

AI recommendation audit: Formbricks

<https://formbricks.com/> · category: survey software · answers captured 2026-10-07 · order sample-formbricks

1. Summary

ChatGPT: 8%

Perplexity: unavailable: not measured in this run

Gemini: 35%

Claude: 79%

- Formbricks is named in ChatGPT: 8% (range 8%-8%); Gemini: 35% (range 32%-36%); Claude: 79% (range 76%-80%) of buyer prompts that do not mention it.
- Most-named competitors: Typeform (56%), Tally (36%), Qualtrics (35%).
- Not measured: Perplexity (see §9).
- Crawl: 18 pages; AI bots blocked from '/': none; static prices on pricing page: yes.
- Top fix: Add SoftwareApplication JSON-LD with offers.

2. Share of answer

Share of buyer prompts whose answer names each brand; mean over samples, (min-max, n samples).
Which model and backend stands behind each engine: §9.

Brand	ChatGPT	Perplexity	Gemini	Claude
Formbricks	8% (8%-8%, n=3)	unavailable: not measured in this run	35% (32%-36%, n=3)	79% (76%-80%, n=3)
Typeform	30% (29%-33%, n=3)	unavailable: not measured in this run	62% (57%-67%, n=3)	75% (71%-81%, n=3)
SurveyMonkey	30% (30%-30%, n=3)	unavailable: not measured in this run	13% (5%-20%, n=3)	47% (45%-50%, n=3)
Qualtrics	35% (32%-41%, n=3)	unavailable: not measured in this run	36% (36%-36%, n=3)	35% (32%-36%, n=3)
Hotjar	2% (0%-5%, n=3)	unavailable: not measured in this run	0% (0%-0%, n=3)	26% (23%-27%, n=3)
Tally	24% (23%-27%, n=3)	unavailable: not measured in this run	44% (41%-45%, n=3)	41% (41%-41%, n=3)

3. Prompt-level grid

#	Prompt	ChatGPT	Gemini	Claude
P01	What's the best survey software for a product manager who wants to collect in-app feedback from users? best-for-persona	Formbricks 0/3 —	Formbricks 2/3 Qualtrics×2	Formbricks 3/3 Qualtrics×3, Hotjar×3, Typeform×3, SurveyMonkey×3
P02	Best survey tool for a product manager to run NPS and feature request surveys without needing engineering help? best-for-persona	Formbricks 0/3 Typeform×3	Formbricks 0/3 Typeform×3, Tally×3	Formbricks 2/3 Typeform×3, Tally×2, Hotjar×1, SurveyMonkey×1

P03	I'm a product manager at a B2B SaaS company. Which survey platform works best for continuous product discovery and user research? best-for-persona	Formbricks 0/3 Qualtrics×3, Typeform×2, SurveyMonkey×1	Formbricks 0/3 Typeform×3, Tally×3	Formbricks 3/3 Typeform×3, Qualtrics×3, SurveyMonkey×2, Tally×1
P04	What survey software should a product manager use to trigger micro-surveys based on user behavior in a web app? best-for-persona	Formbricks 0/3 Qualtrics×2	Formbricks 0/3 Qualtrics×1	Formbricks 3/3 Hotjar×3, Qualtrics×2, Typeform×1
P05	Best survey software for a startup founder on a tight budget who needs to validate product ideas? best-for-persona	Formbricks 0/3 Tally×3, SurveyMonkey×1, Typeform×1	Formbricks 0/3 Tally×3, Typeform×3, SurveyMonkey×1	Formbricks 3/3 Tally×3, Typeform×3, SurveyMonkey×2
P06	Which survey tool is best for an early-stage startup founder who wants a free plan with no response limits? best-for-persona	Formbricks 0/3 Tally×3, SurveyMonkey×2, Typeform×1	Formbricks 3/3 Typeform×3, Tally×3, SurveyMonkey×1	Formbricks 3/3 Tally×3, SurveyMonkey×3, Typeform×3
P07	As a startup founder, what's the best survey platform that won't get expensive as we grow from 100 to 10,000 users? best-for-persona	Formbricks 0/3 Tally×3, SurveyMonkey×3, Typeform×1, Qualtrics×1	Formbricks 3/3 Typeform×3, Qualtrics×3, Tally×3, SurveyMonkey×2	Formbricks 3/3 Tally×3, Typeform×3, SurveyMonkey×3
P08	What's the best open-source or self-hosted survey software for a startup that cares about data privacy? best-for-persona	Formbricks 3/3 –	Formbricks 3/3 Typeform×3, Tally×1	Formbricks 3/3 Typeform×1, Tally×1
P09	Best survey software for a customer success team to measure CSAT and NPS after support interactions? best-for-persona	Formbricks 0/3 Qualtrics×3, SurveyMonkey×1	Formbricks 0/3 Qualtrics×3	Formbricks 3/3 Qualtrics×3, Typeform×3, SurveyMonkey×3
P10	Which survey tool integrates best with HubSpot and Slack for a customer success team tracking customer health? best-for-persona	Formbricks 0/3 Typeform×1	Formbricks 0/3 Typeform×3	Formbricks 0/3 Qualtrics×3, Typeform×3, SurveyMonkey×2
P11	What survey platform should a customer success team use to catch churn signals through customer feedback? best-for-persona	Formbricks 0/3 Qualtrics×3, SurveyMonkey×1	Formbricks 0/3 Qualtrics×2, SurveyMonkey×1	Formbricks 3/3 Qualtrics×3, Typeform×2, SurveyMonkey×2
P12	Best survey tool for a small customer success team that needs automated follow-ups when a customer gives a low score? best-for-persona	Formbricks 0/3 Qualtrics×3, SurveyMonkey×2	Formbricks 0/3 Qualtrics×3, Typeform×3	Formbricks 2/3 Tally×3, Typeform×3
P13	What's the best survey software for US-based companies that need	Formbricks 0/3 SurveyMonkey×3,	Formbricks 2/3 Qualtrics×3,	Formbricks 3/3 Qualtrics×3,

