

Company Name	Founded	Total Employees	Y/Y Employee Growth	Awards	Sales	Employee	Marketing	Emp Success/Supp	R&D	Employee	Other	Employee	Other	Content & Community	LinkedIn Followers
#REF! Twilio	2008	7876	47%	Forbes Cloud 100, Deloitte	19%	3%	48%	27%	Product-Led.Sales-Led	Free Trial, Free Plan, Enterprise, Buy	Video Content, Community, Podcast, Templates	218247			
#REF! Zendesk	2007	6809	37%		21%	7%	9%	41%	22%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/Install	Video Content, Community, Newsletter, Podcast, C	290858		
#REF! Okta	2009	6353	54%	Deloitte Fast 500	24%	4%	6%	37%	29%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Buy	Video Content, Community, Podcast, Certification	224452		
#REF! Dropbox	2007	4306	15%	LinkedIn Top Startups	8%	6%	3%	52%	31%	Product-Led.Sales-Led	Free Trial, Free Plan, Enterprise, Downk	Video Content, Community, Podcast	375920		
#REF! GitHub	2008	4155	35%		8%	6%	2%	68%	18%	Product-Led.Sales-Led	Free Trial, Enterprise, Open Source	Video Content, Community, Podcast	2475693		
#REF! MongoDB	2007	4010	41%	Deloitte Fast 500	23%	3%	6%	41%	27%	Product-Led.Sales-Led	Free Trial, Free Plan, Enterprise	Video Content, Community	466793		
#REF! Slack	2009	3911	35%	LinkedIn Top Startups	21%	5%	11%	42%	21%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast	923878		
#REF! Cloudera	2008	3123	5%		13%	5%	13%	49%	20%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Community, Newsletter, Podcast, Certification	213643		
#REF! Cloudflare	2009	2912	44%	Forbes Cloud 100, Deloitte	22%	4%	5%	44%	25%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Video Content, Community, Podcast	320449		
#REF! Sinch	2008	2346	25%		16%	3%	5%	47%	29%	Product-Led.Sales-Led	Free Trial, Enterprise	Video Content, Community, Podcast	133748		
#REF! New Relic	2008	2331	8%		16%	3%	9%	52%	20%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Open Sour	Video Content, Community, Podcast, Certification	87903		
#REF! Asana	2008	2288	56%	Forbes Cloud 100	16%	8%	4%	38%	34%	Product-Led.Sales-Led	Demo, Enterprise, Download/Install	Video Content, Community, Podcast, Templates	167500		
#REF! Icertis	2009	2017	30%	Forbes Cloud 100, Deloitte	12%	2%	6%	62%	16%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Buy	Video Content, Podcast	82514		
#REF! o9 Solutions	2009	1814	73%	Deloitte Fast 500	5%	0%	30%	41%	24%	Product-Led.Sales-Led	Free Trial, Demo	Community, Podcast	164686		
#REF! Hootsuite	2008	1758	18%		14%	7%	17%	36%	26%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast, Certification	370321		
#REF! UserTesting	2007	1697	14%		14%	7%	8%	55%	16%	Product-Led.Sales-Led	Free Trial, Enterprise	Community, Podcast, Certification, Templates	80553		
#REF! Glassdoor	2007	1284	27%		13%	8%	11%	33%	35%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install	Video Content, Community	200388		
#REF! Semrush	2008	1232	21%	Deloitte Fast 500	16%	17%	7%	40%	20%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Podcast	226255		
#REF! Acquia	2007	1198	8%	Forbes Cloud 100	18%	5%	4%	54%	19%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Community, Podcast, Certification	80603		
#REF! BambooHR	2008	1179	29%	Forbes Cloud 100	27%	5%	13%	35%	20%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Podcast	76113		
