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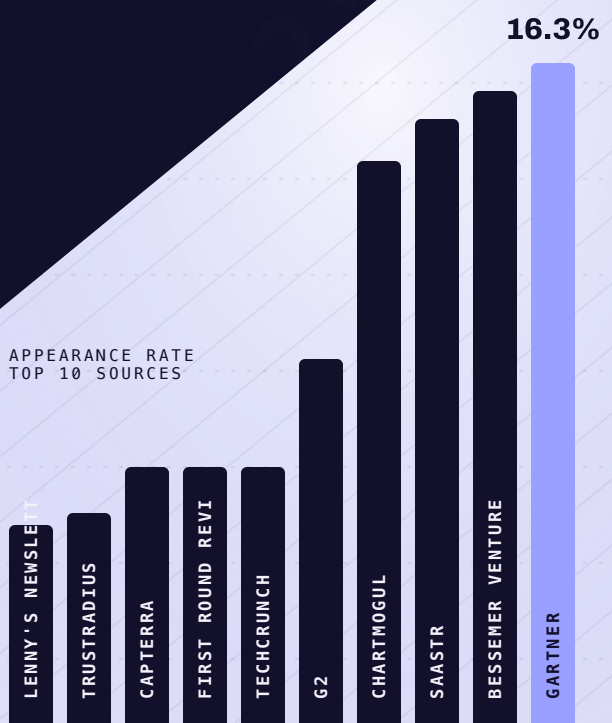
B2B SAAS RETRIEVAL INDEX

Which sources AI engines name
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

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

Prepared by :
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AT A GLANCE

Gartner, Bessemer lead. SaaStr is also within the margin.

Gartner was the source that ChatGPT, Claude, Gemini and Perplexity named most often. Gartner appeared in 47 of 288 answers (16.3%) measured on October 28, 2026. Bessemer Venture Partners came next at 45 of 288 (15.6%). The two confidence intervals overlap, so the data cannot confirm that Gartner is ahead. Bessemer Venture Partners was named first more often than any other source, in 32 of 288 answers. Google AI Overviews appeared on 48 of 66 searches (72.7%).

> Version 2. This version replaces the first version of this study, first published June 18, 2026. It uses measured counts, so the two versions are not comparable.

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

16.3%
of answers named Gartner, the most-named (47 of 288)

14
tracked sources named at least once (of 14)

72.7%
of Google searches showed an AI Overview (48 of 66)

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KEY FINDINGS

01 What the data shows

MOST NAMED

47/288 (16.3%)

Gartner appeared in 47 of 288 four-engine answers (CI 12.5–21%). Bessemer Venture Partners appeared in 45 of 288 (15.6%, CI 11.9–20.3%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

32/288 (11.1%)

Bessemer Venture Partners was the first source named in 32 of 288 answers, more than any other tracked source. Average first position: 1.4. Gartner was named first in 31 of 288.

AIO TRIGGER

48/66 (72.7%)

Google AI Overviews appeared on 48 of 66 searches (CI 61–82%). On the other 18, no overview was shown.

AIO LEADER

10/48 (20.8%)

SaaStr was the source named most often in AI Overviews, at 10 of 48, followed by Reddit at 8 of 48 (16.7%). In the four-engine set, SaaStr was named in 43 of 288 answers (14.9%).

TOP DOMAIN

26/276 (9.4%)

saas-capital.com was cited in 26 of 276 grounded four-engine answers, with 33 of 2,327 citations (1.4%). salesforce.com came second with 33 citations in 30 answers (10.9%).

NO TRACKED NAME

0/12 (0%)

For 'What is the median gross margin for SaaS companies?', none of the tracked sources was named in any of 12 four-engine answers.

OWN-SITE CITATIONS

26/276 (9.4%)

Gartner's own domains were cited in 26 of 276 grounded answers (9.4%), more than any other tracked name. ChartMogul followed at 26 of 276. In Google AI Overviews, Reddit's site was cited in 8 of 48 overviews. 1 tracked names had no own-site citation.

