5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

MARKETING 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 69 Google AI Overviews

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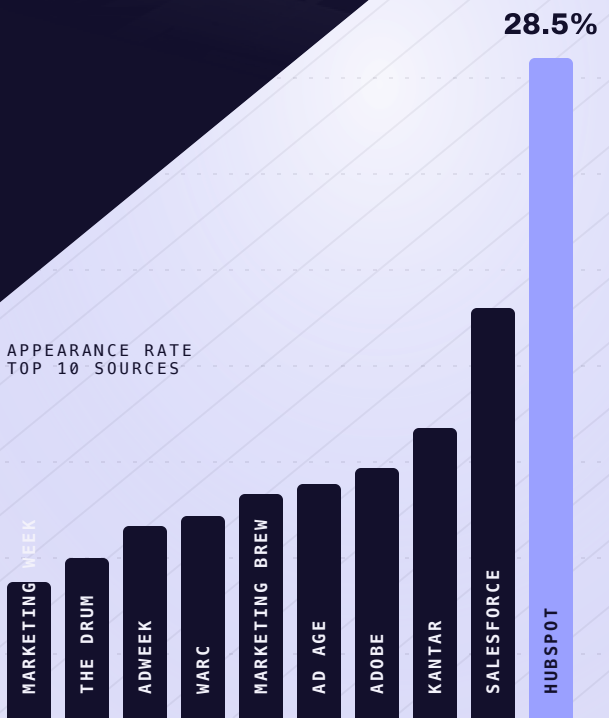

AT A GLANCE

HubSpot leads. Salesforce is second.

HubSpot was the source that ChatGPT, Claude, Gemini and Perplexity named most often. HubSpot appeared in 82 of 288 answers (28.5%) measured on October 28, 2026. Salesforce came next at 51 of 288 (17.7%). HubSpot was named first more often than any other source, in 49 of 288 answers. Google AI Overviews appeared on 69 of 70 searches (98.6%).

> Version 2. This version replaces the first version of this study, first published June 16, 2026. It uses measured counts, so the two versions are not comparable.

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

28.5%
of answers named HubSpot, the most-named (82 of 288)

12
tracked sources named at least once (of 12)

98.6%
of Google searches showed an AI Overview (69 of 70)

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KEY FINDINGS

01 What the data shows

MOST NAMED

82/288 (28.5%)

HubSpot appeared in 82 of 288 four-engine answers (CI 23.6–33.9%). Salesforce appeared in 51 of 288 (17.7%, CI 13.7–22.5%). The intervals do not overlap.

NAMED FIRST

49/288 (17.0%)

HubSpot was the first source named in 49 of 288 answers, more than any other tracked source. Average first position: 1.7.

CHATGPT SKEW

12/72 (16.7%)

ChatGPT named McKinsey in 12 of 72 answers. The other engines did so in 0 to 2 of 72.

AIO TRIGGER

69/70 (98.6%)

Google AI Overviews appeared on 69 of 70 searches (CI 92.3–99.7%). On the other search, no overview was shown.

AIO LEADER

12/69 (17.4%)

Salesforce was the source named most often in AI Overviews, at 12 of 69, followed by HubSpot at 9 of 69 (13%). In the four-engine set, Salesforce was named in 51 of 288 answers (17.7%).

TOP DOMAIN

36/261 (13.8%)

en.wikipedia.org was cited in 36 of 261 grounded four-engine answers, with 48 of 2,296 citations (2.1%). salesforce.com came second with 42 citations in 33 answers (12.6%).

NO TRACKED NAME

0/12 (0%)

For 'What is incrementality testing in marketing?', none of the tracked sources was named in any of 12 four-engine answers.

