How many companies use Salesforce

Installmap, 2026-10-29

Salesforce sends email for 9.3% of Inc 5000 companies, 24.0% of unicorns, 11.8% of the Fortune 500 and 2.6% of Y Combinator companies, counted from the SPF records of 68,864 domains.

450 of the 4,845 Inc 5000 companies we checked (9.3%) let Salesforce send email as their own domain. Among unicorns it is 251 of 1,048 (24.0%), in the Fortune 500 55 of 465 (11.8%), and among Y Combinator companies 143 of 5,503 (2.6%). We counted the domains whose SPF record includes _spf.salesforce.com, the line Salesforce asks customers to add when Sales Cloud or Service Cloud sends mail from their address.

Companies using Salesforce, by company list

Source: Installmap, October 2026.

Company list	Domains checked	Salesforce in SPF record	Share
Unicorns	1,048	251	24.0%
Fortune 500	465	55	11.8%
Inc 5000 (2026)	4,845	450	9.3%
Tranco top 10k	7,596	540	7.1%
SaaS companies	49,407	3,243	6.6%
Y Combinator	5,503	143	2.6%

Unicorns lead by a wide margin. One in four of them routes mail through Salesforce, against one in eleven Inc 5000 companies.

All Salesforce products we can see

The SPF line covers the CRM. Other Salesforce products show up on the homepage (Pardot tracking, Web-to-Lead forms, Personalization) or in SPF (Marketing Cloud, Pardot). Counting a company once if it shows any of them:

Company list	Sales or Service Cloud (SPF)	Marketing Cloud (SPF)	Pardot	Web-to-Lead form	Personalization	Any Salesforce product	Share
Unicorns	251	8	61	3	2	294	28.1%
Fortune 500	55	9	25	0	15	94	20.2%
Inc 5000 (2026)	450	20	185	8	2	545	11.2%
Y Combinator	143	3	49	7	2	182	3.3%

The Fortune 500 number almost doubles, from 55 to 94, once Marketing Cloud, Pardot and Personalization are added: 39 of them load Salesforce's marketing products but send no CRM mail through it. For

comparison, HubSpot is on the homepage of 1,261 Inc 5000 companies (25.8%), more than twice the 545 with any Salesforce product (HubSpot market share).

Inc 5000: Salesforce by company size

Employees	Companies	With Salesforce	Share
1 to 10	425	10	2.4%
11 to 50	1,993	88	4.4%
51 to 200	1,468	170	11.6%
201 to 500	532	92	17.3%
501 to 1,000	221	52	23.5%
1,001 to 5,000	170	28	16.5%

Salesforce use climbs about tenfold from the smallest companies to those with 501 to 1,000 employees. Below 50 employees it is rare.

Inc 5000: Salesforce by industry

Industry	Companies	With Salesforce	Share
Software	358	95	26.5%
Financial Services	407	76	18.7%
Artificial Intelligence & Data	124	19	15.3%
Human Resources	130	16	12.3%
Healthcare & Medical	417	43	10.3%
Real Estate	113	11	9.7%
IT Services	390	35	9.0%
Manufacturing	152	13	8.6%
Logistics & Transportation	154	13	8.4%
Business & Corporate Services	303	20	6.6%
Legal	183	10	5.5%
Government Services	158	6	3.8%
Consumer Services	125	4	3.2%
Construction	298	9	3.0%
Food & Beverage	162	4	2.5%
Advertising, Marketing & PR	434	10	2.3%
Consumer Products	262	3	1.1%

Software and financial services companies are the main users. Marketing agencies barely use it: 10 of 434, a lower share than Government Services companies (6 of 158).

Y Combinator: Salesforce by batch

Batch year	Companies	With Salesforce	Share
2019 and earlier	1,619	110	6.8%
2020 to 2021	1,028	28	2.7%
2022 to 2023	1,049	4	0.4%
2024 to 2025	1,167	1	0.1%
2026	640	0	0.0%

Of the 1,807 YC companies from 2024 onward, one sends mail through Salesforce. Part of this is likely age, since companies adopt a CRM as their sales team grows. Acquired YC companies are at 5.1% (32 of 627) and inactive ones at 0.7% (5 of 698).

How we counted

We looked up the MX and TXT records of every domain in each list through public DNS resolvers on 21 October 2026. A company counts for Sales or Service Cloud when its SPF record includes _spf.salesforce.com, and for Marketing Cloud when it includes an exacttarget.com host. The homepage products come from our rendered crawl of each homepage in September and October 2026. The base is the domains that returned a DNS answer.

A company that uses Salesforce but sends no email from it, or sends through another mail service, does not count, so these numbers are a floor. The SaaS and Tranco lists were not fully crawled in a browser, so they appear only in the first table. Full method and CSVs are on the dataset link above.

Source

https://installmap.com/research/how-many-companies-use-salesforce

Dataset: by_group_products.csv, by_group_spf.csv, inc5000_by_employees.csv, inc5000_by_industry.csv, yc_by_batch_year.csv, yc_by_status.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Inc 5000 (2026)	4,888	4,969
Unicorns	1,000	1,111
Fortune 500	472	500
Y Combinator companies	5,388	6,133
SaaS companies	8,048	55,839
Tranco top 10,000	1,572	10,000