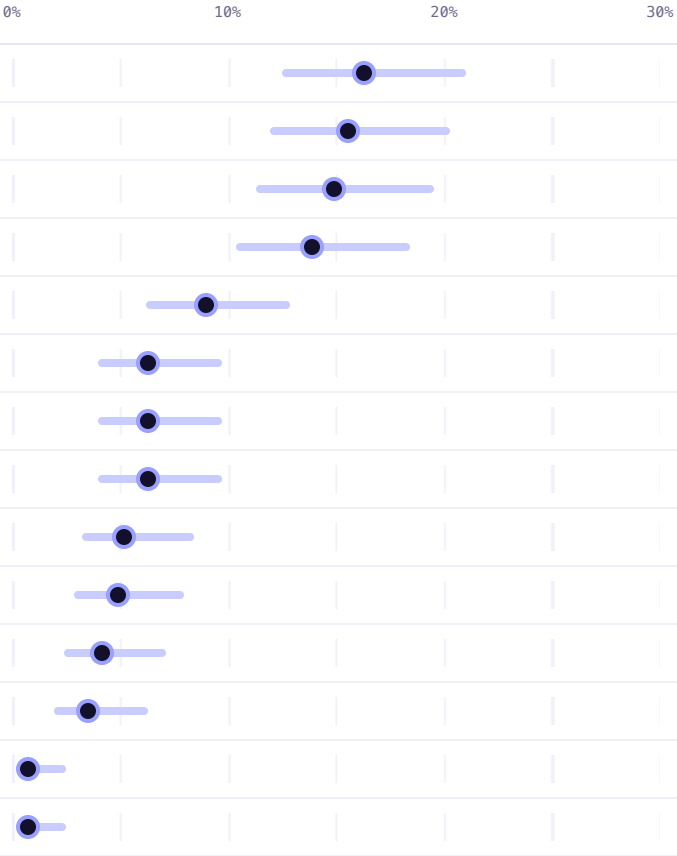
02

THE LEADERBOARD

Which sources 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	Gartner	16.3%	47/288
2	Bessemer Venture Partners	15.6%	45/288
3	SaaStr	14.9%	43/288
4	ChartMogul	13.9%	40/288
5	G2	9.0%	26/288
6	Capterra	6.3%	18/288
7	First Round Review	6.3%	18/288
8	TechCrunch	6.3%	18/288
9	TrustRadius	5.2%	15/288
10	Lenny's Newsletter	4.9%	14/288
11	Gartner Peer Insights	4.2%	12/288
12	a16z	3.5%	10/288
13	Reddit	0.7%	2/288
14	Tomasz Tunguz	0.7%	2/288



02 THE LEADERBOARD

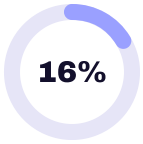
The full list

Own-domain citation is the share of 276 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,327 citations.

#	SOURCE	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Gartner**	47/288	**16.3%**	12.5–21%	1.7	9.4% (26/276)	1.2%
2	**Bessemer Venture Partners**	45/288	**15.6%**	11.9–20.3%	1.4	6.2% (17/276)	0.7%
3	**SaaStr**	43/288	**14.9%**	11.3–19.5%	1.7	6.2% (17/276)	0.7%
4	**ChartMogul**	40/288	**13.9%**	10.4–18.4%	1.6	9.4% (26/276)	1.4%
5	**G2**	26/288	**9%**	6.2–12.9%	1.3	6.5% (18/276)	0.9%
6	**Capterra**	18/288	**6.3%**	4–9.7%	3	2.2% (6/276)	0.3%
7	**First Round Review**	18/288	**6.3%**	4–9.7%	2.1	1.4% (4/276)	0.2%
8	**TechCrunch**	18/288	**6.3%**	4–9.7%	1.2	4.3% (12/276)	0.6%
9	**TrustRadius**	15/288	**5.2%**	3.2–8.4%	3.2	2.9% (8/276)	0.4%
10	**Lenny's Newsletter**	14/288	**4.9%**	2.9–8%	1.7	0% (0/276)	0%
11	**Gartner Peer Insights**	12/288	**4.2%**	2.4–7.1%	3.3	0.7% (2/276)	0.1%
12	**a16z**	10/288	**3.5%**	1.9–6.3%	2.5	1.1% (3/276)	0.1%
13	**Reddit**	2/288	**0.7%**	0.2–2.5%	2.5	3.3% (9/276)	0.4%
14	**Tomasz Tunguz**	2/288	**0.7%**	0.2–2.5%	2.5	0.7% (2/276)	0.1%

