

# Vercel is on 27% of YC homepages and 3.4% of the Fortune 500

Installmap, 2026-09-04

Vercel is on 27.3% of YC homepages and 3.4% of Fortune 500 homepages, and Adobe Experience Manager reverses those two numbers almost exactly.

## Key findings

- Vercel is on 27.3% of the YC homepages we scored and on 3.4% of the Fortune 500 homepages.
- Adobe Experience Manager runs the other way, 27.5% of the Fortune 500 and 0.3% of YC.
- OneTrust is on 44.9% of the Fortune 500 and 2.2% of YC, the widest gap of any brand in the crawl.
- Google Analytics 4 barely splits at all, 41.0% on YC against 43.9% on the Fortune 500.
- WordPress is on 52.6% of the Inc 5000 and 7.4% of YC, and it is the largest single builder on the Inc 5000.
- PostHog is on 12.8% of YC homepages and on fewer than five Fortune 500 homepages.

We expected the startup stack and the enterprise stack to split on analytics, because that is where the brands are loudest about who they sell to. They barely split: Google Analytics 4 runs at 41.0% on YC and 43.9% on the Fortune 500. The splits we did find are in hosting, the content management system and consent, and two of them are close to perfect mirrors.

## Adobe Experience Manager is on 27.5% of the Fortune 500 and 0.3% of YC

| Brand                    | Fortune 500 (n=472) | YC (n=5,386) | Unicorns (n=1,000) | Inc 5000 (n=4,885) |
|--------------------------|---------------------|--------------|--------------------|--------------------|
| Cloudflare               | 30.3%               | 41.0%        | 48.3%              | 55.2%              |
| Adobe Experience Manager | 27.5%               | 0.3%         | 1.3%               | <5                 |
| Akamai                   | 26.5%               | 0.2%         | 1.2%               | 0.2%               |
| WordPress                | 14.4%               | 7.4%         | 24.4%              | 52.6%              |
| Sitecore                 | 7.8%                | <5           | <5                 | <5                 |
| Vercel                   | 3.4%                | 27.3%        | 11.7%              | 3.6%               |
| Webflow                  | 1.1%                | 15.7%        | 11.4%              | 8.4%               |
| Framer                   | <5                  | 6.9%         | 1.8%               | 1.1%               |
| Netlify                  | <5                  | 2.9%         | 3.5%               | 1.1%               |

Vercel and Adobe Experience Manager sit at opposite ends of this table with almost the same pair of numbers between them. Webflow beats Adobe Experience Manager on YC by fifteen points and loses to it on the Fortune 500 by twenty-six. WordPress is the one brand here that gets bigger as the companies get older and smaller, and Cloudflare is the only host above 30% in all four groups.

## HubSpot is on 11.2% of YC homepages and 2.5% of the Fortune 500

| Brand                          | YC (n=5,386) | Fortune 500 (n=472) | Unicorns (n=1,000) | Inc 5000 (n=4,885) |
|--------------------------------|--------------|---------------------|--------------------|--------------------|
| HubSpot                        | 11.2%        | 2.5%                | 17.2%              | 25.6%              |
| HubSpot Forms                  | 2.8%         | <5                  | 6.6%               | 8.8%               |
| Marketo                        | 1.2%         | 5.9%                | 12.1%              | 1.1%               |
| Marketo Forms                  | 0.5%         | 2.3%                | 6.4%               | 0.6%               |
| Adobe Experience Platform Tags | 0.4%         | 25.2%               | 1.2%               | 0.4%               |
| Salesforce Pardot              | 0.2%         | 1.9%                | 1.8%               | 1.9%               |
| Oracle Eloqua                  | <5           | 2.3%                | <5                 | <5                 |

HubSpot leads Marketo on YC by nine to one and trails it on the Fortune 500. The two are closest on the unicorn list, the only group where both are in double digits. Salesforce Pardot is the smallest of the three on the Fortune 500, below both HubSpot and Marketo, even though Salesforce is the CRM those companies name. Adobe Experience Platform Tags follows Adobe Experience Manager almost cell for cell.

## PostHog is on 12.8% of YC homepages and under the floor on the Fortune 500

| Brand              | YC (n=5,386) | Fortune 500 (n=472) | Unicorns (n=1,000) | Inc 5000 (n=4,885) |
|--------------------|--------------|---------------------|--------------------|--------------------|
| Google Analytics 4 | 41.0%        | 43.9%               | 56.0%              | 65.9%              |
| PostHog            | 12.8%        | <5                  | 1.5%               | 1.8%               |
| Microsoft Clarity  | 7.8%         | 9.3%                | 12.8%              | 18.8%              |
| Segment            | 3.8%         | 1.9%                | 7.8%               | 1.5%               |
| Mixpanel           | 1.9%         | <5                  | 1.7%               | 0.5%               |
| Amplitude          | 1.0%         | <5                  | 2.3%               | 0.2%               |
| Adobe Analytics    | <5           | 1.5%                | <5                 | <5                 |

On YC, PostHog beats Mixpanel and Amplitude together by more than four to one, and on the Fortune 500 it does not reach five installs. Amplitude runs the other way, with a higher share of unicorn domains than of YC ones. Adobe Analytics is the only brand here that clears the floor on the Fortune 500 and not on YC. Google Analytics 4 and Microsoft Clarity are the two lines that move with company size rather than with company type.

