	45.8%	27.9–64.9%	0
7	Jira	9/24	37.5%	21.2–57.3%	0
8	Microsoft Planner	6/24	25.0%	12.0–44.9%	0
9	Teamwork.com	1/24	4.2%	0.7–20.2%	0
10	Airtable	0/24	0.0%	0.0–13.8%	0
11	Basecamp	0/24	0.0%	0.0–13.8%	0
12	Coda	0/24	0.0%	0.0–13.8%	0
13	Confluence	0/24	0.0%	0.0–13.8%	0
14	Height	0/24	0.0%	0.0–13.8%	0
15	Hive	0/24	0.0%	0.0–13.8%	0
16	Linear	0/24	0.0%	0.0–13.8%	0
17	MeisterTask	0/24	0.0%	0.0–13.8%	0
18	Miro	0/24	0.0%	0.0–13.8%	0
19	Motion	0/24	0.0%	0.0–13.8%	0
20	Nifty	0/24	0.0%	0.0–13.8%	0
21	Notion	0/24	0.0%	0.0–13.8%	0
22	Plane	0/24	0.0%	0.0–13.8%	0
23	Todoist	0/24	0.0%	0.0–13.8%	0
24	Trello	0/24	0.0%	0.0–13.8%	0
25	Zoho Projects	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side

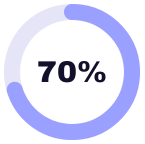


RANK 1

ClickUp

223/288 answers · 95% CI 72.3–81.9%

2.7	26%	4%
first-mention position	owned-domain citation (75/288)	citation share

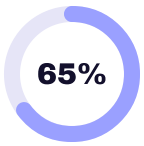


RANK 2

Asana

202/288 answers · 95% CI 64.6–75.1%

3.1	25.3%	3.5%
first-mention position	owned-domain citation (73/288)	citation share



RANK 3

Monday.com

186/288 answers · 95% CI 58.9–69.9%

3.2	13.9%	1.8%
first-mention position	owned-domain citation (40/288)	citation share



RANK 4

Jira

145/288 answers · 95% CI 44.6–56.1%

3.3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

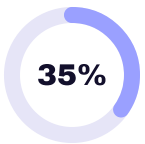


RANK 5

Wrike

112/288 answers · 95% CI 33.4–44.6%

4.1	18.4%	2.3%
first-mention position	owned-domain citation (53/288)	citation share



RANK 6

Smartsheet

100/288 answers · 95% CI 29.5–40.4%

3.7	14.6%	1.8%
first-mention position	owned-domain citation (42/288)	citation share



RANK 7

Trello

85/288 answers · 95% CI 24.5–35%

3.6	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 8

Microsoft Project

72/288 answers · 95% CI 20.4–30.3%

2.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Wrike in 40 of 72 answers. The other engines named it in 19 to 28 of 72. ChatGPT named Microsoft Project in 26 of 72 answers. The other engines named it in 12 to 17 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

ClickUp	**75%**
Asana	**70.8%**
Monday.com	**68.1%**
Jira	**51.4%**
Smartsheet	**41.7%**
Microsoft Project	**36.1%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

ClickUp	**83.3%**
Monday.com	**68.1%**
Asana	**66.7%**
Wrike	**55.6%**
Jira	**47.2%**
Notion	**34.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

ClickUp	**79.2%**
Asana	**72.2%**
Monday.com	**72.2%**
Jira	**54.2%**
Wrike	**38.9%**
Smartsheet	**37.5%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

ClickUp	**72.2%**
Asana	**70.8%**
Monday.com	**50%**
Jira	**48.6%**
Wrike	**34.7%**
Smartsheet	**26.4%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 54 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 48 = 336 answers.



TRIGGER RATE

Google AI Overviews appeared on 48 of 54 searches (88.9%, CI 77.8–94.8%). The other 6 searches showed no overview. Within the 48 overviews, ClickUp was named in 37 (77.1%), Jira was named in 27 (56.3%), Trello was named in 25 (52.1%), Monday.com was named in 24 (50%). youtube.com was the most-cited source, with 40 citations and an appearance in 24 of 48 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	ClickUp	77.4%	=
2	Asana	66.7%	=
3	Monday.com	62.5%	=
4	Jira	51.2%	=
5	Wrike	38.7%	=
6	Smartsheet	34.2%	=
7	Trello	32.7%	=
8	Notion	28.3%	▲ 1
9	Microsoft Project	23.8%	▼ 1
10	Teamwork.com	15.5%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

ClickUp 100%

TIED WITH ASANA, JIRA

Asana	100%
Jira	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Asana 100%

TIED WITH MONDAY.COM, CLICKUP

Monday.com	100%
ClickUp	100%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Linear 100%

TIED WITH JIRA

Jira	100%
ClickUp	83.3%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

ClickUp 100%

TIED WITH TRELLO

Trello	100%
Asana	91.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

ClickUp 100%

TIED WITH TRELLO

Trello	100%
Asana	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Monday.com 100%

