

Every industry runs the same default stack

Installmap, 2026-09-27

WordPress is the most common website platform and HubSpot the most common CRM in 26 of the 28 Inc 5000 industries we measured, at every size band from 11 staff up; consumer products and food and beverage companies run Shopify and Klaviyo instead.

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Default software stack by industry statistics 2026

- WordPress is the most common website platform in 26 of the 28 Inc 5000 industries, from 36.7% of business products homepages to 76.2% of law firm homepages. Source: Installmap, Every industry runs the same default stack, September 2026. Data: rendered homepage crawl of the 2026 Inc 5000 and Y Combinator, September 2026.
- HubSpot is the most common CRM or marketing automation tag in the same 26 industries, from 8.2% of government services homepages to 49.7% of software homepages.
- The two other industries sell physical products. Shopify runs 79.0% of consumer products homepages and 46.4% of food and beverage homepages. Klaviyo is on 71.4% and 40.5% of them.
- WordPress and HubSpot lead every size band from 11-50 staff to 501+ staff. At 1-10 staff Klaviyo leads the CRM count with 18.6%, ahead of HubSpot's 12.6%, because 84 of the 436 smallest companies make consumer products.
- Software is the one industry where a bigger company means a different CRM. At 501+ staff Marketo is on 7 of 29 software homepages and HubSpot on 5. OneTrust is on 12 of the 29.
- The ad pixel is where industries differ. The Meta Pixel is the most common ad tag in 11 industries, Google Ads conversion tracking in 9 and the LinkedIn Insight Tag in 6.
- 87.0% of Inc 5000 homepages load no chat widget. HubSpot Chat, the most common one, is on 6.3%.
- Microsoft Clarity is on 918 Inc 5000 homepages (18.8%) and Hotjar on 366 (7.5%). Clarity is the most common analytics tool after Google's in 25 of the 28 industries.
- Marketing agencies are the one industry where RB2B, which identifies visitors as individual people, leads the visitor identification count outright: 32 of 439 agency homepages (7.3%), against 25 for ZoomInfo.
- Y Combinator startups mostly skip WordPress. 29.3% of YC homepages are Next.js sites with no CMS we can detect, 15.7% run Webflow and 7.4% WordPress.

We expected agencies, software companies and law firms to pick different tools. For the website and the CRM they mostly pick the same two. WordPress and HubSpot lead in 26 of 28 industries, and the lead holds from 11-person companies to companies with more than 500 staff. The industries split on ads instead: law firms and consumer services companies load the Meta Pixel, IT services and HR firms LinkedIn's tag, and software and financial companies Google's.

HubSpot is the most common CRM tag in 26 of 28 industries

Source: Installmap crawl of the 2026 Inc 5000, September 2026

Klaviyo leads in consumer products and food and beverage, the two industries that sell on Shopify. Everywhere else HubSpot leads, although in construction (11.4%) and government services (8.2%) most companies show no CRM tag at all.

The default stack in each industry

Each cell is the tool found on the most homepages in that industry and its share of all homepages in the industry that loaded. "<5" means the leader is on fewer than five homepages.

