When job seekers ask AI about tech companies to work for, HubSpot is *named second*, but rarely picked first.

> Asked where to work in tech, the assistants name HubSpot as a place to work in 27% of answers to questions that don't mention it, behind Salesforce at 40%, and pick it first in 1%. It drops out when job seekers ask for the best rated companies on Glassdoor, where ServiceNow is picked first in 6 of 8 answers.

HubSpot
hubspot.com

32 job seeker questions
26 that don't name HubSpot

256 AI answers
ChatGPT, Claude, Gemini, Perplexity · 2 runs each

November 2, 2026
live web search on, US English

THE SHORT VERSION

HubSpot is named second. *Glassdoor's best-rated list* goes to ServiceNow.

27%

of answers to open questions name HubSpot as a place to work

208 answers to 26 questions

#2

among the employers the assistants named

Salesforce first, at 40%

1%

of open answers pick HubSpot first

The most-picked employer: 4%

12%

on ChatGPT, its weakest assistant

Gemini names it in 42%

01 **Two questions name HubSpot every time.**

Boston product designers and remote sales jobs at CRM and marketing software companies: 8 of 8 answers each. Other questions on a field or city name it less, so read these two as direction, not a rule.

02 **Glassdoor's best-rated list leaves it out.**

On the best rated companies on Glassdoor, HubSpot is named in 0 of 8 answers and ServiceNow is picked first in 6 of 8, for where it ranks on Glassdoor's list.

03 **ChatGPT skips it on need questions.**

The 6 need questions name HubSpot as an employer in 23% of answers. Claude and Gemini name it in 33% of them; ChatGPT in none of its 12.

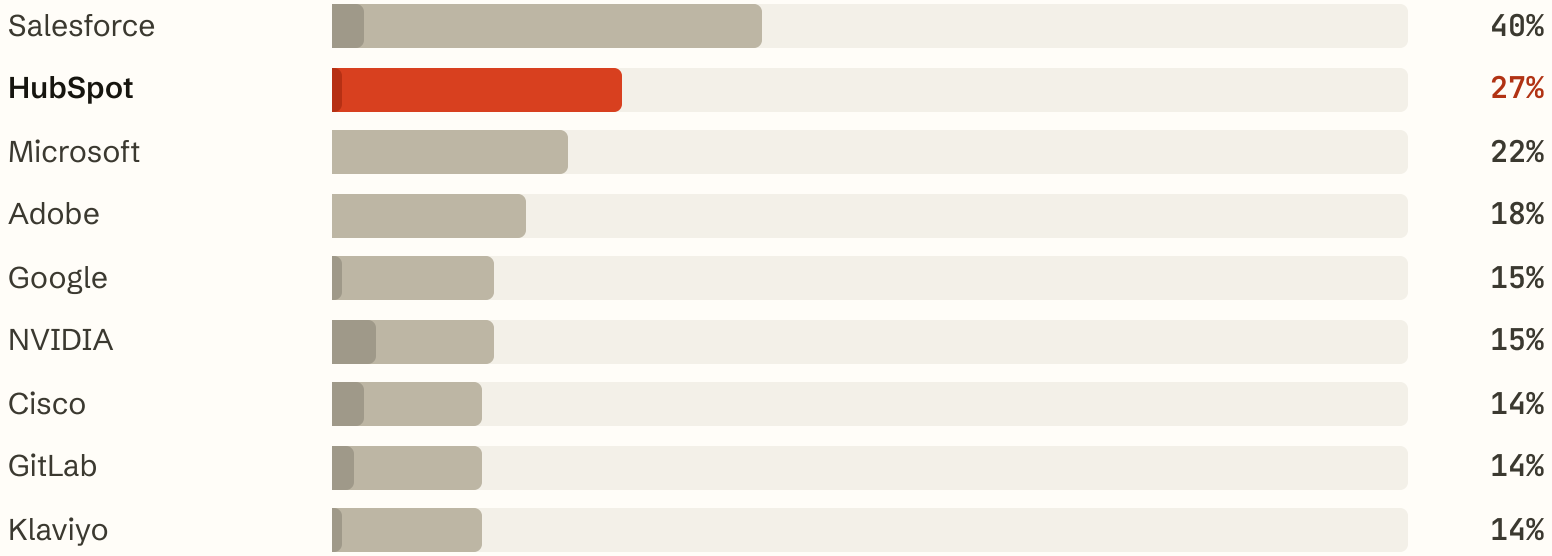
Employers picked for this sample: Salesforce, Zendesk and Klaviyo, SaaS companies hiring the same people. The assistants also named Microsoft in 22% of answers and Adobe in 18%.