PROFILES

03 The top eight, side by side



RANK 1

Gartner

47/288 answers · 95% CI 12.5–21%

1.7	9.4%	1.2%
first-mention position	owned-domain citation (26/276)	citation share

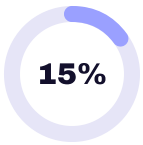


RANK 2

Bessemer Venture Partners

45/288 answers · 95% CI 11.9–20.3%

1.4	6.2%	0.7%
first-mention position	owned-domain citation (17/276)	citation share



RANK 3

SaaStr

43/288 answers · 95% CI 11.3–19.5%

1.7	6.2%	0.7%
first-mention position	owned-domain citation (17/276)	citation share

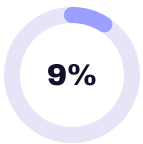


RANK 4

ChartMogul

40/288 answers · 95% CI 10.4–18.4%

1.6	9.4%	1.4%
first-mention position	owned-domain citation (26/276)	citation share

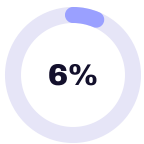


RANK 5

G2

26/288 answers · 95% CI 6.2–12.9%

1.3	6.5%	0.9%
first-mention position	owned-domain citation (18/276)	citation share

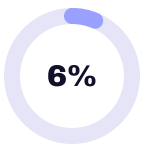


RANK 6

Capterra

18/288 answers · 95% CI 4–9.7%

3	2.2%	0.3%
first-mention position	owned-domain citation (6/276)	citation share

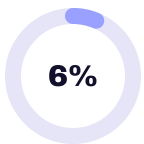


RANK 7

First Round Review

18/288 answers · 95% CI 4–9.7%

2.1	1.4%	0.2%
first-mention position	owned-domain citation (4/276)	citation share



RANK 8

TechCrunch

18/288 answers · 95% CI 4–9.7%

1.2	4.3%	0.6%
first-mention position	owned-domain citation (12/276)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Bessemer Venture Par...	**23.6%**
Gartner	**19.4%**
SaaStr	**18.1%**
ChartMogul	**15.3%**
TechCrunch	**12.5%**
G2	**8.3%**

Claude

72 ASKED | 72 RETURNED | 60 GROUNDED

SaaStr	**19.4%**
ChartMogul	**15.3%**
Gartner	**13.9%**
Bessemer Venture Partners	**13.9%**
G2	**12.5%**
Lenny's Newsletter	**6.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Bessemer Venture Par...	**22.2%**
Gartner	**19.4%**
ChartMogul	**16.7%**
SaaStr	**13.9%**
G2	**11.1%**
First Round Review	**8.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Gartner	**12.5%**
SaaStr	**8.3%**
ChartMogul	**8.3%**
G2	**4.2%**
Capterra	**4.2%**
First Round Review	**4.2%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 66 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 66 searches (72.7%, CI 61–82%). The other 18 searches showed no overview. Within the 48 overviews, SaaStr was named in 10 (20.8%), Reddit was named in 8 (16.7%), Gartner was named in 5 (10.4%), ChartMogul was named in 4 (8.3%). reddit.com was the most-cited source, with 8 citations and an appearance in 8 of 48 overviews.

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

1	SaaStr	15.8%	▲ 2
2	Gartner	15.5%	▼ 1
3	Bessemer Venture Partners	14.0%	▼ 1
4	ChartMogul	13.1%	=
5	G2	8.9%	=
6	Capterra	5.7%	=
7	TechCrunch	5.7%	▲ 1
8	First Round Review	5.4%	▼ 1
9	Lenny's Newsletter	5.1%	▲ 1
10	TrustRadius	4.5%	▼ 1

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

Gartner 16.7%

Capterra	8.3%
G2	8.3%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

G2 50%

TrustRadius	8.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Gartner 58.3%

G2	41.7%
Capterra	25%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Bessemer Venture Partners 66.7%

SaaStr	8.3%
ChartMogul	8.3%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

Bessemer Venture Partners 58.3%

ChartMogul	41.7%

AI Overview shown on 2 of 3 searches

Q08 · 12 ANSWERS

TechCrunch 25%

Bessemer Venture Partners	8.3%

AI Overview shown on 2 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,327 citations in total. saas-capital.com was cited most often, with 33 citations (1.4%) across 26 answers. Next came salesforce.com (33), stripe.com (30), gartner.com (27), amplitude.com (26), chartmogul.com (26).