Industry	Homepages	Website	CRM	Chat	Consent
All Inc 5000	4,886	WordPress 52.6%	HubSpot 25.6%	HubSpot Chat 6.3%	CookieYes 5.8%
Advertising, Marketing & PR	439	WordPress 52.4%	HubSpot 30.1%	HubSpot Chat 6.8%	CookieYes 4.3%
Healthcare & Medical	424	WordPress 63.9%	HubSpot 23.8%	HubSpot Chat 4.2%	CookieYes 7.3%
Financial Services	412	WordPress 60.2%	HubSpot 31.3%	HubSpot Chat 6.6%	CookieYes 5.3%
IT Services	389	WordPress 60.2%	HubSpot 30.1%	HubSpot Chat 6.2%	CookieYes 6.4%
Software	350	WordPress 42.3%	HubSpot 49.7%	HubSpot Chat 18.6%	CookieYes 12.3%
Business & Corporate Services	311	WordPress 56.9%	HubSpot 32.5%	HubSpot Chat 9.6%	CookieYes 5.5%
Construction	306	WordPress 59.2%	HubSpot 11.4%	HubSpot Chat 2.3%	CookieYes 2.6%
Consumer Products	262	Shopify 79.0%	Klaviyo 71.4%	Gorgias 21.4%	Osano 2.3%
Legal	185	WordPress 76.2%	HubSpot 15.1%	HubSpot Chat 3.8%	Complianz 5.9%
Food & Beverage	168	Shopify 46.4%	Klaviyo 40.5%	Gorgias 11.3%	CookieYes 6.5%
Government Services	158	WordPress 63.9%	HubSpot 8.2%	HubSpot Chat <5	CookieYes <5
Logistics & Transportation	156	WordPress 46.8%	HubSpot 23.1%	HubSpot Chat 6.4%	CookieYes 4.5%
Manufacturing	154	WordPress 47.4%	HubSpot 21.4%	HubSpot Chat 5.8%	CookieYes 3.9%
Human Resources	133	WordPress 61.7%	HubSpot 29.3%	HubSpot Chat 5.3%	CookieYes 7.5%
Consumer Services	125	WordPress 53.6%	HubSpot 12.8%	HubSpot Chat <5	CookieYes 4.8%
Artificial Intelligence & Data	125	WordPress 38.4%	HubSpot 49.6%	HubSpot Chat 14.4%	CookieYes 15.2%
Real Estate	112	WordPress 54.5%	HubSpot 23.2%	HubSpot Chat 8.0%	CookieYes 6.2%
Insurance	89	WordPress 55.1%	HubSpot 29.2%	HubSpot Chat <5	CookieYes / Cookiebot / Osano <5
Education	88	WordPress 55.7%	HubSpot 26.1%	HubSpot Chat 8.0%	CookieYes <5
Security	82	WordPress 52.4%	HubSpot 32.9%	HubSpot Chat 7.3%	CookieYes 12.2%
Energy & Utilities	62	WordPress 54.8%	HubSpot 29.0%	Tawk.to <5	CookieYes <5
Business Products	60	WordPress 36.7%	HubSpot 26.7%	Zendesk <5	CookieYes <5

Industry	Homepages	Website	CRM	Chat	Consent
Travel & Hospitality	55	WordPress 43.6%	HubSpot 29.1%	Front Chat / HubSpot Chat / Intercom <5	Cookiebot 12.7%
Telecommunications	54	WordPress 74.1%	HubSpot 29.6%	HubSpot Chat <5	Cookiebot <5
Engineering	45	WordPress 68.9%	HubSpot 11.1%	Drift / HubSpot Chat <5	Cookiebot <5
Media, Arts & Entertainment	36	WordPress 52.8%	HubSpot 13.9%	Gorgias / Help Scout / HubSpot Chat <5	CookieYes <5
Environmental Services	36	WordPress 66.7%	HubSpot 25.0%	HubSpot Chat <5	CookieYes / Cookiebot / Osano <5
Aerospace & Aviation	24	WordPress 54.2%	HubSpot <5	HubSpot Chat <5	CookieYes <5

Visitor identification, ads and analytics beyond Google Analytics and Tag Manager:

Industry	Homepages	Visitor ID	Ad pixel	Analytics beyond Google
All Inc 5000	4,886	ZoomInfo 6.6%	Google Ads 31.0%	Clarity 18.8%
Advertising, Marketing & PR	439	RB2B 7.3%	Meta Pixel 34.6%	Clarity 16.4%
Healthcare & Medical	424	ZoomInfo 5.2%	Google Ads 29.7%	Clarity 14.2%
Financial Services	412	ZoomInfo 7.0%	Google Ads 34.0%	Clarity 16.0%
IT Services	389	ZoomInfo 12.6%	LinkedIn 24.7%	Clarity 21.6%
Software	350	ZoomInfo 11.7%	Google Ads 42.6%	Clarity 24.0%
Business & Corporate Services	311	ZoomInfo 11.3%	LinkedIn 27.0%	Clarity 14.8%
Construction	306	ZoomInfo 1.6%	Meta Pixel 29.1%	Clarity 14.7%
Consumer Products	262	Customers.ai 2.7%	Meta Pixel 57.3%	Clarity 37.8%
Legal	185	Apollo / RB2B <5	Meta Pixel 51.4%	Clarity 25.9%
Food & Beverage	168	ZoomInfo <5	Meta Pixel 51.2%	Clarity 22.0%
Government Services	158	6sense / Apollo / Leadfeeder <5	LinkedIn 12.7%	Clarity 5.1%
Logistics & Transportation	156	ZoomInfo 11.5%	Meta Pixel 28.2%	Clarity 14.7%
Manufacturing	154	ZoomInfo 5.8%	Google Ads 29.2%	Clarity 18.8%
Human Resources	133	ZoomInfo 14.3%	LinkedIn 25.6%	Clarity 15.0%
Consumer Services	125	Hyros / ZoomInfo <5	Meta Pixel 63.2%	Clarity 34.4%
Artificial Intelligence & Data	125	ZoomInfo 12.0%	Google Ads 41.6%	Clarity 20.8%