SHARE OF ANSWERS

HubSpot is named in *27%* of answers. Salesforce, first, in 40%.

An answer counts when it names the employer as a place to work, not as software to learn. Salesforce and HubSpot lead; Microsoft, Adobe, Google and NVIDIA follow. Of the three employers picked for this sample, Zendesk is named least, in 8%.

SHARE OF THE 208 ANSWERS TO QUESTIONS THAT DON'T NAME HUBSPOT



Darker inner bar = share of answers where it is the first pick.

THE SAME, BY ASSISTANT

	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Salesforce	21%	42%	54%	42%
HubSpot	**12%**	**38%**	**42%**	**17%**
Microsoft	8%	33%	25%	21%
Adobe	10%	25%	13%	23%
Google	8%	23%	21%	10%
NVIDIA	12%	21%	15%	13%
Cisco	6%	19%	15%	15%

26 open questions × 4 assistants × 2 runs = 208 answers. A brand counts once per answer however often it is named.

WHERE YOU SHOW UP

Claude and Gemini name HubSpot on *a third* of need answers; ChatGPT on none.

Brand-named questions aside, HubSpot is named most on shortlist questions, carried by the remote sales question. How-to-choose questions name few employers at all: their answers explain what to look for.

WHAT THE JOB SEEKER IS ASKING	QUESTIONS	MONTHLY SEARCHES	ALL FOUR	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	FIRST PICK
Best-pick questions e.g. “What are the best tech companies to work for as a software engineer?”	8	30K	28%	12%	38%	38%	25%	2%
Need questions e.g. “How can I transition into software sales without prior B2B experience?”	6	12K	23%	0%	33%	33%	25%	0%
Shortlist questions e.g. “What are the top CRM and marketing software companies hiring remote sa…	4	21K	56%	25%	75%	100%	25%	3%
Rival questions e.g. “What is it like working in sales at Salesforce versus Zendesk?”	4	7.9K	19%	25%	25%	25%	0%	0%
How-to-choose questions e.g. “What should I look for in sales compensation plans before accepting a Saa…	4	530	12%	0%	25%	25%	0%	0%
Brand-named questions e.g. “Is HubSpot a good company to work for as a software engineer?”	6	15K	100%	100%	100%	100%	100%	2%

Cells: share of answers that name HubSpot. Brand-named questions name HubSpot in 100% of their answers; they show how it is described, not whether it is found. Searches: Google US monthly volume of the closest search phrase.

THE QUESTIONS YOU LOSE

HubSpot is named least on *ranked lists of employers*.

The six open questions where HubSpot is named least: Glassdoor's and Fortune's lists, won by ServiceNow and Cisco; the best companies for software engineers; high-paying remote jobs, where answers point to job boards; and two about Zendesk.

