WE ASKED 4 AI TOOLS 60 BUYING QUESTIONS.

HERE ARE ALL 240 ANSWERS.

NOVEMBER, 2026

mmore



The study at a glance

We typed 60 real buying questions into four AI tools and recorded every software brand each answer recommended, in the order it appeared, plus the sources each answer cited. This file lists every answer so you can check our numbers or look up your own category.

312
different brands named across 240 answers

22 of 60
questions where all four tools agreed on the #1 pick

112
brands named only once in the whole study

1,104
source citations captured across the four tools

Tool by tool

Tool	Brands per answer	Different brands	Sources per answer	Answers citing Reddit
ChatGPT	5.7	169	1.2	0 of 60
Google AI Overviews	5.9	185	5.8	49 of 60
Gemini	7.0	193	2.3	14 of 60
Perplexity	6.9	211	9.1	3 of 60

How we collected the data

- 60 questions, 5 in each of 12 categories: CRM, project management, email marketing, AI website and app builders, accounting, HR and payroll, customer support, SEO tools, website builders, procurement, newsletter platforms and fintech.
- Every question was asked once, in a fresh chat or search, from a browser in Calgary, Alberta.
- ChatGPT, Gemini and Google were used logged out on November 19, 2026. Perplexity was used on a free account between November 19 and 21, 2026, because the free plan limits how many searches you can run in a row.
- Brands are listed in the order each answer named them. Brands mentioned only as an integration (for example "syncs with QuickBooks") were left out, and in "alternatives" questions the brand being replaced (for example HubSpot in "HubSpot alternatives") was not counted.
- Sources: Perplexity shows full web addresses. ChatGPT, Gemini and Google AI Overviews show source names on chips, so we recorded the names as displayed. ChatGPT shows only the first source name on each chip, so its source counts are lower than what it actually used.
- Location matters. Three of the four tools gave Canadian answers to questions that did not mention Canada. Run from another country, some answers would differ.

How to read the tables: each question shows one row per tool. The first brand in each answer is highlighted. "Sources" shows up to five sources per answer.

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CRM

26 different brands · most named: HubSpot (16), Pipedrive (13), Salesforce (13)

Q1 What is the best CRM for a 10-person B2B startup?

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**HubSpot**, Attio, Pipedrive, Salesforce, Close	none shown
Google AI Overviews	**HubSpot**, Pipedrive, Zoho CRM, Bigin, monday.com	YouTube, Reddit, PCMag, dench.com, Forbes Advisor
Gemini	**Attio**, HubSpot, Pipedrive, Close, Zoho CRM	Attio, Dupple, Reddit, YouTube, Bigin
Perplexity	**HubSpot**, Pipedrive, Close, Attio, Salesforce, Bigin	gilzor.com, bigin.com, nerdyjoe.com, ottokit.com, rankite.com +4 more

Q2 Best CRM for a small sales team with a free plan

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**HubSpot**, Zoho CRM, Attio, Bitrix24, Capsule CRM	HubSpot
Google AI Overviews	**HubSpot**, Zoho CRM, Salesforce, Vtiger, EngageBay	HubSpot, Zapier, BDC.ca, YouTube, Reddit +2 more
Gemini	**HubSpot**, Attio, Freshsales, Zoho CRM, Bitrix24	Reddit, Attio, Zite
Perplexity	**HubSpot**, Zoho CRM, Freshsales, Salesforce	gilzor.com, uschamber.com, zapier.com, salesforce.com, wise.com +3 more

Q3 What CRM should a SaaS company use for product-led growth?

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Attio**, HubSpot, Salesforce, Pocus	none shown
Google AI Overviews	**Endgame**, Correlated, Pocus, SalesDesk, Attio, HubSpot, Salesforce	Reddit, revlyn.io, onesuite.io, YouTube, Oracle NetSuite
Gemini	**Attio**, HubSpot, Salesforce, Pocus, Correlated, Endgame	none shown
Perplexity	**HubSpot**, Attio, Intercom, Salesforce, Pipedrive	attio.com, weekcrm.com, stackfyi.com, hubspot.com, onesuite.io +5 more

Q4 HubSpot alternatives for small businesses

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Zoho CRM**, Pipedrive, Freshsales, Brevo, EngageBay, Less Annoying CRM	Pipedrive
Google AI Overviews	**Zoho CRM**, EngageBay, monday.com, Pipedrive, Bigin, ActiveCampaign, Brevo	doublescale.io, Forbes Advisor, Reddit, Quill Forms, 3Li Global
Gemini	**Zoho CRM**, Pipedrive, ActiveCampaign, EngageBay, Freshsales, Attio, Bigin	Reddit, SoftEXIT, ZoomInfo Blog
Perplexity	**Pipedrive**, Zoho CRM, Freshsales, EngageBay, ActiveCampaign, Brevo, Keap, Bigin, Salesforce	zapier.com, tidio.com, salesforce.com, bigin.com, setapp.com +5 more

Q5 Best CRM for outbound sales teams

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Close**, Apollo.io, HubSpot, Salesforce, Pipedrive	WireRanked
Google AI Overviews	**Close**, Apollo.io, Pipedrive, HubSpot, Salesforce	Pebbles Ai, Pixelwand, Martal Group, CallTeam, YouTube +1 more
Gemini	**Close**, Apollo.io, HubSpot, Pipedrive, Salesforce, Zoho CRM, Freshsales, Outreach, Salesloft	Clay, Pixelwand
Perplexity	**Close**, Apollo.io, Pipedrive, HubSpot, Salesforce, Nutshell	wireranked.com, attio.com, nutshell.com, coldiq.com, folk.app +2 more

Project management

21 different brands · most named: ClickUp (19), Asana (13), monday.com (13)

