

The stack ladder: what companies run at 10, 50, 200, 1,000 and 10,000 people

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A live chat widget loads on 26.4% of homepages at Y Combinator companies with 51-200 staff and on 2.3% of Fortune 500 homepages, and consent tools climb from 4.5% of the smallest startups to 58.3% of the Fortune 500.

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Software stack by company size statistics 2026

- A live chat widget loads on 6.7% of homepages at Y Combinator companies with 1-10 staff, 19.7% at 11-50, 26.4% at 51-200 and 24.3% at 201-1,000, and on 2.3% of Fortune 500 homepages.

Source: Installmap, The stack ladder: what companies run at 10, 50, 200, 1,000 and 10,000 people, September 2026. Data: rendered homepage crawl, September 2026. 2. A consent tool loads on 4.5% of homepages at 1-10 staff, 15.0% at 11-50, 24.3% at 51-200, 40.8% at 201-1,000 and 58.3% at the Fortune 500. 3. A CRM or marketing automation tool loads on 7.0% of homepages at 1-10 staff, 25.7% at 11-50, 37.8% at 51-200 and 42.1% at 201-1,000, then on 12.9% at the Fortune 500. 4. HubSpot leads CRM in all four startup rungs, from 4.9% of homepages at 1-10 staff to 29.4% at 51-200 and 26.3% at 201-1,000. Marketo leads the Fortune 500 with 5.9%. 5. Google Tag Manager is on 16.8% of homepages at 1-10 staff, 75.7% at 201-1,000 and 53.4% at the Fortune 500. PostHog is on 15.1% at 1-10 staff. 6. Webflow leads the CMS count at 1-10, 11-50 and 51-200 staff, with 25.8% at 51-200. At 201-1,000 staff WordPress is on 34 homepages and Webflow on 31, so we do not call it a change. 7. Among the 12 categories here, Cloudflare is the only tool that leads its category in all five rungs.

We expected HubSpot to lose the CRM lead somewhere past 50 staff. It leads every startup rung. We also expected the move to enterprise tools to show up step by step inside Y Combinator. It mostly does not: inside YC the leaders stay the same up to 1,000 staff, and Marketo, Adobe Experience Manager, OneTrust, Akamai and Workday Recruiting take over only at the Fortune 500 rung. The Fortune 500 result on live chat surprised us most. Only 11 of 472 homepages load a chat widget.

Our earlier post comparing Y Combinator with the Fortune 500 looked at the same tools across those two groups. This one splits Y Combinator by team size.

Category	1-10	11-50	51-200	201-1000	1000+
Live chat	6.7% (Intercom)	19.7% (HubSpot Chat)	26.4% (HubSpot Chat)	24.3% (HubSpot Chat)	2.3% (HubSpot Chat)
Consent	4.5% (CookieYes)	15.0% (CookieYes)	24.3% (OneTrust)	40.8% (OneTrust)	58.3% (OneTrust)
CRM and marketing automation	7.0% (HubSpot)	25.7% (HubSpot)	37.8% (HubSpot)	42.1% (HubSpot)	12.9% (Marketo)
CMS	27.4% (Webflow)	51.2% (Webflow)	58.6% (Webflow)	63.8% (WordPress 34, Webflow 31)	62.9% (Adobe Experience Manager)

Category	1-10	11-50	51-200	201-1000	1000+
Hosting and CDN	86.6% (Cloudflare)	87.1% (Cloudflare)	89.9% (Cloudflare)	98.0% (Cloudflare)	92.8% (Cloudflare)
Analytics	55.4% (Google Analytics 4)	72.9% (Google Analytics 4)	83.7% (Google Tag Manager)	89.5% (Google Tag Manager)	90.0% (Google Tag Manager)

Each cell is the share of all homepages in the rung with any tool in the category, and the leading tool in brackets. Rungs 1-10 to 201-1000 are Y Combinator companies by team size; 1000+ is the Fortune 500.

Live chat is on 26.4% of homepages at 51-200 staff and 2.3% of the Fortune 500

The share with any chat widget goes 6.7%, 19.7%, 26.4% and 24.3% up the startup rungs. Intercom leads the smallest rung with 3.1% of homepages, just ahead of HubSpot Chat at 2.1%. From 11-50 staff up, HubSpot Chat leads: 11.5% at 11-50, 19.9% at 51-200 and 17.8% at 201-1,000. The Fortune 500 has almost no homepage chat: 11 of 472 homepages (2.3%) load a widget, 6 of them HubSpot Chat.