Industry	Homepages	Visitor ID	Ad pixel	Analytics beyond Google
Real Estate	112	ZoomInfo <5	Meta Pixel 40.2%	Clarity 17.0%
Insurance	89	ZoomInfo <5	Meta Pixel 23.6%	Clarity 15.7%
Education	88	RB2B / ZoomInfo <5	Google Ads / Meta Pixel 46.6% each	Clarity 20.5%
Security	82	ZoomInfo 13.4%	Google Ads 34.1%	Clarity 15.9%
Energy & Utilities	62	ZoomInfo 16.1%	LinkedIn 24.2%	Clarity 11.3%
Business Products	60	Apollo 10.0%	Google Ads 35.0%	Clarity 20.0%
Travel & Hospitality	55	ZoomInfo <5	Meta Pixel 41.8%	Clarity 27.3%
Telecommunications	54	ZoomInfo 11.1%	Meta Pixel 27.8%	Clarity 14.8%
Engineering	45	Leadfeeder <5	LinkedIn 17.8%	Hotjar / Clarity <5
Media, Arts & Entertainment	36	Bombora <5	Google Ads / Meta Pixel 27.8% each	Cloudflare Analytics 25.0%
Environmental Services	36	ZoomInfo <5	Google Ads 30.6%	Clarity 27.8%
Aerospace & Aviation	24	Apollo <5	Google Ads <5	Cloudflare Analytics <5

Law firms have the highest WordPress share (76.2%) and are the heaviest Gravity Forms users: 66 of 185 law firm homepages (35.7%) load it, against 12.8% of the whole list. Consumer products companies carry a stack of their own: Shopify, Klaviyo, Gorgias for support chat and the Meta Pixel on 57.3%.

WordPress and HubSpot lead at every size from 11 staff up

Staff	Homepages	Website	CRM	Consent	Visitor ID	Ad pixel
1-10	436	WordPress 38.1%	Klaviyo 18.6%	Complianz 1.6%	ZoomInfo 1.6%	Meta Pixel 34.2%
11-50	2,019	WordPress 51.8%	HubSpot 23.0%	CookieYes 3.9%	ZoomInfo 4.6%	Meta Pixel 31.2%
51-200	1,471	WordPress 54.5%	HubSpot 29.9%	CookieYes 7.1%	ZoomInfo 8.5%	Google Ads 32.6%
201-500	528	WordPress 58.0%	HubSpot 31.6%	CookieYes 10.4%	ZoomInfo 10.4%	Google Ads 31.8%
501+	418	WordPress 57.7%	HubSpot 28.5%	OneTrust 10.5%	ZoomInfo 10.3%	Google Ads 32.1%

WordPress and HubSpot lead every band from 11-50 staff up. Two other leaders change with size. The Meta Pixel is the most common ad tag up to 50 staff (629 homepages to Google Ads' 621 at 11-50), and Google Ads conversion tracking leads from 51 staff up. CookieYes leads consent from 11-50 to 201-500 staff, and at 501+ OneTrust (44 homepages) and CookieYes (43) are level.

Inside software the CRM changes at 501+ staff:

Software, staff	Homepages	Website	CRM	Consent	Visitor ID
11-50	93	WordPress 33.3%	HubSpot 47.3%	CookieYes 8.6%	ZoomInfo 8.6%
51-200	152	WordPress 46.7%	HubSpot 57.2%	CookieYes 13.2%	ZoomInfo 12.5%
201-500	64	WordPress 53.1%	HubSpot 50.0%	CookieYes 20.3%	Qualified 21.9%
501+	29	WordPress 37.9%	Marketo 24.1%	OneTrust 41.4%	Qualified 24.1%

The seven 501+ software companies with Marketo on their homepage are Boomi, Emburse, o9 Solutions, Semperis, Smarsh, Trintech and Veeam Software. In software, Qualified, a sales chat and visitor identification tool, is the most common visitor identification tag from 201 staff up. Outside software, and leaving out cells where the leader has fewer than five companies, no industry and size band has a CRM leader other than HubSpot or Klaviyo.