TIED WITH ASANA

Asana	100%
Jira	8.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,317 citations in total. ones.com was cited most often, with 368 citations (15.9%) across 120 answers. Next came thedigitalprojectmanager.com (115), clickup.com (85), asana.com (78), zapier.com (55), wrike.com (52).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

ones.com	**41.7%**
thedigitalprojectmana…	**30.2%**
clickup.com	**24.7%**
asana.com	**24.7%**
zapier.com	**19.1%**
wrike.com	**18.1%**
teamwork.com	**16%**
smartsheet.com	**14.6%**
monday.com	**12.8%**
forbes.com	**11.8%**

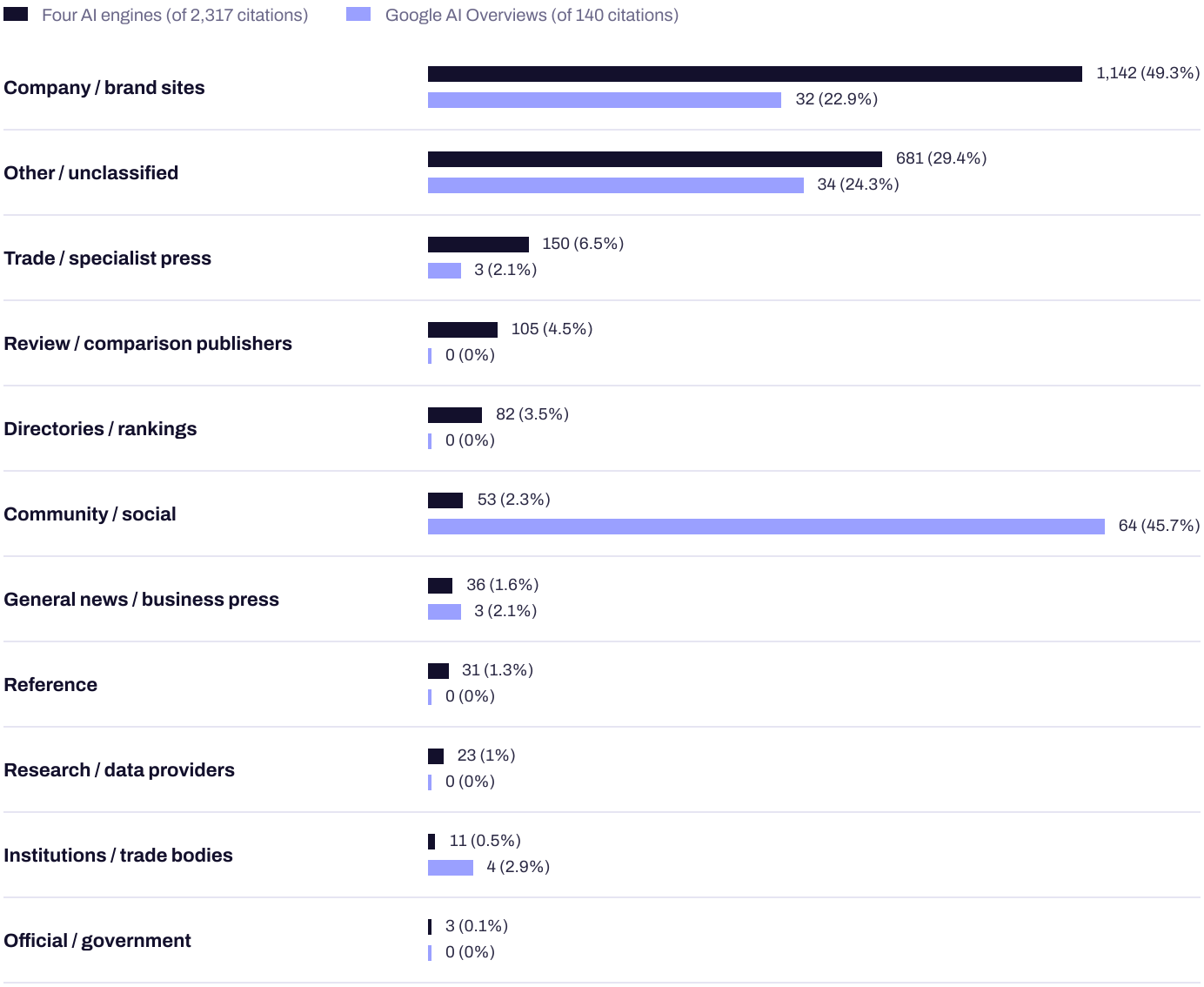
GOOGLE AI OVERVIEWS · SHARE OF 48 OVERVIEWS