## HubSpot Chat is on 18.9% of the Inc 5000 and Intercom on 1.1%

| Brand              | Inc 5000 (n=4,885) | YC (n=5,386) | Fortune 500 (n=472) | Unicorns (n=1,000) |
|--------------------|--------------------|--------------|---------------------|--------------------|
| HubSpot Chat       | 18.9%              | 6.3%         | 1.3%                | 11.0%              |
| Intercom           | 1.1%               | 4.2%         | <5                  | 2.1%               |
| Zendesk Web Widget | 0.7%               | 0.4%         | <5                  | 1.5%               |
| Drift              | 0.2%               | 0.2%         | <5                  | 0.7%               |

| Brand | Inc 5000 (n=4,885) | YC (n=5,386) | Fortune 500 (n=472) | Unicorns (n=1,000) |
|-------|--------------------|--------------|---------------------|--------------------|
| Crisp | 0.1%               | 0.5%         | <5                  | <5                 |

HubSpot Chat wins every group we can measure, and it wins the Inc 5000 by the widest margin, roughly eighteen times Intercom's share there. Only one chat widget clears the five install floor on the Fortune 500 at all. Large companies put support behind a login rather than on the homepage, which is one reason every number in the Fortune 500 column is small.

## OneTrust is on 44.9% of the Fortune 500 and 2.2% of YC

| Brand     | Fortune 500 (n=472) | YC (n=5,386) | Unicorns (n=1,000) | Inc 5000 (n=4,885) |
|-----------|---------------------|--------------|--------------------|--------------------|
| OneTrust  | 44.9%               | 2.2%         | 20.9%              | 2.3%               |
| TrustArc  | 6.1%                | 0.2%         | 2.0%               | 0.1%               |
| Osano     | 2.1%                | 0.8%         | 4.0%               | 1.2%               |
| Cookiebot | 1.9%                | 1.9%         | 6.8%               | 2.5%               |
| CookieYes | 1.1%                | 2.9%         | 3.4%               | 5.8%               |

Consent produced the widest gap of any category on the crawl. OneTrust takes almost half the Fortune 500 column and very little of the other three. The unicorn column sits well above both YC and the Inc 5000, so companies buy OneTrust long before they reach the Fortune 500, and the Inc 5000 sits near the YC level, so this does not track company age. Cookiebot lands on the same share on YC and on the Fortune 500.

## Data funnel

| Step                | YC    | Fortune 500 | Unicorns | Inc 5000 |
|---------------------|-------|-------------|----------|----------|
| Domains on the list | 6,133 | 500         | 1,111    | 4,969    |
| Fetch attempted     | 6,133 | 500         | 1,111    | 4,969    |
| Scored and kept     | 5,386 | 472         | 1,000    | 4,885    |
| Dropped             | 747   | 28          | 111      | 84       |

We can prove those four steps and no more. The crawl outputs record how many domains were dropped, not why each one was dropped: the render logs hold per run totals of pages that came back and pages that did not, and the plain fetch failure log covers the plain crawl rather than the merged set. So the split of the dropped domains between dead domains, blocks, timeouts and pages with nothing to score is unrecorded, and we do not print one.

## How we counted

We loaded each company homepage in a headless browser and ran one fingerprint table over every page. All four crawls ran on 2026-09-04. We keep one record per domain, the rendered one where we have it and the plain fetch otherwise, and the denominators are the domains that returned a page we could score: 5,386 of 6,133 YC domains, 472 of 500 Fortune 500 domains, 1,000 of 1,111 unicorn domains and 4,885 of 4,969 Inc 5000 domains. Two floors apply. We do not print a share on a base under 20 crawled domains,

and we do not print a share for a tool with fewer than five installs in a group, which is what a cell reading "<5" means. We only see the homepage, so payment processors that run at checkout, email tools that send from another domain, support widgets behind a login and anything running on the server leave nothing for us to score, and every share here is a floor rather than a market share.

## Dataset

The per tool counts and shares behind every cell are published under `/static/data/startup-vs-enterprise-stack/` as `data.csv`, a `README.md` listing the columns and denominators, and a `METHOD.md` covering the crawl date, the fetch method, the floors and the funnel. Data: CC BY 4.0, Installmap, 2026-09-04. Next to any number here, cite: Source: Installmap, September 2026.

## Source

<https://installmap.com/research/startup-vs-enterprise-stack>

Dataset: `data.csv`, `README.md`, `METHOD.md`

## Denominators

| Group                  | Domains scored | On the list |
|------------------------|----------------|-------------|
| Y Combinator companies | 5,386          | 6,133       |
| Fortune 500            | 472            | 500         |
| Unicorns               | 1,000          | 1,111       |
| Inc 5000 (2026)        | 4,885          | 4,969       |