

UK · OCTOBER 2026 · 72 QUESTIONS

The best LinkedIn tools, according to ChatGPT

We asked ChatGPT 72 questions UK buyers ask about LinkedIn prospecting, and counted every tool it named.



ChatGPT



What is the best user-friendly LinkedIn lead generation software for an independent UK management consultant?



HubSpot



Waalaxy



Dripify



HOW WE DID IT

Real buyer questions, asked to ChatGPT from the UK

72

questions a UK buyer would ask

6

topics, 12 questions each

62

different tools named in the answers



LinkedIn lead generation tools

12 questions



Social selling automation

12 questions



Multichannel outreach software

12 questions



Cold email automation

12 questions



B2B prospect data enrichment

12 questions



Outbound for early startups

12 questions

ChatGPT answers with their cited sources, collected on October 13, 2026 by Rempa, as a UK user. Every product an answer names was counted, then checked against the text.

FINDING #1

ChatGPT named 62 different tools

3.5 per answer on average, and 24 of them only once. Here they all are, by category:

LinkedIn automation

10 tools

LinkedIn's own tools

2 tools

Data and enrichment

18 tools

CRM

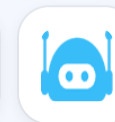
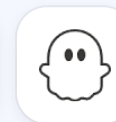
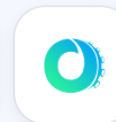
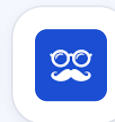
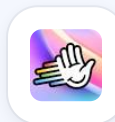
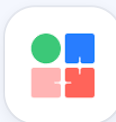
6 tools

Cold email and engagement

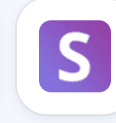
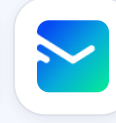
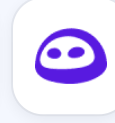
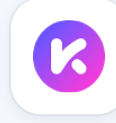
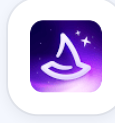
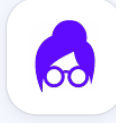
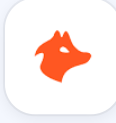
9 tools

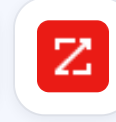
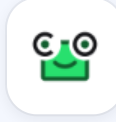
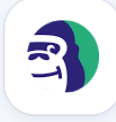
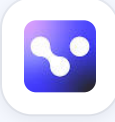
Automation, office and recruiting

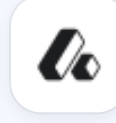
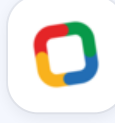
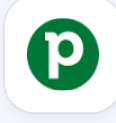
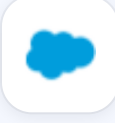
17 tools

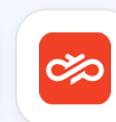
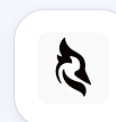
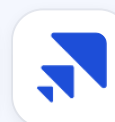
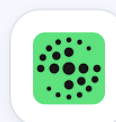
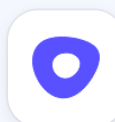
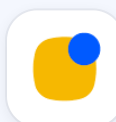
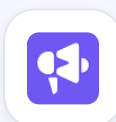
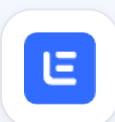


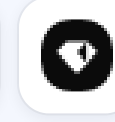
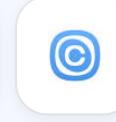
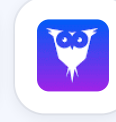
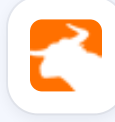
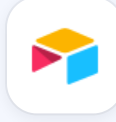
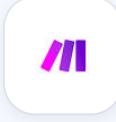
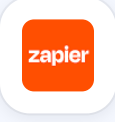


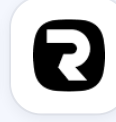
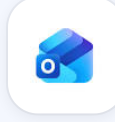
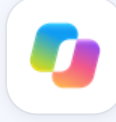