Rung	Homepages	Any chat	1st	2nd	3rd	4th
1-10	3119	209 (6.7%)	Intercom 97 (3.1%)	HubSpot Chat 67 (2.1%)	Crisp 17 (0.5%)	Zendesk Web Widget, Drift 6 each
11-50	1290	254 (19.7%)	HubSpot Chat 148 (11.5%)	Intercom 85 (6.6%)	Zendesk Web Widget 15 (1.2%)	Crisp 6 (0.5%)
51-200	473	125 (26.4%)	HubSpot Chat 94 (19.9%)	Intercom 32 (6.8%)	Drift <5	Crisp <5
201-1000	152	37 (24.3%)	HubSpot Chat 27 (17.8%)	Intercom 7 (4.6%)	Drift <5	Zoho SalesIQ, Tidio, Gorgias <5 each
1000+	472	11 (2.3%)	HubSpot Chat 6 (1.3%)	Drift <5		

Consent tools go from 4.5% of homepages at 1-10 staff to 58.3% of the Fortune 500

The share with any consent tool rises at every rung: 4.5%, 15.0%, 24.3%, 40.8% and 58.3%. CookieYes leads the two smallest rungs with 1.5% and 4.9%. OneTrust takes over at 51-200 staff with 7.4% and reaches 17.1% at 201-1,000. At the Fortune 500 TrustArc is second with 6.1%.

Rung	Homepages	Any consent tool	1st	2nd	3rd	4th
1-10	3119	140 (4.5%)	CookieYes 46 (1.5%)	Cookiebot 29 (0.9%)	Termly 18 (0.6%)	Iubenda, OneTrust 17 each
11-50	1290	194 (15.0%)	CookieYes 63 (4.9%)	Cookiebot 47 (3.6%)	OneTrust 32 (2.5%)	Termly 15 (1.2%)
51-200	473	115 (24.3%)	OneTrust 35 (7.4%)	CookieYes 31 (6.6%)	Cookiebot 18 (3.8%)	Osano 13 (2.7%)

Rung	Homepages	Any consent tool	1st	2nd	3rd	4th
201-1000	152	62 (40.8%)	OneTrust 26 (17.1%)	Osano 11 (7.2%)	CookieYes 9 (5.9%)	Cookiebot 6 (3.9%)
1000+	472	275 (58.3%)	OneTrust 212 (44.9%)	TrustArc 29 (6.1%)	Osano 10 (2.1%)	Cookiebot 9 (1.9%)

CRM and marketing automation loads on 42.1% of homepages at 201-1,000 staff and 12.9% of the Fortune 500

Any tool in the category shows up on 7.0%, 25.7%, 37.8% and 42.1% of homepages up the startup rungs, then on 12.9% at the Fortune 500. HubSpot leads every startup rung: 4.9% at 1-10 staff, 20.3% at 11-50, 29.4% at 51-200 and 26.3% at 201-1,000, where Marketo is second with 11.2%. We had expected Marketo to take over before 1,000 staff. At the Fortune 500 Marketo leads with 5.9%, ahead of HubSpot at 2.5% and Oracle Eloqua at 2.3%.

Rung	Homepages	Any CRM	1st	2nd	3rd	4th
1-10	3119	217 (7.0%)	HubSpot 153 (4.9%)	Klaviyo 21 (0.7%)	Mailchimp 19 (0.6%)	Marketo 10 (0.3%)
11-50	1290	332 (25.7%)	HubSpot 262 (20.3%)	Klaviyo 18 (1.4%)	Marketo 14 (1.1%)	Mailchimp 13 (1.0%)
51-200	473	179 (37.8%)	HubSpot 139 (29.4%)	Marketo 21 (4.4%)	Mailchimp 8 (1.7%)	Klaviyo, Customer.io <5 each
201-1000	152	64 (42.1%)	HubSpot 40 (26.3%)	Marketo 17 (11.2%)	Mailchimp <5	Salesforce Pardot, ActiveCampaign <5 each
1000+	472	61 (12.9%)	Marketo 28 (5.9%)	HubSpot 12 (2.5%)	Oracle Eloqua 11 (2.3%)	Salesforce Pardot 9 (1.9%)

Webflow leads the CMS count up to 200 staff with 25.8%, and 201-1,000 staff is too close to call

Webflow is on 11.0% of homepages at 1-10 staff, 24.7% at 11-50 and 25.8% at 51-200. Framer is second in the smallest rung with 7.4%. At 201-1,000 staff WordPress is on 34 homepages (22.4%) and Webflow on 31 (20.4%). With batch year held to 2019-2026 the same rung has WordPress on 7 and Webflow on 6 of 39 homepages, so we do not call it a change. At the Fortune 500 Adobe Experience Manager leads with 27.5% and Webflow drops out of the top four. The share with any CMS we fingerprint rises from 27.4% at 1-10 staff to 63.8% at 201-1,000.