Q6 Best project management software for small teams

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**ClickUp**, Asana, monday.com, Trello, Notion, Basecamp, Zoho Projects	Dupple
Google AI Overviews	**Asana**, Trello, Linear, Notion, Stackfield, Teamwork, Paymo	Reddit, YouTube, PCMag, ICAgile
Gemini	**Trello**, ClickUp, Asana, monday.com, Notion, Basecamp	Emergent
Perplexity	**Asana**, Trello, Zoho Projects, Paymo, Jira, ClickUp	asana.com, hp.com, pcmag.com, actitime.com, techradar.com +4 more

Q7 Best project management tool for software development teams

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Linear**, Jira, Azure DevOps, GitHub Projects, ClickUp, Shortcut	none shown
Google AI Overviews	**Linear**, Jira, Azure DevOps, ClickUp	Reddit, Coderspace, Stack Overflow, YouTube
Gemini	**Jira**, Linear, Shortcut, Azure DevOps, GitHub Projects, Notion, ClickUp	Asana
Perplexity	**Jira**, Linear, GitHub Projects, Azure DevOps, Asana, ClickUp, Trello	asana.com, atlassian.com, techrepublic.com, ones.com, thedigitalprojectmanager.com +3 more

Q8 Asana alternatives for a growing startup

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**ClickUp**, monday.com, Linear, Notion, Wrike, Basecamp	Zapier
Google AI Overviews	**Linear**, Jira, ClickUp, Notion, Airtable, monday.com, Wrike, Basecamp	Zapier, vantageos.tech, YouTube
Gemini	**Notion**, monday.com, Linear, ClickUp, Basecamp	Till Freitag, Reddit, AICentralResources
Perplexity	**ClickUp**, Linear, Notion, Trello, monday.com, Wrike, Airtable, Basecamp	zapier.com, ones.com, softr.io, brndle.com, celoxis.com +3 more

Q9 Best project management software for agencies

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Teamwork**, ClickUp, Productive, Asana, monday.com, Wrike, Basecamp	The Agency Shed
Google AI Overviews	**Productive**, Scoro, Ravetree, ClickUp, monday.com, Asana, Wrike, Basecamp	Reddit, Ravetree, buzy.team, YouTube
Gemini	**Teamwork**, Productive, Scoro, Wrike, monday.com, Asana, ClickUp	5day.io
Perplexity	**Teamwork**, Productive, Scoro, ClickUp, Asana, Wrike, Workamajig	scoro.com, clickup.com, accelo.com, asana.com, zenpilot.com +3 more

Q10 Which project management tool is best for remote teams?

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Asana**, ClickUp, monday.com, Trello, Basecamp	AppHunt
Google AI Overviews	**Asana**, ClickUp, monday.com, Notion, Basecamp	PM World 360, Toptal, Reddit, Onplana
Gemini	**Asana**, Notion, monday.com, ClickUp, Linear, Basecamp, Teamwork, Jira	Kova Digital
Perplexity	**Asana**, Linear, Notion, monday.com, ClickUp, Basecamp, Trello	hubstaff.com, stackfyi.com, breeze.pm, ones.com, rock.so +1 more

Email marketing

34 different brands · most named: Brevo (15), ActiveCampaign (12), Klaviyo (12)

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
Q11 Best email marketing software for small businesses		
ChatGPT	**MailerLite**, Brevo, Mailchimp, ActiveCampaign, Constant Contact, Klaviyo	G2
Google AI Overviews	**MailerLite**, Omnisend, Klaviyo, HubSpot, Salesforce, Brevo, Sender	Salesforce, YouTube, Zapier, MailerLite, Mailchimp +8 more
Gemini	**MailerLite**, Brevo, Omnisend, Klaviyo, HubSpot, Kit, beehiiv, Cyberimpact, Cakemail	Cyberimpact, UseINBOX, Zapier
Perplexity	**MailerLite**, Mailchimp, Brevo, ActiveCampaign, Klaviyo, Omnisend, HubSpot, Constant Contact, Zoho Campaigns	hubspot.com, hp.com, pcmag.com, zoho.com, forbes.com +5 more
Q12 Best email marketing platform for ecommerce stores		
ChatGPT	**Klaviyo**, Omnisend, Drip, Mailchimp, Shopify	TechnologyAdvice
Google AI Overviews	**Omnisend**, Klaviyo, Shopify Email, Brevo, MailerLite	Setsail Marketing, Reddit, Zapier, YouTube
Gemini	**Klaviyo**, Omnisend, Drip, ActiveCampaign, Brevo, Mailchimp, Shopify Email	Drip, Maropost
Perplexity	**Klaviyo**, Omnisend, Mailchimp, ActiveCampaign, Brevo	shopify.com, technologyadvice.com, albato.com, braze.com, hostinger.com +5 more
Q13 Mailchimp alternatives		
ChatGPT	**MailerLite**, Brevo, ActiveCampaign, Klaviyo, Kit, HubSpot	Zapier
Google AI Overviews	**Brevo**, MailerLite, Kit, Klaviyo, Omnisend, HubSpot, Flodesk, ActiveCampaign	Zapier, Reddit, YouTube, MailerLite
Gemini	**MailerLite**, Brevo, ActiveCampaign, Klaviyo, Omnisend, Kit, HubSpot, Drip	Drip, Zapier
Perplexity	**MailerLite**, Brevo, Kit, Klaviyo, ActiveCampaign, HubSpot, Constant Contact, Omnisend, SendGrid, Flodesk	zapier.com, engagelab.com, campaigner.com, activecampaign.com, emailtooltester.com +5 more
Q14 Best email marketing tool for B2B SaaS		
ChatGPT	**HubSpot**, ActiveCampaign, Customer.io, Brevo, Marketo	TechnologyAdvice
Google AI Overviews	**ActiveCampaign**, HubSpot, Brevo, Loops, Postmark, SendGrid	WorksBuddy, Reddit, Gartner, YouTube, Zapier +1 more
Gemini	**Customer.io**, HubSpot, Brevo, ActiveCampaign	US Tech Automations
Perplexity	**ActiveCampaign**, HubSpot, Customer.io, Marketo, Brevo	pcmag.com, b2bbrief.com, growthtechspotlight.com, softwareinspect.com, thegrowthelements.com +4 more
Q15 Best cold email software for sales outreach		
ChatGPT	**Instantly**, Smartlead, Apollo.io, Lemlist, Reply.io	Dupple, CRTC
Google AI Overviews	**Apollo.io**, Reply.io, Lemlist, Saleshandy, Instantly, Smartlead, GMass, Yesware	Leads Monky, Martal Group, YouTube, SalesBread, Zapier
Gemini	**Instantly**, Smartlead, Apollo.io, Saleshandy, Reply.io, GMass, Woodpecker	Mailforge, Lindy.ai, Zapier
Perplexity	**Instantly**, Lemlist, Apollo.io, Smartlead, Reply.io, Outreach, GMass	zapier.com, hubspot.com, folk.app, hunter.io, mailshake.com +4 more