OWN-SITE CITATIONS

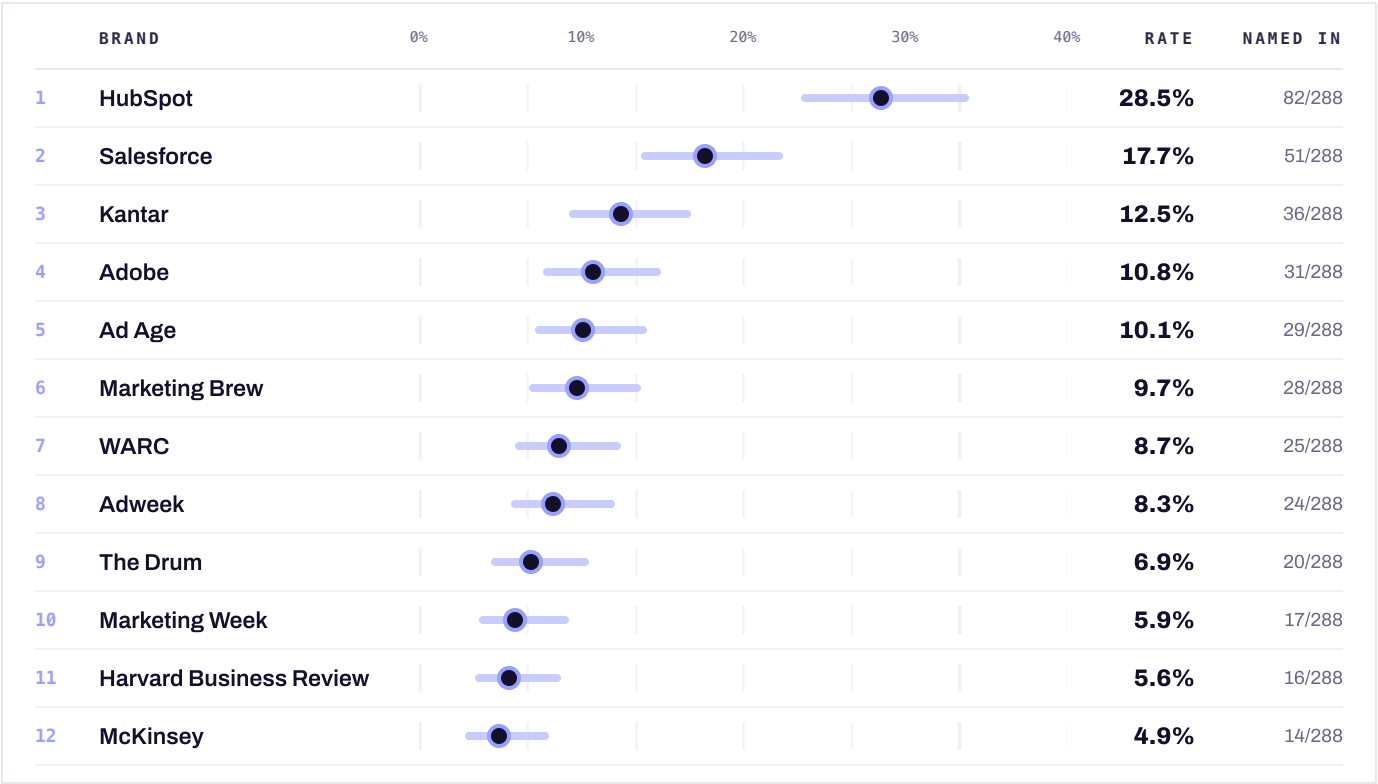
46/261 (17.6%)

HubSpot's own domains were cited in 46 of 261 grounded answers (17.6%), more than any other tracked name. Salesforce followed at 39 of 261. In Google AI Overviews, Salesforce's site was cited in 7 of 69 overviews.

THE LEADERBOARD

02 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	HubSpot	28.5%	82/288
2	Salesforce	17.7%	51/288
3	Kantar	12.5%	36/288
4	Adobe	10.8%	31/288
5	Ad Age	10.1%	29/288
6	Marketing Brew	9.7%	28/288
7	WARC	8.7%	25/288
8	Adweek	8.3%	24/288
9	The Drum	6.9%	20/288
10	Marketing Week	5.9%	17/288
11	Harvard Business Review	5.6%	16/288
12	McKinsey	4.9%	14/288

02 THE LEADERBOARD

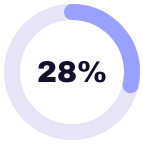
The full list

Own-domain citation is the share of 261 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,296 citations.