Agencies are the one industry where RB2B leads

Agencies, staff	Homepages	Website	CRM	Visitor ID	Ad pixel
1-10	57	WordPress 43.9%	HubSpot 15.8%	Hyros / RB2B <5	Meta Pixel 29.8%
11-50	264	WordPress 53.0%	HubSpot 29.9%	RB2B 9.1%	Meta Pixel 34.1%
51-200	87	WordPress 48.3%	HubSpot 34.5%	ZoomInfo 8.0%	Meta Pixel 43.7%
201-500	23	WordPress 78.3%	HubSpot 52.2%	ZoomInfo <5	LinkedIn 43.5%

At 11-50 staff, 24 of 264 agency homepages (9.1%) load RB2B. ZoomInfo WebSights, the most common visitor identification tag on the whole list, is on 11 of them. The Meta Pixel is the agencies' most common ad tag up to 200 staff; at 201-500 staff it is LinkedIn's.

Hand-written Next.js is the most common YC website

YC team size	Homepages	Website	CRM	Chat	Analytics beyond Google
All YC	5,386	Webflow 15.7%	HubSpot 11.2%	Intercom 4.2%	PostHog 12.8%
1-10	3,214	Webflow 10.8%	HubSpot 4.8%	Intercom 3.0%	PostHog 14.7%
11-50	1,318	Webflow 24.4%	HubSpot 19.9%	Intercom 6.4%	Clarity 12.1%
51-200	483	Webflow 25.9%	HubSpot 28.8%	HubSpot Chat 6.8%	Clarity 21.1%
201+	183	WordPress 19.7%	HubSpot 22.4%	HubSpot Chat 4.4%	Clarity 17.5%

Most YC homepages run no website builder we can detect. 1,576 of 5,386 (29.3%) are Next.js sites with no CMS, which makes hand-written Next.js the most common YC website, ahead of Webflow (845) and WordPress (397). The smallest teams account for most of it: 35.1% of YC companies with 1-10 staff run a Next.js site with no CMS and 10.8% run Webflow. From 11 staff up Webflow passes it, with 24.4% at 11-50 staff against 19.6%. The table counts website builders only, which is why WordPress shows as the leader at 201+ staff, with 36 homepages to Webflow's 35.

PostHog is the most common analytics tool after Google's across YC (12.8%) because the 1-10 staff band is the largest. From 11 staff up Microsoft Clarity leads, as it does on the Inc 5000. HubSpot leads the YC

CRM count at every size band.

Nobody runs the whole default stack

We took the most common tool on the whole Inc 5000 in eight categories: WordPress, HubSpot, HubSpot Chat, Gravity Forms, CookieYes, ZoomInfo WebSights, Google Ads conversion tracking and Microsoft Clarity. None of the 4,886 homepages loads all eight. One loads seven: Thrive (thrive.nextgen.com), No. 3,600 on the list, in business and corporate services with 1,001-5,000 staff. It has no CookieYes. 22 companies load six.

How we counted

We loaded one homepage per company for the 2026 Inc 5000 (4,886 of 4,969 homepages loaded) and for Y Combinator's company directory (5,386 homepages), rendered in a headless browser in September 2026 (a plain fetch for the 72 Inc and 144 YC homepages the renderer could not load), and matched the page against Installmap's fingerprints. A tool counts when its script, tag or markup is on the homepage. The default in a category is the tool found on the most homepages in that segment, and every share is out of all loaded homepages in the segment, including those with no tool in the category. Website counts a CMS or site builder, plus Shopify, BigCommerce and Adobe Commerce. Industries and employee bands are Inc's own; we combined the bands above 500 staff into 501+. YC bands come from team size in YC's directory. Segments with fewer than 20 homepages are left out.

A homepage shows what a company loads on its public site. A CRM used only inside the company leaves no trace there, and tools that load only on inner pages are missed. The full table, with every tool in every segment, is in the dataset, with a method note.

Source

<https://installmap.com/research/default-stack-by-industry-and-size>

Dataset: default_stack.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Inc 5000 (2026)	4,886	4,969
Y Combinator companies	5,386	6,133