FOUR AI ENGINES · SHARE OF 276 GROUNDED ANSWERS

salesforce.com	**10.9%**
saas-capital.com	**9.4%**
gartner.com	**9.4%**
getaleph.com	**9.1%**
chartmogul.com	**8.3%**
stripe.com	**7.2%**
chargebee.com	**6.5%**
optif.ai	**6.5%**
zapier.com	**6.5%**
bvp.com	**6.2%**

GOOGLE AI OVERVIEWS · SHARE OF 48 OVERVIEWS

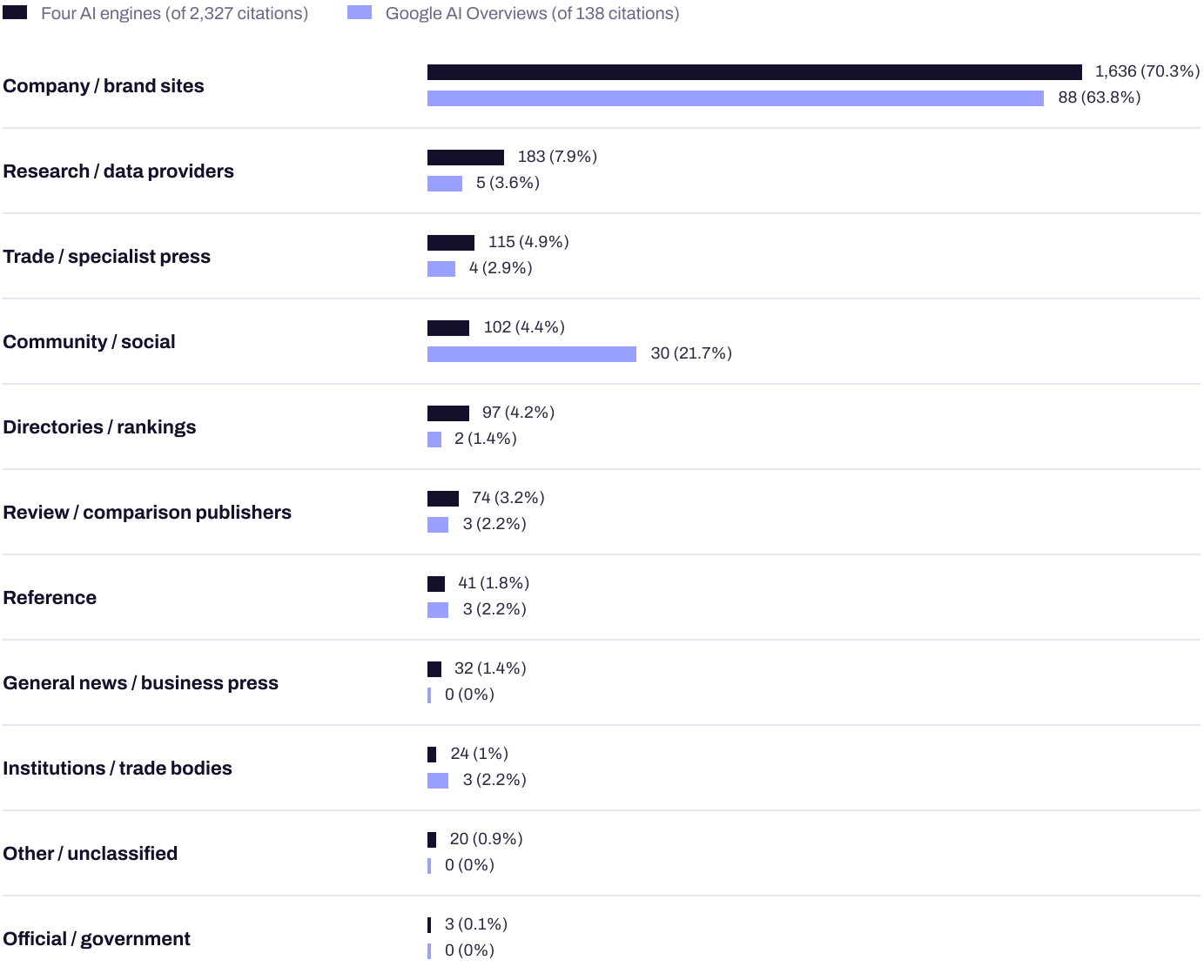
reddit.com	**16.7%**
linkedin.com	**12.5%**
productled.com	**10.4%**
saastr.com	**8.3%**
stripe.com	**8.3%**
clientsuccess.com	**6.3%**
crossval.com	**6.3%**
dualentry.com	**6.3%**
filipkonecny.com	**6.3%**
growthequityinterviewgui...	**6.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



