26characters

RESEARCH REPORT

The Most Common Phrases in B2B Marketing

The State of B2B Buzzwords 2026

We collected 7,658 pieces of marketing copy from all 496 B2B companies in the 2026 Fortune 1000 and counted the phrases they share. Three in four say they lead. Almost as many sell solutions. Here is the evidence, company by company.

A NOTE FROM OUR CEO

Why we studied how B2B companies describe themselves

Every B2B marketer has written the sentence. “We are a leading global provider of innovative solutions.” My team has edited it out of client drafts more times than we can count. It is the sentence you write when the meeting starts in ten minutes and legal already approved the last one.

After our reports on B2B case studies and CEO LinkedIn, we wanted to know how far it really goes. So we went to the source: every clearly B2B public company in the 2026 Fortune 1000, 496 companies in all. We collected their homepage headlines, page titles, buttons, solution pages, case studies, press releases and the boilerplate paragraph at the bottom of every announcement. That came to 7,658 pieces of copy.

Then we counted. Not words, companies. A phrase used 40 times by one company counts once. A phrase used once by 378 companies is a pattern.

Some of what we found is funny. Three in four companies say they lead, and almost as many sell solutions. But we are not keeping score, and this report does not take a side. None of these phrases is good or bad on its own. Many became common for good reasons: a familiar word can reassure a cautious buyer, match the terms people search for and get an announcement through legal review on time.

What the data gives you is a map. If you want to sound different, you first need to know exactly what everyone else sounds like. Then you can decide on purpose where to fit in and where to stand out.

We hope you laugh a little, then open your own homepage. If you find “leading” on it, you are in very good company. Whether that is a problem is your call.



Steve Goldhaber
CEO, 26 Characters

EXECUTIVE SUMMARY

We collected the homepage, search, button, solution page, case study and press release copy of all 496 clearly B2B companies in the 2026 Fortune 1000, 7,658 pieces of copy in all, and counted which phrases they share. As suspected, the same dozen words do most of the work. Leader, solutions, global, innovative and deliver each appear at more than half of the companies. The more useful finding sits underneath: the copy that names what a company does, for whom, with a number, is the rarest copy in the Fortune 1000. The five numbers below capture what stood out.

76%	of the 496 companies call themselves a leader, leading or industry-leading somewhere in their copy.
37%	of boilerplates open with the same template: "[Company] is a leading global provider of…"
73%	of companies sell "solutions," and 42% use the word in their solution page headlines.
0	energy companies mention AI anywhere in their copy, against 73% of technology companies.
16%	of companies had customer stories we could reach from their homepage.

The takeaway for marketing leaders: every overused phrase in this report is a placeholder for a specific claim your company can make and your competitors cannot. Find the placeholders in your own copy and fill them in.

Contents, page 20

METHOD

We read the marketing copy of 496 Fortune 1000 B2B companies

Six choices shape every number in this report. Here is what we collected and how we counted it.

1 Frame

Every clearly B2B public company in the 2026 Fortune 1000: 496 companies. 184 mixed-model and 274 consumer companies were left out.

2 Ten kinds of copy

Homepage headline and subhead, meta title and description, buttons, solution page headlines, case study headlines, and a press release headline, opening and boilerplate.

3 The buyer's view

Collected from live sites and newsrooms in November 2026. Where a corporate site served only investors, we used the brand site a business buyer lands on.

4 Counted by company

A phrase counts once per company however often it appears. Shares are of all 496 companies unless a page says otherwise.

5 38 phrase families

Variants are grouped, so leader, leading and industry-leading count as one family. Company names and tickers were stripped before counting.

6 Checked

Every item was flagged OK, Check or Missing, and random companies were checked against their live sites. Missing items are left out of every count.

496	7,658	10	38
B2B companies, every one in the 2026 Fortune 1000	pieces of copy collected and counted	kinds of copy per company	phrase families tracked

This is a descriptive study of the largest US B2B companies, not a survey of all B2B marketing. Every company is named in the directory starting on **page 64**. The full methodology starts on **page 83**.

