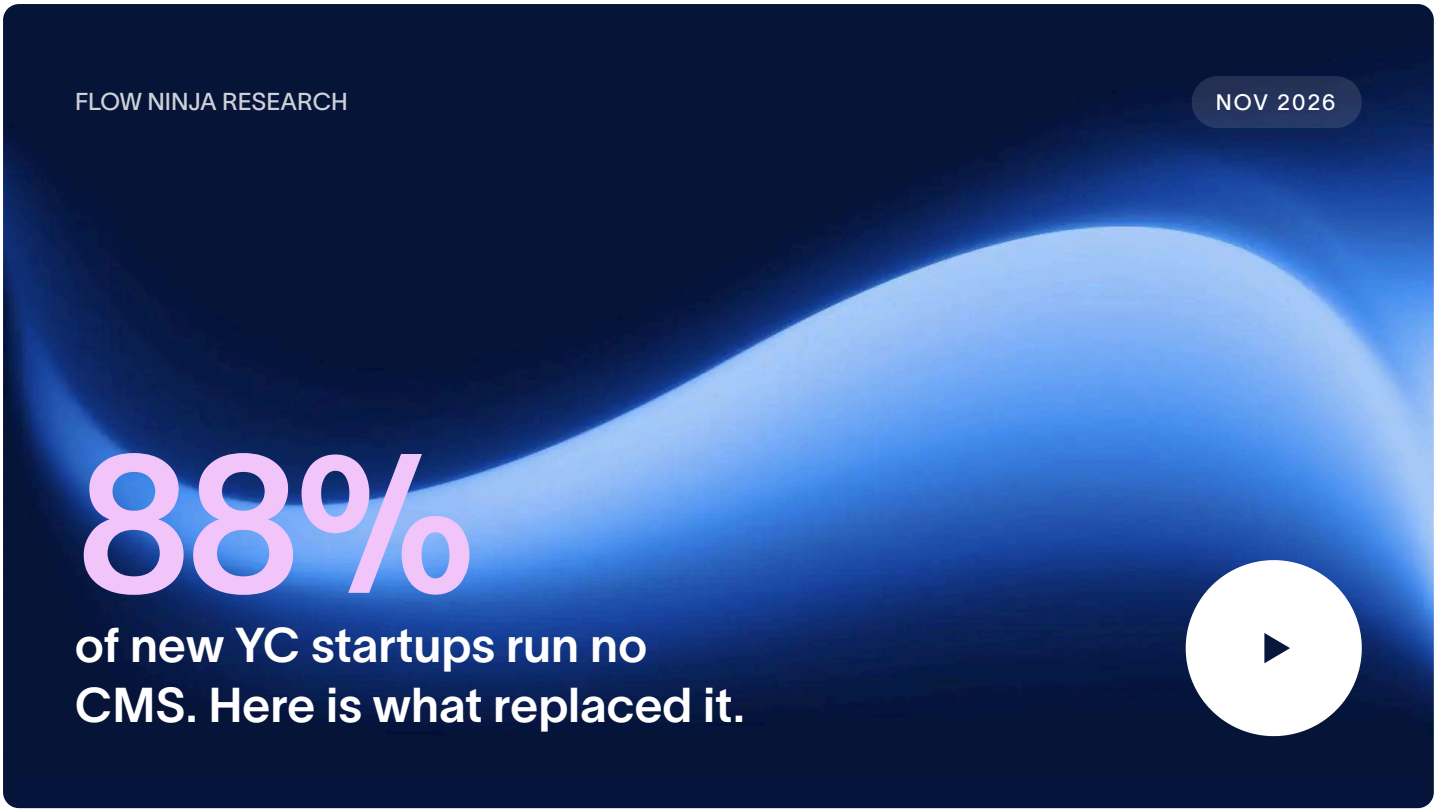
The state of the CMS 2027

We scanned 15,420 websites to see what startups, scale-ups, the Fortune 500 and the 10,000 most-visited sites run on, and what changed in the age of AI.



Uros Mikić
CEO, Flow Ninja · Published 12 November 2026 · 14 min read · Updated 17 November 2026



WATCH THE REPORT AS A VIDEO

Flow Ninja Research · State of the CMS 2027

We keep re-checking the data, so a few numbers in the video differ slightly from this report. The report has the current numbers.

01 — Key takeaways

Big companies still run a CMS. New startups mostly skip it.

88% of YC's 2026 class show no CMS on their website, up from 40% of the 2020 class.

90%

of the Forbes Cloud 100 run a CMS, and four platforms are within seven companies of each other.

29%

of Fortune 500 sites run Adobe Experience Manager, more than any other platform.

52%

of the top-10,000 websites that publish content run a CMS. Counting every site on the list, 67% show none.

–245

sites: what the 11 main platforms lost among the top 10,000 in twelve months. Sanity grew fastest, up 39.5%.

02 — Startups

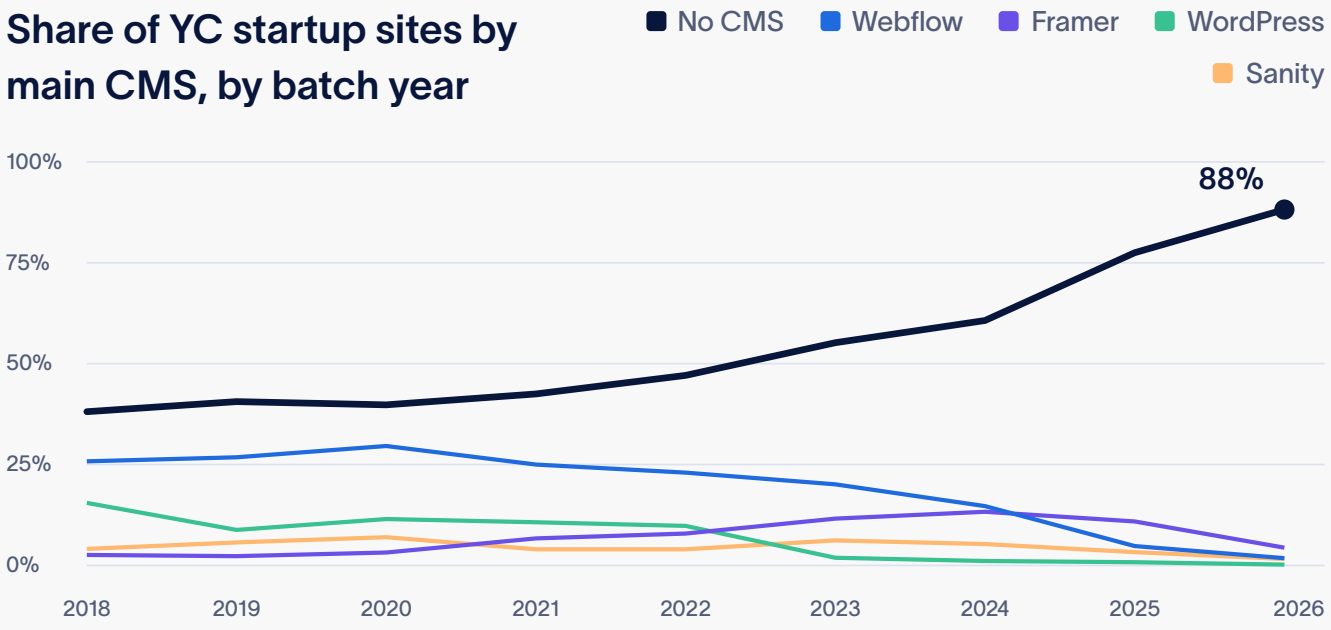
Each newer YC class uses a CMS less

- Our own scan of 4,270 YC company sites.

We read the website of every Y Combinator startup from 2018 to 2026, 4,270 sites in total. Among the 2020 class, 40% run no CMS today. Among the 2026 class it is 88%. Webflow went from 30% of the 2020 class to 2% of the 2026 class.

- Our scan · YC startups, 2018 to 2026 batches

Share of YC startup sites by main CMS, by batch year



Source: Flow Ninja scan, 11 November 2026; sites that could not be read were re-checked on 17 November. 4,270 YC company sites we could read.

- **Webflow** held 20% to 30% of every class from 2018 to 2023, then fell to 15%, 5% and 2%. Most of its startup base was built before 2024.
- **Framer** rose to 13% of the 2024 class and fell to 4% of the 2026 class.
- **WordPress** dropped from 15% of the 2018 class to under 1% of the 2026 class.
- **Sanity** holds 3% to 7% of every class through 2025 and 2% of 2026.