QUESTION	SEARCHES	NAMED HUBSPOT	AI'S FIRST PICK INSTEAD	ALSO NAMED
What are the best rated enterprise software companies to work for on Glassdoor? q06	~9.9K	C ●● Cl ●● G ●● P ●● 0 of 8	**ServiceNow** 6 of 8 answers	SAP (7), Salesforce (7)
How do I find high-paying remote tech jobs that actually support remote culture? q11	~8.1K	C ●● Cl ●● G ●● P ●● 0 of 8	**GitLab** 1 of 8 answers	Wellfound (7), We Work Remotely (6), LinkedIn (6)
What are the pros and cons of working at Zendesk as an account executive? q22	~4.4K	C ●● Cl ●● G ●● P ●● 0 of 8	**No single pick** answers list options instead	Zendesk (8)
Which Fortune 100 tech companies offer the highest employee satisfaction? q08	~1.9K	C ●● Cl ●● G ●● P ●● 0 of 8	**Cisco** 6 of 8 answers	NVIDIA (8), World Wide Technology (5)
What are the best tech companies to work for as a software engineer? q01	~1.3K	C ●● Cl ●● G ●● P ●● 0 of 8	**NVIDIA** 2 of 8 answers	Google (8), Microsoft (8)
What is it like working in sales at Salesforce versus Zendesk? q19	~590	C ●● Cl ●● G ●● P ●● 0 of 8	**No single pick** answers list options instead	Salesforce (8), Zendesk (8)

Dots: one per answer (C = ChatGPT, Cl = Claude, G = Gemini, P = Perplexity); red = names HubSpot. Ordered by how rarely HubSpot is named. Named in a quarter of answers or fewer: 17 of 26 open questions. Searches: Google US monthly; ~ = the broader search it sits under.

WHO WINS INSTEAD, AND WHY

ServiceNow and Cisco win on *where they rank* on employer lists.

When one of these open questions picks an employer other than HubSpot first, these are the employers and the reasons the assistants give. The reasons are list positions, pay and culture.

ServiceNow

On the best rated companies on Glassdoor: first pick in 6 of 8 answers

- Highest-ranked enterprise software company on Glassdoor's 2026 Best Places to Work list Perplexity · q06
- High retention, great benefits and a supportive culture Claude · q06
- People-first culture, strong leadership, generous equity and work-life balance Gemini · q06

Sources behind these answers: glassdoor.com, gmac.com, techrepublic.com, consumeraffairs.com, autodesk.com

Cisco

On Fortune 100 tech companies: first pick in 6 of 8 answers

- Highest-ranking tech company on the Fortune Best Companies to Work For list Claude · q08
- Ranked highest across Fortune's tech and overall best workplaces lists ChatGPT · q08
- Often ranks first on best workplace lists and leads satisfaction surveys Gemini · q08

Sources behind these answers: fortune.com, greatplacetowork.com, coursera.org, cio.com, hcamag.com

NVIDIA

First pick in 4 answers across 2 of the questions on slide 5

- High pay and strong career demand across AI infrastructure Claude · q01
- Ranks at or near the top for leadership approval, pay and mission Gemini · q08

Sources behind these answers: careerdesignstudio.buffalo.edu, fonzi.ai, nucamp.co, resumeble.com, gitgood.dev

HOW AI DESCRIBES HUBSPOT

AI describes HubSpot as *flexible*, then flags management and burnout.

The assistants agree on the good parts: flexible remote work, the Culture Code, engineering and design careers, and room to grow. The doubts are about the job itself: management that varies by team, location rules, quotas and pay. Layoffs come up on their own, in answers on what employees complain about and on whether HubSpot is a good place for engineers. The counts below are our AI reader's grouping.

WHAT THEY PRAISE

- Flexible remote work and work-life balance (21 answers)
- The Culture Code and open leadership (17)
- Engineering, product and design careers (17)
- Growth, training and benefits (14)

THE CAUTIONS THEY REPEAT

- Uneven management, restructuring, burnout
  15 answers
- Location limits and hybrid rules 13 answers
- Low quota attainment, heavy cold outreach
  7 answers
- Pay and equity trail the top tech employers
  5 answers

IN THEIR WORDS

> “HubSpot can be a good, but highly team-dependent, place for software engineers.”
>
> Perplexity · asked “Is HubSpot a good company to work for as a software engineer?”

> “Overall, HubSpot has a 3.4 out of 5 rating on Glassdoor, and 54% of employees would recommend it to a friend.”
>
> Claude · asked “Is HubSpot a good company to work for as a software engineer?”

