Drift is on 9 of 4,888 Inc 5000 homepages and 7 unicorns: what is left of it after the Salesloft deal

Installmap, 2026-11-16

Drift loads on 9 of 4,888 Inc. 5000 homepages (0.2%) and 7 of 1,000 unicorn homepages (0.7%); of 102 companies that ran Drift in 2022, 4 still do, 18 moved to Qualified and 69 load no chat widget we detect.

Drift loads on 9 of the 4,888 Inc. 5000 homepages we crawled in September 2026 (0.2%) and on 7 of 1,000 unicorn homepages (0.7%). None of the 472 Fortune 500 homepages load it. We expected a smaller footprint after the sale, but not this small.

Salesloft bought Drift in February 2024. In September 2025 it took Drift offline for a while after attackers stole the OAuth tokens that connected Drift to customers' Salesforce accounts. Our crawl came a year after that.

Drift and the other chat tools by company list

Source: Installmap, homepages crawled in September 2026.

List	Homepages	Drift	Qualified	HubSpot chat	Intercom
Y Combinator	5,388	11 (0.2%)	42 (0.8%)	119 (2.2%)	228 (4.2%)
Inc. 5000 (2026)	4,888	9 (0.2%)	55 (1.1%)	311 (6.4%)	52 (1.1%)
Unicorns	1,000	7 (0.7%)	71 (7.1%)	24 (2.4%)	21 (2.1%)
SaaS companies	8,048	52 (0.6%)	191 (2.4%)	84 (1.0%)	369 (4.6%)
Fortune 500	472	0	0	0	0

Qualified sells the same kind of sales chat for B2B websites. It now loads on ten times as many unicorn homepages as Drift does, 7.1% against 0.7%, and on almost four times as many SaaS homepages.

The 7 unicorns that still load Drift are Assent, Benchling, eSentire, GoCardless, Habi, Imply and Kaseya. The 9 in the Inc. 5000 are capfront.net, erie-environmental.com, gensigma.com, getaloha.com, journeyfoods.io, pbsengineers.com, replaceyouruniversity.com, tier4group.com and workbar.com.

Where the 2022 Drift customers went

HTTP Archive crawls public homepages and tags them with Wappalyzer. In its July 2022 crawl, Drift showed up on 350 of 9,363 homepages of companies from the 2018 to 2024 Inc. 5000 lists (3.7%) and on 39 of 818 YC homepages (4.8%). Those are different company lists and a different detector from ours, so the drop from 3.7% to 0.2% is a rough guide only.

The cleaner check is to follow the same companies. 377 domains loaded Drift in that 2022 crawl. We have a rendered 2026 homepage for 102 of them. Here is what they run now:

Chat tool on the homepage in 2026	Companies	Share
Still Drift	4	3.9%
Qualified	18	17.6%
HubSpot chat	8	7.8%
Intercom	3	2.9%
No chat tool we detect	69	67.6%
Total	102	100%

The four that stayed are Benchling, BuildZoom, GoCardless and goubiq.com. The 18 that moved to Qualified include Carta, Lattice, ServiceTitan, Boomi, Tipalti and Outreach.

The bigger surprise for us was the last row. Two in three of these companies did not replace Drift with another chat widget. They took the chat box off the homepage. Some of them may load chat only after a cookie consent click, or on pricing and demo pages we did not crawl, so 67.6% is an upper bound on companies that dropped chat entirely.

How we counted

We loaded each homepage in a rendering browser and matched it against Installmap's fingerprint rules. Drift counts when the page loads a script from js.driftt.com, js.drift.com or widget.drift.com, or calls drift.load(. The "no chat tool" row means none of the 17 chat widgets we fingerprint loaded on a first visit with no consent given. The 2022 cohort comes from HTTP Archive's July 2022 crawl. The CSV files for both tables are in the dataset linked on this page.

Source

https://installmap.com/research/drift-after-salesloft

Dataset: drift_2022_cohort.csv, group_counts.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Inc 5000 (2026)	4,888	4,969
Unicorns	1,000	1,111
Y Combinator companies	5,388	6,133
SaaS companies	8,048	55,839
Fortune 500	472	500