#REF! JFrog	2008	1146	35%	Forbes Cloud 100, Deloitte	12%	3%	3%	56%	26%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast, Certification	35781		
#REF! Collibra	2008	1146	45%	Forbes Cloud 100	24%	3%	5%	39%	29%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Community, Podcast, Certification	43463		
#REF! Gainsight	2009	1138	40%	Forbes Cloud 100	10%	3%	11%	55%	21%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Community, Newsletter, Podcast, Certification	70435		
#REF! LogicMonitor	2007	1110	42%		25%	2%	7%	49%	17%	Sales-Led	Free Trial, Demo, Enterprise	Video Content, Community, Podcast	37335		
#REF! Druva	2008	1106	21%		17%	3%	3%	54%	23%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Podcast, Certification	86439		
#REF! Flexera	2008	1055	3%		14%	5%	8%	52%	21%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast	45706		
#REF! Dataminr	2009	1035	47%	Forbes Cloud 100, Deloitte	21%	9%	4%	38%	28%	Sales-Led	Demo, Enterprise, Download/Install	Community, Podcast, Certification	100516		
#REF! PagerDuty	2009	1029	15%		21%	4%	10%	41%	24%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Community, Podcast, Certification	29209		
#REF! Malwarebytes	2008	999	15%		21%	7%	7%	43%	22%	Product-Led.Sales-Led	Free Trial, Free Plan, Enterprise, Downk	Video Content, Community, Podcast	35392		
#REF! Grammarly	2009	933	43%	Forbes Cloud 100, Compari	6%	21%	8%	45%	20%	Product-Led	Download/Install	Community, Podcast, Certification	87214		
#REF! Securonix	2007	896	41%		11%	2%	4%	63%	20%	Sales-Led	Free Trial, Demo, Open Source	Video Content, Newsletter, Podcast	37138		
#REF! Lookout	2007	817	26%	Forbes Cloud 100	17%	4%	2%	53%	24%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Podcast	23096		
#REF! Clio	2008	770	31%		17%	7%	11%	38%	27%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Newsletter, Podcast, C	26134		
#REF! C3 AI	2009	760	24%	Forbes Cloud 100	8%	0%	0%	65%	27%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install,	Community, Podcast	52820		
#REF! Uniphore	2008	751	74%	Deloitte Fast 500	10%	5%	6%	46%	33%	Product-Led.Sales-Led	Demo, Enterprise	Video Content, Podcast	42305		
#REF! Calabria	2007	722	7%		16%	3%	8%	52%	21%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Podcast	20892		
#REF! Couchbase	2009	721	14%		19%	6%	0%	52%	23%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install,	Video Content, Community, Newsletter, Podcast	29365		
#REF! NeoJ	2007	706	42%		21%	8%	2%	45%	24%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast, Certification	36372		
#REF! Addepar	2009	685	53%		9%	4%	8%	52%	27%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast	18619		
#REF! Delphix	2008	606	16%	Forbes Cloud 100	16%	4%	7%	51%	22%	Product-Led.Sales-Led	Demo, Enterprise	Community, Podcast	18422		
#REF! Vendasta	2008	570	12%		18%	16%	5%	41%	20%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Video Content, Community	14061		
#REF! Mettl	2009	540	5%		11%	7%	4%	37%	41%	Product-Led.Sales-Led	Free Trial, Demo, Download/Install	Video Content, Podcast, Certification	61171		
#REF! Sonatype	2008	487	24%		21%	5%	4%	46%	24%	Product-Led.Sales-Led	Free Trial, Demo, Free Plan, Enterprise	Video Content, Community, Podcast	14257		