#	SOURCE	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**HubSpot**	82/288	**28.5%**	23.6–33.9%	1.7	17.6% (46/261)	2.3%
2	**Salesforce**	51/288	**17.7%**	13.7–22.5%	1.5	14.9% (39/261)	2.1%
3	**Kantar**	36/288	**12.5%**	9.2–16.8%	1.6	6.9% (18/261)	0.9%
4	**Adobe**	31/288	**10.8%**	7.7–14.9%	1.8	6.5% (17/261)	1.3%
5	**Ad Age**	29/288	**10.1%**	7.1–14.1%	1.7	1.5% (4/261)	0.2%
6	**Marketing Brew**	28/288	**9.7%**	6.8–13.7%	2.3	2.3% (6/261)	0.3%
7	**WARC**	25/288	**8.7%**	5.9–12.5%	2.1	1.9% (5/261)	0.3%
8	**Adweek**	24/288	**8.3%**	5.7–12.1%	1.4	3.8% (10/261)	0.7%
9	**The Drum**	20/288	**6.9%**	4.5–10.5%	3.4	3.4% (9/261)	0.4%
10	**Marketing Week**	17/288	**5.9%**	3.7–9.2%	3.5	1.5% (4/261)	0.2%
11	**Harvard Business Review**	16/288	**5.6%**	3.4–8.8%	1.8	3.1% (8/261)	0.3%
12	**McKinsey**	14/288	**4.9%**	2.9–8%	2.2	3.8% (10/261)	0.5%

PROFILES

03 The top eight, side by side

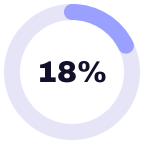


RANK 1

HubSpot

82/288 answers · 95% CI 23.6–33.9%

1.7	17.6%	2.3%
first-mention position	owned-domain citation (46/261)	citation share

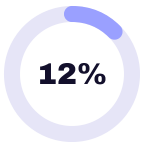


RANK 2

Salesforce

51/288 answers · 95% CI 13.7–22.5%

1.5	14.9%	2.1%
first-mention position	owned-domain citation (39/261)	citation share



RANK 3

Kantar

36/288 answers · 95% CI 9.2–16.8%

1.6	6.9%	0.9%
first-mention position	owned-domain citation (18/261)	citation share



RANK 4

Adobe

31/288 answers · 95% CI 7.7–14.9%

1.8	6.5%	1.3%
first-mention position	owned-domain citation (17/261)	citation share



RANK 5

Ad Age

29/288 answers · 95% CI 7.1–14.1%

1.7	1.5%	0.2%
first-mention position	owned-domain citation (4/261)	citation share

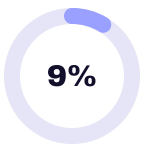


RANK 6

Marketing Brew

28/288 answers · 95% CI 6.8–13.7%

2.3	2.3%	0.3%
first-mention position	owned-domain citation (6/261)	citation share

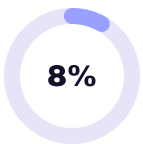


RANK 7

WARC

25/288 answers · 95% CI 5.9–12.5%

2.1	1.9%	0.3%
first-mention position	owned-domain citation (5/261)	citation share



RANK 8

Adweek

24/288 answers · 95% CI 5.7–12.1%

1.4	3.8%	0.7%
first-mention position	owned-domain citation (10/261)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

ChatGPT named McKinsey in 12 of 72 answers. The other engines did so in 0 to 2 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

HubSpot	**43.1%**
Salesforce	**22.2%**
Kantar	**19.4%**
McKinsey	**16.7%**
Harvard Business Review	**15.3%**
Adobe	**12.5%**

Claude

72 ASKED | 72 RETURNED | 45 GROUNDED

HubSpot	**25%**
Salesforce	**18.1%**
Adobe	**11.1%**
Ad Age	**8.3%**
Marketing Brew	**8.3%**
Adweek	**8.3%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

HubSpot	**37.5%**
Salesforce	**23.6%**
Kantar	**13.9%**
Adobe	**9.7%**
Marketing Brew	**9.7%**
Ad Age	**8.3%**

Perplexity

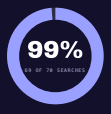
72 ASKED | 72 RETURNED | 72 GROUNDED

Kantar	**12.5%**
Ad Age	**12.5%**
Adobe	**9.7%**
HubSpot	**8.3%**
Marketing Brew	**8.3%**
WARC	**8.3%**

05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 70 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 69 = 357 answers.



TRIGGER RATE

Google AI Overviews appeared on 69 of 70 searches (98.6%, CI 92.3–99.7%). The other search showed no overview. Within the 69 overviews, Salesforce was named in 12 (17.4%), HubSpot was named in 9 (13%), Ad Age was named in 7 (10.1%), Adweek was named in 6 (8.7%). youtube.com was the most-cited source, with 17 citations and an appearance in 13 of 69 overviews.