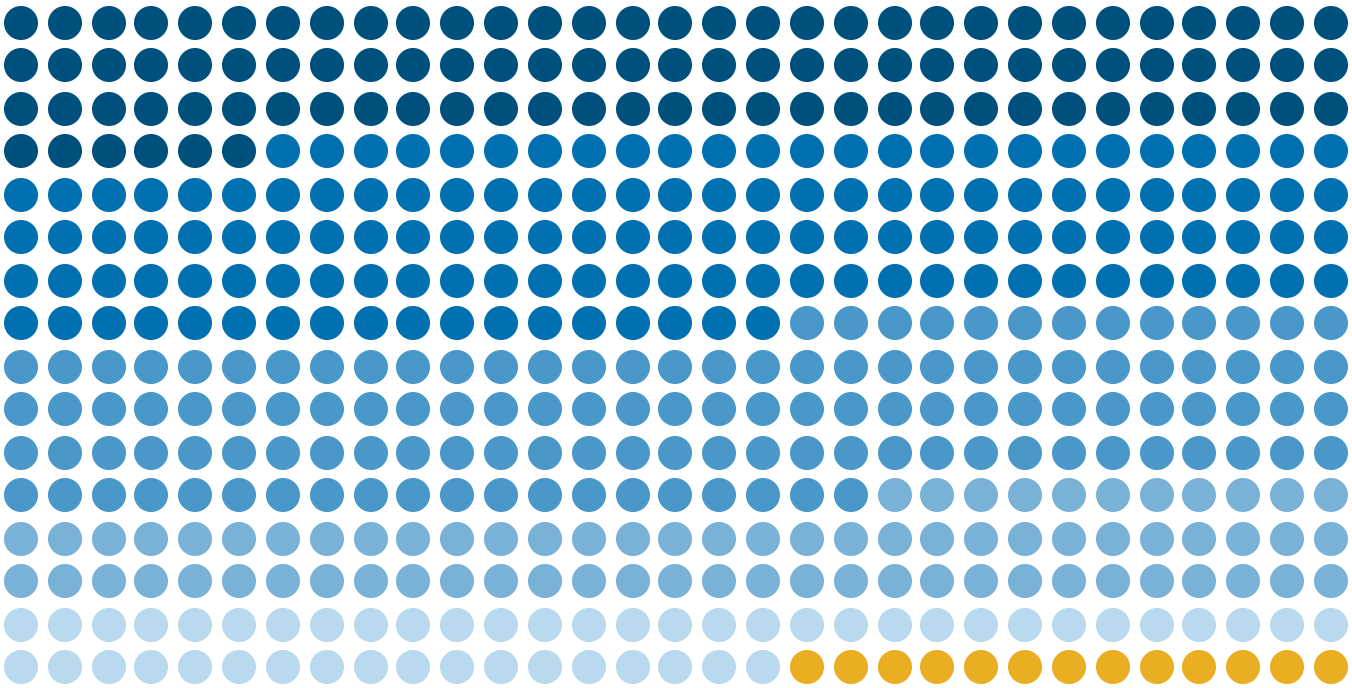
BY THE NUMBERS · 1 OF 4

496 companies, five words

Each dot is one of the 496 B2B companies in the 2026 Fortune 1000, shaded by how many of these five words it uses anywhere in its copy, including variants such as leading and innovation.

THE FIVE WORDS

Leader	Solutions	Global	Innovative	Deliver
76% of companies	73% of companies	68% of companies	55% of companies	52% of companies



- **99** use 5 of 5
- **136** use 4 of 5
- **126** use 3 of 5
- **73** use 2 of 5
- **49** use 1 of 5
- **13** use none

73%

use at least three of the five words. 99 companies use all five.

THE 13 HOLDOUTS

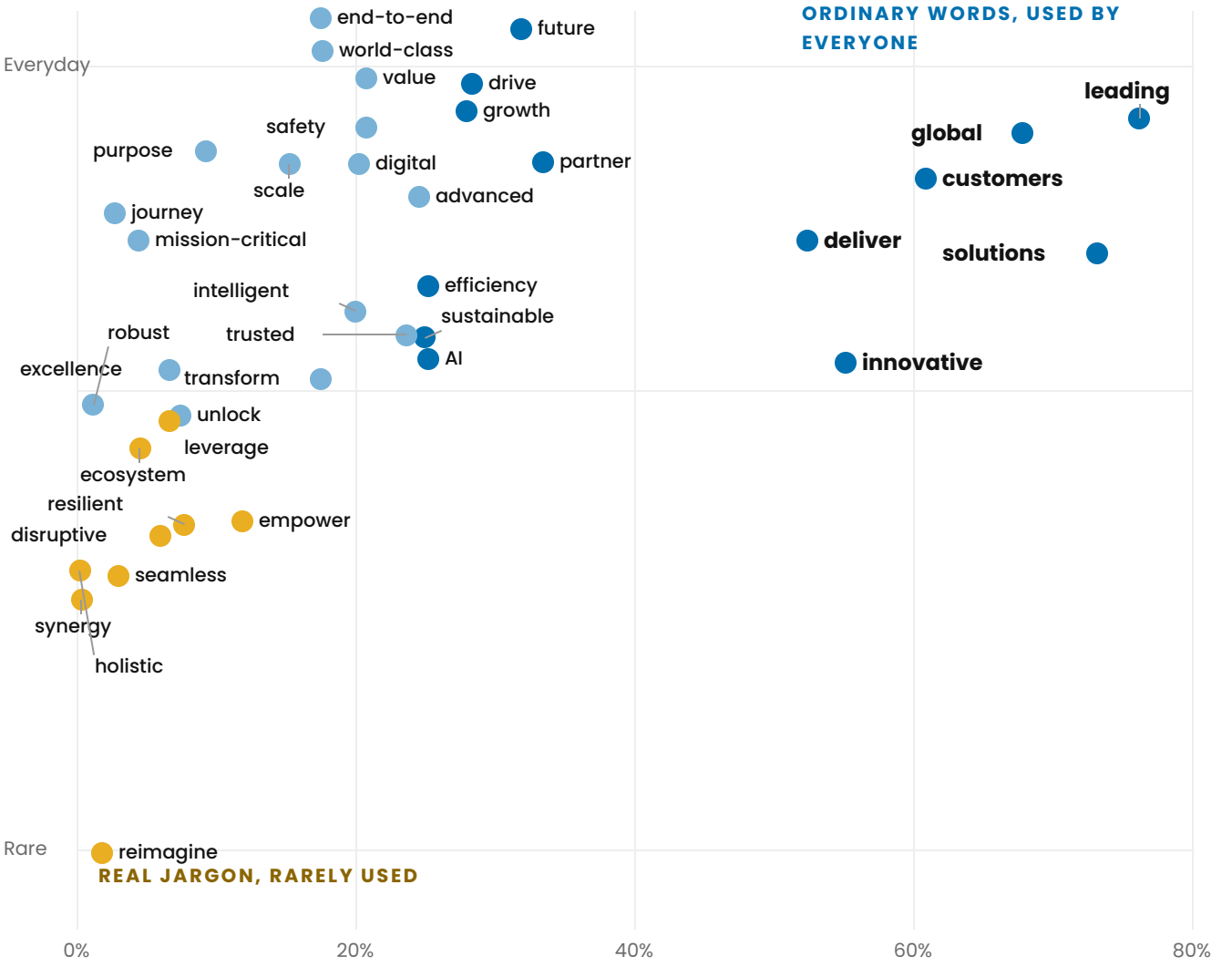
Fannie Mae, Freddie Mac, EOG Resources, SiteOne Landscape Supply, Mueller Industries, Matador Resources, California Resources, Kirby, Sylvamo, Knife River, Sabre, Arcosa, Construction Partners