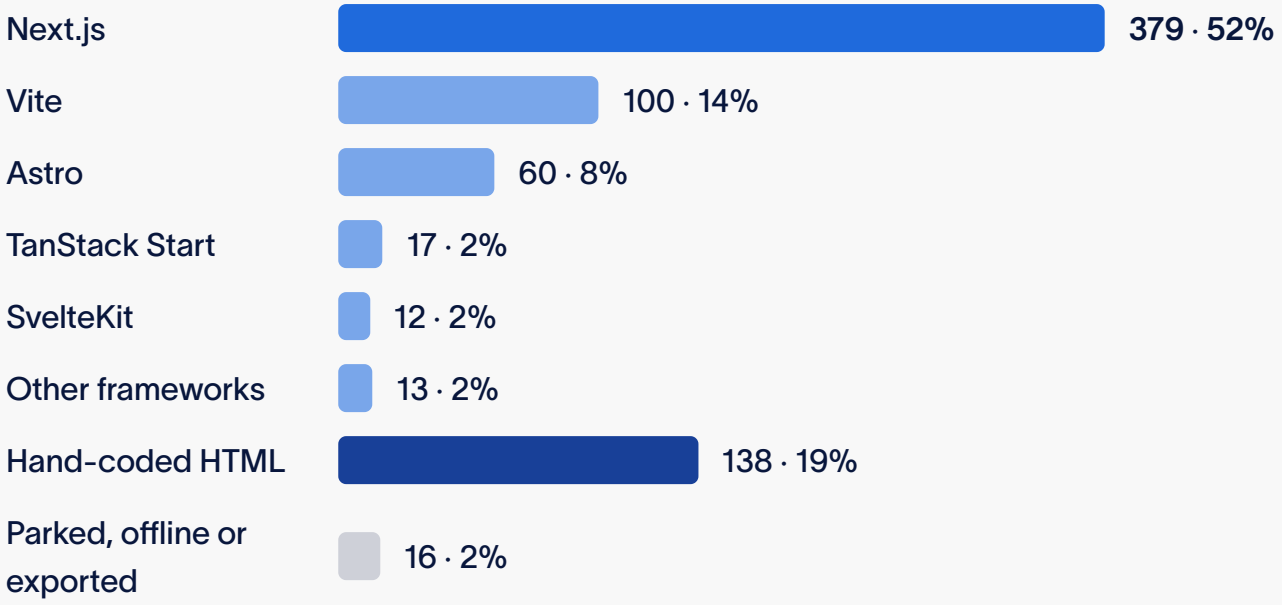
Two things drive this and the data cannot fully separate them. Newer startups build differently, and older startups have had time to hire marketers and move to a CMS. The

2025 class is one year old and already at 77% no CMS, against 61% for the 2024 class, so the change in how startups build is real.

Our scan · YC class of 2026

What replaced the CMS

The 735 YC 2026 sites with no CMS, by the framework they are built on



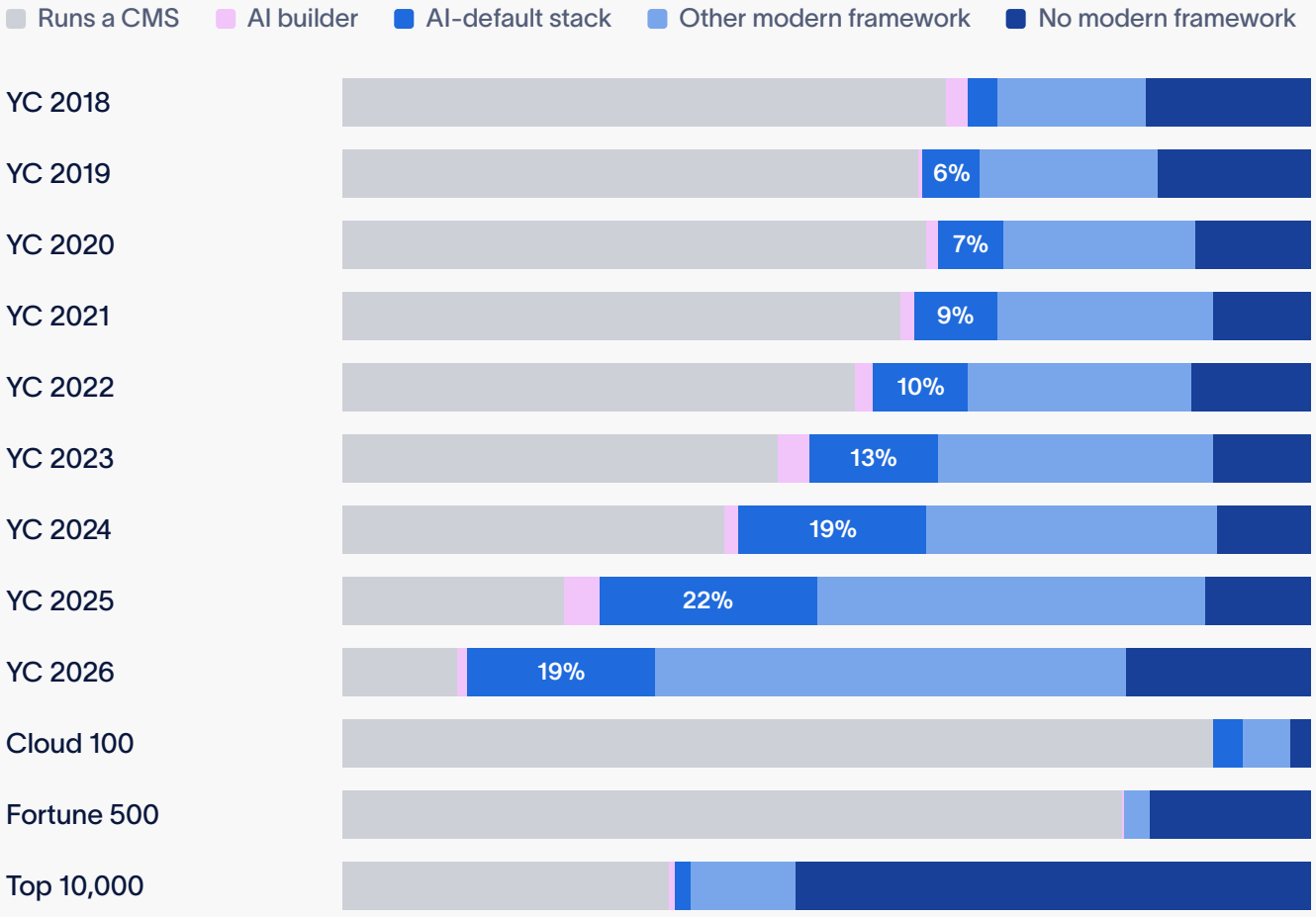
Other frameworks: Remix, React without a framework, Jekyll, Docusaurus, Hugo, Rails and Angular. Hand-coded HTML is a site written as plain files with no framework or builder. A framework site can still have a CMS behind it that leaves no trace in the pages. Source: Flow Ninja scan, 11 November 2026, re-checked on 12 and 17 November.

We cannot prove a site was vibe-coded, because code written with Cursor or Claude Code looks the same as code written by hand. We can sort the sites without a CMS into four groups by what the source shows.

Our scan · YC startups

A fifth of recent YC startups run the stack AI coding tools generate by default

How each site is built. Grey runs a CMS, the colors split the sites without one.



AI-default stack is a modern framework with Tailwind and shadcn/ui, the setup AI coding tools produce unless told otherwise. It shows how a site is built, not that AI wrote it. AI builder means marks left by tools such as Lovable, v0 or Bolt. Source: Flow Ninja scan, 11 November 2026, sites our own scan could read.

- **Confirmed AI builders are rare.** They appear on at most 4% of any YC class. Lovable is the most common, with 14 sites in the 2025 class.
- **The AI-default stack more than doubled.** It is on 9% of the 2021 class and 19% to 22% of the 2024 to 2026 classes. shadcn/ui only launched in 2023, so the older sites that have it were rebuilt since then.
- **Large sites have almost none of it.** In the Fortune 500, 87 of the 113 no-CMS sites show no modern framework. In the top 10,000 it is 3,335 of 4,144. These are older

custom platforms.

Our scan · method

How we sorted the sites without a CMS

Group	What it means	How we detect it
AI builder mark	Built on a hosted AI builder	Marks left by Lovable, v0, Bolt, Replit, Base44 and similar tools, or template leftovers such as placeholder images
AI-default stack	The stack AI coding tools generate unless told otherwise	A modern framework with Tailwind and shadcn/ui components
Other modern framework	Coded on Next.js, Vite, Astro or similar, with a custom front end	A modern framework without the shadcn/ui pattern
No modern framework	Plain HTML, older custom platforms, or apps we could not read	None of the above

Source: Flow Ninja scan, 11 November 2026.