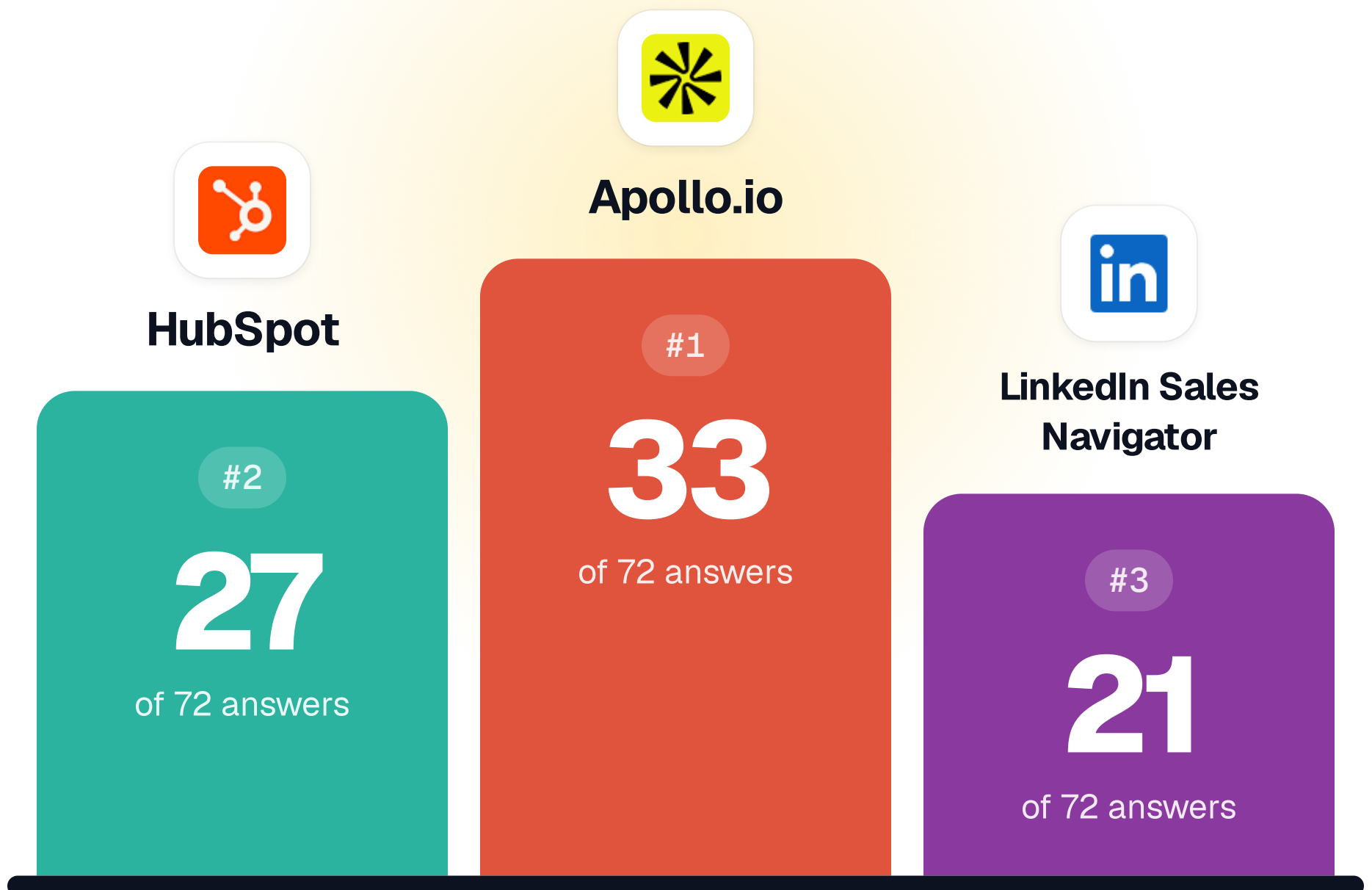
<https://rempa.ai>

Swipe 

FINDING #2

The top 3: one data platform, one