AI website and app builders

28 different brands · most named: Replit (13), Lovable (12), Bubble (12)

Q16 Best AI website builder for a small business

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Wix**, Hostinger, Squarespace, Shopify	TechRadar
Google AI Overviews	**Wix**, Shopify, Squarespace, Durable, 10Web, Framer	YouTube, Wix, Zapier, Reddit
Gemini	**Wix**, Framer, 10Web, Squarespace, Hostinger, Durable, WordPress	CatDoes, Zapier, NxCode
Perplexity	**Wix**, Durable, Squarespace, Hostinger, GoDaddy Airo	wix.com, pcmag.com, gizmodo.com, durable.com, squarespace.com +5 more

Q17 Best AI app builder for non-technical founders

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Lovable**, Base44, Replit, Bolt.new, Bubble	SerpAstra
Google AI Overviews	**Lovable**, Base44, Bubble, Adalo	CatDoes, YouTube
Gemini	**Lovable**, Base44, Bolt.new, Bubble, WeWeb	CatDoes
Perplexity	**Lovable**, Softr, Bubble, Adalo, FlutterFlow, Replit, Glide	forbes.com, assembly.com, airtable.com, superframeworks.com, adalo.com +4 more

Q18 What is the best AI tool to build a web app without coding?

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Lovable**, Bolt.new, Replit, v0, Base44	Vizio AI
Google AI Overviews	**Lovable**, Replit, Softr, WeWeb, Bubble, Figma Make, Base44, Google AI Studio	Reddit, YouTube, Zapier, WeWeb, Figma
Gemini	**Lovable**, Replit, v0, Bubble, Softr, Airtable, Glide	Medium, Zite, bakedwith
Perplexity	**Lovable**, Bubble, Softr, Replit, Bolt.new	forbes.com, lovable.dev, bubble.io, zapier.com, replit.com +5 more

Q19 Lovable alternatives

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Bolt.new**, Replit, Base44, v0, Bubble, Dyad	Latenode Blog
Google AI Overviews	**Bolt.new**, v0, Base44, WeWeb, Dyad, Replit, Cursor	Dyad, Bolt.new, v0, Reddit, Base44 +5 more
Gemini	**Bolt.new**, Replit, v0, Base44, Cursor, Bubble, Claude Code	Bolt.new
Perplexity	**Bolt.new**, Replit, v0, Base44, Bubble, Cursor, Dyad, Glide, WeWeb	blaze.tech, superblocks.com, bootstrap.build, hedrick.io, ionos.co.uk +5 more

Q20 Best AI tool to build an MVP for a startup

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Lovable**, Replit, Cursor, Bolt.new, Bubble	The AI Rankings
Google AI Overviews	**Lovable**, Bolt.new, Base44, Cursor, v0, Make.com	Beyond Labs, decivo, LinkedIn, Reddit, YouTube +1 more
Gemini	**Lovable**, Bolt.new, Replit, v0, Bubble, Cursor	decivo, QuantumByte
Perplexity	**Lovable**, Replit, Cursor, v0, Flatlogic, Base44	aitoolblaze.com, capacity.so, kleap.co, flatlogic.com, quantumbyte.ai +4 more

Accounting

18 different brands · most named: Xero (19), QuickBooks (16), Zoho Books (14)

