



Application & CRM Platform Mentions Comparison: May-July 2025

Comprehensive analysis of application and CRM platform demand trends across three months of Upwork automation job data



Important CRM Context

1,907 jobs mention "CRM" without specifying a platform, indicating significant platform-agnostic demand. Many clients are either exploring options or open to recommendations. Additionally, modern platforms like Airtable, Notion, and ClickUp are increasingly being used as CRM alternatives.



Complete Three-Month Comparison Table

Application/CRM	May 2025	June 2025	July 2025	May→June	June→July	Total Growth	Status
GoHighLevel	984	1,151	1,190	+17.0%	+3.4%	+20.9%	🟡 Slowing Growth
Airtable <i>(often as CRM)</i>	666	779	916	+17.0%	+17.6%	+37.5%	🟢 Accelerating
Google Sheets	691	805	882	+16.5%	+9.6%	+27.6%	🟢 Steady Demand
Slack	482	485	625	+0.6%	+28.9%	+29.7%	🚀 July Surge
Notion <i>(often as CRM)</i>	433	537	592	+24.0%	+10.2%	+36.7%	🟢 Strong Growth
HubSpot <i>(CRM)</i>	334	396	412	+18.6%	+4.0%	+23.4%	🟡 Maturing
Stripe	300	345	356	+15.0%	+3.2%	+18.7%	🟡 Plateauing
Twilio	224	240	293	+7.1%	+22.1%	+30.8%	🚀 Momentum Building
WordPress	257	270	285	+5.1%	+5.6%	+10.9%	🟡 Stable
Zoho/Zoho CRM <i>(CRM)</i>	147	165	260	+12.2%	+57.6%	+76.9%	🚀 Explosive Growth
ClickUp <i>(often as CRM)</i>	195	186	251	-4.6%	+34.9%	+28.7%	🔥 Strong Recovery
Shopify	190	266	233	+40.0%	-12.4%	+22.6%	🔴 Correction
Calendly	169	212	233	+25.4%	+9.9%	+37.9%	🟢 Consistent
Webflow	154	221	209	+43.5%	-5.4%	+35.7%	🔴 Cooling Off
Google Ads	121	161	177	+33.1%	+9.9%	+46.3%	🚀 Highest Growth
Monday.com <i>(PM/CRM)</i>	108	133	141	+23.1%	+6.0%	+30.6%	🟢 Steady Growth
Salesforce <i>(CRM)</i>	87	121	110	+39.1%	-9.1%	+26.4%	🔴 July Decline
Pipedrive <i>(CRM)</i>	88	91	96	+3.4%	+5.5%	+9.1%	🟡 Slow Growth
Mailchimp	106	112	N/A	+5.7%	N/A	N/A	? Data Gap

Application/CRM	May 2025	June 2025	July 2025	May→June	June→July	Total Growth	Status
Facebook Ads	77	71	N/A	-7.8%	N/A	N/A	🔴 Declining

CRM Platform Deep Dive

Traditional CRM Performance

CRM Platform	Total Mentions	Growth	Market Position
HubSpot	1,142	+23.4%	Market leader, slowing growth
Zoho/Zoho CRM	572	+76.9%	Fastest growing traditional CRM
Monday.com	382	+30.6%	PM tool gaining CRM traction
Salesforce	318	+26.4%	Enterprise leader but cooling
Pipedrive	275	+9.1%	Steady but slow

Alternative CRM Platforms

Platform	Primary Use	CRM Usage	Growth
Airtable	Database	Very High	+37.5%
Notion	Workspace	High	+36.7%
ClickUp	Project Mgmt	Medium	+28.7%
GoHighLevel	Marketing	Built-in CRM	+20.9%

*Note: Some applications show N/A for July as they didn't rank in top 15 for that month

Key Market Insights

1. CRM Market Dynamics

CRM Platform Winners

- **Zoho/Zoho CRM:** +76.9% total growth - explosive expansion
- **HubSpot:** Largest CRM by mentions (1,142 total) but growth slowing to 4%
- **Alternative CRMs:** Airtable, Notion, ClickUp serving as CRM replacements
- **Platform-Agnostic:** 1,907 jobs want CRM without specifying which one

CRM Corrections

- **Salesforce:** After 39% June growth, declined -9.1% in July
- **Pipedrive:** Sluggish 9.1% total growth, losing momentum
- **Traditional CRMs:** Generally showing maturation signs

CRM Alternatives Rising

- **Airtable as CRM:** 37.5% growth, database-first approach winning
- **Notion as CRM:** 36.7% growth, all-in-one workspace appeal
- **GoHighLevel:** Built-in CRM for agencies showing steady 20.9% growth

2. Non-CRM Application Trends

Clear Winners (Sustained Growth)

- **Google Ads:** +46.3% total growth - highest overall performer
- **Calendly:** +37.9% with consistent monthly gains
- **Google Sheets:** +27.6% - universal tool with steady demand
- **Twilio:** +30.8% - communication automation surging

Market Corrections

- **Shopify:** After explosive 40% June growth, declined -12.4% in July
- **Webflow:** Similar pattern - +43.5% in June, then -5.4% in July
- **Facebook Ads:** Continued decline, falling out of top rankings