CRM, and LinkedIn's own tool

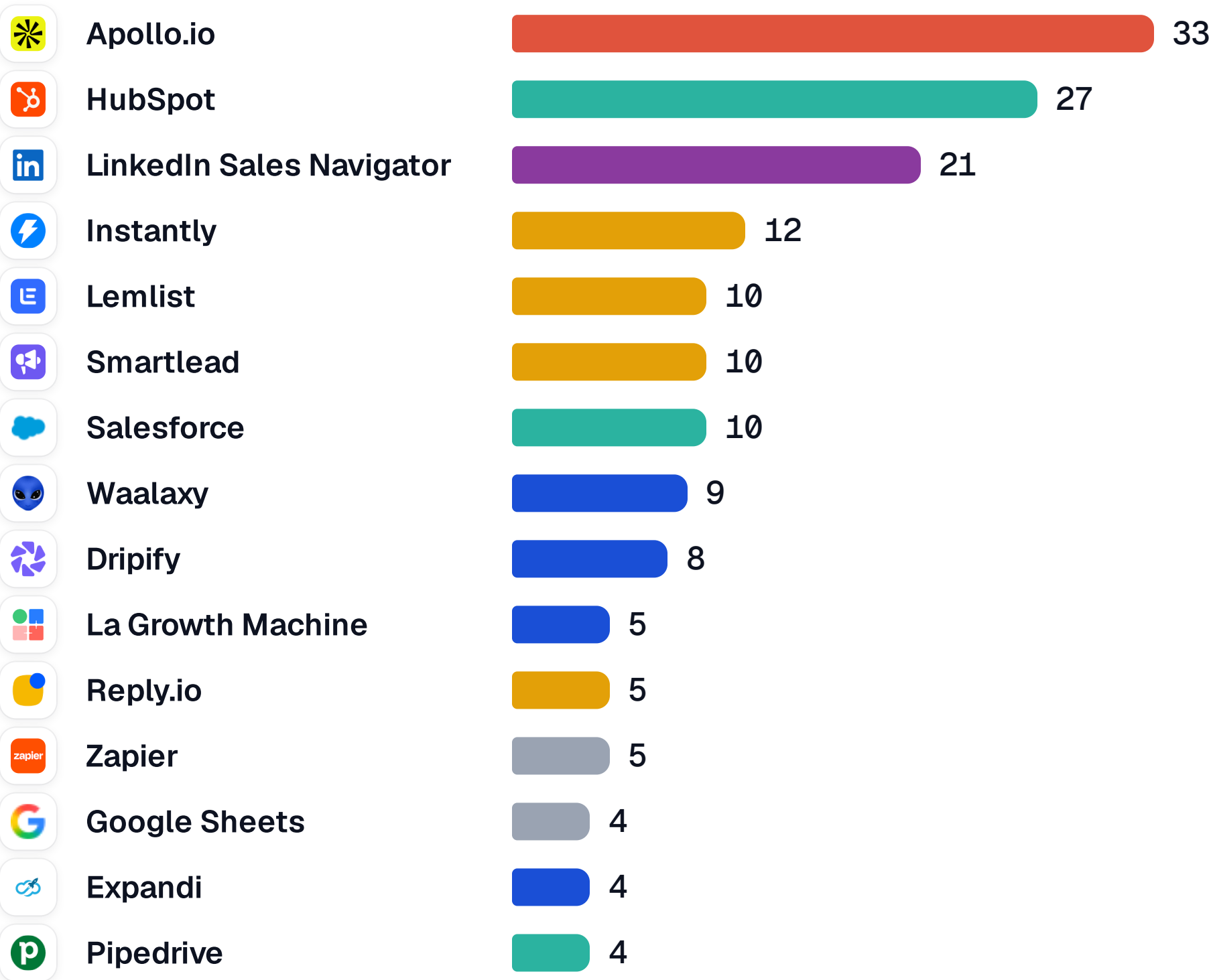
No LinkedIn automation tool makes the podium.