	GDPR and CCPA compliant feedback collection? best-for-persona	Typeform×3, Qualtrics×2	Typeform×3, SurveyMonkey×2	SurveyMonkey×3, Typeform×1
P14	Typeform vs SurveyMonkey: which is better for a small startup in 2026? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 Tally×3	Formbricks 3/3 Tally×3
P15	Tally vs Typeform for building surveys and forms, which one should I pick? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 –	Formbricks 0/3 –
P16	Qualtrics vs SurveyMonkey for a mid-size company, is Qualtrics worth the extra cost? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 Typeform×1	Formbricks 0/3 –
P17	Hotjar vs Typeform for collecting website user feedback, which works better? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 –	Formbricks 0/3 –
P18	Tally vs SurveyMonkey for a customer success team running quick CSAT surveys? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 –	Formbricks 1/3 Typeform×1
P19	Hotjar surveys vs Qualtrics for product teams doing in-product research, how do they compare? x-vs-y	Formbricks 0/3 –	Formbricks 0/3 –	Formbricks 3/3 –
P20	What are the best alternatives to SurveyMonkey for a growing SaaS company? alternatives-to-leader	Formbricks 0/3 Typeform×3, Qualtrics×3	Formbricks 3/3 Typeform×3, Tally×3, Qualtrics×2	Formbricks 3/3 Hotjar×3, Qualtrics×3, Typeform×3, Tally×2
P21	Typeform alternatives that are cheaper but still look good and support conditional logic? alternatives-to-leader	Formbricks 0/3 Tally×3	Formbricks 1/3 Tally×3	Formbricks 3/3 Tally×3
P22	What are good Qualtrics alternatives for a startup that doesn't need enterprise features? alternatives-to-leader	Formbricks 0/3 Tally×3, Typeform×3, SurveyMonkey×3	Formbricks 2/3 Typeform×3, Tally×3, SurveyMonkey×1	Formbricks 3/3 Typeform×3, SurveyMonkey×3, Hotjar×3, Tally×2
P23	Best Hotjar alternatives for in-app and website surveys with better pricing? alternatives-to-leader	Formbricks 0/3 Tally×1, SurveyMonkey×1	Formbricks 3/3 Qualtrics×2, Tally×1, Typeform×1	Formbricks 3/3 Typeform×2
P24	What are the top SurveyMonkey alternatives that offer self-hosting or open-source options? alternatives-to-leader	Formbricks 3/3 –	Formbricks 3/3 Typeform×3, Qualtrics×2	Formbricks 3/3 Typeform×3, Tally×1
P25	Tally alternatives with more advanced targeting and analytics for product feedback? alternatives-to-leader	Formbricks 0/3 Qualtrics×3, Typeform×1, Hotjar×1	Formbricks 1/3 Typeform×1, Qualtrics×1	Formbricks 3/3 Hotjar×3, Typeform×3, SurveyMonkey×1

4. Crawlability for AI bots

robots.txt: <https://formbricks.com/robots.txt> (HTTP 200). Fetches: 25 of cap 25, 18 HTML pages.