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

BY THE NUMBERS · 2 OF 4

B2B's favorite words are not jargon

Each dot is a phrase family. Left to right: how many companies use it. Bottom to top: how often the word appears in everyday English. The most overused words are ordinary ones. The jargon everyone mocks barely appears.



How common the word is in everyday English (up)

Share of the 496 companies using it (right)

Everyday frequency from the wordfreq word frequency data for English (Zipf scale), using one representative word per family. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

BY THE NUMBERS · 3 OF 4

The periodic table of B2B

All 38 phrase families, numbered by how common they are and grouped by kind. Element 1, Leading, is found in 76% of the companies. Element 38, Holistic, in one.

1 · 76.2 **Le** leading	2 · 73.2 **So** solutions	3 · 67.9 **Gl** global	4 · 60.9 **Cu** customers	5 · 55.2 **In** innovative	6 · 52.4 **De** deliver	7 · 33.5 **Pa** partner
8 · 31.9 **Fu** future	9 · 28.4 **Dr** drive	10 · 28.0 **Gr** growth	11 · 25.2 **Ai** AI	12 · 25.2 **Ef** efficiency	13 · 25.0 **Su** sustainable	14 · 24.6 **Ad** advanced
15 · 23.6 **Tr** trusted	16 · 20.8 **Va** value	17 · 20.8 **Sa** safety	18 · 20.2 **Di** digital	19 · 20.0 **It** intelligent	20 · 17.7 **Wc** world-class	21 · 17.5 **Tf** transform
22 · 17.5 **Ee** end-to-end	23 · 15.3 **Sc** scale	24 · 11.9 **Em** empower	25 · 9.3 **Pu** purpose	26 · 7.7 **Rs** resilient	27 · 7.5 **Un** unlock	28 · 6.7 **Ex** excellence
29 · 6.7 **Lv** leverage	30 · 6.0 **Ds** disruptive	31 · 4.6 **Ec** ecosystem	32 · 4.4 **Mc** mission-critical	33 · 3.0 **Sl** seamless	34 · 2.8 **Jo** journey	35 · 1.8 **Ri** reimagine
36 · 1.2 **Ro** robust	37 · 0.4 **Sy** synergy	38 · 0.2 **Ho** holistic				

1 · 76.2 **Le** leading

How to read a tile. Top left: rank among 38 families. Top right: percent of the 496 companies that use it. Bottom: the representative word.

- Empty superlatives (6)
- Vague promises (13)
- Scope filler (2)
- Corporate virtue (5)
- AI cliches (1)
- Jargon (11)

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

BY THE NUMBERS · 4 OF 4

The B2B night sky

Each star is a phrase family, its brightness set by how many of the 496 companies use it. The lines trace constellations: families that most often show up in the same company's copy.



The Boilerplate. Leading, global, solutions, innovative, deliver. The brightest stars, found together in most company descriptions.

The Machine. AI rarely travels alone. Its strongest companions are intelligent, scale, digital and transform.

Gold stars are used by fewer than one company in ten. They are the faint edge of the sky, from synergy to reimagine.

Constellation lines join families with the strongest co-occurrence across companies (phi correlation). Star positions are arranged for legibility. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

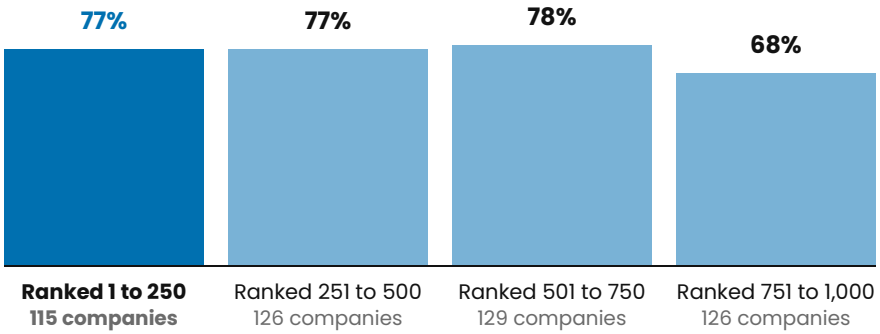
01 Three in four companies say they lead. Someone, somewhere, must be following.