Rung	Homepages	Any CMS	1st	2nd	3rd	4th
1-10	3119	855 (27.4%)	Webflow 344 (11.0%)	Framer 231 (7.4%)	WordPress 140 (4.5%)	Squarespace 39 (1.3%)

Rung	Homepages	Any CMS	1st	2nd	3rd	4th
11-50	1290	660 (51.2%)	Webflow 319 (24.7%)	WordPress 133 (10.3%)	Framer 103 (8.0%)	Sanity 39 (3.0%)
51-200	473	277 (58.6%)	Webflow 122 (25.8%)	WordPress 68 (14.4%)	Framer 25 (5.3%)	Sanity 23 (4.9%)
201-1000	152	97 (63.8%)	WordPress 34 (22.4%)	Webflow 31 (20.4%)	Contentful 8 (5.3%)	Framer, Sanity 6 each
1000+	472	297 (62.9%)	Adobe Experience Manager 130 (27.5%)	WordPress 68 (14.4%)	Drupal 49 (10.4%)	Sitecore 37 (7.8%)

Vercel falls from 34.1% of homepages at 1-10 staff to 15.1% at 201-1,000, and Akamai is on 26.5% of the Fortune 500

Cloudflare leads every rung: 36.7% at 1-10 staff, 47.6% at 11-50, 53.7% at 51-200, 57.2% at 201-1,000 and 30.3% at the Fortune 500. Vercel runs close behind it in the smallest rung, then drops to 18.3% at 11-50 and 17.8% at 51-200. At the Fortune 500 Akamai (26.5%) and Fastly (16.9%) come in, and neither makes the top four in any startup rung. We detect some host or CDN on 86.6% of homepages at 1-10 staff, 98.0% at 201-1,000 and 92.8% at the Fortune 500.

Rung	Homepages	Any host or CDN	1st	2nd	3rd	4th
1-10	3119	2701 (86.6%)	Cloudflare 1145 (36.7%)	Vercel 1064 (34.1%)	jsDelivr 303 (9.7%)	Amazon CloudFront 192 (6.2%)
11-50	1290	1124 (87.1%)	Cloudflare 614 (47.6%)	jsDelivr 287 (22.2%)	Vercel 236 (18.3%)	Amazon CloudFront 119 (9.2%)
51-200	473	425 (89.9%)	Cloudflare 254 (53.7%)	jsDelivr 128 (27.1%)	Vercel 84 (17.8%)	unpkg 55 (11.6%)
201-1000	152	149 (98.0%)	Cloudflare 87 (57.2%)	jsDelivr 44 (28.9%)	Vercel 23 (15.1%)	Amazon CloudFront 22 (14.5%)
1000+	472	438 (92.8%)	Cloudflare 143 (30.3%)	Akamai 125 (26.5%)	Fastly 80 (16.9%)	jsDelivr 59 (12.5%)

Google Tag Manager is on 75.7% of homepages at 201-1,000 staff, and PostHog on 15.1% at 1-10

Any analytics tool loads on 55.4% of homepages at 1-10 staff and 90.0% at the Fortune 500. Google Analytics 4 leads the two smallest rungs with 33.4% and 55.1%. Google Tag Manager passes it at 51-200 staff with 64.3%, peaks at 75.7% at 201-1,000 and sits at 53.4% at the Fortune 500. PostHog is third at 1-10 staff with 15.1% and fourth at 11-50 with 10.9%, then leaves the top four. At the Fortune 500 Adobe Experience Platform Tags is third with 25.2%.

Rung	Homepages	Any analytics	1st	2nd	3rd	4th
1-10	3119	1729 (55.4%)	Google Analytics 4 1043 (33.4%)	Google Manager Tag 525 (16.8%)	PostHog 472 (15.1%)	Cloudflare Web Analytics 321 (10.3%)
11-50	1290	940 (72.9%)	Google Analytics 4 711 (55.1%)	Google Manager Tag 588 (45.6%)	Microsoft Clarity 159 (12.3%)	PostHog 140 (10.9%)
51-200	473	396 (83.7%)	Google Manager Tag 304 (64.3%)	Google Analytics 4 299 (63.2%)	Microsoft Clarity 102 (21.6%)	Google Universal Analytics 79 (16.7%)
201-1000	152	136 (89.5%)	Google Manager Tag 115 (75.7%)	Google Analytics 4 81 (53.3%)	Microsoft Clarity 28 (18.4%)	Google Universal Analytics 22 (14.5%)
1000+	472	425 (90.0%)	Google Manager Tag 252 (53.4%)	Google Analytics 4 207 (43.9%)	Adobe Experience Platform Tags 119 (25.2%)	Google Universal Analytics 65 (13.8%)

Team size tracks batch year: the median batch is 2023 at 1-10 staff and 2016 at 201-1,000

Bigger YC companies are also older, so a change across rungs could come from age rather than size. We reran three categories on YC companies from the 2019-2026 batches only, and the rise from 1-10 to 51-200 staff holds in all three. Live chat loads on 6.1% of those homepages at 1-10 staff, 19.8% at 11-50 and 29.5% at 51-200. Consent goes 3.6%, 13.4% and 17.8%, and CRM 6.1%, 25.4% and 37.1%. The 201-1000 rung has only 39 companies from those batches, so we print n/a for it. One leader does change: in the 2019-2026 batches Vercel leads hosting at 1-10 staff with 39.0%, ahead of Cloudflare at 35.7%.