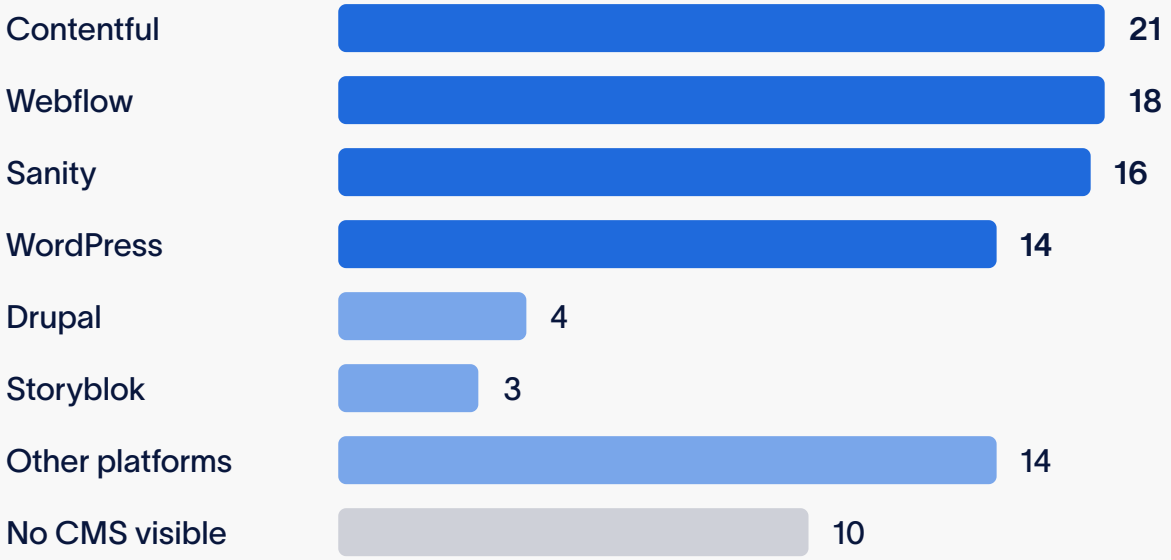
Among scale-ups it is a four-way race

- Our own scan of the Forbes Cloud 100 sites.

In the Forbes Cloud 100, 90 companies run a CMS. Contentful, Webflow, Sanity and WordPress hold 69 of them between them. This is the only group where no platform is clearly ahead.

- Our scan · Forbes Cloud 100

Forbes Cloud 100 companies by main CMS



Source: Flow Ninja scan, 11 November 2026. Forbes Cloud 100, 2025 list. Other platforms: Adobe AEM, Contentstack, Payload, Framer, HubSpot CMS, Odoo, Statamic, Builder.io, Prismic.

Who runs what in the Forbes Cloud 100

Contentful
21 companies

Notion · Rippling · Plaid · Vercel · Grammarly · 1Password · Carta · Zapier · Snyk · ClickUp · DeepL · Navan · Personio · Benchling · Chainguard · Workato · Dialpad · Dataiku · Airwallex · Cribl · OpenAI

Webflow 18 companies		Vanta · Glean · Clay · Harness · Checkout.com · Fivetran · Synthesia · Abridge · Attentive · Flock Safety · Island · Cyera · MaintainX · GlossGenius · Fal AI · Together AI · VAST Data · Webflow
Sanity 16 companies		Anthropic · Ramp · Brex · Runway · Intercom · Harvey · Airtable · Gong · Clio · AlphaSense · Tanium · Collibra · Sierra · Fireworks AI · Mercor · dbt Labs
WordPress 14 companies		Netskope · BrowserStack · Arctic Wolf · Motive · NinjaOne · HiBob · AppsFlyer · Cato Networks · Komodo Health · Forter · Brightwheel · EvenUp · Papaya Global · Automattic
Drupal, Storyblok and others 21 companies	Drupal	Databricks · Zoho · Algolia · Automation Anywhere
	Adobe AEM	Cohesity · Celonis · OneTrust
	Storyblok	Grafana Labs · Checkr · Guild
	Framer	Perplexity AI · Miro
	Contentstack	Axonius · Abnormal AI
	Payload	Calendly · ElevenLabs
	HubSpot CMS	Lambda
	Odoo	Odoo
	Statamic	Claroty
	Builder.io	Pendo
	Prismic	LaunchDarkly
No CMS visible 10 companies		Stripe · Cursor · Canva · Deel · Gusto · Postman · ClickHouse · Talkdesk · Midjourney · Hugging Face

OpenAI is listed under Contentful on a third-party detection that other sources dispute. Cato Networks blocked the scan and was checked by hand. Postman's main site shows no CMS; its blog, on a subdomain, runs WordPress. Source: Flow Ninja scan, 11 November 2026.

04 — Enterprise

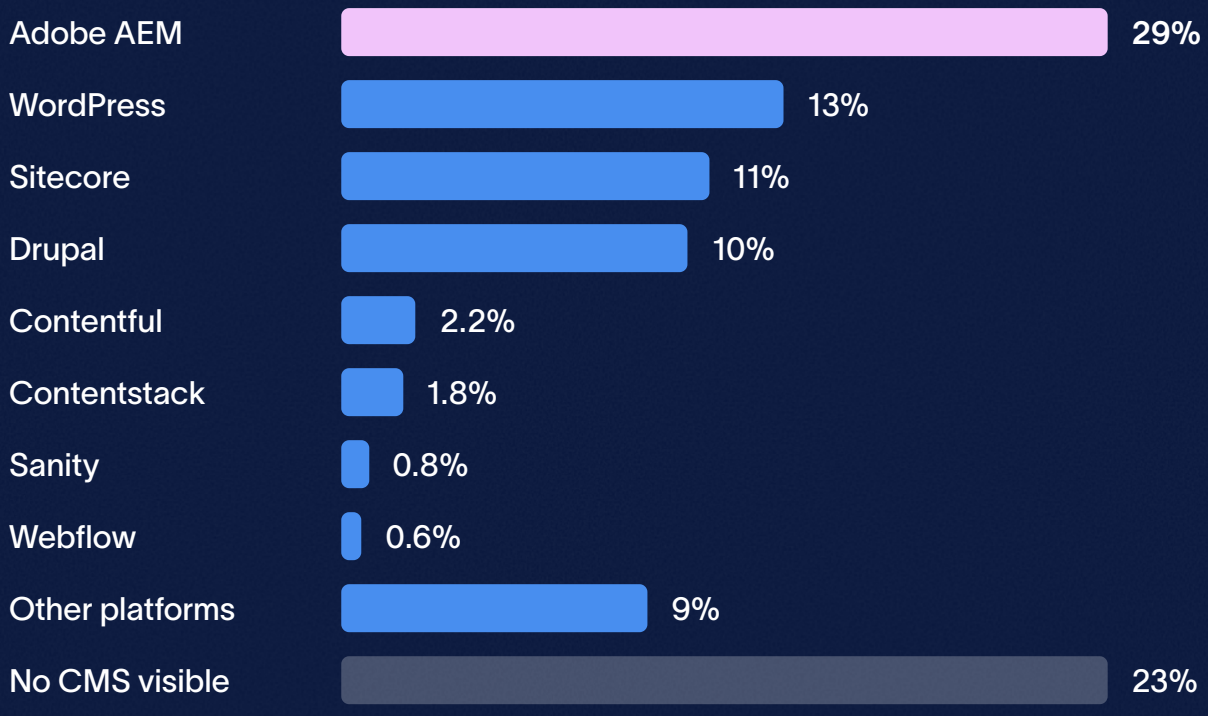
Adobe runs the Fortune 500

- Our own scan of all 500 Fortune 500 sites, 18 of them from BuiltWith records.

Microsoft runs Adobe Experience Manager, Disney runs WordPress and PepsiCo runs Sitecore. The platforms that lead among startups and scale-ups are at 2% or less each here. AEM leads in tech, banking and pharma, and WordPress leads in energy.