378 of 496 companies, 76%, call themselves a leader, leading or industry-leading somewhere in their copy. Size barely matters: companies ranked 501 to 750 claim leadership as often as the top 250.

EXHIBIT 1

Leadership claims barely fade down the Fortune 1000

Share of companies in each rank band using leader, leading or industry-leading anywhere in their copy



IN THE BOILERPLATE

61%

of boilerplates claim leadership, 291 of 475.

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

The leader family, page 31 Boilerplate in detail, page 30 The default opening line, page 16

ALSO WORTH KNOWING

87

companies call themselves the global leader, a world leader or the world's leading in their boilerplate.

17

of those 87 rank 751st or lower in the Fortune 1000.

38%

make the leadership claim in the very first sentence of their boilerplate.

WRITE THIS INSTEAD

Replace "leading" with the proof behind it: the market share, the ranking, the customer count. If you cannot name the proof, the word is doing no work, and a reader can tell.

02 Cover the company name. Now guess who wrote it.

175 of 469 boilerplates of 25 words or more (37%) open with the same template: "[Company] is a leading, global or premier provider, leader or company of…" Swap the names and most of them still work. Try it with four real ones.

EXHIBIT 2

Four real boilerplate openings, names removed

First sentence of the "About" paragraph from each company's most recent press release. Answers are upside down at the bottom right.

A "[Company] is a global automation leader delivering solutions for the most demanding technology challenges."

B "[Company] is a leading technology company for the global information technology ecosystem."

C "[Company] is a global innovation leader, providing advanced solutions that help transform industries and improve everyday life…"

D "[Company] is an industry leader, creating world-changing technology that enables global progress and enriches lives."

Answers: A. Emerson Electric · B. Ingram Micro · C. DuPont · D. Intel

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

Boilerplate in detail, page 30 **Every company, named, page 64**

ALSO WORTH KNOWING

37%
of boilerplates follow the "is a leading global provider of" template.

58%
of boilerplates say global, worldwide or around the world.

51%
of boilerplates mention solutions.

WRITE THIS INSTEAD

Run your own boilerplate through the swap test. If a competitor could paste it under their logo, rewrite the first sentence around something only you can say: who you serve, what you make, the number that proves it.

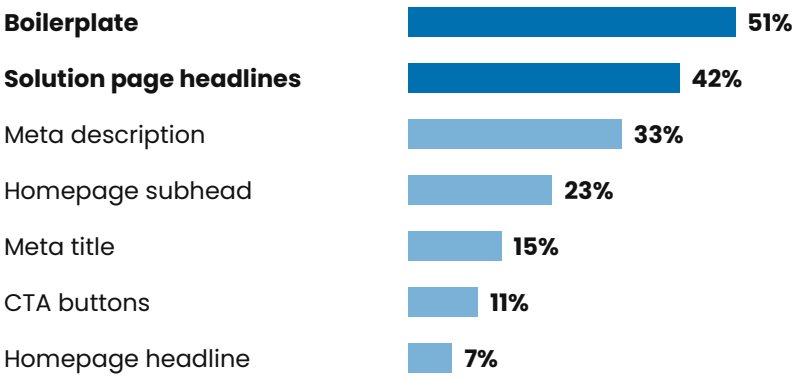
03 73% of companies sell solutions. Almost none of them name the problem.

363 of 496 companies use “solutions” somewhere in their copy. On solution pages it is close to mandatory: 42% of companies use the word solutions in their solution page headlines.

EXHIBIT 3

Solutions shows up everywhere, most of all where it explains least

Share of companies using solutions in each kind of copy, out of the companies where we captured that copy



HIGHEST AND LOWEST

82%

of healthcare and life sciences companies say solutions, against 40% in energy.

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

The solutions family, page 32 Solution page headlines, page 26

ALSO WORTH KNOWING

54%

of companies have at least one solution page headline of two words or fewer: a label, not a promise.

33

boilerplates mention products, services and solutions, all three, just to be safe.

31

companies offer “innovative solutions,” two buzzwords for the price of one.

WRITE THIS INSTEAD

Name the problem first. “Solutions” becomes unnecessary the moment the headline says what breaks, slows down or costs too much without you.