> “HubSpot operates under a flexible work model called “Flex”, where over 70% of employees work remotely.”
>
> Gemini · asked “Does HubSpot allow software engineers to work fully remote anywhere in the US?”

Read from the 105 answers that name HubSpot: 53% positive, 25% neutral, 20% mixed, 2% negative.

FACTS THAT NEED FIXING

AI puts HubSpot at *7,000 people*; its own site says 9,000+.

Our reader checked the facts the answers state against 22 hubspot.com pages, careers pages included. It flagged 1 as wrong or out of date; when we opened the page on November 2, it held.

WHAT AI SAYS	WHO SAYS IT	WHAT YOUR SITE SAYS
HubSpot has about 7,000 employees (Gemini: about 7,000; Claude: 7,000+) OUT OF DATE	Claude, Gemini · 2 answers	“9,000+ Employees” hubspot.com/our-story

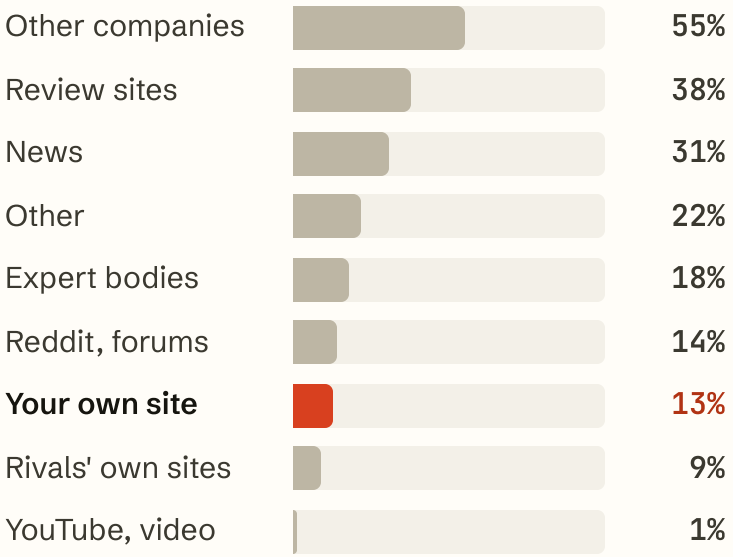
Checked against 22 hubspot.com pages read on November 2, 2026, among them the careers, flex work, engineering and our-story pages. The Glassdoor figures are Glassdoor's to settle, and the answers disagree on them: 8 answers give 3.4 out of 5, 2 give about 4.5.

THE SOURCES AI LEANS ON

Glassdoor is the site AI cites most; *HubSpot's own site* is in 3 open answers.

Job seeker answers lean on review sites, job boards and employer lists. HubSpot's own pages are cited when the question names HubSpot: 3 of the 174 open answers that cited any site cite them.

KIND OF SITE CITED · SHARE OF ALL ANSWERS



MOST-CITED SITES

SITE	KIND	ANSWERS	HUBSPOT NAMED	CITED BY
glassdoor.com	Review site	50	38%	ChatGPT, Claude, Perplexity
indeed.com	Other company	34	47%	ChatGPT, Claude, Gemini, Perplexity
builtin.com	News	30	53%	ChatGPT, Claude, Gemini, Perplexity
hubspot.com	**Your site**	**29**	**100%**	**ChatGPT, Claude, Gemini, Perplexity**
reddit.com	Forum	23	65%	ChatGPT, Gemini, Perplexity
levels.fyi	Review site	15	20%	ChatGPT, Claude, Gemini, Perplexity
builtinboston.com	News	15	73%	ChatGPT, Claude, Gemini, Perplexity
gmac.com	Expert body	14	21%	ChatGPT, Claude, Gemini, Perplexity
salesforce.com	Rival's site	12	8%	ChatGPT, Gemini, Perplexity

Each site counted once per answer. “Your own site” counts every HubSpot domain (the blog and investor pages too), so it is above the hubspot.com row. Indeed is filed as a company and Built In as news. Gemini cites through Google links that carry the site name; we read those as the site.

