

# Excel Add-In

## ABOUT MATTERMARK

Mattermark collects & organizes comprehensive information on the world's fastest growing companies.

## USING THE ADD-IN

The Mattermark add-on allows you to pull Mattermark company data directly into your spreadsheets. There are 4 primary functions:

### Company Data Enrichment

Get up-to-date, company data by field.

**=mm(domain, field\_name)**

Ex. =mm("uber.com", "name") -> **Uber**

Sheets Pro users can also query for past values within a specified range on all fields marked as **HISTORICAL**

*Note: for historical queries, the default date range and unit is 30 days.*

**=mm(domain, field, date, date range, date unit (D,M,or Y))**

Ex. =mm("uber.com", "employees", "2/1/16", "30", "D") -> **1500**

### Domain Finder

Find the web domain for a company when you only have a name.

**=mm\_domain(company\_name)**

Ex. =mm\_domain("Uber") -> **uber.com**

### Company Name Finder

Find the company name for a company when you only have a domain.

**=mm\_name(mm\_domain)**

Ex. =mm\_name("uber.com") -> **Uber**

### Domain Cleaner

Get the base domain from any URL.

**=mm\_clean(URL)**

Ex. =mm\_clean("uber.com/blog") -> **uber.com**

**Tip:** Use ranges to automatically fill in data for every row.

**=mm(B2:B11, "employees")**

The maximum range size is 1,000 rows. Please break down large ranges into multiple smaller ones if you need to process more rows than what is allowed in a single function call.

## Supported Fields

These are the fields that are available for company data enrichment using the MM function.

=MM("mattermark.com", "employees")

Field	Description
business_model	The business model for the company (B2B, B2C, SaaS, etc.)
city	City of headquarters.
country	Country of headquarters.
description	A description of the company.
employees_12m	Employees within the company 12 months ago.
employees_1m	Employees within the company 1 month ago.
employees_6m	Employees within the company 6 months ago.
employees <small>HISTORICAL</small>	Employees within the company.
fb_likes <small>HISTORICAL</small>	The number of Likes the company has on Facebook.
fb_talking <small>HISTORICAL</small>	The number of mentions for the company on Facebook.
funding <small>HISTORICAL</small>	Total reported funding.
growth <small>HISTORICAL</small>	Measures how quickly a company is growing and its traction at a given point in time (based on online footprint, company size, and funding activity.)
industry	The industries that the company belongs to.
investors	The investors that have a position in the company.

last_funding_amount	Amount of most recent funding event.
last_funding_date	Date of most recent funding event.
linkedin_followers HISTORICAL	The number followers the company has on LinkedIn.
metro	Metropolitan area of headquarters.
mindshare HISTORICAL	Higher scores indicate sustained, steeper growth of public interest across several external signals. Negative score indicates declining customer interest.
name	The business model for the company (B2B, B2C, SaaS, etc.)The name of the company.
stage	Stage of funding. Blank means no funding has been observed yet.
state	State of headquarters.
twitter_followers HISTORICAL	The number of followers the company has on twitter.
web_uniques HISTORICAL	Estimated unique visitors to the company's website.