



# Application Mentions Comparison: May-July 2025

*Comprehensive analysis of application demand trends across three months of Upwork automation job data*



## Complete Three-Month Comparison Table

Application	May 2025	June 2025	July 2025	May→June	June→July	Total Growth	Status
CRM (generic)	1,202	1,371	1,505	+14.1%	+9.8%	<b>+25.2%</b>	🟢 Consistent Leader
GoHighLevel	984	1,151	1,190	+17.0%	+3.4%	<b>+20.9%</b>	🟡 Slowing Growth
Airtable	666	779	916	+17.0%	+17.6%	<b>+37.5%</b>	🟢 Accelerating
Google Sheets	691	805	882	+16.5%	+9.6%	<b>+27.6%</b>	🟢 Steady Demand
Slack	482	485	625	+0.6%	+28.9%	<b>+29.7%</b>	🚀 July Surge
Notion	433	537	592	+24.0%	+10.2%	<b>+36.7%</b>	🟢 Strong Growth
HubSpot	334	396	412	+18.6%	+4.0%	<b>+23.4%</b>	🟡 Maturing
Stripe	300	345	356	+15.0%	+3.2%	<b>+18.7%</b>	🟡 Plateauing
Twilio	224	240	293	+7.1%	+22.1%	<b>+30.8%</b>	🚀 Momentum Building
WordPress	257	270	285	+5.1%	+5.6%	<b>+10.9%</b>	🟡 Stable
ClickUp	195	186	251	-4.6%	+34.9%	<b>+28.7%</b>	🔥 Strong Recovery
Shopify	190	266	233	+40.0%	-12.4%	<b>+22.6%</b>	🔴 Correction
Calendly	169	212	233	+25.4%	+9.9%	<b>+37.9%</b>	🟢 Consistent
Webflow	154	221	209	+43.5%	-5.4%	<b>+35.7%</b>	🔴 Cooling Off
Google Ads	121	161	177	+33.1%	+9.9%	<b>+46.3%</b>	🚀 Highest Growth
Monday.com	108*	133	N/A	+23.1%	N/A	N/A	? Data Gap
Mailchimp	106	112	N/A	+5.7%	N/A	N/A	? Data Gap
Facebook Ads	77*	71	N/A	-7.8%	N/A	N/A	🔴 Declining
Salesforce	87	121	N/A	+39.1%	N/A	N/A	? Data Gap

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

## 🔥 Key Market Insights

### 1. Winners & Losers Emerging

## **Clear Winners (Sustained Growth)**

- **Google Ads:** +46.3% total growth - highest overall performer
- **Airtable:** +37.5% with accelerating growth (17.6% in July)
- **Calendly:** +37.9% with consistent monthly gains
- **Notion:** +36.7% maintaining strong momentum

## **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
- **Twilio:** Quiet performer suddenly gaining momentum (+22.1% in July)

## **2. 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
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## **Strategic Implications**

### **For Automation Consultants:**

#### **1. Ride the Stable Wave**

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

#### **2. Catch the Rebounds**

- ClickUp and Slack showing strong July recoveries
- Early positioning could capture upside
- Monitor August data closely

#### **3. Avoid the Bubbles**

- Shopify and Webflow may have been overheated
- Wait for stabilization before heavy investment

- Consider adjacent tools instead

#### 4. Emerging Opportunities

- Google Ads automation (46% growth) is underserved
- Twilio integration specialist could be lucrative
- Calendly + 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.

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#### Recommended Application Stack for New Consultants

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

##### Core Stack (Must Have):

1. **CRM Systems** - 1,505 jobs, consistent growth
2. **Google Sheets** - 882 jobs, universal need
3. **Airtable** - 916 jobs, accelerating demand

##### Growth Stack (Choose 2-3):

1. **Notion** - Strong growth, productivity focus
2. **Slack** - Enterprise adoption surge
3. **Calendly** - Service business essential
4. **Google Ads** - Highest growth rate

##### Avoid (For Now):

1. **Facebook Ads** - Declining relevance
  2. **Shopify** - Unless e-commerce specialist
  3. **Webflow** - Wait for stabilization
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## August 2025 Predictions:

- 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. **Portfolio Update:** Add projects featuring July winners
2. **Skill Development:** Learn Slack API if not familiar
3. **Marketing Pivot:** Emphasize stable tools over trendy ones
4. **Rate Adjustment:** Premium for growing applications

## Key Takeaway:

The automation market is maturing rapidly. Success now requires reading trend data, not just following hype. **Focus on consistent performers while monitoring emerging opportunities.**

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