Marketo is on 12.1% of unicorn homepages and 1.2% of YC's: where Adobe's marketing automation still sells

Installmap, 2026-11-02

Marketo loads on 121 of 1,000 unicorn homepages and 67 of 5,388 YC homepages, and in the Inc. 5000 HubSpot outnumbers it 24 to 1; Marketo shows up once a company has a few hundred staff and a sales team selling to enterprises.

Adobe's Marketo tracking script loads on 121 of the 1,000 unicorn homepages we crawled (12.1%) and on 67 of 5,388 Y Combinator homepages (1.2%). I expected HubSpot to win everywhere outside the Fortune 500. It does win in every group but one, and the margin tells you how big the company is. Among unicorns HubSpot leads Marketo 170 to 121. In the Inc. 5000 it leads 1,261 to 53.

Marketo and HubSpot by company list

Source: Installmap, homepages crawled in September 2026.

List	Homepages	Marketo	Share	HubSpot	Share
Unicorns	1,000	121	12.1%	170	17.0%
Fortune 500	472	28	5.9%	12	2.5%
Y Combinator	5,388	67	1.2%	605	11.2%
Inc. 5000 (2026)	4,888	53	1.1%	1,261	25.8%

The Fortune 500 is the one list where Marketo leads HubSpot. Oracle Eloqua (11) and Salesforce's Pardot (9) are close behind there, and neither matters much anywhere else.

The unicorns that run Marketo

The 121 unicorns are mostly software companies that sell to other companies: Databricks, Airtable, Brex, Gusto, Plaid, Postman, Gong, Calendly, ClickUp, Carta, ServiceTitan, LaunchDarkly, Snyk and Verkada among them. Webflow, whose product competes with the marketing website itself, runs Marketo on its own homepage. 7 unicorns load both Marketo and HubSpot, including Bolt, Clio and Pax8.

6 of the 121 unicorn domains now redirect to a buyer's site (DataStax to IBM, Noname Security to Akamai, Olive and Iodine Software to Waystar, MediaMath to Infillion, Flashtalking to Innovid). Take those out and Marketo is still on 115 unicorn homepages, 11.5%.

In the Fortune 500 the tech companies and banks carry it: IBM, Intel, AMD, Workday, Palo Alto Networks, Booz Allen Hamilton, MetLife, State Street, BNY, Northern Trust and Moody's, plus Chevron.

Size decides it

The Inc. 5000 lists employee bands, which makes the pattern easy to see.

Inc. 5000 employees	Homepages	Marketo	Share	HubSpot	Share
1 to 10	436	0	0.0%	55	12.6%
11 to 50	2,022	1	0.05%	469	23.2%
51 to 200	1,469	13	0.9%	443	30.2%
201 to 500	528	15	2.8%	168	31.8%
501 to 1,000	222	9	4.1%	74	33.3%
1,001 to 5,000	175	11	6.3%	45	25.7%

One company with 11 to 50 staff runs Marketo, against 469 on HubSpot. At 1,001 to 5,000 staff the ratio is about 4 to 1. 19 of the 53 Inc. 5000 Marketo homepages are software companies, among them Boomi, Veeam, Smarsh, CallRail and Semperis.

In YC, most of it is old batches and bought companies

YC batch year	Homepages	Marketo	Share
2019 and earlier	1,594	51	3.2%
2020 to 2021	987	11	1.1%
2022 to 2023	1,008	4	0.4%
2024 to 2025	1,157	1	0.1%
2026	642	0	0.0%

The YC number is smaller than it looks. 23 of the 67 YC domains with Marketo redirect to another company's site, usually the buyer's: CoreOS to Red Hat, Cloudant to IBM, HelloSign to Dropbox, PlanGrid to Autodesk, CodeStream to New Relic, Finmark to Bill.com. The Marketo tag on those pages belongs to the acquirer. That leaves 44 YC companies running Marketo on their own site, 0.8%, and 36 of those 44 are from batches in 2019 or earlier: Gusto, Brex, Benchling, Flock Safety, Podium, Webflow, Lattice, Amplitude, Ironclad. The median company among the 44 lists 160 staff on YC's directory, and 29 of them list 100 or more. The only Marketo domain from a 2024 or later batch is Midship, which now redirects to the company that bought it. 65 homepages from those batches run HubSpot.

Founders in recent batches start on HubSpot. The YC companies on Marketo are the older ones that grew to a few hundred people.

How we counted

Marketo counts when the rendered homepage loads Adobe's Munchkin script (munchkin.marketo.net/munchkin.js), calls Munchkin.init(, contacts a mktoresp.com host or loads a Marketo form. HubSpot, Pardot and Eloqua use their own tracking script fingerprints. The base is every homepage on the list that returned a page we could score. A tag that fires only after a consent click, or only on pages other than the homepage, is not seen, so every share is a lower bound. The data is in the files linked below: the share by list and one row per Marketo homepage with its company and the host it ended on.

Source

https://installmap.com/research/marketo-unicorns-vs-yc

Dataset: group_shares.csv, marketo_homepages.csv, README.md, METHOD.md

Denominators

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