- Our scan · Fortune 500

Fortune 500 sites by main CMS

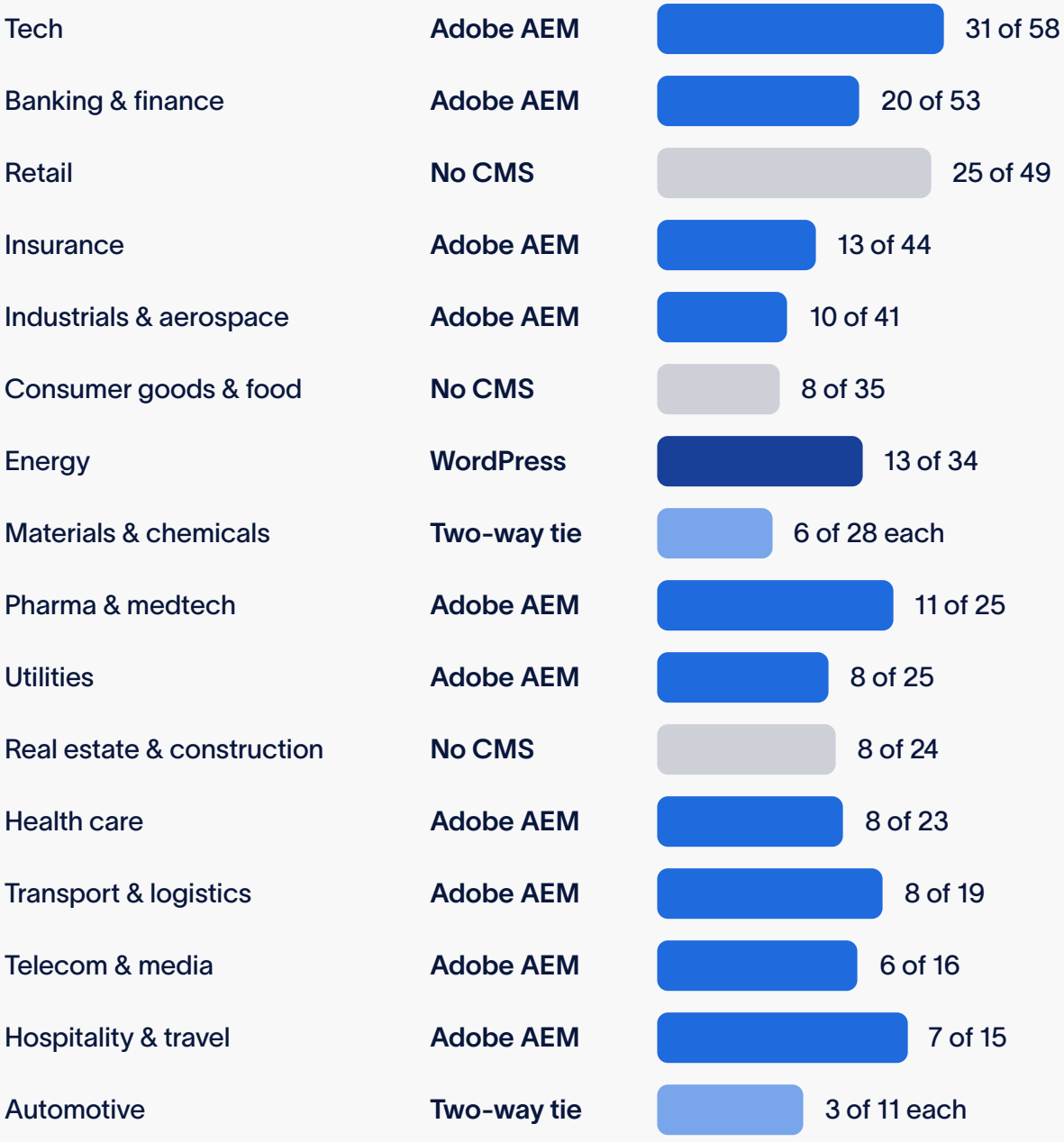


Source: Flow Ninja scan, 11 November 2026, and re-checks on 12, 13, 16 and 17 November (by hand, and from archive copies for sites that do not open outside the US), plus BuiltWith records for 18 sites that blocked the scan. All 500 Fortune 500 sites.

Our scan · Fortune 500

The largest group in each Fortune 500 sector

Adobe leads 10 of 16 sectors and ties for the lead in two more. Blue is a CMS, grey is no CMS visible.



Bar length is the group's share of the sector. Automotive: Adobe AEM and no CMS have three sites each. Materials and chemicals: Adobe AEM and WordPress have six sites each. Source: Flow Ninja scan, 11 November 2026, and re-checks on 12, 13, 16 and 17 November, plus BuiltWith records. All 500 Fortune 500 sites.

Our scan · Fortune 500

The largest Fortune 500 companies on each CMS

CMS	Sites	Largest companies on it
Adobe AEM	145	UnitedHealth Group, CVS Health, Microsoft, JPMorgan Chase, Cardinal Health, Nvidia, Elevance Health
WordPress	65	Phillips 66, Walt Disney, Energy Transfer, Merck, Plains GP
Sitecore	54	ExxonMobil, Cencora, Chevron, Comcast, PepsiCo, RTX
Drupal	51	Cigna, Fannie Mae, StoneX, Freddie Mac, Valero, Tesla
Contentful	11	Procter & Gamble, Eli Lilly, Galaxy Digital, General Dynamics, Salesforce, Mondelez, AutoNation
Contentstack	9	Progressive, Sysco, AutoZone, MGM Resorts, Alaska Air
Sanity	4	Waste Management, Block, Oscar Health, Burlington
Webflow	3	Lear, ABM Industries, EQT
Storyblok	2	American Electric Power, Fluor
Other platforms	43	Optimizely 8, Sitefinity 6, Kentico 6, WebSphere 5, Salesforce 3, and others
No CMS visible	113	Amazon, Walmart, Apple, Alphabet, Berkshire Hathaway, Meta

Source: Flow Ninja scan, 11 November 2026, plus BuiltWith records for 17 sites that blocked it.

Half of the top sites that publish content run a CMS

- Our own scan of the 7,577 websites on the top-10,000 list, with BuiltWith records for the 1,246 that blocked it.

Two thirds of the 10,000 most-visited sites show no CMS, but about 2,100 of the ones we read have no blog or content section at all, like YouTube, Spotify and Roblox. Among the 4,184 that publish content, 52% run a CMS. The share is about the same in the top 1,000 as in the rest of the list.

Our scan · top 10,000 sites

52% of the 4,184 top sites that publish content run a CMS. WordPress is the largest platform at 23%.



WordPress 23.1% · Adobe AEM 5.9% · Drupal 6.2% · Contentful 3.6%

Webflow 3.0% · Sanity 1.9% · Other platforms 7.9% · No CMS 48.3%

Source: Flow Ninja scan, 11 November 2026. 4,184 of the 6,298 top-10,000 sites we read publish content. The 1,279 sites that blocked the scan are left out because we could not check them.

Readers noticed that the 11 platforms on the original chart cover only about 3,500 of the top 10,000 sites. We scanned a public top-10,000 list ourselves to see what the rest are. The list ranks domains by traffic, and not every domain is a website. 1,877 of them gave no connection at all; these are almost all content networks, DNS and ad servers such as akamaiedge.net and cloudfront.net. Another 497 answered with an error or an empty page, a mix of infrastructure and real sites we could not read, such as facebook.com, github.com and ups.com. That leaves 7,577 websites. We read most of them ourselves

and used BuiltWith's records for the sites that blocked the scan. Of the 7,577, 33% run a CMS on their main site and 67% (5,067) do not.

Our scan · top 10,000 sites

Top 10,000 by main CMS

Main CMS	Share of the 7,577 sites
WordPress	14.1%
Drupal	4.2%
Adobe AEM	4.2%
Contentful	2.3%
Webflow	1.7%
Sanity	1.2%
Sitecore	0.6%
Other platforms	4.8%
No CMS on the main site	66.9%

Source: Flow Ninja scan, 11 November 2026, and a re-check on 12 November, plus BuiltWith records for the sites that blocked the scan.

Our scan · top 10,000 sites

What "no CMS" is made of among the top 10,000

The 4,144 top sites with no CMS on their main pages	Sites
Have a CMS only on a blog, a subdomain or in scripts (mostly WordPress)	313
Publish a blog or other content with no CMS we can see	1,802
Have no content section at all	2,029

Source: Flow Ninja scan, 11 November 2026, first full scan of 6,263 sites.

The last group is mostly platforms, apps and infrastructure, such as youtube.com, amazon.com, netflix.com and fastly.net. They are products, not marketing sites. Re-run on the re-checked set: of the 6,298 sites we read ourselves, 4,184 publish content and 2,105 have no content section. Among the 4,184 that publish, 2,163 run a CMS on their main pages (52%) and 2,021 do not (48%). The share is 50% in the top 1,000 by traffic, 54% from rank 1,001 to 5,000 and 51% from 5,001 to 10,000. WordPress runs 23% of them. A site counts as publishing when it runs a CMS or has a blog, news, customer or similar section we could read. The 1,279 sites that blocked the scan are left out of this cut because we could not check them.

