

## RESEARCH REPORT

# Legal AI Market Report: April 2026

Independent data from 75 buyer assessments across legal AI and CRM

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ViewSpectra independent assessment data

## 75

**Total assessments**

62 legal AI + 13  
CRM

## 40%

**Recommended  
Spellbook**

Top legal AI  
recommendation

## 37%

**Solo or small firm**

1–5 attorneys

## 39%

**Fit over budget**

Budget secondary to  
best fit

## Legal AI Buyer Insights

Based on 62 legal AI assessments

## 40%

**Recommended Spellbook as best-fit**

Spellbook was the top recommendation for legal AI buyers, driven by its strength in contract drafting, its Microsoft Word integration, and fit for small to mid-size firms.

## 37%

**From solo or small firms (1–5 attorneys)**

The largest segment of legal AI buyers in this dataset are small practices. Solo and small firm buyers skewed toward budget-conscious tools with low adoption friction.

31%

**Identified contract drafting and negotiation as primary use case**

Contract work is the most common starting point for legal AI adoption. Buyers in this group most commonly selected contract-focused tools as their top recommendation.

32%

**Prioritize legal research as primary use case**

Research-first buyers tend to prioritize tools that integrate with existing legal research workflows.

32%

**Have a monthly budget under \$200**

Budget sensitivity is highest among solo practitioners and small firms. This segment consistently ranked ease of adoption and low per-seat cost as top priorities.

39%

**Selected: budget is secondary — fit is what matters**

A significant portion of buyers deprioritize budget in favor of best-fit capability. This group skewed toward mid-size and large firm buyers evaluating enterprise-grade tools.

## | CRM Buyer Insights

Based on 13 CRM assessments

54%

**Recommended Pipedrive**

Pipedrive was the top CRM recommendation across the dataset, driven by its pipeline simplicity, small team fit, and accessible pricing relative to HubSpot and Salesforce.

69%

**Have teams of 5 or fewer**

Small team buyers dominate the CRM assessment dataset. These buyers consistently prioritized pipeline visibility and affordability.

# 38%

## **Budget under \$15 per user per month**

Budget-conscious buyers represent the largest single budget segment. This group most frequently matched with Pipedrive or Freshsales.

# 77%

## **Prioritize easy pipeline management**

Pipeline visibility is the dominant CRM priority by a wide margin. Buyers across all team sizes ranked it above email automation, reporting, and integrations.

# 38%

## **Team size: just me**

Solo operators are the single largest team-size segment in the CRM dataset. Individual buyers most commonly prioritized affordability and ease of adoption.

# 15%

## **Prioritize email and marketing automation**

Marketing-led buyers are a smaller but distinct segment. This group most frequently matched with HubSpot, where email sequences and campaign tools are core to the product.

## **Methodology**

Data is collected through ViewSpectra's independent assessment tools for CRM software and Legal AI tools. All responses are anonymized at the point of collection. No personal information, email addresses, names, or IP addresses are captured or stored. Assessment completions are recorded with a timestamp, category, anonymized answer selections, and the top tool recommended by the scoring algorithm. Data is collected on an ongoing basis and this report reflects all submissions through April 2026: 62 legal AI assessments and 13 CRM assessments, totalling 75 responses.

Data collected through ViewSpectra independent assessment tools. For partnership or licensing inquiries contact [daniel@viewspectra.com](mailto:daniel@viewspectra.com).