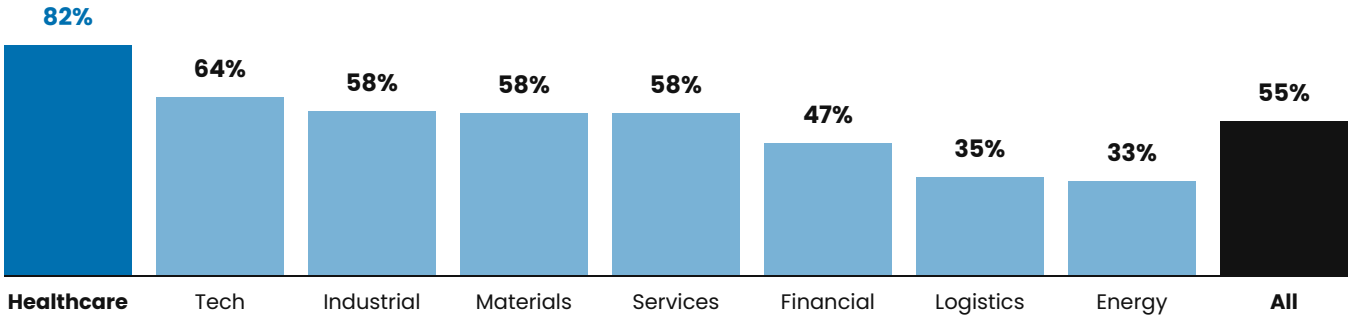
04 55% say they are innovative. Saying so is the least innovative sentence in B2B.

274 of 496 companies claim innovation somewhere in their copy. Healthcare and life sciences leads at 82%. Energy (33%) and logistics and distribution (35%) claim it least, about one in three.

EXHIBIT 4

Healthcare is the most innovative sector, by its own account

Share of companies in each sector using innovation, innovative or innovate anywhere in their copy



Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

The innovation family, page 34 Industry scorecard, page 47

ALSO WORTH KNOWING

41%
of boilerplates mention innovation.

13%
of homepage subheads say innovative or innovation.

1
homepage headline in 477 ends with an exclamation point. It is about innovation.

WRITE THIS INSTEAD

Show the innovation instead of announcing it: the first-to-market date, the patent, the thing a customer can do now that they could not do last year.

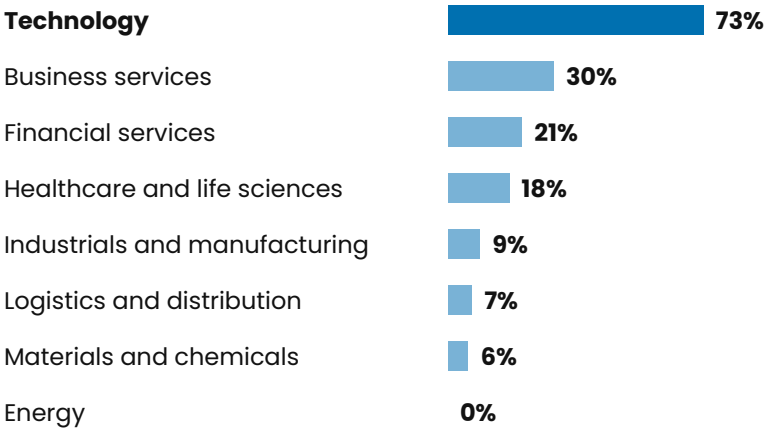
05 AI is everywhere. Unless you sell steel, trucks, boxes or energy.

125 companies, 25%, mention AI somewhere in their copy. In technology it is 73%. No energy company mentions it in any piece of copy we collected.

EXHIBIT 5

The AI conversation is a technology monologue

Share of companies in each sector mentioning AI, artificial intelligence, agentic or generative AI anywhere in their copy



SOFTWARE ALONE

73%

of software companies put AI on their homepage or in their meta tags, 16 of 22.

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

The AI family, page 40 Technology deep dive, page 48

ALSO WORTH KNOWING

20

companies announce that we are living in “the AI era.”

26

companies describe something as AI-powered.

12%

of press release headlines mention AI, more than any other phrase family.

WRITE THIS INSTEAD

If AI changes what your customer gets, say what changes: faster, cheaper, fewer errors, by how much. If it changes nothing a customer can see, the word is not a strategy.

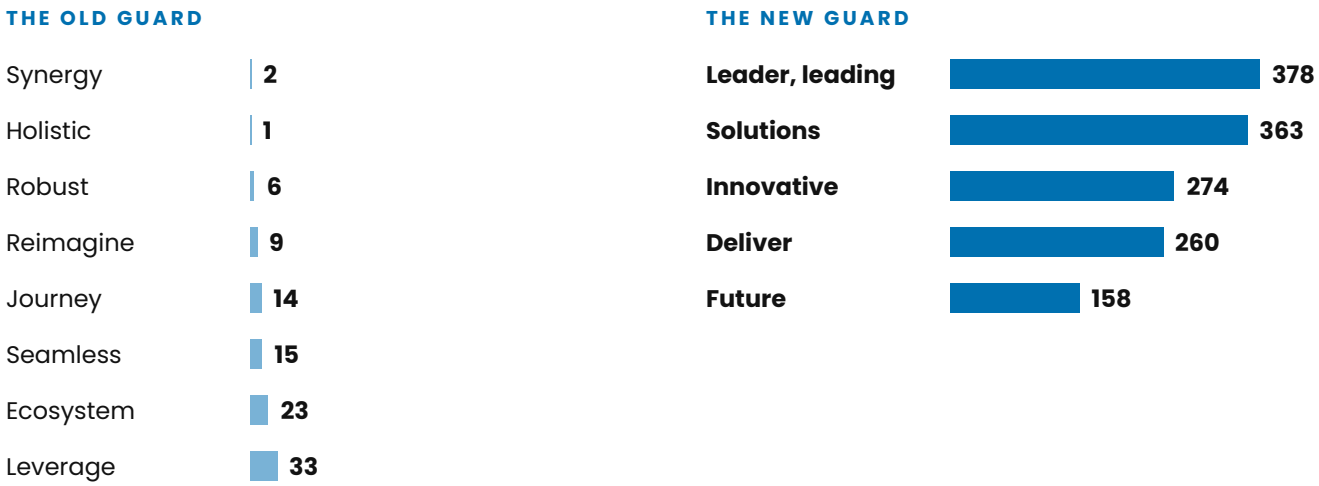
06 Synergy is dead. Leader, solutions and innovative took its job.

