

Web Field Name	Definition
Company Name	The business trade name under which a company performs operations.
Growth Score	The growth score should be used as a proxy for company growth/potential. It measures both public engagement and cash utilization (i.e. how effectively a company is leveraging its funding). If a company has not received funding or hired new employees since its last funding, the growth score will be the same as the mindshare score.
Mindshare Score	A measure of public engagement with a company; the mindshare score tracks (estimated) unique web visitors, (estimated iTunes) mobile downloads, inbound links, Twitter and LinkedIn followers, and Facebook likes. The score is a 4-week rolling average of the weekly momentum score. It is calculated once per week.
Momentum Score	The momentum score is also a measure of public engagement with a company. It tracks the same metrics as the mindshare score; however, it only reflects data from the past 7 days (whereas the mindshare score tracks data from the past 4 weeks).
Mattermark URL	The URL through which the Mattermark company profile can be accessed. This URL contains a unique identifier assigned to the company by Mattermark.
Website	The momentum score is also a measure of public engagement with a company. It tracks the same metrics as the mindshare score; however, it only reflects data from the past 7 days (whereas the mindshare score tracks data from the past 4 weeks).
Description	A brief explanation of a company's products and/or services.
Is Raising On AngelList	Indicates that a company is publicly fundraising on AngelList.
AngelList Raising Amount	Indicates that amount of funding that the company is currently seeking through AngelList fundraising.
AngelList Pre-Money Valuation	Indicates the pre-money valuation at which the company is currently seeking funding through AngelList.
AngelList Raised Amount	Indicates that amount of funding that the company has currently raised in its most recent AngelList fundraising round.
Industry	The sector into which a company may be categorized; industry evaluations are based on the company's principal products and/or services. A company may be categorized within several disparate industries. Industry definitions are available here: <a href="https://docs.google.com/spreadsheets/d/1nuZomQ0cveCblAY13TZK2bUf7ugl57AYf9jpu8IA/edit#gid=0">https://docs.google.com/spreadsheets/d/1nuZomQ0cveCblAY13TZK2bUf7ugl57AYf9jpu8IA/edit#gid=0</a>
Business Model	A classification based on the customers from whom a company generates most of its revenue or to whom a company directs most of its marketing. A company may be classified as B2B, B2C, or both.
Keywords	A set of words usually describing the niche or market in which a company operates or the technology or platform in which the company specializes.
Investors	The set of firms, including both strategic and institutional investors, and individuals that have invested in the company.
Employee Count	An estimate of the company size based on the number of current employees on LinkedIn. At this time, this number may include independent contractors.
Employees Month Ago	An estimate of the company size one month prior to the current date.
Employees Added This Month	The net change in company size in the past month. Notably, this number may underestimate the number of new employees if turnover occurred.
Employees MoM	The percent change in company size in the past month.
Employees 6 Months Ago	An estimate of the company size six months prior to the current date.
Employees Added In 6 Months	The net change in company size in the past six months. Notably, this number may underestimate the number of new employees if turnover occurred.
Employees 6 Months Growth	The percent change in company size in the past six months.
Est. Monthly Uniques	The number of distinct individuals requesting pages from the domain in the past month (30 days). This number may be an estimate or may be actual web traffic retrieved through an authenticated Google Analytics account.
Monthly Uniques Week Ago	The estimated number of unique web visitors within 30 days of the date that is one week prior to the current date.
Monthly Uniques WoW	The percent change in estimated number of unique web visitors within 30 days in the past week.
Monthly Uniques Month Ago	The estimated number of unique web visitors within 30 days of the date that is one month prior to the current date.
Monthly Uniques MoM	The percent change in estimated number of unique web visitors within 30 days in the past month.
Est. Monthly Mobile Downloads	The estimated number of times a mobile app has installed from the iTunes app store in the past week. This number is not yet available for Google Play store apps.
Mobile Downloads Week Ago	The estimated number of mobile app installs from the iTunes app store within 7 days of the date that is one week prior to the current date.
Mobile Downloads WoW	The percent change in estimated number of mobile downloads within 7 days in the past week.
Mobile Downloads Month Ago	The estimated number of mobile app installs from the iTunes app store within 7 days of the date that is one month prior to the current date.
Mobile Downloads MoM	The percent change in estimated number of mobile downloads within 7 days in the past month.
Twitter Followers	The number of Twitter users who currently follow the company's Twitter account.
Twitter Followers Week Ago	The number of Twitter users who followed the company's Twitter account one week prior.
Twitter Followers WoW	The percent change in Twitter followers in the past week.
Twitter Followers Month Ago	The number of Twitter users who followed the company's Twitter account one month prior.