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

1	HubSpot	25.5%	=
2	Salesforce	17.6%	=
3	Kantar	10.1%	=
4	Ad Age	10.1%	▲ 1
5	Marketing Brew	9.2%	▲ 1
6	Adobe	9.0%	▼ 2
7	Adweek	8.4%	▲ 1
8	WARC	7.6%	▼ 1
9	The Drum	6.4%	=
10	Harvard Business Review	5.9%	▲ 1

06

LEADERS BY QUESTION

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

HubSpot 75%

Adobe	8.3%
Salesforce	8.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

HubSpot 50%

Salesforce	33.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Salesforce 91.7%

HubSpot	75%
Adobe	50%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

HubSpot 58.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Salesforce 33.3%

HubSpot	16.7%
Adobe	8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Adobe 33.3%

Kantar	16.7%
McKinsey	8.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,296 citations in total. en.wikipedia.org was cited most often, with 48 citations (2.1%) across 36 answers. Next came salesforce.com (42), blog.hubspot.com (36), gartner.com (31), mailchimp.com (29), iab.com (26).

FOUR AI ENGINES · SHARE OF 261 GROUNDED ANSWERS

en.wikipedia.org	**13.8%**
salesforce.com	**12.6%**
blog.hubspot.com	**12.3%**
gartner.com	**11.5%**
mailchimp.com	**10%**
ama.org	**8.8%**
iab.com	**8.4%**
forrester.com	**6.9%**
webfx.com	**6.5%**
kantar.com	**6.5%**

GOOGLE AI OVERVIEWS · SHARE OF 69 OVERVIEWS

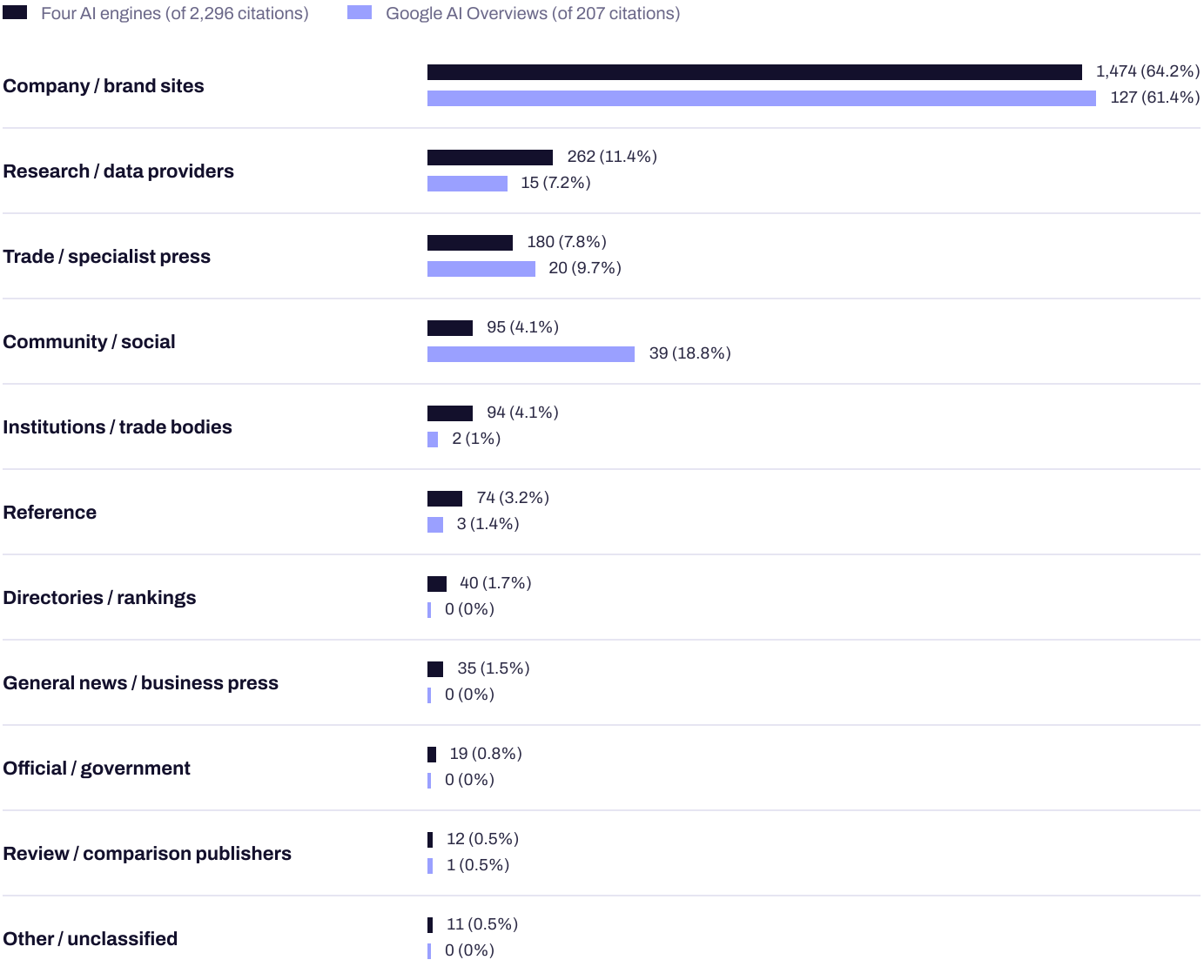
youtube.com	**18.8%**
salesforce.com	**10.1%**
mailchimp.com	**8.7%**
linkedin.com	**7.2%**
marketingbrew.com	**7.2%**
amplitude.com	**5.8%**
demandbase.com	**5.8%**
reddit.com	**5.8%**
adage.com	**4.3%**
atlasstories.com	**4.3%**