THE RANKING

The 15 tools ChatGPT names most

LinkedIn automation
 LinkedIn's own tools
 Data and enrichment
 CRM
 Cold email and engagement
 Automation, office and recruiting

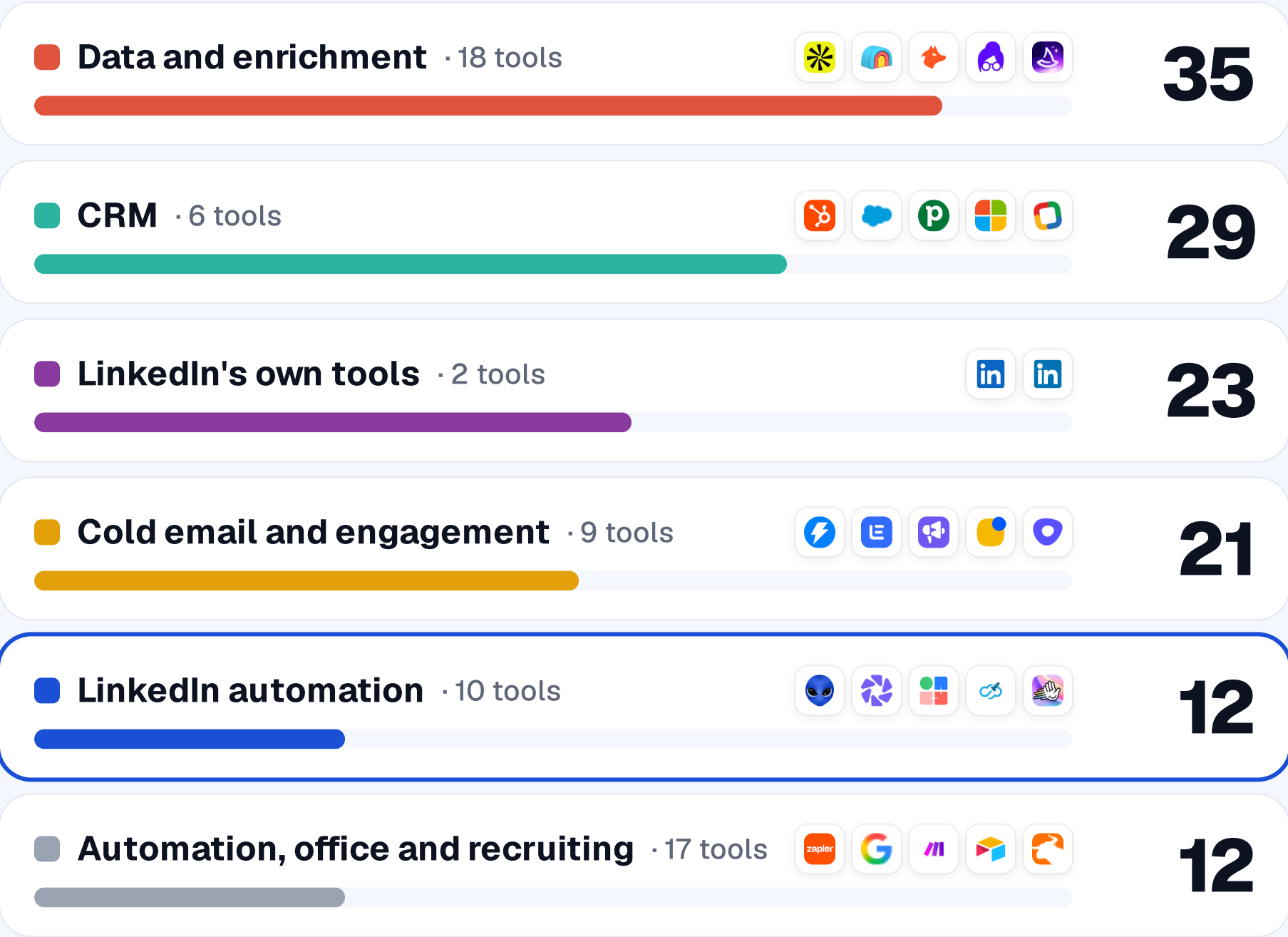


Answers naming the tool, out of 72. An answer can name several tools.

