SAMPLE Built from public AI Visibility Index data with the study engine. Example Software is a real brand from the published Index, shown under a placeholder name; its five competitors keep the names the assistants gave. No assistant was asked anything new for this sample, and it is not a client report.

Example Software was named in 268 of 432 AI answers, from 72 of 72 in France to 24 of 72 in Poland

ChatGPT, Claude and Gemini were each asked the 8 questions a small business asks when it chooses email marketing or marketing automation software, in 6 countries and in each country's language, 3 times each without web search, on 3 and 4 November 2026. Five competitors were counted in the same answers.

Gemini rarely names it outside France and Germany. Gemini named Example Software in 0 of 24 answers in Sweden, 3 in the Netherlands, 4 in the United States and 5 in Poland. ChatGPT named it in 20, 23, 14 and 16 of the same 24.

One question goes to two competitors in every country. Asked by a B2B company whose website leads go cold, the assistants named ActiveCampaign and HubSpot in 9 of 9 answers in all six countries. Example Software: 9 of 9 in France, 5 in Germany, 3 in the Netherlands, none in the United States, Poland or Sweden.

Answers naming Example Software, by country and assistant: 8 questions asked 3 times, so 24 answers per assistant and 72 per country. Darker cells name it more often.

COUNTRY, LANGUAGE	CHATGPT	CLAUDE	GEMINI	ALL THREE	TRACKED BRAND NAMED MOST
France French	24 of 24	24 of 24	24 of 24	72 of 72, 100%	**Example Software, 72**
Germany German	24 of 24	21 of 24	23 of 24	68 of 72, 94%	**Example Software, 68**
Netherlands Dutch	23 of 24	12 of 24	3 of 24	38 of 72, 53%	Mailchimp, 52
Sweden Swedish	20 of 24	18 of 24	0 of 24	38 of 72, 53%	Mailchimp, 61
United States English	14 of 24	10 of 24	4 of 24	28 of 72, 39%	Mailchimp, 60
Poland Polish	16 of 24	3 of 24	5 of 24	24 of 72, 33%	GetResponse, 63

Answers naming Example Software	**268 of 432** (62%)
By assistant	ChatGPT 121 of 144, Claude 88 of 144, Gemini 59 of 144
Named first	117 of the 268 answers that named it
Average place when named	2.2 (1 is the first product in the answer)
A competitor named more often	4 of 6 countries: United States (Mailchimp 60), Netherlands (Mailchimp 52), Poland (GetResponse 63), Sweden (Mailchimp 61)

Example Software and five competitors

How many of the 72 answers in each country named each brand at least once: 8 questions, three assistants, 3 runs. A brand counts once per answer however often the answer repeats it, and a former name counts with the brand. The highest count in each row is in bold.

COUNTRY	EXAMPLE SOFTWARE	ACTIVECAMPAIGN	HUBSPOT	MAILCHIMP	MAILERLITE	GETRESPONSE
France French	**72** of 72	32 of 72	22 of 72	57 of 72	35 of 72	6 of 72
Germany German	**68** of 72	28 of 72	27 of 72	38 of 72	6 of 72	14 of 72
Netherlands Dutch	**38** of 72	36 of 72	25 of 72	52 of 72	45 of 72	2 of 72
Sweden Swedish	**38** of 72	32 of 72	30 of 72	61 of 72	21 of 72	15 of 72
United States English	**28** of 72	36 of 72	33 of 72	60 of 72	29 of 72	2 of 72
Poland Polish	**24** of 72	15 of 72	13 of 72	16 of 72	53 of 72	63 of 72
All six	**268** of 432	179 of 432	150 of 432	284 of 432	189 of 432	102 of 432

Across all six countries Mailchimp was named most (284 of 432), then Example Software (268). With 72 answers per country, a difference of one or two answers is noise.

By assistant, all six countries

ASSISTANT	EXAMPLE SOFTWARE	ACTIVECAMPAIGN	HUBSPOT	MAILCHIMP	MAILERLITE	GETRESPONSE
ChatGPT	**121** of 144	43 of 144	37 of 144	74 of 144	76 of 144	27 of 144
Claude	**88** of 144	87 of 144	70 of 144	**122** of 144	44 of 144	60 of 144
Gemini	**59** of 144	49 of 144	43 of 144	**88** of 144	69 of 144	15 of 144

Each assistant gave 144 answers: 8 questions, 3 runs, 6 countries.

