

The 10 Fortune 500 homepages that load more than 3 analytics tools

Installmap, 2026-10-26

10 of 469 Fortune 500 homepages load more than 3 analytics tools, and 9 of those 10 get past 3 because they still load Google Universal Analytics, which stopped collecting data in July 2023.

10 of the 469 Fortune 500 homepages we crawled load more than 3 analytics tools. NRG Energy and Avery Dennison load 5 each. I expected a long list of bloated corporate sites. The list is short, and 9 of the 10 only get past 3 because they still load Google Universal Analytics, the old Google Analytics that stopped processing data on 1 July 2023.

The 10

Source: Installmap, homepages crawled 27 to 29 September 2026.

Rank	Company	Tools	Analytics tools on the homepage
149	NRG Energy	5	Contentsquare, Google Analytics 4, Microsoft Clarity, Qualtrics, Universal Analytics
448	Avery Dennison	5	Ahrefs Web Analytics, Google Analytics 4, Microsoft Clarity, Qualtrics, Universal Analytics
61	Lockheed Martin	4	Google Analytics 4, Hotjar, Siteimprove Analytics, Universal Analytics
94	TIAA	4	Adobe Analytics, Google Analytics 4, Microsoft Clarity, Qualtrics
232	Guardian Life	4	Google Analytics 4, Mouseflow, Segment, Universal Analytics
255	Universal Health Services	4	Google Analytics 4, Heap, Siteimprove Analytics, Universal Analytics
290	Tractor Supply	4	Google Analytics 4, Qualtrics, Quantum Metric, Universal Analytics
373	Williams	4	Google Analytics 4, Microsoft Clarity, Siteimprove Analytics, Universal Analytics
401	Welltower	4	Google Analytics 4, Heap, Segment, Universal Analytics
483	Taylor Morrison	4	Cloudflare Web Analytics, Google Analytics 4, Hotjar, Universal Analytics

TIAA is the only one that reaches 4 without the retired library. Take Universal Analytics out and the other nine drop to 3 or 4 working tools, and the "more than 3" list shrinks to NRG Energy, Avery Dennison and TIAA.

Universal Analytics is still on 65 homepages

65 Fortune 500 homepages (13.9%) still load the Universal Analytics library, more than three years after Google stopped processing its data. 58 of them load it next to Google Analytics 4, which suggests a migration where nobody removed the old tag. 7 load only the old library, so as far as the homepage shows, they collect nothing in Google Analytics at all. Alphabet's own investor site, abc.xyz, is one of the 65, as are Berkshire Hathaway and Comcast.

How many tools a Fortune 500 homepage loads

Analytics tools detected	Homepages	Share
0	194	41.4%
1	140	29.9%
2	84	17.9%
3	41	8.7%
4	8	1.7%
5	2	0.4%

The average is about one tool per homepage, and it barely moves with size: 0.97 for the top 100, 1.00 for ranks 101 to 250 and 1.03 for ranks 251 to 500.

The 194 homepages with no analytics tool are mostly not unmeasured. 154 of them load a tag manager (Google Tag Manager, Adobe Launch or Tealium), and 113 show a consent banner. Their analytics tags wait for a consent click or fire from the tag manager after the page we saw. This is why Adobe Analytics shows up on only 7 homepages here: it usually rides inside Adobe Launch, which we see on 119.

The most common tools

Tool	Fortune 500 homepages	Share of 469
Google Analytics 4	207	44.1%
Google Universal Analytics	65	13.9%
Microsoft Clarity	44	9.4%
Qualtrics	34	7.2%
Cloudflare Web Analytics	30	6.4%
Quantum Metric	14	3.0%
Hotjar	13	2.8%
Contentsquare	12	2.6%

Microsoft Clarity, a free session recording tool, is on more Fortune 500 homepages than Hotjar,

Contentsquare and FullStory combined (44 against 33).

How we counted

We loaded each Fortune 500 (2026) homepage in a rendering browser between 27 and 29 September 2026 and matched the HTML, script URLs and cookies against Installmap's fingerprints. 469 of 500 domains returned a page. Tag managers and page speed monitors are not counted as analytics tools. A homepage counts only what it loads on a first visit with no consent given, so the numbers are a floor. The full company list and tool counts are in the dataset linked below.

Source

<https://installmap.com/research/fortune-500-analytics-tools>

Dataset: fortune500_analytics_tools.csv, tool_counts.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Fortune 500	472	500