FINDING #3

LinkedIn automation tools trail every major category

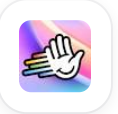
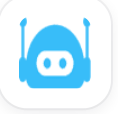
Answers naming at least one tool of each category, out of 72:



ZOOM ON LINKEDIN AUTOMATION

10 LinkedIn automation tools, 12 answers

Only 1 answer in 6 names one. Here is how often ChatGPT names each:

 9 Waalaxy	 8 Dripify	 5 La Growth Machine	 4 Expandi	 4 HeyReach
 2 Linked Helper	 1 Meet Alfred	 1 Octopus CRM	 1 Phantombuster	 1 SalesRobot



Meanwhile, **LinkedIn Sales Navigator** alone is named in **21 answers**, nearly twice as many as all of them together.

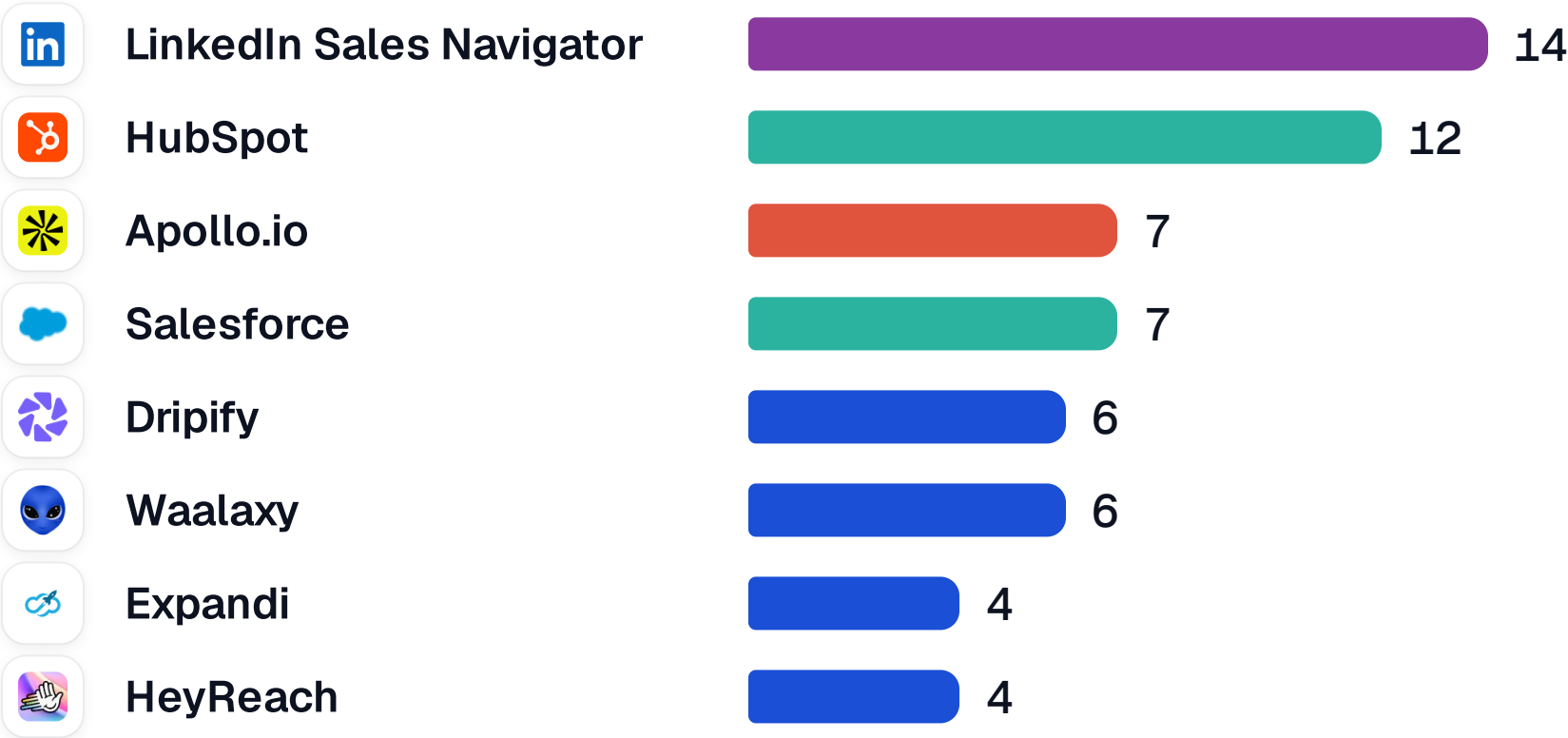
FINDING #4

On LinkedIn questions, Sales Navigator comes first

Which outreach software allows you to automate LinkedIn invites and subsequent messaging campaigns most effectively?

Which software can import leads from LinkedIn Sales Navigator and enrich them with verified business emails?

The 24 questions about LinkedIn itself: answers naming each tool



FINDING #5

Who ChatGPT names first

The first name in an answer gets the most attention. Times each tool was the first one named:

#1		Apollo.io	15 / 33 mentions
#2		LinkedIn Sales Navigator	11 / 21 mentions
#3		Lemlist	4 / 10 mentions
#3		Smartlead	4 / 10 mentions
#5		HubSpot	3 / 27 mentions
#5		Google Sheets	3 / 4 mentions
#7		Waalaxy	2 / 9 mentions