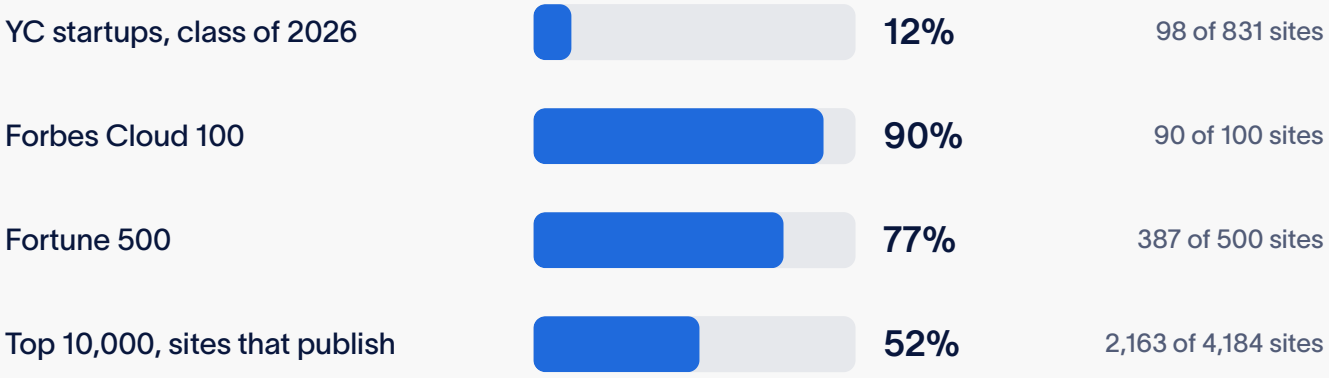
Established companies still run a CMS, and new startups mostly do not

Our own scan, all four groups side by side.

Put the four groups side by side and each platform has a stage where it wins. Framer and Webflow lead among startups, four platforms split the scale-ups, Adobe holds the Fortune 500 and WordPress is the largest across the top of the web.

Our scan · all four groups

Share of sites that run a CMS on the main site

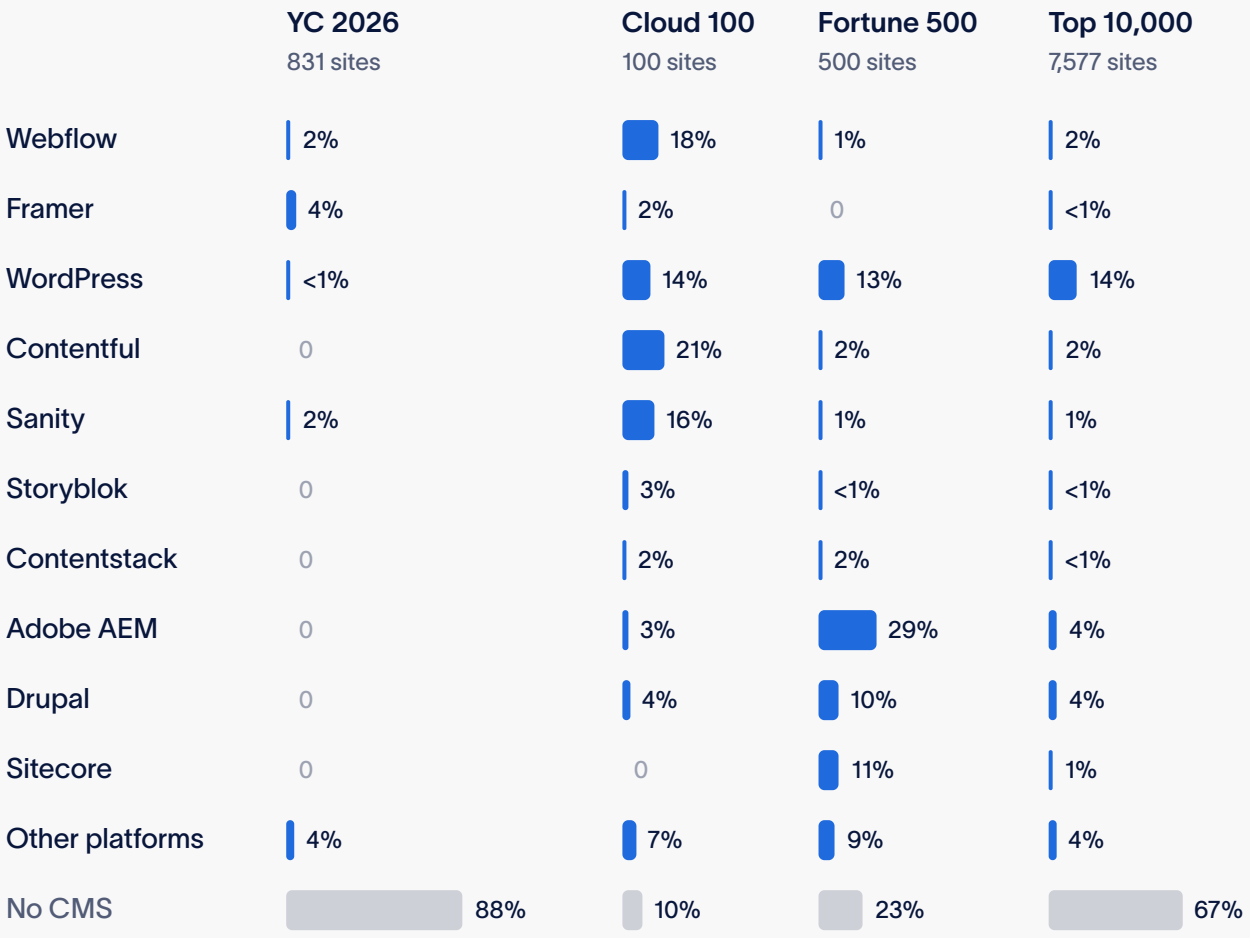


Source: Flow Ninja scan, 11 November 2026, plus BuiltWith records for Fortune 500 sites that blocked the scan. The top 10,000 row counts only sites with a blog, news or similar section.

Our scan · all four groups

Each platform has its stage, and no CMS leads among startups and the top 10,000

Share of sites in each group, by main CMS



Source: Flow Ninja scan, 11 November 2026, plus BuiltWith records for sites that blocked the scan. The top 10,000 column counts every site on the list, including products and apps with no content section.

- **Startups:** Framer and Webflow, then nothing else of size.
- **Scale-ups (Cloud 100):** Contentful 21%, Webflow 18%, Sanity 16%, WordPress 14%. This is the only group where four platforms are close.
- **Fortune 500:** Adobe AEM 29%, WordPress 13%, Sitecore 11%, Drupal 10%. Webflow and Sanity are at about 1% each.
- **Top 10,000 sites:** WordPress 14%, AEM 4%, Drupal 4%, Contentful 2%, Webflow 2%, Sanity 1%.

Where Sanity shows up. It is the main CMS on 174 YC company sites, including TRM Labs, Stoke Space, Hightouch, RevenueCat, Roboflow, Airbyte, Warp and Replit. In the Cloud 100 it runs 16 companies, Anthropic, Ramp, Brex, Runway, Intercom and Harvey among them. In the Fortune 500 it runs Waste Management, Block, Oscar Health and Burlington. It is easy to miss: Ramp and Brex keep it out of the homepage source, and Runway only showed it through its studio page.

07 — Twelve months of change

The big platforms lost more sites than the growing ones gained

BuiltWith data for the top 10,000 sites, not our own scan.

Among the 10,000 most-visited websites, the 11 main platforms were detected on 3,764 sites a year ago and 3,519 now. The five that shrank lost 323 sites. The six that grew added 78.

Biggest losers

−157 −8.0%

WordPress lost the most sites

Drupal, fastest decline	−97 sites · −16.6%
Webflow	−36 sites · −14.9%
Contentful	−24 sites · −8.9%

Biggest winners

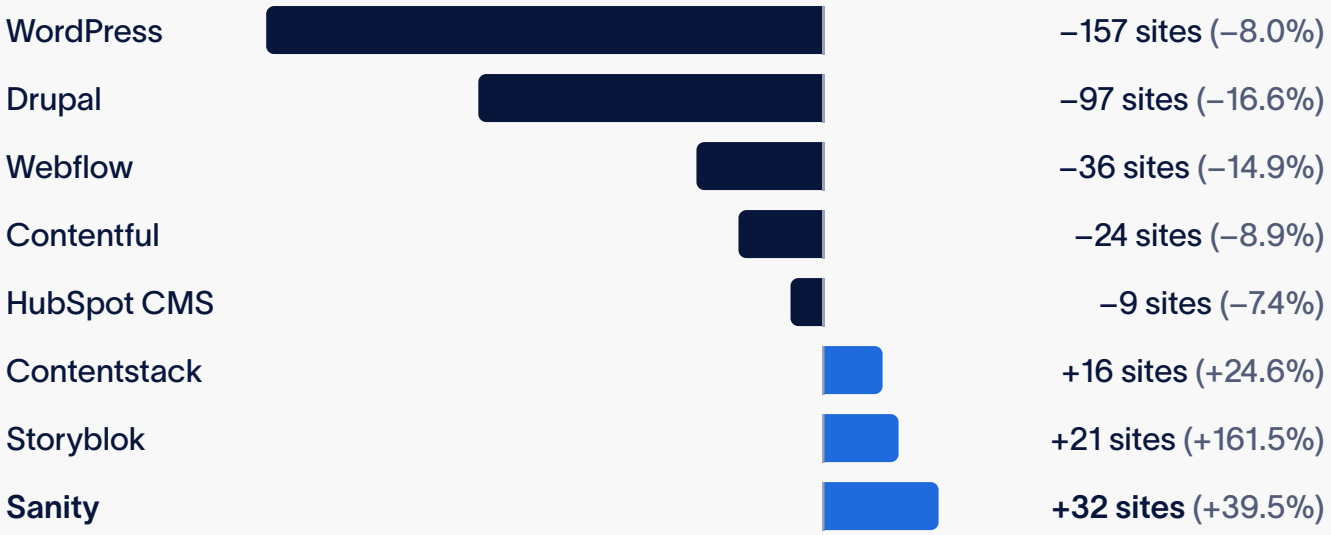
+32 +39.5%

Sanity gained the most sites

Storyblok, from 13 sites	+21 sites · +161.5%
Sanity	+32 sites · +39.5%
Sanity in the top 1,000	14 → 28