Twitter Followers MoM	The percent change in Twitter followers in the past month.
Twitter Mentions Last Week	No longer supported
Twitter Mentions 2 Weeks Ago	No longer supported
Twitter Mentions WoW	No longer supported
Twitter Mentions Last Month	No longer supported
Twitter Mentions 2 Months Ago	No longer supported
Twitter Mentions MoM	No longer supported
Facebook Likes	The number of Facebook users who currently like the company's Facebook page.
Facebook Likes Week Ago	The number of Facebook users who liked the company's Facebook page one week prior.
Facebook Likes WoW	The percent change in Facebook likes in the past week.
Facebook Likes Month Ago	The number of Facebook users who liked the company's Facebook page one month prior.
Facebook Likes MoM	The percent change in Facebook likes in the past month.
Facebook Talking Last Week	The number of Facebook users sharing stories about a company's Facebook page in the past week. These stories include liking the page, posting to the page's wall, liking, commenting on, or sharing posts on the page, answering a question on the page, RSVPing to events, mentioning the page, phototagging the page, or checking in at a place associated with the page.
Facebook Talking 2 Weeks Ago	The Facebook talking about count within 7 days of the date that is one week prior to the current date.
Facebook Talking WoW	The percent change in Facebook talking about count within 7 days in the past week.
Facebook Talking Month Ago	The number of Facebook users sharing stories about a company's Facebook page in the past month. These stories include liking the page, posting to the page's wall, liking, commenting on, or sharing posts on the page, answering a question on the page, RSVPing to events, mentioning the page, phototagging the page, or checking in at a place associated with the page.
Facebook Talking 2 Months Ago	The Facebook talking about count within 30 days of the date that is one month prior to the current date.
Facebook Talking MoM	The percent change in Facebook talking about count within 30 days in the past month.
LinkedIn Followers	The number of LinkedIn users who follow the company's LinkedIn profile (as of the specified date).
LinkedIn Followers Week Ago	The number of LinkedIn followers one week prior.
LinkedIn Followers WoW	The percent change in LinkedIn followers in the past week.
LinkedIn Followers Month Ago	The number of LinkedIn followers one month prior.
LinkedIn Followers MoM	The percent change in LinkedIn followers in the past month.
Est. Founding Date	The year when the company commenced operations.
Stage	A classification based on the most recent funding event, company size, and/or year founded. Stage definitions are available here: <a href="https://docs.google.com/document/d/1Fx_sQ0hlwRU-WWxuW4K6XSmiAqfsv2B54mlMblewll/edit#heading=h.jh4m7zeud6c">https://docs.google.com/document/d/1Fx_sQ0hlwRU-WWxuW4K6XSmiAqfsv2B54mlMblewll/edit#heading=h.jh4m7zeud6c</a>
Total Funding	The sum of all disclosed funding amounts (in USD) from all funding rounds.
Last Funding Date	The date on which the company raised its most recently disclosed funding round.
Last Funding Amount	The funding amount from the most recently disclosed funding round.
Location	The area in which a company operates; in most cases, this represents company headquarters. The location may be specified as a [metropolitan] region, city, state, or country. At this time, there may be only one location associated with each company.
City	The city in which a company operates; in most cases, this represents the city in which the company is headquartered.
Region	The U.S. metropolitan region in which a company operates; in most cases, this represents the metropolitan region in which the company is headquartered. This field is only available for major metropolitan areas.
State	The US or Canadian state in which a company operates; specified as a 2-letter ISO standard 3166 code. In most cases, this represents the state in which the company is headquartered. This attribute is not available for companies operating OCONUS.
Country	The country in which a company operates; specified as a 3-letter ISO standard 3166 code. In most cases, this represents the country in which the company is headquartered.
Continent	The continent in which a company operates. In most cases, this represents the continent in which the company is headquartered.
Has Mobile App	Indicates if a company has an app currently available on the US iTunes or Google Play app store. Some companies with apps on international stores may also be included.
Has Google Play App	Indicates if a company has an app currently available on the US Google Play app store. Some companies with apps on international stores may also be included.
Has iTunes App	Indicates if a company has an app currently available on the US iTunes app store. Some companies with apps on international stores may also be included.
Months since last funding	The approximately number of months that have passed since the company's most recent funding round.
Employees added since last funding	The net change in company size from the current date to the date of the company's most recent funding round.
New person months since last funding	An approximation of the sum of the number of months worked by each employee since the company's most recent funding round. This approximation is based on changes in company size.
New funding employee growth	The quotient of the most recent funding amount and the new person months since last funding. This is a proxy measure for cash utilization.
Date Added	The date on which the company was added to the Mattermark database.