The buzzwords everyone loves to mock have all but disappeared from Fortune 1000 copy. Their replacements are used by hundreds of companies, and nobody mocks them yet.

EXHIBIT 6

Yesterday's punchlines against today's defaults

Number of companies, out of 496, using each word or its variants anywhere in their copy. Both columns use the same scale.



Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

All 38 phrase families, ranked, page 46

ALSO WORTH KNOWING

22
companies still call something mission-critical.

30
call themselves game-changing, revolutionary or disruptive.

59
want to empower you.

WRITE THIS INSTEAD

Today's safe word is tomorrow's punchline. Delete the adjective and read the sentence again. If it still says something, keep it. If it says nothing, it never did.

07 Only one in six companies puts a customer story within reach of its homepage.

77 of 469 companies, 16%, had customer stories we could reach from the homepage. Of the companies whose case study headlines we found, fewer than one in four put a percentage result in the headline.

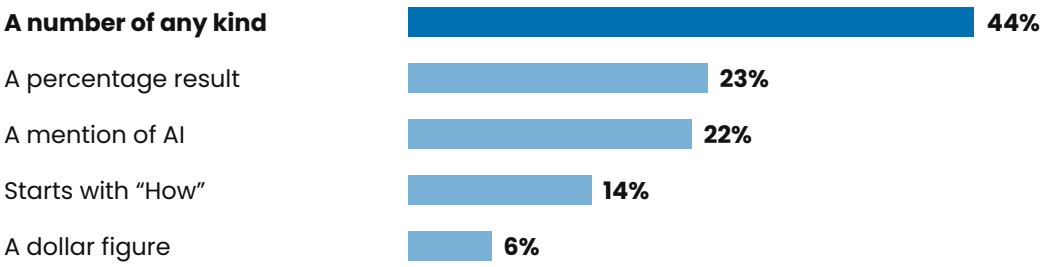
EXHIBIT 7

Customer proof is the rarest copy in the Fortune 1000

Companies with customer stories linked from the homepage, out of 469 companies whose homepage we could check, then what those companies' case study headlines contain

77 reachable	392 no customer stories within reach of the homepage

WHAT THE HEADLINES WE FOUND CONTAIN



Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026. Reachable means linked from the homepage; companies may publish customer stories elsewhere.

Case study headlines, page 27

ALSO WORTH KNOWING

93%
fewer IT incidents: "Dow reduces IT incidents by 93%" (Kyndryl), a headline that does the job.

97%
"Booking.com's AI agents get it right 97% of the time" (ServiceNow).

105%
"Texas DPS Handles 105% More Citizen Interactions with Agentforce" (Salesforce).

WRITE THIS INSTEAD

Put customer stories one click from the homepage, and put the result in the headline: the customer, the number, the change. Our report on 200 B2B case studies shows how.

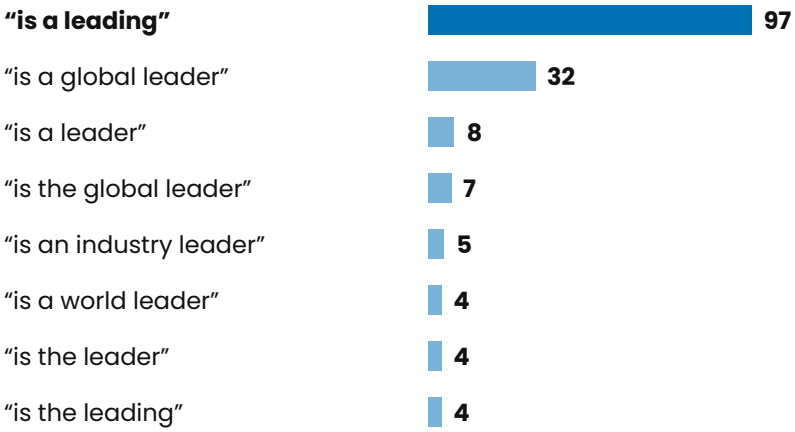
08 The most popular way to describe a company: "[Company] is a leading..."

97 boilerplates describe the company with "is a leading." Another 32 go with "is a global leader." In all, 161 of 475 boilerplates open the description with a leadership claim.

EXHIBIT 8

How boilerplates finish the sentence "[Company] is..."

Number of boilerplates using each opening, out of 475



ONLY ONE CAN BE

7

companies call themselves "the global leader." Four more are simply "the leader."

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

Everybody is a leader, page 9 **Boilerplate in detail, page 30**

ALSO WORTH KNOWING

161
boilerplates open the description with a leadership claim.

38%
claim leadership in the first sentence.