Rung	Homepages	Median batch year	Homepages in 2019-2026 batches
1-10	3119	2023	2682
11-50	1290	2021	927
51-200	473	2019	264
201-1000	152	2016	39

Any tool in category, 2019-2026 batches	1-10	11-50	51-200	201-1000
Live chat	6.1%	19.8%	29.5%	n/a
Consent	3.6%	13.4%	17.8%	n/a
CRM and marketing automation	6.1%	25.4%	37.1%	n/a

Six more categories in the dataset

- Recruiting: Ashby leads from 1-10 to 51-200 staff (3.5% at 11-50), Greenhouse leads at 201-1,000 with 3.3%, and Workday Recruiting is the only careers tool we found on Fortune 500 homepages, at 5.9%.
- A/B testing: VWO leads every startup rung and reaches 13.2% at 201-1,000 staff, and Optimizely leads the Fortune 500 with 3.0%.
- Visitor identification: Apollo.io Tracker leads up to 200 staff (4.9% at 51-200), Qualified leads at 201-1,000 with 11.2%, and Demandbase leads the Fortune 500 with 2.3%.
- Advertising: Google Ads Conversion leads every startup rung, with a high of 40.4% at 51-200 staff, and Meta Pixel leads the Fortune 500 with 22.2%.
- Scheduling and forms: Cal.com leads at 1-10 staff with 2.1%, HubSpot Forms leads from 11-50 to 201-1,000 staff with a high of 9.5% at 51-200, and Marketo Forms leads the Fortune 500 with 2.3%.
- Payments: Stripe leads at 1-10 and 11-50 staff with 1.8% in both. Above 50 staff no payment tool reaches 5 homepages in any rung, the Fortune 500 included.

Method

We grouped homepages into five rungs by company size. Rungs 1-10, 11-50, 51-200 and 201-1000 are Y Combinator companies, grouped by the `team_size` field in the YC directory. The 1000+ rung is the Fortune 500. We scored the rendered homepage only, after scripts ran. A hit is a script or tag that matches one of Installmap's fingerprints. Each share is of all homepages in the rung, not of homepages that use some tool in the category. For the age check we kept YC companies from the 2019-2026 batches and recomputed the same shares.

The funnel, step by step:

- Y Combinator: 6,133 companies on the directory. 5,242 had a scored rendered homepage (75 of them with no detections, which stay in the denominator). We dropped 180 with `team_size` missing or 0, and 28 with `team_size` over 1,000, too few for a rung of their own.
- Fortune 500: 500 companies on the list. 28 of the 500 listed domains had no scored rendered record, because the rendered fetch got no response or no HTML the scorer could read. We excluded them, which leaves a denominator of 472. Our crawl archive holds 589 rendered records because the crawl also fetched alternate domains; we kept the 472 on the listed company domains and dropped the rest.
- Rung sizes: 3,119 homepages at 1-10 staff, 1,290 at 11-50, 473 at 51-200, 152 at 201-1,000 and 472 at 1000+.

Limitations

- Rungs 1-10 to 201-1000 are startups. The top rung is a different population: Fortune 500 companies, not startups.
- Team size tracks batch year. The median batch is 2023 at 1-10 staff and 2016 at 201-1,000. We control for it in one section only, and the 201-1000 rung has too few recent companies (39) to test.
- `team_size` is self-reported to Y Combinator.
- Some places in the tables are tied; we print every tied name with the shared count.
- Counts under 5 print as <5 with no percentage, and we do not name a leader in the text when it rests on fewer than 5 homepages. The WordPress lead at 201-1,000 staff rests on 34 against 31 homepages.

- We looked at the homepage only. A tool used on a pricing page, a careers page or inside the product does not count.
- This is a single crawl, run once.
- A tag on the homepage does not prove a paid account.
- The categories are Installmap's fingerprint categories. A tool we have no fingerprint for does not show up.

Who paid

Installmap paid for this work itself. Nobody paid to be included. Installmap sells technographic data exports.

Cite this report

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Downloads

- leaders_by_rung.csv
- category_any_by_rung.csv
- category_any_by_rung_2019plus.csv
- README.md
- METHOD.md

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Source

<https://installmap.com/research/software-stack-by-company-size>

Dataset: category_any_by_rung.csv, category_any_by_rung_2019plus.csv, leaders_by_rung.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Y Combinator companies	5,386	6,133
Fortune 500	472	500