THE SAME NEEDS ON GOOGLE

On Google, HubSpot is *not in the results* we read for these eight searches.

All eight show an AI Overview. Their sources are lists from Great Place to Work, Glassdoor and Forbes, job boards, forums and videos.

SEARCH	MONTHLY	AI OVERVIEW	HUBSPOT A SOURCE	HUBSPOT RANK	SOURCES IT SHOWS MOST
best companies for software engineers	140	Yes	Not in the 9 shown	–	youtube.com, reddit.com, alueducation.com, …
best saas company to work for	140	Yes	Not in the 4 shown	–	youtube.com, wellfound.com, builtin.com, …
best rated companies to work for	~9.9K	Yes	Not in the 3 shown	–	greatplacetowork.com, glassdoor.com, forbes.com
remote tech jobs	~4.4K	Yes	Not in the 4 shown	–	indeed.com, ziprecruiter.com, weworkremotely.com, …
best remote companies to work for	~3.6K	Yes	Not in the 4 shown	–	arc.dev, facebook.com, levels.fyi, …
fortune 100 best companies to work for	~1.9K	Yes	Not in the 5 shown	–	greatplacetowork.com, linkedin.com, globenewswire.com, …
best tech companies to work for	~1.3K	Yes	Not in the 11 shown	–	glassdoor.com, greatplacetowork.com, gmac.com, …
coolest tech companies to work for	~1.3K	Yes	Not in the 9 shown	–	youtube.com, reddit.com, gmac.com, …

Google US desktop, one results page with the AI Overview loaded (18–19 organic results per search), captured November 2, 2026; ~ = a broader search the question sits under. Rank = where HubSpot's best page sits among them; "-" = not among the organic results we read. Sources = those the captured AI Overview listed before it is expanded; "Not read" = it listed none we could read.

THE NEXT 30 DAYS

Five moves for the next 30 days: *put the facts where AI reads them*, then answer the doubts.

WEEK 1

Put the facts job seekers ask on the careers page

Headcount (9,000+), where @home staff can live, how onboarding works by team, and pay ranges by role, stated plainly with a date on hubspot.com/careers.

Because: HubSpot's own site is cited in 3 of the 174 open answers that cited any site; 2 answers give 7,000 employees.

WEEK 1–2

Answer the Glassdoor reviews on management and burnout

Reply to the recent reviews that name managers, layoffs or burnout with what has changed, and keep the Flex policy and benefits current on the Glassdoor profile.

Because: Glassdoor is the most-cited site, in 50 answers; 15 answers carry cautions about management, restructuring and burnout, as our reader grouped them.

WEEK 2

Get onto the employer lists AI repeats

Find which lists HubSpot is on this year (Glassdoor's, Built In's, Great Place to Work's, which feeds Fortune's), enter the ones that take entries, and publish each with its year on the careers page.

Because: on the best rated companies on Glassdoor, HubSpot is named in 0 of 8 answers; ServiceNow wins it on list rank in 6 of 8 (slide 6).

WEEK 3

Publish what the job is like, team by team

Pages for sales, engineering and design that state quota and attainment, workload, on-site days and how Flex works in each team.

Because: 7 answers carry cautions about quota attainment and 13 about location limits and hybrid rules, as our reader grouped them.

WEEK 4

Write the honest HubSpot vs Salesforce page for candidates

Pay, quota, territory, culture and career paths side by side for sales and engineering roles, for people weighing both offers.

Because: Salesforce is named in 40% of open answers to HubSpot's 27%, and is picked first on the HubSpot or Salesforce offer question in 4 of 8 answers.

Re-ask the same 32 questions in 30 days to see what moved. Answers shift from one asking to the next, so judge by the totals, not one answer.