BuiltWith · top 10,000 sites, October 2025 to October 2026

Change in sites among the top 10,000, October 2025 to October 2026



Source: BuiltWith, sites where each CMS is detected among the top 10,000 by traffic. Adobe AEM (+3), Sitecore (+4) and Framer (+2) changed by fewer than five sites. Part of Storyblok's jump is likely better detection.

- **By count,** WordPress lost the most sites and Sanity gained the most.
- **By percent,** Drupal and Webflow fell fastest, and Storyblok and Sanity grew fastest. Storyblok's figure starts from 13 sites, and much of its jump came in BuiltWith's last few snapshots, so part of it is likely better detection.
- **Across the whole web the picture is calmer.** WordPress still runs about 39% of all websites according to W3Techs. These tables describe the largest sites only.

The year before looked different for several platforms. Sanity was flat, going from 84 to 81 sites, and Contentful was still growing, from 257 to 270. Webflow's loss nearly doubled, from 19 sites to 36, while WordPress's slowed from 385 to 157.

These are counts of sites among the 10,000 most-visited, not market share. The 11 platforms cover about 3,500 of those sites. Our own scan of the top 10,000 finds that most of the rest show no CMS at all.

Size changes the ranking

BuiltWith data for the top 1 million, top 10,000 and top 1,000 sites, not our own scan.

WordPress is the largest platform at every size, but its lead narrows as sites get bigger. Bars show the top 10,000; the columns beside them give the top 1 million and the top 1,000.

BuiltWith · top 1 million, 10,000 and 1,000 sites

WordPress runs 1,801 of the top 10,000 sites, more than the other ten combined

The other ten platforms together: 1,718 sites

Platform	Top 1 million	Top 10,000	Top 1,000
WordPress	309,065	1,801	207
Drupal	21,417	487	55
Adobe AEM	8,272	327	51
Contentful	4,713	246	42
Webflow	12,190	205	30
Sanity	3,107	113	28
HubSpot CMS	6,311	113	23
Contentstack	1,118	81	13
Sitecore	2,570	69	11
Framer	2,429	43	6
Storyblok	1,781	34	8

Source: BuiltWith · domains where each CMS was detected, 1 October 2026, estimated from the snapshots either side of that date

In the top 1,000, the other ten platforms together pass WordPress. Drupal and AEM hold second and third place in both of the upper tiers, and Webflow is third in the top 1 million.

The size effect

The bigger the company, the more the ranking changes. If a platform's sites were spread evenly, 1% of its top-1-million sites would fall in the top 10,000. Platforms above that line lean toward large sites.

BuiltWith · top 1 million and top 10,000 sites

Contentstack, Contentful, AEM and Sanity are the most concentrated in the biggest sites

Share of each platform's top-1-million sites that are also in the top 10,000



Source: BuiltWith · computed from top-10,000 and top-1-million detections, 1 October 2026

The same effect explains the Webflow and Sanity comparison. Webflow has 3.9 times as many sites as Sanity in the top 1 million, 1.8 times as many in the top 10,000, and 1.1 times as many in the top 1,000.

WordPress shows it in reverse. It accounts for 83% of the detections across these 11 platforms in the top 1 million, 51% in the top 10,000 and 44% in the top 1,000.

W3Techs, which measures usage independently, also finds Webflow more common among top-ranked sites than across the web. Webflow leans toward large sites, but less strongly than the headless platforms.

BuiltWith · highest-traffic sites per platform

The highest-traffic sites BuiltWith lists for each platform

Platform	Highest-traffic sites BuiltWith lists, microsites left out
WordPress	gofundme.com, snowflake.com, crowdstrike.com, ringcentral.com, bigcommerce.com
Drupal	tesla.com, verizon.com, riotgames.com, nasdaq.com, nokia.com
Adobe AEM	t-mobile.com, amd.com, dhl.com, sap.com, mastercard.com
Sitecore	comcast.com, mckinsey.com, mayoclinic.org, adp.com, imf.org
Contentful	wise.com, xerox.com, economist.com, intercom.com, elsevier.com
Contentstack	costco.com, netgear.com, riotgames.com, blizzard.com, mongodb.com
Sanity	tailscale.com, politico.com, rollingstone.com, polymarket.com, revenuecat.com
Storyblok	grafana.com, crunchyroll.com, roche.com, tomtom.com, virginmedia.com
Webflow	notion.com, mapbox.com, getyourguide.com, crunchbase.com, docusign.com
Framer	miro.com, zapier.com, razorpay.com, sfr.fr, samba.tv
HubSpot CMS	knowbe4.com, zimperium.com, avg.com, osano.com, incognia.com

BuiltWith lists a site under every CMS it detects anywhere on the domain, so riotgames.com appears under Drupal and Contentstack, and notion.com appears under Webflow while our scan finds Contentful on its main pages. For WordPress, Drupal and Webflow, a third to a half of the listed big-company sites are subdomains such as a blog or an events microsite. For AEM and Sitecore almost all are the main site. Source: BuiltWith site lists per platform, pulled 11 November 2026.

09 — Regions

Most platforms have twice as many sites in the US as in Europe

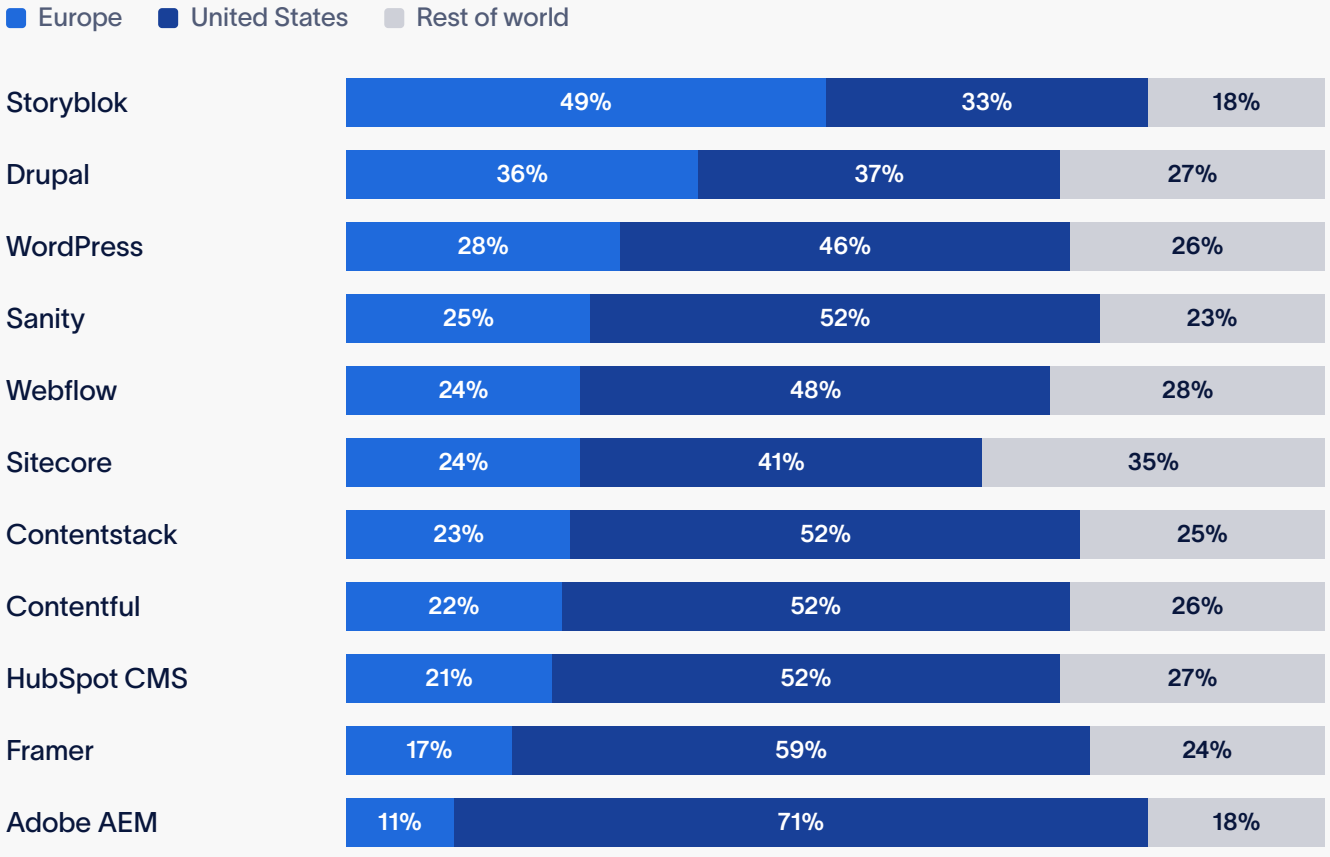
BuiltWith data for all websites online, not our own scan.