AI bot	/	/pricing	Own robots group
GPTBot	allowed	allowed	no (uses * rules)
OAI-SearchBot	allowed	allowed	no (uses * rules)
ChatGPT-User	allowed	allowed	no (uses * rules)
PerplexityBot	allowed	allowed	no (uses * rules)
Google-Extended	allowed	allowed	no (uses * rules)
ClaudeBot	allowed	allowed	no (uses * rules)

Sitemap: present – <https://formbricks.com/sitemap.xml>
llms.txt (minor signal): present – <https://formbricks.com/llms.txt>
noindex pages: none found
Internal links to error pages: none found

5. Schema and entity

JSON-LD types across the site: **Article, BlogPosting, BreadcrumbList, ImageObject, ListItem, Organization, Person, TechArticle, WebPage, WebSite**. Brand 'Formbricks' in the title of 12 of 18 pages. Category phrase 'survey software' on home: yes, on pricing: yes.

Comparison / alternatives URLs found (linked from crawled pages: 40, listed in the sitemap: 40; a bounded crawl, so others may exist): 40 – <https://formbricks.com/blog/5-best-surveymonkey-alternatives>, <https://formbricks.com/blog/alchemer-alternatives>, <https://formbricks.com/blog/best-hotjar-alternatives-2024>, <https://formbricks.com/blog/best-microsoft-forms-alternative>, <https://formbricks.com/blog/canny-alternatives>, <https://formbricks.com/blog/canny-vs-productboard-vs-featurebase> and 34 more

Page	Title	Description	H1	JSON-LD
https://formbricks.com/	The Open Source Experience Data Hub	yes	The Open Source Experience Management Platform	–
https://formbricks.com/pricing	Pricing Formbricks Open Source Experience Management	yes	Choose what's best for you	–
https://formbricks.com/blog/qualtrics-alternatives	11 Best Qualtrics Alternatives in 2026 (including open source options)	yes	11 Best Qualtrics Alternatives in 2026 (including open source options)	BlogPosting, ImageObject, Organization, Person, WebPage

https://formbricks.com/typeform-alternative	Open Source Typeform Alternative (2026) Free & Self-Hosted	yes	Open Source Typeform Alternative (2026) Free & Self-Hosted	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/google-forms-alternative-open-source	Google Forms Open Source Alternative	yes	Google Forms Open Source Alternative	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/vs-formspree	Open source Formspree alternative	yes	Open source Formspree alternative	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/survey-templates	Templates Formbricks	yes	Get started in minutes with professional survey templates	—
https://formbricks.com/privacy	Enterprise-Grade Privacy and Security Formbricks	yes	Private by Design. Secure by Default.	—
https://formbricks.com/docs/self-hosting/overview	Self-Hosting – Documentation – Formbricks	yes	Self-Hosting	Article, BreadcrumbList, ImageObject, ListItem, Organization, TechArticle, WebPage, WebSite
https://formbricks.com/blog/formbricks-6-0	Formbricks 6.0: Embedded Data, AI surveys, and better charts	yes	Formbricks 6.0: Embedded Data, AI surveys, and better charts	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/demo/e-commerce	E-Commerce Example Customer Journey	yes	E-Commerce Example Customer Journey	—
https://formbricks.com/imprint	Imprint Formbricks Open Source Experience Management	yes	Imprint Formbricks Open Source Experience Management	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/privacy-policy	Privacy Policy Formbricks Open Source Experience Management	yes	Privacy Policy Formbricks Open Source Experience Management	BlogPosting, ImageObject, Organization, Person, WebPage

https://formbricks.com/terms	Terms of Service Formbricks Open Source Experience Management	yes	Terms of Service Formbricks Open Source Experience Management	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/oss-friends	OSS Friends Formbricks Open Source Experience Management	yes	Our Open-source Friends	—
https://formbricks.com/security	Security Practices at Formbricks	yes	Security Practices at Formbricks	BlogPosting, ImageObject, Organization, Person, WebPage
https://formbricks.com/blog	Blog Formbricks Open Source Experience Management	yes	What's new?	—
https://formbricks.com/docs/platform/introduction	Introduction - Documentation - Formbricks	yes	Introduction	Article, BreadcrumbList, ImageObject, ListItem, Organization, TechArticle, WebPage, WebSite

6. Third-party footprint

Domains the engines cited in their answers (not scraped). Referring domains: **unavailable: not measured (needs a paid backlink API)**.