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
Q21 Best accounting software for small businesses		
ChatGPT	**QuickBooks**, Xero, Wave, FreshBooks, Zoho Books, Sage	LedgerLogic
Google AI Overviews	**QuickBooks**, FreshBooks, Wave, Zoho Books, Sage	QuickBooks, Reddit, PCMag, BDC.ca, YouTube +1 more
Gemini	**QuickBooks**, FreshBooks, Wave, Xero, Zoho Books, Sage	BBS Accounting, Dynamics Square
Perplexity	**QuickBooks**, Wave, FreshBooks, Xero, Zoho Books, Sage	nerdwallet.com, pcmag.com, investopedia.com, thehartford.com, cnbc.com +1 more
Q22 Best accounting software for a SaaS company		
ChatGPT	**Xero**, QuickBooks, Sage Intacct, Oracle NetSuite, Maxio, Puzzle	Dupple, Growthy
Google AI Overviews	**QuickBooks**, Xero, Rillet, Digits, Sage Intacct, Oracle NetSuite	Chargebee, Mercury, YouTube, Graphite Financial, Custom Accounting & CFO Advisory +2 more
Gemini	**QuickBooks**, Xero, Puzzle, Sage Intacct, Wave, Zoho Books, Oracle NetSuite	Tabs, Gaper.io
Perplexity	**QuickBooks**, Xero, Sage Intacct, DualEntry, Oracle NetSuite, Chargebee, Maxio	dualentry.com, gilzor.com, vettedsaas.com, rankite.com, amnistreasury.com +5 more
Q23 QuickBooks alternatives		
ChatGPT	**Xero**, Wave, Zoho Books, FreshBooks, Sage	Zapier
Google AI Overviews	**Xero**, FreshBooks, Wave, Zoho Books	Xero, Wave, Reddit, Forbes, AccountEdge
Gemini	**Xero**, FreshBooks, Zoho Books, Wave, Sage, Sage Intacct	BBS Accounting, Jupid, Forbes
Perplexity	**Xero**, Zoho Books, Wave, FreshBooks, Patriot Software, Sage, Oracle NetSuite	nerdwallet.com, zapier.com, siftspace.com, vencru.com, forbes.com +5 more
Q24 Best accounting software for small businesses in Canada		
ChatGPT	**QuickBooks**, Xero, FreshBooks, Wave, Zoho Books	QuickBooks Canada
Google AI Overviews	**QuickBooks**, Xero, Sage, FreshBooks, Wave, Acomba	Custom Accounting & CFO Advisory, Reddit, Xero, Best Buy Canada, ITFactory.ca +5 more
Gemini	**QuickBooks**, Xero, FreshBooks, Wave, Zoho Books, Sage	Custom CPA, BBS Accounting, Dynamics Square, Gestisoft
Perplexity	**QuickBooks**, FreshBooks, Wave, Xero, Sage, Zoho Books	northvetted.ca, floatfinancial.com, microsoft.com, techrepublic.com, bankeo.ca +4 more
Q25 Best cloud accounting software for a growing company		
ChatGPT	**QuickBooks**, Xero, Sage Intacct, Microsoft Dynamics 365 Business Central, Oracle NetSuite	Rand Group
Google AI Overviews	**QuickBooks**, Xero, Sage Intacct, Zoho Books, FreshBooks	Sage, Forbes, lucentive.com, YouTube, Mercury +1 more
Gemini	**QuickBooks**, Xero, Microsoft Dynamics 365 Business Central, Oracle NetSuite, Zoho Books	AccountsIQ, Groupe Conseil Era, SBLR LLP, BBS Accounting
Perplexity	**Xero**, QuickBooks, Sage Intacct, Oracle NetSuite, Acumatica	forbes.com, rankite.com, tyms.io, nerdwallet.com, guideflow.com +2 more

HR and payroll

36 different brands · most named: Rippling (15), ADP (13), Deel (12)

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
Q26 Best HR software for small businesses		
ChatGPT	**BambooHR**, Rippling, Employment Hero, Zoho People, ADP, Humi, Homebase	TechnologyAdvice
Google AI Overviews	**BambooHR**, Employment Hero, Zoho People, Gusto, QuickBooks	Reddit, BambooHR, Forbes, Employment Hero, Kollab HR +3 more
Gemini	**BambooHR**, Rippling, Gusto, Homebase, Collage HR, Employment Hero, Zoho People	Reddit, helloFriday
Perplexity	**Gusto**, BambooHR, Homebase, Deel, Zoho People, Rippling, ADP, OnPay	zapier.com, jazzhr.com, adp.com, capterra.com, talenthr.io +5 more
Q27 Best payroll software for small businesses		
ChatGPT	**Wagepoint**, QuickBooks, ADP, Payworks, Employment Hero	ADP Canada
Google AI Overviews	**Wagepoint**, Gusto, QuickBooks, Patriot Software, Deel, PaymentEvolution, Xero	Wagepoint, Equal Pay Today, Gusto, QuickBooks, YouTube +2 more
Gemini	**Wagepoint**, ADP, Gusto, Deel, Knit, OnPay	Collage HR, TradeBrain, ADP
Perplexity	**Gusto**, OnPay, QuickBooks, Patriot Software, ADP, Square, Justworks	pcmag.com, onpay.com, keka.com, gusto.com, businesswire.com +4 more
Q28 Best HRIS for a 100-person company		
ChatGPT	**Rippling**, Employment Hero, BambooHR, HiBob, Collage HR	Rippling
Google AI Overviews	**BambooHR**, Rippling, Gusto, Zoho People	Forbes, G2, meagle360.com, Wellness360, YouTube +4 more
Gemini	**BambooHR**, Rippling, Gusto, HiBob, Paylocity, ADP, Collage HR	HR University, HR Stack, Collage HR
Perplexity	**BambooHR**, Gusto, Rippling, Paylocity, ADP, Deel, Zoho People	hrstacksolutions.com, softwares.com, hibob.com, outsail.co, spotsaas.com +3 more
Q29 Best HR and payroll software for remote teams in multiple countries		
ChatGPT	**Deel**, Remote, Rippling, Papaya Global, Oyster, Multiplier	Technova Partners, Eco Help Center
Google AI Overviews	**Deel**, Remote, Rippling, ADP	Fabric.so, Mercury, hr.software, Reddit, WorkMotion +3 more
Gemini	**Deel**, Remote, Rippling, Papaya Global, Oyster, ADP, G-P	Guideflow, Remote
Perplexity	**Deel**, Remote, Papaya Global, Rippling, ADP, Playroll	eoroverview.com, adp.com, remote.com, adp.ca, playroll.com +6 more
Q30 BambooHR alternatives		
ChatGPT	**Rippling**, HiBob, Factorial, Employment Hero, Deel, Zoho People, ADP, Paylocity, UKG Ready, Lattice	G2
Google AI Overviews	**Rippling**, HiBob, Sage HR, Gusto, Justworks, Deel, JazzHR	JazzHR, YouTube, Reddit, KollabHR
Gemini	**Rippling**, HiBob, Gusto, Humi, Deel, ADP, Folks	Folks RH, Deelo, Workzoom
Perplexity	**Rippling**, Gusto, Deel, HiBob, ADP, Paylocity, Justworks, TriNet, Workday, JazzHR	jazzhr.com, rippling.com, talenthr.io, hibob.com, capterra.com +5 more