EVERY QUESTION WE ASKED

32 job seeker questions, and how often each answer named HubSpot

q01	What are the best tech companies to work for as a software engineer?	0%
q02	What is the best tech sales company to work for if you want high OTE and good culture?	25%
q03	What are the best tech companies to work for in Boston for product designers?	100%
q04	Which company is considered the best overall SaaS company to work for right now?	25%
q05	What is the top remote-first tech company to work for in marketing?	50%
q06	What are the best rated enterprise software companies to work for on Glassdoor?	0%
q07	What are the coolest tech companies to work for with strong career growth?	25%
q08	Which Fortune 100 tech companies offer the highest employee satisfaction?	0%
q09	How can I transition into software sales without prior B2B experience?	0%
q10	Where can an engineering manager find tech companies with real work-life balance?	62%
q11	How do I find high-paying remote tech jobs that actually support remote culture?	0%
q12	What tech companies offer comprehensive training programs for entry-level sales reps?	50%
q13	Where should a product marketer look for companies known for transparent leadership?	25%
q14	How can I evaluate equity packages when moving from Big Tech to growth SaaS?	0%
q15	What are the top CRM and marketing software companies hiring remote sales reps in the US?	100%
q16	Which tech companies in Boston offer hybrid work and competitive parental leave?	50%
q17	What mid-size B2B SaaS companies offer strong equity grants without grueling hours?	50%
q18	Which enterprise software companies are hiring fully remote senior frontend engineers?	25%
q19	What is it like working in sales at Salesforce versus Zendesk?	0%
q20	Is Klaviyo a good company to work for compared to older marketing tech platforms?	75%
q21	How does engineer compensation at Salesforce compare to working at Klaviyo?	0%
q22	What are the pros and cons of working at Zendesk as an account executive?	0%
q23	What should I look for in sales compensation plans before accepting a SaaS offer?	0%
q24	Is working at a large CRM company better for career progression than an early-stage startup?	50%
q25	How do I tell if a tech company's hybrid remote policy is genuinely flexible?	0%
q26	Are Glassdoor and Fortune best company rankings accurate indicators of engineering culture?	0%
q27	Is HubSpot a good company to work for as a software engineer?	100%
q28	What is the typical salary and quota attainment for account executives at HubSpot?	100%
q29	Should I accept an offer at HubSpot or Salesforce for an enterprise sales role?	100%
q30	What are the main employee complaints about working at HubSpot?	100%
q31	What kind of culture does HubSpot have according to its Culture Code?	100%
q32	Does HubSpot allow software engineers to work fully remote anywhere in the US?	100%

Rate = share of that question's 8 answers that name HubSpot. Grey = questions that name HubSpot; 100% of their answers name it.

HOW WE MEASURED

What we asked, who we asked, and how to read it

Assistants. ChatGPT (gpt-6-luna), Claude (claude-sonnet-5-5), Gemini (gemini-3.8-flash), Perplexity (sonar). Each question was asked 2 times per assistant on November 2, 2026, exactly as written, with live web search on. These are the assistants' own APIs; the apps can differ, especially for signed-in users.

Questions. 32 questions a job seeker would ask about tech companies to work for, written from Google search demand, People Also Ask and real questions people put to AI. 26 don't name HubSpot; the headline share, the share chart and the questions lost are counted on those.

Reading the answers. Every answer was read for the brands it names, the one it picks first, how it treats HubSpot, the facts it states and the sites it cites. Facts were checked against hubspot.com's own pages.

How steady this is. Asked the same question again, an assistant made the same call on HubSpot 98% of the time. Read single questions as direction; the totals are the reliable read.

Search volumes. Google US monthly searches for the search that asks what each question asks; where that search is too rare to measure, the broader search it sits under, marked ~. Google results are one capture and move day to day.

Rivals. Salesforce, Zendesk and Klaviyo were picked as the rival employers for this sample: SaaS companies hiring the same sales, engineering and marketing people. The share chart counts every employer the assistants named, so others, like Microsoft, Adobe and NVIDIA, show up on their own.

The evidence. The HTML version of this report holds all 256 answers, word for word, with the sites each one cited.