Surprise Performers

- **Slack:** Near-zero growth in June (0.6%) exploded to +28.9% in July
- **ClickUp:** Recovered from -4.6% decline to +34.9% surge (also used as CRM)
- **Stripe:** Steady payment automation demand (+18.7%)

3. Market Maturation Patterns

Stabilizing Applications (Growth slowing but demand steady):

- GoHighLevel: 17% → 3.4% growth rate
- HubSpot: 18.6% → 4.0% growth rate
- Stripe: 15% → 3.2% growth rate

Consistent Performers (Reliable 10-15% growth):

- CRM systems: Steady 10-14% monthly growth
- Google Sheets: Predictable 10-16% expansion
- WordPress: Stable 5% growth monthly

3. Category Analysis

Productivity & Collaboration

- Winners: Notion, Slack (July surge), Calendly
- Losers: ClickUp (but recovering)
- Trend: Moving toward AI-enhanced tools

Data & Analytics

- Winners: Airtable (consistent leader), Google Sheets
- Trend: No-code database solutions gaining

Marketing & Sales

- Winners: GoHighLevel, Google Ads, CRM systems
- Losers: Facebook Ads (privacy concerns?)
- Trend: Shift to first-party data tools

E-commerce & Web

- Mixed: Shopify and Webflow showing volatility
- Trend: Market correction after speculation

Communication

- Winners: Twilio (SMS/Voice automation growing)
- Trend: Omnichannel communication needs

Strategic Implications

For Automation Consultants:

1. CRM Strategy is Critical

- **Platform-Agnostic Approach:** With 1,907 jobs not specifying CRM, position as CRM-neutral
- **Multi-CRM Skills:** Learn HubSpot (market leader) + Zoho (fastest growing)

- **Alternative CRM Expertise:** Master Airtable/Notion as CRM replacements
- **Integration Focus:** Many businesses use multiple CRMs

2. Ride the Stable Wave

- Focus on consistent performers: Google Sheets, Airtable, HubSpot
- These show 25-35% total growth with predictable patterns
- Lower risk, steady demand

3. Catch the Rebounds

- ClickUp showing strong July recovery (both as PM tool and CRM)
- Slack enterprise adoption surging
- Zoho CRM experiencing explosive growth

4. Avoid the Bubbles

- Shopify and Webflow may have been overheated
- Salesforce showing signs of commoditization
- Facebook Ads in continued decline

5. Emerging Opportunities

- Google Ads automation (46% growth) is underserved
- Twilio + CRM integration specialist could be lucrative
- Calendly + any CRM workflows showing consistent demand

Market Evolution Signals:

Phase 1 (May): Broad growth across all applications **Phase 2 (June):** Speculation in specific tools (Shopify, Webflow) **Phase 3 (July):** Correction and rebalancing

This suggests the market is becoming more sophisticated and selective about which integrations provide real value.

Recommended Application Stack for New Consultants

Based on the data, here's the optimal application focus:

Core Stack (Must Have):

1. **HubSpot** - 1,142 total mentions, CRM market leader

2. **Google Sheets** - 882 jobs, universal need
3. **Airtable** - 916 jobs, accelerating demand + CRM alternative

CRM Specialization (Choose 2):

1. **Zoho/Zoho CRM** - 76.9% growth, explosive opportunity
2. **HubSpot** - Market leader, safe choice
3. **Notion** - Modern CRM alternative, 36.7% growth
4. **Salesforce** - Enterprise clients (despite cooling)

Growth Stack (Choose 2-3):

1. **Slack** - Enterprise adoption surge
2. **Calendly** - Service business essential
3. **Google Ads** - Highest growth rate (46.3%)
4. **Twilio** - Communication automation boom

Position Yourself As:

- "CRM-agnostic integration specialist"
- "I connect any CRM to any platform"
- "Multi-CRM migration expert"

Avoid (For Now):

1. **Facebook Ads** - Declining relevance
2. **Shopify** - Unless e-commerce specialist
3. **Webflow** - Wait for stabilization
4. **Single CRM focus** - Market wants flexibility



Next Steps & Predictions

August 2025 Predictions:

- **Zoho CRM** momentum to continue (target: 300+ mentions)
- **CRM-agnostic jobs** to exceed 2,000 mentions
- Slack momentum to continue (target: 750+ mentions)
- Shopify/Webflow to stabilize around 250 mentions
- Google Ads to break 200 mentions

- Overall growth to slow to 5-7%

Action Items:

1. **CRM Portfolio:** Add projects showcasing multi-CRM integrations

2. **Skill Development:**

- Learn Zoho CRM if not familiar (highest growth)
- Master Airtable as CRM configurations
- Understand CRM migration workflows

3. **Marketing Pivot:**

- Emphasize CRM flexibility over specific platforms
- Highlight experience with alternative CRMs

4. **Rate Adjustment:**

- Premium for multi-CRM expertise
- Higher rates for CRM migration projects

Key Takeaway:

The CRM market is fragmenting. Success requires flexibility across multiple CRM platforms rather than deep expertise in just one. **Position yourself as a CRM integration specialist who can work with any platform, not a single-CRM expert.**

Data Source: 14,919 Upwork job postings from May-July 2025 Next Update: August 2025