Customer support

29 different brands · most named: Intercom (17), Freshdesk (14), Zendesk (14)

Q31 Best customer support software for small businesses

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Freshdesk**, Help Scout, Zoho Desk, HubSpot, Tidio, Zendesk, LiveAgent	Capterra
Google AI Overviews	**Freshdesk**, HubSpot, LiveAgent, Help Scout, Hiver, Salesforce	appvizer.com, HubSpot, Reddit, Salesforce, Zendesk
Gemini	**Help Scout**, Freshdesk, Zoho Desk, Intercom, HubSpot, Gorgias, Front, Zendesk, Salesforce	Pylon, Gladly AI, Chatbase
Perplexity	**Freshdesk**, Help Scout, Gorgias, Zendesk	sobot.io, fitsmallbusiness.com, freshworks.com, chatbase.co, pcmag.com +5 more

Q32 Best live chat software for a SaaS website

ChatGPT	**Intercom**, Crisp, Help Scout, Zendesk, Pylon, Freshchat	Rankite
Google AI Overviews	**Intercom**, Crisp, LiveChat, tawk.to, HubSpot, Chatwoot	app.pavior.com, TWT Chat, Deelo, Zapier, tawk.to +1 more
Gemini	**Intercom**, Crisp, HubSpot, LiveChat, Zendesk, Drift	Deelo, Deskwoot
Perplexity	**Intercom**, LiveChat, HubSpot, Crisp, Tidio, Zendesk	zendesk.com, engagelab.com, sparrowdesk.com, customerly.io, livechat.com

Q33 Zendesk alternatives

ChatGPT	**Freshdesk**, Intercom, Zoho Desk, Help Scout, HubSpot, Front, Gorgias, Jira, LiveAgent, Salesforce	Zapier
Google AI Overviews	**Help Scout**, Crisp, Freshdesk, Intercom, Zoho Desk, Gorgias, HubSpot, Hiver	Reddit, Crisp, YouTube, console.com
Gemini	**Freshdesk**, Intercom, Help Scout, Front, HubSpot, Zoho Desk, Gorgias, Pylon, Jira, Salesforce, Tidio	Pylon, Reddit
Perplexity	**Freshdesk**, Help Scout, Intercom, Zoho Desk, HubSpot, Front, Gorgias, Kustomer, Salesforce, Jira	assembly.com, salesforce.com, capacity.com, front.com, zendesk.com +3 more

Q34 Best AI customer service chatbot for businesses

ChatGPT	**Intercom**, Tidio, Zendesk, Freshdesk, Chatbase, Gorgias	M2Toolkit
Google AI Overviews	**Intercom**, Zendesk, Boldesk, Chatbase, Chatwoot, Tidio	Intercom, Reddit, Zendesk, Quora, Boldesk +4 more
Gemini	**Intercom**, Tidio, Gorgias, Zendesk, Freshdesk, Zoho Desk, Ada, Enjo	TeamSupport, Reddit, CNBC, Enjo AI
Perplexity	**Intercom**, Zendesk, Salesforce, Tidio, Gorgias, Ada, Kore.ai, Sobot	salesforce.com, sobot.io, fin.ai, zendesk.com, chatling.ai +3 more

Q35 Best customer support software for a startup

ChatGPT	**Intercom**, Help Scout, Freshdesk, Zendesk, Crisp, HubSpot, Zoho Desk	Aftersales
Google AI Overviews	**Zendesk**, Freshservice, Freshdesk, Zoho Desk, Help Scout, Intercom	Zapier, Reddit, YouTube, Xurrent, PCMag
Gemini	**Help Scout**, Intercom, Zoho Desk, Freshdesk, Pylon, Front, Zendesk, Salesforce	TickoraDesk, Pylon, Intercom, Macha AI
Perplexity	**Intercom**, Freshdesk, HubSpot, Zendesk, Help Scout, Plain	hubspot.com, engagelab.com, plain.com, sparrowdesk.com, zendesk.com +4 more

SEO tools

37 different brands · most named: Ahrefs (20), Semrush (16), SE Ranking (12)

Q36 Best SEO tools for small businesses

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Semrush**, Ahrefs, SE Ranking, BrightLocal, Google Search Console	MakeSuccessOnline, Lightray
Google AI Overviews	**Google Search Console**, Ahrefs, Mangools, SEOptimer, SE Ranking, BrightLocal, Semrush	Zapier, U.S. Chamber of Commerce, YouTube
Gemini	**Google Search Console**, Ahrefs, Screaming Frog, Mangools, KWFinder, Ubersuggest, BrightLocal, SE Ranking, Semrush, Surfer	FastStrat, Marketer Milk, The Stack Reviewer, OneLittleWeb, Reddit
Perplexity	**Google Search Console**, Google Analytics, Ubersuggest, Mangools, KWFinder, Semrush, Ahrefs, BrightLocal, Screaming Frog, Yoast SEO	hubspot.com, seo.digital, semrush.com, toolnimba.com, selectsoftwarereviews.com +5 more

Q37 Semrush alternatives

ChatGPT	**SE Ranking**, Ahrefs, Mangools, SpyFu, Moz, Ubersuggest, Serpstat	Stork.AI
Google AI Overviews	**Ahrefs**, SpyFu, SE Ranking, Mangools, Moz, Ubersuggest, Surfer, Screaming Frog	OneLittleWeb, slatehq.com, SpyFu, Reddit, Mangools +1 more
Gemini	**Ahrefs**, SE Ranking, Moz, Similarweb, Screaming Frog, SpyFu, Google Search Console, Sitebulb	Reddit
Perplexity	**Ahrefs**, SE Ranking, Moz, Serpstat, SpyFu, Similarweb, Ubersuggest, Mangools, Screaming Frog, Google Search Console	vezadigital.com, seo.com, shila.so, stackmerit.com, seranking.com +5 more