With web search: not in this sample. A paid study asks every question once more with web search on, because an assistant that searches before answering can name different products, and it lists the pages each answer cited. The November 2026 Index edition asked without web search, so this sample has no web reading.

Place in the answer, and how steady it is

Place is where the brand first comes in the answer's list, 1 being the first product named, averaged over the answers that named it; the small figure is how many answers that is. Steady means the same assistant named the brand in all three runs of a question.

Average place when named

BRAND	FRANCE	GERMANY	NETHERLANDS	SWEDEN	UNITED STATES	POLAND	ALL
Example Software	1.2 72	1.8 68	2.9 38	2.6 38	3.6 28	3.2 24	2.2 268
ActiveCampaign	3.0 32	2.5 28	2.4 36	2.8 32	2.8 36	3.5 15	2.8 179
HubSpot	2.4 22	2.1 27	2.4 25	1.6 30	2.2 33	2.9 13	2.2 150
Mailchimp	2.2 57	3.3 38	1.7 52	1.9 61	1.6 60	4.2 16	2.2 284
MailerLite	3.1 35	2.3 6	2.4 45	2.9 21	2.6 29	1.5 53	2.4 189
GetResponse	5.3 6	4.7 14	7.0 2	3.2 15	7.5 2	2.0 63	2.9 102

Named first

BRAND	FRANCE	GERMANY	NETHERLANDS	SWEDEN	UNITED STATES	POLAND	ALL
Example Software	59	43	2	13	0	0	117
ActiveCampaign	0	1	6	0	2	0	9
HubSpot	6	14	8	19	18	3	68
Mailchimp	6	0	32	29	37	0	104
MailerLite	0	0	13	2	7	38	60
GetResponse	0	0	0	0	0	22	22

Answers, of 72 per country and 432 in all, that named the brand before any other product.

How steady Example Software is across the three runs

COUNTRY	QUESTION AND ASSISTANT PAIRS	NAMED IT AT LEAST ONCE	NAMED IT IN ALL THREE RUNS
France French	24	24	24
Germany German	24	23	22
Netherlands Dutch	24	16	10
Sweden Swedish	24	14	11
United States English	24	11	8
Poland Polish	24	13	4
All six	**144**	**101**	**79**

A pair is one question put to one assistant, three times. In Poland 13 pairs named Example Software at least once but only 4 named it every time: there it comes and goes between runs.

Question by question

Each cell counts the answers naming Example Software out of the 9 a question received in that country: three assistants, three runs, asked in the country's language. The last column is the tracked brand named most often across the six countries, out of 54.

QUESTION, IN SHORT	FRANCE	GERMANY	NETHERLANDS	SWEDEN	UNITED STATES	POLAND	NAMED MOST, OF 54
MARKETING AUTOMATION SOFTWARE							
Best marketing automation software	9 of 9	9 of 9	4 of 9	5 of 9	4 of 9	3 of 9	ActiveCampaign, 40
B2B leads go cold: a tool to nurture and score them	9 of 9	5 of 9	3 of 9	0 of 9	0 of 9	0 of 9	ActiveCampaign and HubSpot, 54
Marketing automation platform to recommend	9 of 9	9 of 9	4 of 9	6 of 9	3 of 9	4 of 9	ActiveCampaign, 42
Easiest to start with, no marketing team	9 of 9	9 of 9	6 of 9	6 of 9	5 of 9	4 of 9	Mailchimp, 42
EMAIL MARKETING SOFTWARE							
Best email marketing software	9 of 9	9 of 9	6 of 9	6 of 9	6 of 9	4 of 9	Mailchimp, 43
Newsletter tool for a small online shop	9 of 9	9 of 9	4 of 9	3 of 9	0 of 9	4 of 9	Mailchimp, 44
Best value email marketing platform	9 of 9	9 of 9	8 of 9	6 of 9	9 of 9	5 of 9	MailerLite, 47
Easiest email marketing service for a beginner	9 of 9	9 of 9	3 of 9	6 of 9	1 of 9	0 of 9	MailerLite, 43

The same questions in every country, in its language; the full English text is on the next page.