Two do not: Storyblok and Drupal.

BuiltWith · all websites online

Storyblok is the only platform with more sites in Europe than in the US

Share of each platform's live sites by region, sorted by Europe share



Source: BuiltWith · live sites by country for each platform, all site sizes, November 2026

Storyblok has 49% of its sites in Europe and 33% in the US, which fits a company founded in Austria. Drupal is close to even at 36% Europe and 37% US. Adobe AEM is the most US-concentrated platform, with 71% of its sites in the US and 11% in Europe.

Sanity, Contentful, Contentstack and HubSpot CMS each have 52% of their sites in the US and between 21% and 25% in Europe. For a European company, this affects the practical side of the choice: the number of local agencies, reference customers and events differs by platform more than global totals suggest.

These shares count sites of every size.

Where sites move from and to

BuiltWith data for all websites online, not our own scan.

WordPress is the main source of sites for the growing platforms, and Framer and Sanity are the main destinations. The table shows net moves between pairs of platforms, as BuiltWith reports them on each platform's page.

BuiltWith · all websites online

Net sites moved between pairs of platforms, all websites online

Mostly small sites: Framer has 2,429 sites in the top 1 million, so almost all of the 48,346 sites that moved to it from WordPress are smaller ones.

From	To	Net sites moved
WordPress	Framer	48,346
HubSpot CMS	WordPress	20,960
WordPress	Sanity	19,044
Webflow	Framer	12,100
HubSpot CMS	Webflow	6,760
Sitecore	WordPress	6,302
Webflow	Sanity	3,166
Drupal	Sanity	1,834
Contentful	Sanity	885
Contentful	Webflow	725
HubSpot CMS	Storyblok	366
Contentful	Storyblok	356
AEM	Storyblok	242

BuiltWith publishes no switching table for Webflow or Drupal. Their rows above come from the other platforms' pages. Source: BuiltWith, each platform's own page. Sites of every size, no date range given.

These counts cover sites of every size and BuiltWith gives no date range for them, so they describe the whole web more than large companies. Two patterns still stand out. Not every move goes toward newer platforms: HubSpot CMS and Sitecore both lose more sites to WordPress than they gain from it. And Storyblok's gains come from enterprise platforms, which suggests larger customers than its site count implies.

Ownership of the newer platforms is consolidating

Not site counts: news, funding, analyst reports and job ads.

Ownership of the newer platforms is consolidating, and the signals outside crawl data point the same way as the site counts. Each row below is a separate piece of evidence, with its source.

Other sources · news, funding, analysts and hiring

Signals outside the crawl data

Signal	What happened	Source
Acquisition	Salesforce agreed to buy Contentful on 1 June 2026 and completed the deal on 1 September 2026, at a reported price of about $1.5 billion	The Next Web, FocusReactive
Acquisition	Figma bought Payload, an open-source CMS, in June 2025	CMSWire
Funding	Sanity raised an $85 million Series C in May 2025, led by Bullhound Capital	Cooley
Analyst ranking	Forrester's CMS Wave for Q1 2025 covered 13 vendors. Contentstack says it was the only pure headless provider named a Leader	Contentstack
Hiring, UK	Permanent job ads citing "headless CMS" rose to 62 in the six months to November 2026, from 27 a year earlier	IT Jobs Watch
Hiring, UK	Ads citing AEM rose to 64 from 10, while ads citing Contentful fell to 5 from 10	IT Jobs Watch: AEM, Contentful
Search behavior	MarTech reports that 68% of Google searches ended without a click in early 2026, and cites a McKinsey estimate that 20% to 50% of traditional search traffic is at risk	MarTech

Source: Linked in each row.

Contentful's count in the top 10,000 turned from growth to decline in the same year it was sold. The data cannot say whether one caused the other.

The hiring figures cover the UK only and the numbers are small, so they are a sense check. We could not confirm the current Gartner Magic Quadrant for Digital Experience Platforms from a primary source, so it is not cited here.

What each platform shipped for AI in 2026

Every platform we checked now has an agent layer and a way for outside AI tools to read and edit content. Being "AI-ready" no longer separates them. How well the content is structured and governed does.

Other sources · vendor announcements

What each platform shipped for AI in 2026

Platform	What shipped	When
WordPress	Version 7.0 with an AI client, the Abilities API, a connectors screen for AI providers and an official MCP adapter	20 May 2026
Webflow	Source, an agentic workspace (research preview); Campaigns (beta); AEO content agents for Enterprise; MCP 2.1	2 September 2026
Sanity	Knowledge Bases and Workflows (both beta), on top of its MCP server and Content Agent	14 September 2026
Contentful	Now part of Salesforce, which plans to make it the content layer that Agentforce reads; remote MCP server	Deal announced June 2026
Adobe AEM	Three AEM Sites agents (available) and LLM Optimizer, which checks how AI systems read a brand	20 April 2026
Contentstack	Agent OS, generally available, with an assistant, an agent builder and automations	9 June 2026
Storyblok	Storyblok Agents: custom and scheduled agents, choice of AI model, MCP server	10 September 2026

Drupal, Sitecore, HubSpot CMS and Framer are not in this table because we did not research them.
Source: Vendor announcements and press coverage, listed under Sources.

Adobe reports that AI-driven traffic to US retail sites rose 269% year over year in March 2026.

What this means for a CMO in 2027

No single platform is the standard for large companies, so the useful question is which one companies of your size and industry are moving to.

01 **Compare yourself with your peers, not with the whole market.** A bank and a software startup sit in different markets. Use the size and industry cuts in this report to find the three or four platforms your peers run.

02 **Ask whether machines can read your content.** The platforms growing at every size store content as structured data. With most searches now ending without a click, the first reader of a page is often an AI system.

03 **Check who owns the vendor.** Contentful now belongs to Salesforce and Payload to Figma. Ask each shortlisted vendor about pricing, bundling and roadmap for the next three years.

04 **Budget for running the site after the move.** Migration tools are improving quickly, so the move itself is getting cheaper. The lasting cost is the team that runs the website afterward.