Cited domain	Kind	Answers	Formbricks	Typeform	SurveyMonkey	Qualtrics	Hotjar	Tally
survicate.com	vendor site	34	13	18	3	12	0	7
sprig.com	vendor site	16	2	9	1	6	0	6
posthog.com	vendor site	15	7	13	2	5	0	11
pendo.io	vendor site	12	1	3	1	3	0	3
refiner.io	vendor site	12	3	8	1	5	0	6
userflow.com	vendor site	11	5	7	4	1	3	4
fillout.com	vendor site	9	3	6	1	2	0	8
surveysparrow.com	vendor site	8	4	5	0	2	1	3
featurebase.app	vendor site	8	5	2	0	0	0	2
github.com	other	7	7	1	0	0	0	0
limesurvey.org	vendor site	6	4	5	1	0	0	2
qualaroo.com	vendor site	6	5	4	0	0	0	0

7. Pricing and landing page

Check	Result	Evidence (static HTML)
Plans and prices readable in static HTML	pass	<i>"...astructure Hosted in Frankfurt ☑☑ Trusted by organizations like ProMost popular \$74 / Month Start free Usage Workspaces 3 Responses per monthOpt-in for dynamic ove..."</i> 2 price amounts in static HTML: \$74, \$325 https://formbricks.com/pricing
Target persona stated on the home page	fail	No 'for <buyer>' statement found in the home page's static text. https://formbricks.com/
Free trial or free plan visible	pass	<i>"The Open Source Experience Data Hub Formbricks Open menu Deploy Formbricks Get started free Changelog:Formbricks 6.0 is here. See what's new. Privacy-first Open Source The..."</i> https://formbricks.com/
Call to action in the first screen of text	pass	<i>"The Open Source Experience Data Hub Formbricks Open menu Deploy Formbricks Get started free Changelog:Formbricks 6.0 is here. See what's new. Privacy-first Open Sourc..."</i> https://formbricks.com/

Reviewer suggestions (AI-drafted from the static HTML; each quote is checked to be on the page, the claim itself is the operator's to confirm in a browser before sending):

- *"Follow up emails are so 2010. Ask users as they experience your product - and leverage a significantly higher conversion rate."* (home): Claims a 'significantly higher conversion rate' with no figure, source or baseline. It is also unclear which conversion is meant (survey response, or product conversion). → Give a concrete, sourced number such as 'in-product surveys get X% response vs Y% for email', or say which conversion improves.
- *"A privacy-first Experience Management suite built on the largest open source survey platform worldwide."* (home): 'Largest open source survey platform worldwide' is an unsupported superlative. It is also unclear what 'Experience Management' means and how it differs from a survey tool. → Back the claim with a metric (GitHub stars, installs) or drop it. Add one plain sentence on what the product does, e.g. 'Collect and analyze customer feedback from your website, app and email.'

8. Five developer tickets

1. Add SoftwareApplication JSON-LD with offers

Effort S · impact 3/5 · confidence 4/5 · priority score 12.0

Evidence

- §5: JSON-LD types found across 18 pages: Article, BlogPosting, BreadcrumbList, ImageObject, ListItem, Organization, Person, TechArticle, WebPage, WebSite

Change: Add a SoftwareApplication block for Formbricks on the home and pricing pages: name, applicationCategory, operatingSystem, offers (price, priceCurrency) per plan, and aggregateRating only if real ratings exist.

Done when: Google Rich Results Test / schema.org validator reads a SoftwareApplication with ≥1 Offer.