Q38 Best keyword research tool

ChatGPT	**Semrush**, Ahrefs, KWFinder, Google Keyword Planner, Ubersuggest	Digital Tatva
Google AI Overviews	**Semrush**, Google Keyword Planner, Ahrefs, SE Ranking, Keyword Tool, Allintitle KW Explorer	Semrush, Zapier, OneLittleWeb, SE Ranking, YouTube +2 more
Gemini	**Ahrefs**, Semrush, Google Keyword Planner, Google Search Console, Mangools, KWFinder, Ubersuggest, AnswerThePublic, Google Trends	Technova Partners, Marketer Milk
Perplexity	**Semrush**, Ahrefs, Google Keyword Planner, Keywords Everywhere, AnswerThePublic	gizmodo.com, seo.com, semrush.com, techradar.com, zapier.com +4 more

Q39 Best tool to track brand visibility in AI search like ChatGPT

ChatGPT	**Peec AI**, Profound, Otterly.AI, Ahrefs, Semrush	CiteCycle
Google AI Overviews	**Semrush**, Ahrefs, Similarweb, Peec AI, Otterly.AI	YouTube, Semrush, Zapier, Similarweb, TopCited +2 more
Gemini	**Semrush**, Ahrefs, Otterly.AI, Peec AI, Profound, Surfer	none shown
Perplexity	**Profound**, HubSpot, Semrush, Ahrefs, Searchable, Otterly.AI, Peec AI	hubspot.com, zapier.com, techloy.com, searchable.com, rankscale.ai +2 more

Q40 Best SEO tool for agencies

ChatGPT	**Semrush**, SE Ranking, Ahrefs, AgencyAnalytics, Screaming Frog, BrightLocal	Global Tech Stack
Google AI Overviews	**Ahrefs**, Semrush, SE Ranking, AgencyAnalytics, Whatagraph, DashThis, Looker Studio, BrightLocal, Screaming Frog, Clearscope	karllhughes.com, Reddit, Zapier, Outsource Accelerator, YouTube
Gemini	**Ahrefs**, Semrush, SE Ranking, Screaming Frog, AgencyAnalytics, Google Search Console, BrightEdge, seoClarity, Botify	xSeek, Karl Hughes, Zapier
Perplexity	**Semrush**, SE Ranking, AgencyAnalytics, Ahrefs, Screaming Frog, BrightLocal	saasodds.com, teamupdraft.com, assembly.com, konvart.com, rankability.com +5 more

Website builders

21 different brands · most named: Wix (17), Squarespace (15), Shopify (15)

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
Q41 Best website builder for small businesses		
ChatGPT	**Wix**, Squarespace, Shopify, WordPress, Hostinger	TechRadar
Google AI Overviews	**Wix**, Squarespace, Shopify, Hostinger, WordPress	Wix.com, Squarespace, Zapier, PCMag, YouTube
Gemini	**Squarespace**, Wix, Shopify, WordPress, Hostinger	Launch the Damn Thing
Perplexity	**Wix**, Squarespace, Shopify, Hostinger, GoDaddy, Webflow, WordPress	pcmag.com, nytimes.com, gizmodo.com, salesforce.com, zdnet.com +5 more
Q42 Best website builder for SaaS companies		
ChatGPT	**Webflow**, Framer, WordPress, HubSpot, Wix	Empact Partners
Google AI Overviews	**Webflow**, Framer, WordPress, HubSpot	duda.co, Reddit, Ploy, YouTube, PCMag +1 more
Gemini	**Webflow**, Framer, Wix, Squarespace, Cursor	ProjectCode, Reddit, WeWeb
Perplexity	**Webflow**, Framer, HubSpot, WordPress, Wix	flowout.com, business-magazine.org, vezadigital.com, framerwebsites.com, staticmania.com +11 more
Q43 WordPress alternatives for a business website		
ChatGPT	**Webflow**, Wix, Squarespace, Shopify, Framer, Ghost	Zapier
Google AI Overviews	**Wix**, Squarespace, Hostinger, Shopify, BigCommerce, Webflow, HubSpot, Ghost, Kirby	Zapier, YouTube, ComeUp, Tooltester, Pressless +1 more
Gemini	**Webflow**, Squarespace, Wix, Shopify, Framer	webvise
Perplexity	**Wix**, Squarespace, Webflow, Shopify, Framer, HubSpot, Drupal	webflow.com, wix.com, rankite.com, squarespace.com, zapier.com +5 more
Q44 Best website builder for ecommerce		
ChatGPT	**Shopify**, Wix, Squarespace, WooCommerce, BigCommerce	TechSifted
Google AI Overviews	**Shopify**, Wix, Squarespace, Hostinger, WooCommerce	Wix, Zapier, CNET, Reddit, YouTube
Gemini	**Shopify**, Wix, Squarespace, BigCommerce, WooCommerce, WordPress, Square	Envision Media Group, Launch the Damn Thing
Perplexity	**Shopify**, Squarespace, Wix, Square, WooCommerce	shopify.com, squarespace.com, wix.com
Q45 Best no-code website builder for startups		
ChatGPT	**Framer**, Webflow, Lovable, Bubble, Wix, Shopify	SoftwareCompare.net
Google AI Overviews	**Webflow**, Framer, Squarespace, Shopify, Bubble	Reddit, Globdig, YouTube, Anything, GeeksforGeeks +1 more
Gemini	**Framer**, Webflow, Bubble, Softr, Airtable, Shopify, Carrd	NinjaTech AI
Perplexity	**Framer**, Webflow, Carrd, Wix, Squarespace, Bubble	scienceofapps.com, vezadigital.com, yola.com, fabric.so, elementor.com +4 more