80
companies use no superlative anywhere in their copy.

WRITE THIS INSTEAD

Open with what you do and for whom. "Pool Corporation is the world's largest wholesale distributor of swimming pool and related backyard products." Pool Corporation tells you everything in one sentence, no leadership claim required.

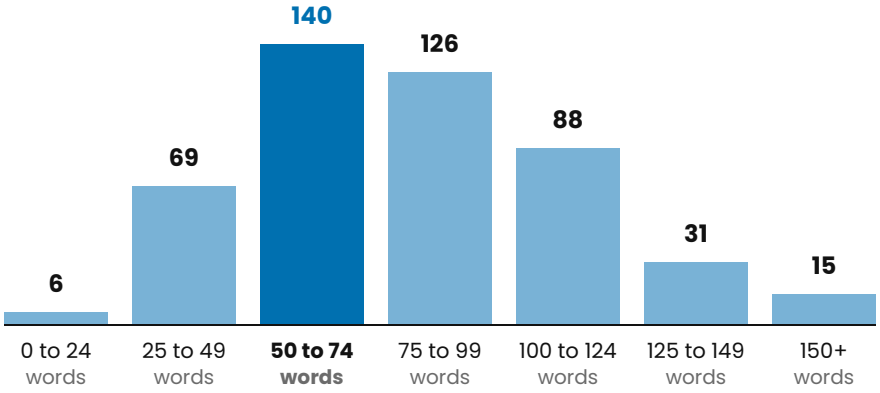
09 The typical boilerplate runs 78 words. One runs 213. One runs six.

The median boilerplate is 78 words, and most land between 50 and 100. Palantir's is six words long: "Foundational software of tomorrow. Delivered today." VICI Properties needs 213.

EXHIBIT 9

Most boilerplates run 50 to 100 words

Number of boilerplates by length in words, out of 475



SHORTEST AND LONGEST

6 to 213

words. Nvidia needs 12; Kirby and Builders FirstSource top 185.

Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

Boilerplate in detail, page 30

ALSO WORTH KNOWING

78
words is the median boilerplate.

15
boilerplates run 150 words or more.

12
words: "NVIDIA (NASDAQ: NVDA) is the world leader in AI and accelerated computing."

WRITE THIS INSTEAD

Length is not the problem. Generic is. A 40-word boilerplate that names what you do, for whom and at what scale beats a 150-word one that says leading three times.

What to write instead

Real copy from the sample, company names removed, next to a rewrite that follows each finding. Brackets mark the proof only the company can supply.

01

Swap "leading" for the proof behind it

Finding 1, page 9

HOW SOME DO IT TODAY

"[Company] is a leading value-added distributor and technical solutions provider of industrial motion, fluid power, flow control, automation technologies, and related maintenance supplies."

Boilerplate opening · industrial distributor

A STRONGER VERSION

[Company] supplies motion, fluid power, flow control and automation parts to [number] maintenance teams from [number] locations, usually [same day or next day].

02

Pass the swap test

Finding 2, page 10

HOW SOME DO IT TODAY

"[Company] is a premier technology solutions provider across the semiconductor value chain, empowering AI, high performance computing, and advanced connectivity."

Boilerplate opening · semiconductor materials

A STRONGER VERSION

[Company] makes the [materials] chipmakers use to [specific manufacturing step]. [Number] of the world's [top chipmakers] run on them.

03

Name the problem before the solution

Finding 3, page 11

HOW SOME DO IT TODAY

"Automotive Supply Chain Solutions"

Solution page headline · logistics

A STRONGER VERSION

Keep the assembly line running: parts at the line when it needs them, [X%] on time.

04

Show the innovation

Finding 4, page 12

HOW SOME DO IT TODAY

"For more than 130 years, [Company] has been a transformative global product leader bringing successful mobility innovation to market."

Boilerplate opening · auto supplier

A STRONGER VERSION

For more than 130 years, [Company] has built [the parts inside X% of the world's cars]. [Number] of the products it sells today did not exist [five] years ago.

05

Say what AI changes for the customer

Finding 5, page 13

HOW SOME DO IT TODAY

"Your Trusted Partner for Advancing AI"

Homepage headline · semiconductors

A STRONGER VERSION

Train [model size] models [X] times faster on [chip name], for [Y%] less power.

What to write instead, continued

Continued. Rewrites are illustrative: the structure is the advice, the bracketed facts are yours to fill in.

06

Delete the adjective, then reread

Finding 6, page 14

HOW SOME DO IT TODAY

"Operating in more than 120 countries, [Company] industrial coatings deliver innovative, industry-leading solutions with world-class subject matter expertise."

Homepage subhead · industrial coatings

A STRONGER VERSION

Operating in more than 120 countries, [Company] makes coatings that keep [bridges, pipelines and equipment] protected for [number] years.

07

Put the result in the customer story headline

Finding 7, page 15

HOW SOME DO IT TODAY

"How an insurer strengthened resilience and simplified IT"

Case study headline · IT services

A STRONGER VERSION

How [Insurer] cut IT incidents by [X%] and retired [number] legacy systems in [number] months

08

Open with what you do and for whom

Finding 8, page 16

HOW SOME DO IT TODAY

"[Company] is a global defense technology company driving innovation and advancing scientific discovery."