#REF! Evernote	2008	487	8%		2%	9%	6%	63%	20%	Product-Led	Free Plan, Download/Install, Buy	Video Content, Community, Templates	102396		
#REF! Sauce Labs	2008	482	25%		18%	7%	6%	50%	19%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install,	Community, Podcast, Certification	14489		
#REF! UserZoom	2007	421	31%		16%	6%	5%	44%	29%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Podcast, Certification	22436		
#REF! Deputy	2008	411	34%		13%	5%	6%	53%	23%	Product-Led.Sales-Led	Free Plan, Enterprise, Download/Install	Video Content, Podcast, Templates	14678		
#REF! Teamwork	2007	399	27%		13%	8%	8%	50%	21%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Video Content, Podcast, Templates	19531		
#REF! HigherLogic	2007	398	4%		14%	5%	18%	40%	23%	Sales-Led	Demo, Enterprise	Community, Podcast	15408		
#REF! Featurespace	2008	389	20%	Deloitte Fast 500	7%	4%	5%	60%	24%	Sales-Led	Demo, Enterprise, Download/Install, Buy	Podcast	7993		
#REF! Mixpanel	2009	388	29%	Forbes Cloud 100, Compari	20%	7%	9%	34%	30%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Community, Podcast	34040		
#REF! Conviva	2009	381	37%	LinkedIn Top Startups	9%	6%	8%	28%	49%	Sales-Led	Free Trial	Podcast	22231		
#REF! Dashlane	2009	372	26%	Forbes Cloud 100, Deloitte	8%	5%	10%	58%	19%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Podcast	17393		
#REF! Acumatica	2007	371	15%		8%	7%	4%	53%	28%	Sales-Led	Demo, Enterprise, Download/Install, Buy	Video Content, Community, Podcast, Certification	27804		
#REF! Invoca	2008	362	48%		22%	3%	14%	37%	24%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast, Certification	10867		
#REF! Prezi	2009	333	2%		6%	9%	7%	52%	26%	Product-Led.Sales-Led	Free Trial, Enterprise	Video Content, Community, Templates	58158		
#REF! Catchpoint	2008	328	15%		13%	5%	5%	53%	24%	Product-Led.Sales-Led	Free Trial, Enterprise	Video Content	12496		
#REF! Camunda	2008	318	21%		14%	8%	12%	40%	26%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast	27549		
#REF! Sonar	2008	292	36%		22%	4%	2%	45%	27%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install,	Community	6937		
#REF! Appvio	2009	290	1%		7%	2%	4%	77%	10%	Product-Led.Sales-Led	Free Trial, Demo, Buy	Video Content, Community, Podcast, Certification	6011		
#REF! RStudio PBC	2009	286	32%		6%	5%	7%	55%	27%	Sales-Led	Enterprise, Download/Install	Community, Newsletter, Podcast, Certification	79639		
#REF! Duda	2009	285	20%		15%	8%	4%	40%	33%	Product-Led.Sales-Led	Free Trial, Enterprise, Buy	Video Content, Community, Certification, Template	15866		
#REF! Lucidworks	2007	268	1%		13%	5%	7%	45%	30%	Sales-Led	Demo, Enterprise	Video Content, Community, Podcast	10250		
#REF! LastPass	2008	265	452%		40%	7%	7%	35%	11%	Product-Led.Sales-Led	Free Trial, Demo, Free Plan, Enterprise	Video Content, Community, Podcast	16097		
#REF! AB Tasty	2009	265	12%		20%	7%	16%	34%	23%	Sales-Led	Demo, Enterprise, Download/Install	Podcast	14684		
#REF! Bitly	2008	263	21%		9%	11%	6%	34%	40%	Product-Led.Sales-Led	Free Trial, Free Plan, Enterprise	Podcast	16376		
#REF! Unbounce	2009	239	3%		3%	13%	9%	43%	32%	Product-Led.Sales-Led	Free Trial, Demo, Free Plan, Enterprise	Video Content, Community, Podcast, Templates	35003		
#REF! Jams Software	2007	231	13%		14%	6%	14%	44%	22%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Podcast	7880		