Procurement

56 different brands · most named: Procurify (15), Precoro (13), Ramp (9)

Q46 Best procurement software for small and mid-size businesses

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Precoro**, Procurify, Ramp, Tradogram, Kissflow	Software Connect, G2, Ramp, Jotform Blog
Google AI Overviews	**Precoro**, Procurify, Tradogram, Fraction, Acumatica	Reddit, Capterra, EntProc, YouTube, ProcureDesk
Gemini	**Precoro**, Procurify, Ramp, Airbase, Zip, SAP Ariba, Coupa, Ivalua	Reddit, Procurify, Najar.ai
Perplexity	**Precoro**, Procurify, Ramp, Zoho Procurement	procuretechguide.com, procurer.io, saas-expert.com, tradogram.com, softwareadvice.com +5 more

Q47 Best purchase order software

ChatGPT	**Precoro**, Procurify, Tradogram, ProcurementExpress, Zoho Books, Odoo, Coupa	VeloTouch, Rankite, Scout SaaS, Greta.sh, Toolradar
Google AI Overviews	**Xero**, Tradogram, PLANERGY, Zip, Zoho Books, Dolibarr, Order.co	YouTube, Xero, Zoho, Reddit, Spotsaas +1 more
Gemini	**Precoro**, Procurify, Odoo, SAP Ariba, Coupa, VNDLY, Oracle NetSuite	Reddit, VNDLY, INSIO software
Perplexity	**Precoro**, Procurify, Tradogram, ProcureDesk, Ramp, Coupa, SAP Ariba, Cin7 Core, Unleashed, Odoo	theprocurementmanager.com, mindsprint.com, softwareadvice.com, purchaseorders.io, rankite.com +5 more

Q48 Best spend management software for mid-size companies

ChatGPT	**Ramp**, Brex, Airbase, Procurify, Float, Coupa	Ramp, Float
Google AI Overviews	**Ramp**, Airbase, Brex, Rippling, Navan, Precoro, Expensify	YouTube, Zylo, Gartner, ExpenseOnDemand
Gemini	**Ramp**, Airbase, Brex, Navan, Procurify, Emburse, Coupa	Zylo, Slash
Perplexity	**Airbase**, Ramp, Procurify, Navan, Payhawk, Cledara, Spendesk	zylo.com, mindsprint.com, emburse.com, cledara.com, brex.com +3 more

Q49 Coupa alternatives

ChatGPT	**SAP Ariba**, Ivalua, JAGGAER, GEP SMART, Zycus, Zip, Procurify, Precoro	Expenditure
Google AI Overviews	**SAP Ariba**, Oracle NetSuite, Ivalua, GEP SMART, Zip, Procurify, Stampli, Ramp	Gartner, Zamp AI, Zip, Stampli, Reddit
Gemini	**SAP Ariba**, JAGGAER, Ivalua, GEP SMART, Zycus, Zip, Precoro, Procurify, Levelpath, Oracle NetSuite	Precoro, Gartner, Zone & Co
Perplexity	**SAP Ariba**, GEP SMART, Ivalua, JAGGAER, Oracle NetSuite, Zycus, Workday, Zip, Procurify, Precoro	rillion.com, viewpointanalysis.com, jaggaer.com, slash.com, zoneandco.com +5 more

Q50 Best procurement software for construction companies

ChatGPT	**Procore**, ProcurePro, Kojo, CMiC, Trimble Viewpoint Vista, Oracle Primavera Unifier	ConstructionPlacements
Google AI Overviews	**Kojo**, SubBase, Precoro, Tradogram	Precoro, Capterra, CostCrunch, Reddit, Software Advice +3 more
Gemini	**Procore**, CMiC, Sage, Coupa, SAP Ariba, Autodesk Construction Cloud, Buildertrend, Trimble Viewpoint Vista, Contractor Foreman, Buildxact	Planera, Mitti
Perplexity	**Procore**, Archdesk, Precoro, Procurify, ProcureDesk, Kojo, Remarcable, Field Materials, Trimble Viewpoint Vista, Access Coins	theprocurementmanager.com, precoro.com, fieldmaterials.com, costcrunch.ai, theaccessgroup.com +5 more

Newsletter platforms

21 different brands · most named: beehiiv (20), Kit (15), Substack (13)

Q51 Best newsletter platform for creators

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**beehiiv**, Kit, Substack, Ghost, MailerLite	AgentComm
Google AI Overviews	**beehiiv**, Kit, Substack, Ghost, MailerLite	Reddit, Fabric.so, Zapier, mailerstack.com, YouTube +1 more
Gemini	**beehiiv**, Kit, Substack, Ghost, MailerLite	Fabric, Zapier
Perplexity	**Kit**, beehiiv, Substack, Ghost, Podia, Circle	zapier.com, kit.com, emailtooltester.com, sender.net, toolnimba.com +5 more

Q52 Substack alternatives

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**Ghost**, beehiiv, Medium, Buttondown, Kit, Patreon, Paragraph, WordPress	none shown
Google AI Overviews	**beehiiv**, Ghost, Kit, Buttondown, Medium, Patreon	newideaslegaltech.com, Ghost, Medium, Reddit, Fabric.so +2 more
Gemini	**beehiiv**, Ghost, Kit, Buttondown, MailerLite	InstantDM
Perplexity	**Ghost**, beehiiv, Kit, Buttondown, MailerLite, Medium, Patreon, WordPress	omidsaffari.com, mailercloud.com, rankite.com, eden.so, wheretosubmit.org +5 more

Q53 Best newsletter platform to monetize with paid subscriptions

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**beehiiv**, Ghost, Substack	MySmartMedia
Google AI Overviews	**Substack**, beehiiv, Kit, Ghost	Fabric.so, YouTube, Reddit, Zapier
Gemini	**Substack**, beehiiv, Ghost, Kit, Circle	none shown
Perplexity	**Substack**, beehiiv, Ghost, Kit, Circle	shopify.com, emailtooltester.com, circle.so, toolnimba.com, kit.com +3 more