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?

HubSpot, named in 82 of 288 four-engine answers (28.5%, CI 23.6–33.9%). Salesforce was second at 51 of 288 (17.7%).

Q2 Which source is named first most often?

HubSpot was the first source named in 49 of 288 answers, with an average first position of 1.7.

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

An overview appeared on 69 of 70 searches (98.6%, CI 92.3–99.7%). Within those 69 overviews, Salesforce was named most often, in 12 (17.4%).

Q4 Which sources do the engines cite?

Across 2,296 four-engine citations, en.wikipedia.org was cited most (48 citations, in 36 of 261 grounded answers), followed by salesforce.com (42 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named McKinsey in 12 of 72 answers, against 0 to 2 of 72 on the other engines. ChatGPT named Harvard Business Review in 11 of 72 answers, against 0 to 3 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	70
questions		runs each		AI engines		answers		Google searches · 69 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	45
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	70	69 shown	69

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 12 tracked sources were scored. Untracked names that appeared often were not scored, including Mailchimp (19), Nielsen (17), Campaign (14), Marketing Dive (13), Journal of Marketing (13).
- AI Overview figures are based on only 69 overviews, so estimates for individual sources are less precise than the four-engine figures.
- 2 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 70 searches.
- 27 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	How do I write a marketing brief?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
02	What are best practices for email subject lines?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
03	What is account-based marketing?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
04	What is the average email open rate?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
05	How much should a company spend on marketing?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
06	What is marketing mix modeling?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
07	What is the Jobs to Be Done framework?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
08	What are the best sources for marketing and advertising news?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
09	What are the best marketing newsletters?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
10	What are the biggest marketing trends this year?	Retrieval Index: Marketing & Advertising Sources	CORE QUESTION
11	Which sources publish email marketing benchmarks by industry?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
12	What is the difference between attribution modeling and marketing mix modeling?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
13	Which sources publish research on advertising effectiveness?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
14	What is the difference between brand marketing and performance marketing?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
15	Which sources publish US advertising spending estimates?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
16	What is incrementality testing in marketing?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
17	Which publications cover agency accounts and advertising campaigns?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
18	Which sources explain customer segmentation methods?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
19	What is the difference between reach and impressions?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
20	Which sources publish research on consumer trust in brands?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
21	Which academic publications cover marketing strategy research?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
22	What is the difference between first-party and third-party marketing data?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
23	Which sources publish guidance on measuring account-based marketing?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION
24	Which newsletters cover marketing measurement and analytics?	Retrieval Index: Marketing & Advertising Sources	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Retrieval Index: Marketing & Advertising Sources

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

WEB
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RESEARCH
5wpr.com/research