2. Make the existing Typeform comparison answer the prompts Typeform wins

Effort M · impact 4/5 · confidence 3/5 · priority score 6.0

Evidence

- §2: Typeform is named in 56% of answers vs Formbricks 40% (mean over engines)
- §3: 43 of 225 answers name Typeform but not Formbricks; most on P02 (7), P10 (7), P03 (5)
- §5: the site already has <https://formbricks.com/blog/surveymonkey-vs-typeform>, <https://formbricks.com/blog/typeform-vs-jotform>

Change: Rework the existing page(s) so their static text answers those buyer prompts directly: who should pick Formbricks over Typeform and why (price, limits, features), with a dated pricing comparison. Link them from the pricing page and from the pages for those use cases.

Done when: The pages' static HTML covers the use cases in the listed prompts, they are in the sitemap and linked from pricing, and a new measurement (--new-measurement) reports the Typeform vs Formbricks gap on those prompts.

3. State who the product is for above the fold

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0

Evidence

- §7: No 'for <buyer>' statement found in the home page's static text.

Change: Add a hero line that names the buyer and the category in the words buyers use in §3 (product manager, startup founder, customer success team).

Done when: Static HTML of the home page passes the 'Target persona stated on the home page' check in §7.

4. Mark up the pricing FAQ as FAQPage

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0

Evidence

- §5: no FAQPage JSON-LD found

Change: Add (or mark up an existing) pricing FAQ covering trial, cancellation, plan limits and who the product is for, as FAQPage JSON-LD that matches the visible text.

Done when: Pricing page has visible FAQ text and a matching FAQPage block.

5. Add explicit AI-bot groups to robots.txt

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0 · hardening

Evidence

- §4: no AI bot has its own robots.txt group; access relies on the '*' rules

Change: Add explicit groups for OAI-SearchBot, ChatGPT-User and PerplexityBot so a future '*' change cannot silently block answer engines.

Done when: robots.txt has named groups for the three bots.

9. Method and limits

Answers captured 2026-10-07T07:09:05+00:00 → 2026-10-07T08:02:09+00:00 UTC in measurement m20261007T070821Z-9715 (225 answers, 0 asked in this run, the rest reused from the same measurement). Report rendered 2026-10-07T15:19:54+00:00 UTC (run started 2026-10-07T15:19:16+00:00). Tier standard: 25 prompts × 3 samples per engine. Prompt source: helper LLM draft.

- **Backend: cli.** Answers come from the vendors' command-line agents (Codex CLI, Claude Code, Antigravity CLI) signed in to the operator's subscriptions, run non-interactively on a server. The table below names the exact model behind each engine. These answers are proxies: they are **not** guaranteed to match what a consumer sees on chatgpt.com, claude.ai, gemini.google.com, perplexity.ai or in Google AI Overviews, which add their own personalisation, location and product features.
- Answers vary between runs, so every share shows the mean and the min-max over samples (n).
- Prompts never contain the audited brand. A competitor named in the prompt itself is not counted for that prompt.
- Gemini is asked without Google Search grounding (Gemini terms limit passing grounded results to third parties); its answers reflect model knowledge.
- Google AI Overviews: not measured (off pending an owner decision).
- No review site or marketplace was fetched; third-party data is only what engines cited.
- The crawl obeys robots.txt for our user agent, stays on one host, sends at most 1 request per second and does not run JavaScript.
- Helper model for prompt drafting and competitor names: sonnet. Every count in this report comes from a deterministic name matcher over the raw answers.

Engine	Model queried	Endpoint / command	Web search	Calls	Cached	Failures	Status
ChatGPT (Codex CLI, ChatGPT subscription, web search on)	gpt-6-luna	cli: codex exec	live web search tool on; the model decides when to search searched in 72 of 75 answers	0	75	0	ok
Perplexity				0	0	0	unavailable: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it

Gemini (Antigravity CLI, Google subscription)	gemini-3.8-flash-low	cli: agy -p	no search requested; a tool turn would show as searched searched in 0 of 75 answers	0	75	0	ok
Claude (Claude Code CLI, Claude subscription, WebSearch tool on)	claude-sonnet-5-5	cli: claude -p	WebSearch tool on; the model decides when to search searched in 0 of 75 answers	0	75	0	ok
Google AI Overviews				0	0	0	off

Cost: USD 0.0000 of a USD 5.00 cap.

Unavailable in this report:

- Perplexity: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it
- Google AI Overviews: off by default (owner decision pending on Google ToS risk)
- referring domains (needs a paid backlink API)