Q54 Best newsletter platform for a B2B company

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**HubSpot**, beehiiv, ActiveCampaign, Mailchimp, Brevo	MakeSuccessOnline
Google AI Overviews	**HubSpot**, Salesforce, Marketo, beehiiv *Read the question as "newsletters to subscribe to". Platforms only appeared as sources.*	Reddit, Demand Gen Report, HubSpot, Salesforce, Marketo +3 more
Gemini	**HubSpot**, ActiveCampaign, Brevo, beehiiv, MailerLite	none shown
Perplexity	**beehiiv**, HubSpot, ActiveCampaign, MailerLite, Substack	outkeep.com, thegrowthelements.com, engagelab.com, aistackpicks.com, grouglobal.com +4 more

Q55 Best newsletter software to grow subscribers

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
ChatGPT	**beehiiv**, Kit, MailerLite, Substack, ActiveCampaign	NewsletterFit
Google AI Overviews	**beehiiv**, Substack, Sender, MailerLite, Omnisend, Kit	Creative Bloq, YouTube, Zapier, Reddit
Gemini	**beehiiv**, Substack, Kit, MailerLite, Brevo	none shown
Perplexity	**beehiiv**, Kit, Substack, Brevo, MailerLite, ActiveCampaign, Klaviyo	emailtooltester.com, zapier.com, campaignmonitor.com, zdnet.com, kit.com +5 more

Fintech

43 different brands · most named: RBC (7), BMO (7), Paddle (7)

TOOL	BRANDS RECOMMENDED, IN ORDER	SOURCES CITED
Q56 Best business bank account for startups		
ChatGPT	**Wealthsimple**, RBC, EQ Bank, BMO, Wise	Wealthsimple, Ratehub.ca, Finder
Google AI Overviews	**ATB Financial**, RBC, BMO, TD	ATB Financial, Forbes Advisor, Reddit, BMO, RBC +1 more
Gemini	**ATB Financial**, Wealthsimple, EQ Bank, Wise, Airwallex, BMO, RBC, TD	Airwallex, ATB Financial, Wealthsimple, Wise
Perplexity	**Mercury**, Relay, Brex, Bluevine, Grasshopper, Found, Chase	nerdwallet.com, ofx.com, bestmoney.com, brex.com, stripe.com +1 more
Q57 Best corporate card for startups		
ChatGPT	**Float**, Ramp, Venn, American Express, Airwallex	Float Financial
Google AI Overviews	**Float**, Loop, OFX, American Express	Float, Loop, finder.com, PhotonPay, OFX +2 more
Gemini	**Float**, Ramp, Loop, Venn, Brex, Airwallex, TD, BMO, Mercury, Rho	Rho, Float Financial, PhotonPay, Reddit
Perplexity	**Ramp**, Brex, Mercury, Rho, Slash	ramp.com, brex.com, mercury.com, rho.co, ofx.com +4 more
Q58 Best payment processor for a SaaS company		
ChatGPT	**Stripe**, Paddle, Lemon Squeezy, Adyen, Braintree	Stripe
Google AI Overviews	**Stripe**, Paddle, Braintree	Reddit, Chargebee, Wise, SitePoint, Forbes Advisor +2 more
Gemini	**Stripe**, Adyen, Airwallex, PayPal, Braintree, GoCardless	ConnectPay, Unipaas
Perplexity	**Stripe**, Paddle, Lemon Squeezy, Chargebee, Recurly, Adyen, Finix	whop.com, schematichq.com, connectpay.com, promptstoproduct.com, coastalpay.com +5 more
Q59 Stripe alternatives		
ChatGPT	**Helcim**, Square, PayPal, Moneris, Paddle, Braintree	Zapier
Google AI Overviews	**Helcim**, Square, Paddle, Airwallex, Braintree	Forbes, YouTube, Reddit, Hacker News
Gemini	**Paddle**, Lemon Squeezy, Adyen, Braintree, PayPal, Helcim, Square, Shopify, Airwallex, Checkout.com	Paddle, Whop, Zapier, Reddit, Clearly Payments
Perplexity	**Square**, PayPal, Helcim, Finix, Adyen, Checkout.com, Paddle, Lemon Squeezy, FastSpring, Polar, GoCardless, Shopify, BigCommerce	zapier.com, slash.com, topalternatives.to, finix.com, forbes.com +6 more
Q60 Best business banking for small businesses in Canada		
ChatGPT	**RBC**, BMO, EQ Bank, Wealthsimple, TD, Wise	Wealthsimple
Google AI Overviews	**Wealthsimple**, Venn, Wise, RBC, TD, BMO	RBC, Forbes Advisor, Reddit, BMO, TD +2 more
Gemini	**EQ Bank**, Wealthsimple, Venn, Float, BMO, RBC, TD, Wise	Venn, Airwallex, Float Financial, Wealthsimple, TD Bank
Perplexity	**Wealthsimple**, EQ Bank, RBC, TD, Scotiabank, CIBC, Wise, Loop	wealthsimple.com, eqbank.ca, forbes.com, moneygenius.ca, nerdwallet.com +4 more

What this data means for your brand

AI tools don't share one list. The same question can return a different #1 pick, a different set of brands and a completely different set of sources depending on the tool. If your brand is missing from one tool, check that tool's sources first: those are the pages you need to be on.

Read the full analysis

Our two articles walk through the findings: which brands get recommended and why, and which sources each AI tool trusts.

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You're welcome to quote and link to this data. Please credit "mmore.agency AI Recommendation Study, November 2026" and link to the original article. AI answers change often; this file shows what each tool said on the dates listed.

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