QUESTIONS PEOPLE ASK

08 What AI answers

Q1 Which source do AI engines name most often?

Gartner, named in 47 of 288 four-engine answers (16.3%, CI 12.5–21%). Bessemer Venture Partners was second at 45 of 288 (15.6%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which source is named first most often?

Bessemer Venture Partners was the first source named in 32 of 288 answers, with an average first position of 1.4.

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

An overview appeared on 48 of 66 searches (72.7%, CI 61–82%). Within those 48 overviews, SaaStr was named most often, in 10 (20.8%).

Q4 Which sources do the engines cite?

Across 2,327 four-engine citations, saas-capital.com was cited most (33 citations, in 26 of 276 grounded answers), followed by salesforce.com (33 citations).

Q5 Do the four engines agree?

Only in part. Gartner was named on every engine, from 12.5% on Perplexity to 19.4% on ChatGPT. The widest gap among tracked names was Bessemer Venture Partners, from 2.8% on Perplexity to 23.6% on ChatGPT.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	66
questions		runs each		AI engines		answers		Google searches · 48 AI Overviews

24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Sources count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	60
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	66	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 source ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the source first appears (1 = first).
- Own-domain citation: grounded answers citing the source's domains ÷ grounded answers.
- Citation share: citations to the source's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 14 tracked sources were scored. Untracked names that appeared often were not scored, including SaaS Capital (36), Salesforce, Inc (28), OpenView Venture Partners (22), Benchmarkit (22), KeyBanc Capital Markets (19).
- AI Overview figures are based on only 48 overviews, so estimates for individual sources are less precise than the four-engine figures.
- 6 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 66 searches.
- 12 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

APPENDIX

A 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	Salesforce vs HubSpot CRM: which is better for a mid-size company?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
02	What is the best applicant tracking system for mid-market companies?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
03	What is the best customer success software?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
04	What is the median gross margin for SaaS companies?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
05	What is a good CAC payback period for B2B SaaS?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
06	What is net revenue retention and what is a good benchmark?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
07	What is product-led growth?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
08	Product-led vs sales-led growth: which works better?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
09	How do SaaS companies move from SMB to enterprise customers?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
10	How should a founding sales rep be paid?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
11	Where can I find reliable SaaS benchmarks?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
12	What are the best newsletters for SaaS founders?	Retrieval Index: B2B SaaS Sources	CORE QUESTION
13	Which sources publish SaaS retention benchmarks with sample sizes?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
14	What is the difference between gross revenue retention and net revenue retention?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
15	Which sources publish research on SaaS pricing models?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
16	Which review platforms disclose how software reviews are verified?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
17	Which sources compare B2B SaaS sales efficiency metrics?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
18	What is the difference between annual recurring revenue and revenue?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
19	Which sources publish research on usage-based pricing?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
20	Which publications cover SaaS company funding and acquisitions?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
21	Which sources publish benchmarks for SaaS sales compensation?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
22	What is the difference between logo churn and revenue churn?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
23	Which sources report on enterprise software procurement trends?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION
24	Which operator publications discuss customer onboarding in B2B SaaS?	Retrieval Index: B2B SaaS Sources	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Retrieval Index: B2B SaaS Sources

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research