#REF! BrandMaker	2008	230	26%		11%	5%	15%	50%	19%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Podcast	4385		
#REF! Syapse	2008	222	14%	Comparably Awards	2%	2%	0%	34%	62%	Product-Led.Sales-Led	Free Trial, Enterprise	Video Content, Community, Podcast	6489		
#REF! Codility	2009	220	33%		23%	4%	10%	41%	22%	Product-Led.Sales-Led	Demo, Enterprise	Podcast	18849		
#REF! ThoughtExchange	2009	217	15%	Deloitte Fast 500	19%	9%	14%	29%	29%	Sales-Led	Free Trial, Demo, Enterprise	Video Content, Community	6501		
#REF! Quentic	2007	212	10%		21%	12%	13%	35%	19%	Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Community, Newsletter, Podcast, C	5018		
#REF! Lengow	2009	201	44%		19%	6%	17%	31%	27%	Sales-Led	Free Trial, Demo, Enterprise, Buy	Video Content, Certification	10885		
#REF! Wispond	2009	193	21%		40%	15%	5%	25%	15%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise	Video Content, Community, Podcast	4571		
#REF! Ecwid	2009	193	10%		5%	16%	6%	55%	18%	Product-Led.Sales-Led	Free Trial, Demo, Download/Install, Buy	Video Content, Podcast	5146		
#REF! Aerospiko	2009	186	16%		17%	9%	5%	49%	20%	Sales-Led	Free Trial, Enterprise, Download/Install	Video Content, Community, Podcast	10945		
#REF! eSSential Accessbill	2008	169	111%	Deloitte Fast 500	15%	6%	11%	42%	26%	Product-Led.Sales-Led	Demo	Podcast, Certification	4584		
#REF! ActvTrak	2009	157	31%	Deloitte Fast 500	22%	8%	7%	42%	21%	Product-Led.Sales-Led	Free Trial, Demo, Free Plan, Enterprise	Video Content, Podcast	6960		
#REF! dotloop	2008	146	9%		19%	3%	33%	13%	32%	Product-Led.Sales-Led	Free Trial, Enterprise, Download/Install,	Newsletter	5287		
#REF! CTERA	2008	142	11%		16%	2%	3%	56%	23%	Product-Led.Sales-Led	Free Trial, Demo, Enterprise, Download/	Video Content, Newsletter, Podcast	4546		

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Company Name	Founded	Total Employees	Y/Y Employee Growth	Awards	Sales	Employee Marketing	Emp Success/Suppr	R&D	Employee Other	Employee GTM	Strategies	Offers	Content & Community	LinkedIn Followers
#REF! Spreedly	2008	138	22%		10%	5%	4%	54%	27%	Product-Led.Sales-Led	Free Trial,Enterprise	Podcast	4111	
#REF! doxo	2008	129	21%	Deloitte Fast 500	10%	6%	2%	42%	40%	Product-Led		Video Content	3968	
#REF! Dwolla	2008	129	33%		13%	5%	3%	44%	35%	Product-Led.Sales-Led	Free Plan	Video Content,Podcast	7854	
#REF! Doodle	2007	124	2%		3%	7%	9%	53%	28%	Product-Led.Sales-Led	Free Trial	Podcast	3016	
#REF! SightCall	2008	123	2%		20%	6%	14%	39%	21%	Sales-Led	Demo,Enterprise,Download/Install	Video Content,Podcast	7964	
#REF! SaaSOptics	2009	120	19%	Deloitte Fast 500	13%	8%	11%	41%	27%	Product-Led.Sales-Led	Demo,Enterprise	Podcast	5627	
#REF! GridGain	2007	112	9%		11%	5%	3%	56%	25%	Product-Led.Sales-Led	Free Trial,Enterprise,Download/Install	Video Content,Podcast,Certification	4398	
#REF! Gurobi Optimization	2008	106	43%		31%	10%	0%	25%	34%	Product-Led.Sales-Led	Free Trial,Demo,Enterprise,Download/	Video Content,Community,Podcast	12200	
#REF! RapidMiner	2007	106	3%		10%	11%	3%	51%	25%	Product-Led.Sales-Led	Free Trial,Demo,Enterprise,Download/	Video Content,Community,Newsletter,Podcast,C	18217	
#REF! Gradle	2009	103	51%		11%	6%	2%	59%	22%	Product-Led.Sales-Led	Free Trial,Demo,Enterprise,Download/	Video Content,Newsletter	4651	