Microsoft Clarity is on 918 Inc 5000 homepages (18.8%), 2.5 times Hotjar: the free session recorder that comes in with Microsoft Ads

Installmap, 2026-11-23

Microsoft Clarity loads on 918 of 4,888 Inc. 5000 homepages against 366 for Hotjar; it is on 303 of the 516 homepages that also run Microsoft's ad tag, and on 37.9% of consumer products companies.

Microsoft Clarity loads on 918 of the 4,888 Inc. 5000 homepages we crawled (18.8%). Hotjar, the tool most people think of for session recordings and heatmaps, is on 366. Clarity is free, and 701 of the 918 companies run no other session recorder or product analytics tool on their homepage.

I expected the smallest companies to lean on the free tool the most. They do not. The tie that stands out is with Microsoft's own ad tag.

Clarity and Hotjar by company list

Source: Installmap, homepages crawled in September 2026.

List	Homepages	Clarity	Hotjar	FullStory	Contentsquare	GA4
Inc. 5000 (2026)	4,888	918 (18.8%)	366 (7.5%)	25	35	3,241 (66.3%)
Unicorns	1,000	128 (12.8%)	76 (7.6%)	20	12	560 (56.0%)
Fortune 500	472	44 (9.3%)	13 (2.8%)	8	12	207 (43.9%)
Y Combinator	5,388	422 (7.8%)	209 (3.9%)	47	28	2,227 (41.3%)

Clarity leads Hotjar on every list. The Inc. 5000 uses it most, more than twice as often as YC startups, where PostHog is the recorder of choice.

It follows Microsoft Ads

516 Inc. 5000 homepages load the Microsoft Advertising tag (UET, the Bing ads pixel). 303 of them also load Clarity, 58.7%. On the homepages without that tag the share is 14.1%. So a third of all Clarity installs in the Inc. 5000 sit next to a Microsoft ads account.

My guess is that companies buying Bing ads get pointed to Clarity from inside Microsoft's own tools, and set it up while they are there. The crawl cannot show who installed what first.

Store platforms show the same pattern of who buys ads. Clarity is on 129 of the 350 Shopify homepages (36.9%), against 18.4% of WordPress sites, 4.5% of Squarespace and 3.6% of Wix.

Industry matters, size does not

Employees	Homepages	Clarity	Share
1 to 10	436	72	16.5%
11 to 50	2,022	364	18.0%
51 to 200	1,469	267	18.2%
201 to 500	528	122	23.1%
501 to 1,000	222	42	18.9%
1,001 to 5,000	175	41	23.4%

The companies with 1 to 10 staff use Clarity least. By industry the spread is much wider:

Inc. industry	Homepages	Clarity	Share
Consumer Products	261	99	37.9%
Consumer Services	126	43	34.1%
Legal	187	48	25.7%
Software	352	84	23.9%
Food & Beverage	167	37	22.2%
IT Services	388	84	21.6%
Healthcare & Medical	423	60	14.2%
Government Services	158	8	5.1%

Consumer brands and law firms buy search traffic and want to see what visitors do on the landing page. Government contractors mostly do not sell through a website. Among the highest ranked Inc. 5000 companies with Clarity are Vita Pool Supply (16), Her Fantasy Box (29), Woof Pet (31), Ivim Health (38), Exact Medicare (46) and Hygiene Hero (49).

How we counted

Clarity counts when the homepage loads a script from clarity.ms; the Microsoft Advertising tag counts when it loads bat.bing.com, sets up the uetq queue or sets a _uetsid cookie. We counted what the homepage loads on a first visit with no consent given, so every number is a lower bound. Shares by industry and size use the Inc. 5000 bases for each segment; the full tables are in the dataset.

Source

https://installmap.com/research/microsoft-clarity-inc-5000

Dataset: group_counts.csv, inc5000_by_industry.csv, inc5000_by_size.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Inc 5000 (2026)	4,888	4,969
Y Combinator companies	5,388	6,133

Group	Domains scored	On the list
Unicorns	1,000	1,111
Fortune 500	472	500