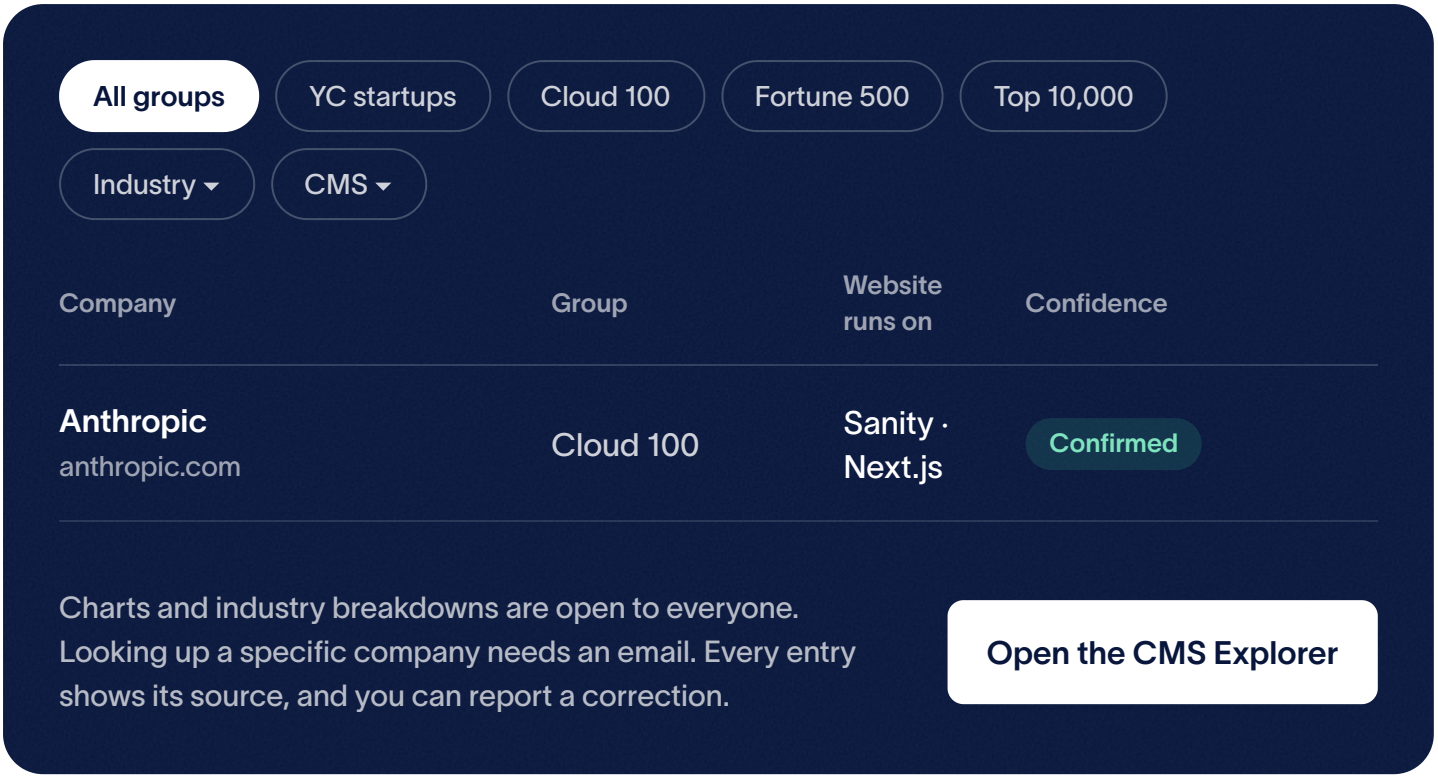
05 **Treat this data as a shortlist, then verify.** Detection data shows direction. Before you sign, ask each vendor for two reference customers of your size in your industry.

The next edition should add revenue bands, traffic weighting and a Fortune 500 cut, so that each finding can be stated by company size in dollars.

13 — CMS Explorer

Look up any company in the research

Search 13,026 companies and websites to see which CMS each one runs and how sure we are about it. Filter by group, industry or platform, and open the other sites a company runs. Company lookup unlocks with your email.



How we got these numbers

15,420
websites scanned on 11 November 2026

12,447
sites with a result, 1,265 of them from BuiltWith records

2
passes per site: main pages, then blog, sitemap and scripts

78%
agreement with BuiltWith on a 603-site check sample

What counts as a CMS. A site's main CMS is the platform detected on its homepage, or on at least two separate pages of the same domain. A CMS that appears only on a blog subdomain is recorded separately and does not count as the main CMS.

What "no CMS" means. No CMS signature was found on any page we read. This includes sites that keep their content as files in the code, which leaves no trace in the published pages.

Sites we could not read. 1,363 top sites blocked the scan. We did not try to get around those blocks. 33 of them were read directly on a re-check, and for 1,246 we used BuiltWith's records.

Independence

Flow Ninja builds on Webflow and Sanity and is a partner of both. Every platform here is measured the same way, the results for every site are published, and findings that are unflattering to our partners are reported as found.



Researcher

Uros Mikić, CEO of Flow Ninja

Uros started building websites at 15 and founded Flow Ninja in 2019.

Sources

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- **Margins.** With 95% confidence: no CMS among YC 2026 is 86% to 90%, AEM in the Fortune 500 is 25% to 33%, and Webflow among YC 2021 is 22% to 29%.
- **Sites we could not read.** 102 Fortune 500 sites could not be read on 11 November; a re-check on 12 November read 48 of them. Of the 29 companies added on 13 November, 13 could not be read either, which left 67. On 16 and 17 November 66 of them were read by hand or from archive copies and one was filled from BuiltWith, so none remain. 18 Fortune 500 sites in all come from BuiltWith records. Of the 4,849 YC sites, 579 have no result: the 17 November re-check found that 459 of them no longer work and 21 point to another company or are not the startup's own site, so the YC shares describe companies whose sites are still up. Of the top 10,000, 3,737 could not be read: 1,877 gave no connection (almost all infrastructure), 497 answered with an error or an empty page (a mix of infrastructure and real sites such as facebook.com and github.com), and 1,363 blocked the scan, such as adobe.com, nytimes.com and openai.com. On a retry, 35 of the 497 answered at their www address; they are not included in the counts. We did not try to get around those blocks. For 1,309 of them (1,279 after the re-check, and 1,246 after 33 more were read directly on 12 November) we used a BuiltWith list report, counting a CMS only when BuiltWith detected it on the main domain since July 2026. As a check, we also compared 603 sites we had read with BuiltWith's records. The two agree on 78% of sites, and the totals per platform are within a few sites of each other, except WordPress, where our scan finds more (90 against 75).
- **One day.** Everything was scanned on 11 November 2026, and the sites that blocked the scan or could not be read were re-checked on 12 November, the Fortune 500 sites again on 13, 16 and 17 November, and the YC sites on 17 November. Older YC classes show what companies run today, not what they launched with.

Is "no CMS" real? The second look

A headless CMS can hide, so we went back to every site where the first pass found nothing. For each one we read its blog, news, customer and changelog pages, a post from its sitemap, the Sanity studio address, a blog subdomain if it had one, and up to 12 of its script files for the code that talks to a CMS. A CMS found this way counts as the site's main CMS only when two separate checks agree.

- **Most no-CMS startups do publish.** Of the 718 YC 2026 sites, 402 have a blog, changelog or customer pages with no CMS behind them that we can see. Another 309 have no content section at all, so they have nothing for a CMS to manage yet.
- **What we still cannot see.** Content kept as files in the code, or a CMS used only when the site is built, leaves no trace in the finished pages. Stripe, Deel, ClickHouse and Hugging Face publish blogs and show no CMS marks. The honest label for them is "no CMS visible".

Our scan · all four groups

Smaller platforms and frameworks

Readers asked about	What the scan found
Payload	Main CMS on 29 of 4,270 YC sites, 2 of the Cloud 100 (Calendly, ElevenLabs) and 11 of the top 10,000
Strapi	Main CMS on 9 YC sites; none in the Cloud 100 or Fortune 500
Directus	1 YC site
Umbraco	None found in any group
Astro	On 9% of YC 2026 sites, 3% of the Cloud 100 and 1% of the Fortune 500. It has been at 7% to 9% of each YC class since 2019. Next.js is on 48% of YC 2026 sites
A visual builder beside a headless CMS	Rare. Of 44 Cloud 100 companies on a headless CMS, 5 also run WordPress somewhere, and none shows Webflow or Framer beside it

Source: Flow Ninja scan, 11 November 2026.

Method and limits

The report counts the domains on which each CMS was detected, using BuiltWith crawl data pulled on 9 and 10 November 2026. It covers 11 platforms that run marketing

websites: WordPress, Drupal, AEM, Sitecore, Contentful, Contentstack, Sanity, Storyblok, Webflow, Framer and HubSpot CMS.

BuiltWith · method

How the BuiltWith analysis was set up

Choice	What we did	Why it matters
Size tiers	Top 1,000, top 10,000 and top 1 million sites by traffic	Traffic rank stands in for company size
Dates	1 October 2024, 2025 and 2026, estimated from the BuiltWith snapshots either side of each date	BuiltWith does not record every platform on the same day
Platforms left out	Tools for docs, help centers, status and careers pages, such as Atlassian and Workday	BuiltWith files them under CMS, but nobody moves a website to them
Industries and regions	All live sites of every size, current snapshot only	BuiltWith does not split these by size tier or by year

Source: BuiltWith crawl data pulled on 9 and 10 November 2026.

Four limits apply to every number here.

- **Detected is not the same as runs on.** A domain counts if the CMS appears anywhere on it, including a blog or a careers section. One company can count for two platforms.
- **Headless platforms are undercounted.** Sanity, Contentful, Contentstack and Storyblok often leave little trace in a page, and self-hosted tools like Strapi leave almost none.
- **Detection changes over time.** Storyblok and AEM jumped mostly in the last few snapshots, which looks like better detection as much as growth.
- **Small numbers are noisy.** In the top 1,000, one company switching moves a row by one.

A Fortune 500 cut, revenue bands and traffic weighting are not in this edition. They need company-level data that we could not collect in time.

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Is your CMS still the right one?

Get on a call and we will show you what companies your size run on, and what moving would take.

Free strategy call

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