youtube.com	**50%**
reddit.com	**41.7%**
zapier.com	**18.8%**
icagile.com	**8.3%**
atlassian.com	**6.3%**
capsulecrm.com	**6.3%**
forbes.com	**6.3%**
help.clickup.com	**6.3%**
rock.so	**6.3%**
usemotion.com	**6.3%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can project management tools improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	ClickUp's own domains were cited in 26.0% of grounded answers, Asana's in 25.3% and Wrike's in 18.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were ones.com (in 41.7% of grounded answers), thedigitalprojectmanager.com (30.2%), zapier.com (19.1%), forbes.com (11.8%) and g2.com (11.8%). Trade and specialist press supplied 6.5% of citations and review and comparison publishers 4.5%.
Check each engine separately.	Claude named Wrike in 55.6% of answers against 26.4% on ChatGPT. Gemini named Monday.com in 72.2% of answers against 50.0% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 9.4% of Google AI Overview citations against 2.3% in the four chat engines. youtube.com was cited in 50.0% of overviews, reddit.com in 41.7% and business.linkedin.com in 2.1%.
Watch names outside the tracked list.	Adobe Workfront (24 answers), Atlassian Corporation (20 answers), ONES.com (17 answers), TeamGantt (17 answers), Microsoft Corporation (15 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which project management brands appear in these AI answers?

ClickUp: 223/288 returned four-engine answers (77.4%; 95% interval 72.3–81.9%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

ClickUp was the first brand named in 69 of 288 answers, with an average first position of 2.7.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 48 of 54 searches (88.9%, CI 77.8–94.8%). Within those 48 overviews, ClickUp was named most often, in 37 (77.1%).

Q4 Which sources do the engines cite?

Across 2,317 four-engine citations, ones.com was cited most (368 citations, in 120 of 288 grounded answers), followed by thedigitalprojectmanager.com (115 citations).

Q5 Do the four engines agree?

Only in part. Claude named Wrike in 40 of 72 answers, against 19 to 28 of 72 on the other engines. ChatGPT named Microsoft Project in 26 of 72 answers, against 12 to 17 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	54
questions		runs each		AI engines		answers		Google searches · 48 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	54	48 shown	48

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 25 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked tools were scored. Untracked names that appeared often were not scored, including Adobe Workfront (24 answers), Atlassian Corporation (20 answers), ONES.com (17 answers), TeamGantt (17 answers), Microsoft Corporation (15 answers).
- 342 of 360 planned results were returned. 18 AI Overview lookups were excluded after at most three total attempts.
- 54 successful Google searches: 48 overviews shown; 6 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Questions 6, 7, 8 and 9 name Asana, Monday.com, Notion, ClickUp and Jira, so each of those counts includes up to 12 answers to a question that names it.
- Removing 4 Core questions naming tracked subjects leaves 240 eligible answers. The top two are ClickUp (190/240) and Asana (168/240); their order does not change.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Atlassian owns Jira, Trello and Confluence; each is counted by product as on the earlier page. Vendor-site citation rate reported per tool.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best project management tool?	Project Management Index 2.0	CORE QUESTION
02	What is the best project management software for marketing teams?	Project Management Index 2.0	CORE QUESTION
03	What is the best project management tool for software engineering teams?	Project Management Index 2.0	CORE QUESTION
04	What is the best free project management tool?	Project Management Index 2.0	CORE QUESTION
05	What is the best project management tool for small businesses?	Project Management Index 2.0	CORE QUESTION
06	Asana vs Monday.com: which is better?	Project Management Index 2.0	CORE QUESTION
07	Is Notion good for project management?	Project Management Index 2.0	CORE QUESTION
08	ClickUp vs Notion: which is better?	Project Management Index 2.0	CORE QUESTION
09	What is the best Jira alternative?	Project Management Index 2.0	CORE QUESTION
10	What is the best enterprise portfolio management tool?	Project Management Index 2.0	CORE QUESTION
11	What is the best project management tool with AI features?	Project Management Index 2.0	CORE QUESTION
12	What is the best Gantt chart software?	Project Management Index 2.0	CORE QUESTION
13	What are the most popular work management platforms?	Project Management Index 2.0	ADDED QUESTION
14	What is the best project management tool for agencies?	Project Management Index 2.0	ADDED QUESTION
15	What tools do creative teams use to manage campaigns?	Project Management Index 2.0	ADDED QUESTION
16	What is the best tool for agile sprint planning?	Project Management Index 2.0	ADDED QUESTION
17	Which tools combine docs, wikis and task management?	Project Management Index 2.0	ADDED QUESTION
18	What is the best simple task management app for a small team?	Project Management Index 2.0	ADDED QUESTION
19	What is the best project management software for large enterprises?	Project Management Index 2.0	ADDED QUESTION
20	Which project management tools are best for resource planning?	Project Management Index 2.0	ADDED QUESTION
21	What is the best tool for project scheduling and timelines?	Project Management Index 2.0	ADDED QUESTION
22	Which project management tools automatically schedule tasks with AI?	Project Management Index 2.0	ADDED QUESTION
23	What project management tools work best with Microsoft 365?	Project Management Index 2.0	ADDED QUESTION
24	What is the best kanban board software?	Project Management Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Project Management Index 2.0

Measured November 5, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research