

# 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<br><small>HISTORICAL</small>  | Employees within the company.  |
| fb_likes<br><small>HISTORICAL</small>   | The number of Likes the company has on Facebook.   |
| fb_talking<br><small>HISTORICAL</small> | The number of mentions for the company on Facebook.  |
| funding<br><small>HISTORICAL</small>    | Total reported funding.  |
| growth<br><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<br><small>HISTORICAL</small> | The number followers the company has on LinkedIn.  |
| metro   | Metropolitan area of headquarters.   |
| mindshare<br><small>HISTORICAL</small>          | 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<br><small>HISTORICAL</small>  | The number of followers the company has on twitter.  |
| web_uniques<br><small>HISTORICAL</small>        | Estimated unique visitors to the company's website.  |