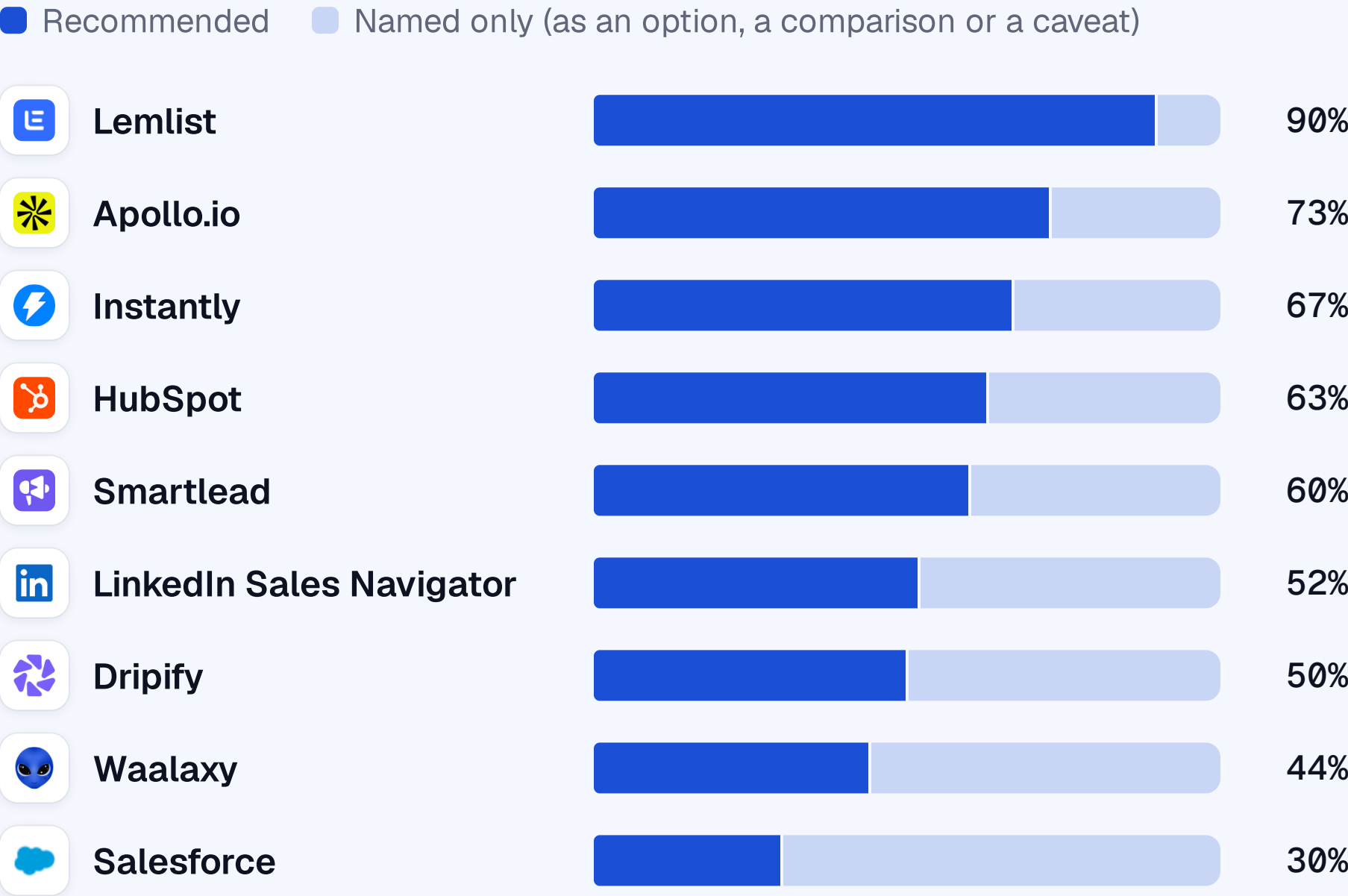


HubSpot: named in 27 answers, first in only 3. ChatGPT sees it as the CRM behind the stack, not the tool to start with.

FINDING #6

Being named isn't being recommended

Share of each tool's mentions where ChatGPT actually recommends it, for the 9 tools named in 8 answers or more:



Each mention classified by AI from the answer's wording.

FINDING #7

ChatGPT warns about LinkedIn's rules



20 of 72 answers

caution against automation that breaks LinkedIn's User Agreement or risks an account restriction. Straight from the answers:



“Account restrictions are a real risk, so I would favour manual, personalised outreach over automated sending.”



“Even a small number of automated actions isn't guaranteed safe under LinkedIn's rules.”



“LinkedIn restricts unauthorised automation, so choose tools carefully and review LinkedIn's User Agreement and automation policies.”

FINDING #8

The websites ChatGPT reads before answering

LinkedIn's own pages and the UK regulator shape what it says about automation. Answers citing each domain, of 72:

	linkedin.com LinkedIn help and policy pages	29
	apollo.io Apollo.io site and knowledge base	26
	ico.org.uk UK data protection regulator	18
	hubspot.com HubSpot site and blog	15
	lemlist.com Lemlist site	9
	instantly.ai Instantly site	8

WHAT IT MEANS FOR SOFTWARE BRANDS

3 lessons to get recommended by ChatGPT

1

Fit into the stack ChatGPT already knows

Its answers are built around Apollo.io, HubSpot and Sales Navigator. Pages on how you work with them, or why you instead, give it a reason to name you.

2

Answer the safety question head on

More than 1 answer in 4 raises LinkedIn's rules. Clear, honest pages on limits and compliance meet ChatGPT where it is cautious.

3

Be on the pages it cites

ChatGPT reads LinkedIn, the ICO and the vendors' own docs. Know which sources shape your category, and make sure they describe you.



Apollo.io



HubSpot



Sales Navigator

+ your brand

YOUR TURN

Is ChatGPT recommending your brand?

Rempa tracks what AI assistants say about you and your competitors: visibility, position, tone and the sources they cite.

**Full study, ChatGPT vs Gemini:**rempa.ai/studies/linkedin-prospecting-tools-uk**Free trial, no card needed:** rempa.ai **Repost to help your network**