What the spreadsheet holds

One row per answer, 432 here: the question as asked, country, language, assistant, run, date, every product named in order, and the place of each tracked brand. A paid study adds what each answer said and, on the web run, the pages it cited. Six rows:

QUESTION	ASSISTANT	RUN	DATE	BRANDS NAMED, IN ORDER	EXAMPLE SOFTWARE
B2B leads go cold: a tool to nurture and score them	ChatGPT	1	2026-11-04	**HubSpot**, **ActiveCampaign**, Zoho	not named
B2B leads go cold: a tool to nurture and score them	Claude	1	2026-11-04	**HubSpot**, **ActiveCampaign**, Marketo Engage (Adobe), Pardot (Salesforce Account Engagement), Zoho CRM Plus	not named
B2B leads go cold: a tool to nurture and score them	Gemini	1	2026-11-03	**HubSpot Marketing Hub**, **ActiveCampaign**, Keap	not named
Best value email marketing platform	ChatGPT	1	2026-11-04	**MailerLite**, **Example Software**, EmailOctopus, **Mailchimp**	2
Best value email marketing platform	Claude	1	2026-11-04	**Mailchimp**, **MailerLite**, Constant Contact, **Example Software**, ConvertKit, AWeber	4
Best value email marketing platform	Gemini	1	2026-11-03	**MailerLite**, ConvertKit, **Example Software**	3

United States, question by question

The eight questions as they were asked in English, each 9 times. Below each, the six tracked brands and how many of the 9 answers named them. In the United States Example Software was named in 28 of 72 answers; Mailchimp in 60.

1. Best marketing automation software

"What is the best marketing automation software for a small business in the US?"

ActiveCampaign	9 of 9
HubSpot	9 of 9
Mailchimp	9 of 9
Example Software	**4 of 9**
GetResponse	2 of 9
MailerLite	0 of 9

2. B2B leads go cold: a tool to nurture and score them

"I run a small B2B company in the US, and our website leads go cold because nobody follows up in time. Which marketing automation tool would you recommend to nurture and score them?"

ActiveCampaign	9 of 9
HubSpot	9 of 9
Example Software	**0 of 9**
Mailchimp	0 of 9
MailerLite	0 of 9
GetResponse	0 of 9

3. Marketing automation platform to recommend

"Which marketing automation platform would you recommend to a small company in the US?"

ActiveCampaign	9 of 9
HubSpot	9 of 9
Mailchimp	9 of 9
Example Software	**3 of 9**
MailerLite	0 of 9
GetResponse	0 of 9

4. Easiest to start with, no marketing team

"Which marketing automation software is easiest to start with for a small business in the US with no marketing team?"

Mailchimp	9 of 9
Example Software	**5 of 9**
ActiveCampaign	3 of 9
HubSpot	3 of 9
MailerLite	3 of 9
GetResponse	0 of 9

5. Best email marketing software

"What is the best email marketing software for a small business in the US?"

Mailchimp	9 of 9
MailerLite	8 of 9
Example Software	**6 of 9**
ActiveCampaign	4 of 9
HubSpot	3 of 9
GetResponse	0 of 9

6. Newsletter tool for a small online shop

"Which newsletter tool would you recommend to a small online shop in the US?"

Mailchimp	9 of 9
ActiveCampaign	2 of 9
Example Software	**0 of 9**
HubSpot	0 of 9
MailerLite	0 of 9
GetResponse	0 of 9

7. Best value email marketing platform

"What is the best value email marketing platform for a small business in the US?"

Example Software	**9 of 9**
MailerLite	9 of 9
Mailchimp	6 of 9
ActiveCampaign	0 of 9
HubSpot	0 of 9
GetResponse	0 of 9

8. Easiest email marketing service for a beginner

"Which email marketing service is easiest for a beginner in the US?"

Mailchimp	9 of 9
MailerLite	9 of 9
Example Software	**1 of 9**
ActiveCampaign	0 of 9
HubSpot	0 of 9
GetResponse	0 of 9

The Index baseline, 20 countries

Every study starts from the free report: the same Index questions, 4 per category, asked 3 times in each of the Index's 20 countries. Across them Example Software was named in 524 of 720 email marketing answers (73%) and 426 of 720 marketing automation answers (59%). The six countries of this sample are shaded; a paid study can add countries outside these 20.

	EMAIL MARKETING SOFTWARE				MARKETING AUTOMATION SOFTWARE			
COUNTRY	CHATGPT	CLAUDE	GEMINI	ALL, OF 36	CHATGPT	CLAUDE	GEMINI	ALL, OF 36
France	12	12	12	36	12	12	12	36
Italy	12	12	12	36	12	11	10	33
Germany	12	12	12	36	12	9	11	32
Spain	12	12	11	35	12	10	9	31
Switzerland	12	11	10	33	12	12	9	33
Austria	12	11	9	32	12	10	9	31
Belgium	12	12	7	31	12	10	0	22
Portugal	12	12	5	29	12	10	1	23
Mexico	12	12	5	29	9	9	4	22
United Kingdom	11	12	6	29	11	8	3	22
Ireland	11	12	4	27	11	5	0	16
Denmark	11	10	2	23	11	6	0	17
Netherlands	11	7	3	21	12	5	0	17
Sweden	11	10	0	21	9	8	0	17
Canada	7	9	5	21	9	4	3	16
Brazil	12	9	4	25	9	1	1	11
Norway	6	8	1	15	11	3	0	14
United States	6	7	3	16	8	3	1	12
Australia	7	6	3	16	8	2	0	10
Poland	7	2	4	13	9	1	1	11

Answers naming the brand out of 12 per assistant (4 questions, 3 runs) and 36 per country, from the Index's November 2026 edition, sorted by both categories together. Darker cells name it more often.

What a paid study adds

This sample shows the study's counts on data the Index had already collected. A paid study also does five things this sample cannot:

1	**Your buyers' questions** Up to 30 questions per country, agreed with you before anything is asked: the ones your own buyers ask, plus the Index questions for your category.	**IN THIS SAMPLE** The 8 Index questions of two categories.
2	**The answers with web search** Every question asked once more with web search on, with the pages each answer cited.	**IN THIS SAMPLE** None: the November Index asked without web search.
3	**The words each assistant uses** What each assistant says about your brand and each competitor, grouped and quoted from the answers.	**IN THIS SAMPLE** None: the Index keeps only the products named.
4	**Wrong facts** Every statement about your prices, features or countries served that the pages you send contradict, with the answer it came from.	**IN THIS SAMPLE** None: they need your own pages.
5	**A second reading** The same questions asked the same way after your changes, with what moved.	**IN THIS SAMPLE** None: one reading only.

How to read these figures

- Small samples are noise: with 24 answers per assistant and country, a difference of one or two answers means little.
- Assistants are updated between readings, so part of any change can come from the assistant rather than from the market.
- Answers with web search depend on the pages found that day.

What no study can promise

Nobody controls what an assistant says, and answers move between runs: on the twelve Index pages behind this sample, between 71% and 92% of the products an assistant named came back when it was asked the same question again. The study measures; it does not promise that any assistant will name a brand, place it higher or describe it differently.

The AI Visibility Index only measures and never sells positions, and buying the study changes nothing the Index records or publishes.

Method and data

Questions	The 8 Index questions for email marketing and marketing automation software, in each country's language: 48 in all.
Assistants	The models behind ChatGPT, Claude and Gemini, asked through their APIs without web search: what each model knows on its own, not what its app shows a signed-in user.
Readings	Three runs per assistant and question, on 3 and 4 November 2026: 432 answers, none failed.
Counting	A brand counts once per answer, and spellings of the same product, former names included, are merged. Place is where it first appears in the answer's list. One Gemini answer in Poland gave a cut-off name that includes the brand: it counts here but not on the published page, so Poland's email marketing figure is one higher here.
Data	AIGROW AI Visibility Index, November 2026 edition, CC BY 4.0: the pages for email marketing and marketing automation software in the six countries, for example aigrow.gg/index/email-marketing/france. AIGROW (2026). AI Visibility Index, November 2026 edition [Data set]. Zenodo. doi.org/10.5281/zenodo.23934866.
This sample	Built by the study engine that delivers paid studies, run offline on Index answers already collected, so no assistant was asked anything new. Example Software is a real brand from the published Index, shown under a placeholder name; every other name is printed as the assistants gave it.