Boilerplate opening · defense

A STRONGER VERSION

[Company] builds [aircraft, missiles and satellites] for the [U.S. and allied] armed forces.

09

Make the boilerplate specific, not long

Finding 9, page 17

HOW SOME DO IT TODAY

"[Company] is advancing mobility through innovative technology solutions that enable a software-defined future. The Company's state-of-the-art product portfolio merges digital cockpit innovations, advanced displays, AI-enhanced software solutions, and integrated EV architecture solutions…"

Boilerplate · auto technology, first two sentences of 95 words

A STRONGER VERSION

[Company] makes the screens, software and electronics drivers use in [number] million cars a year, for [number] automakers in [number] countries.

CONTENTS

Every page in the report, one click away

Pages 1 to 20 are the report. Everything after is reference: every kind of copy, every major phrase family, every sector and every company. Click any line to jump to that page; the page number at the bottom of every page brings you back here.

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22 Homepage subhead
23 Meta title
24 Meta description
25 CTA buttons
26 Solution page headlines
27 Case study headlines
28 Press release headline
29 Press release opening
30 Boilerplate

2B · THE PHRASE FAMILIES

31 Leader, leading, industry-leading
32 Solutions
33 Global, worldwide, around the wo…
34 Innovation, innovative, innovate
35 Deliver, delivering
36 Partner, partnership
37 Future, tomorrow, what's next
38 Drive, driving
39 Growth, grow
40 AI, artificial intelligence
41 Efficiency, optimize
42 Sustainable, sustainability
43 Advanced, cutting-edge, next-ge…
44 Trusted, trust
45 World-class, best-in-class, premi…
46 All 38 phrase families, ranked

2C · BY INDUSTRY

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48 Technology
49 Technology in full
50 Industrials and manufacturing
51 Industrials and manufacturing in …
52 Financial services
53 Financial services in full
54 Materials and chemicals
55 Materials and chemicals in full
56 Energy
57 Energy in full
58 Logistics and distribution
59 Logistics and distribution in full
60 Healthcare and life sciences
61 Healthcare and life sciences in full
62 Business services
63 Business services in full

2D · EVERY COMPANY, NAMED

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65 Ranks 99 to 166
66 Ranks 168 to 229
67 Ranks 231 to 302
68 Ranks 303 to 378
69 Ranks 381 to 441
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71 Ranks 508 to 578
72 Ranks 579 to 637
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78 Ranks 948 to 954

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01 Homepage headline

The largest line of text a visitor sees in the homepage hero.

Kind of copy 1 of 10 · 477 companies · 478 pieces of copy

477	5	7%	478
of 496 companies have this copy captured	words, the median length	use future, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 1.1

The phrase families that show up most

Share of the 477 companies with this copy using each family at least once

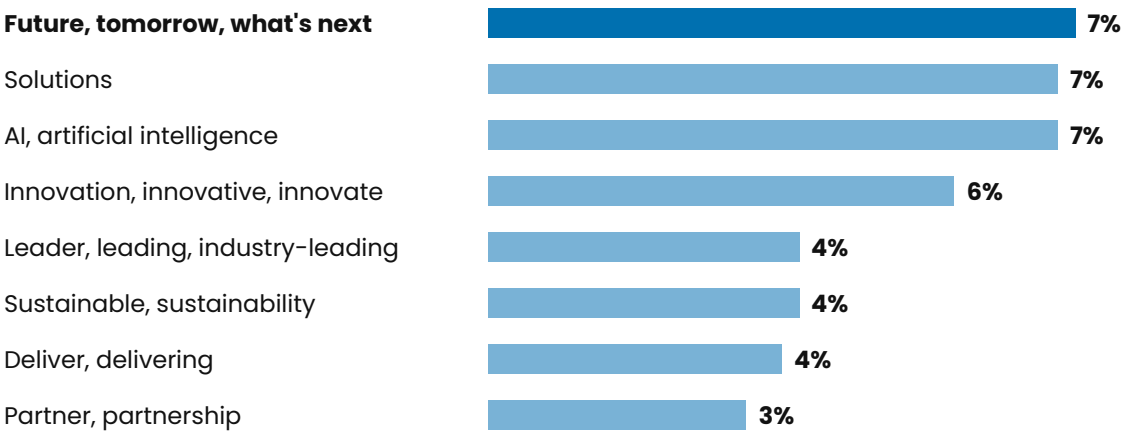


EXHIBIT 1.2

The most common phrases

Two to four word phrases, number of companies using each, out of 477. Company names and tickers excluded.

global leader	5
better world	5
what's next	4
sustainable future	4
world moves	4
better future	3
clean energy	3

EXHIBIT 1.3

As published

Two real examples, quoted exactly

> "Accelerating innovative and sustainable solutions"
>
> BorgWarner · Industrial

> "Find solutions that pave a reliable path to patients"
>
> Cencora · Healthcare

Five words is the norm, and on about a third of homepages the headline is whichever promo slide happens to be up. The headlines that work say what the company does in plain words.

Future, page 37 Solutions, page 32 AI, page 40 Contents, page 20

02 Homepage subhead

The supporting line under the homepage headline.

Kind of copy 2 of 10 · 367 companies · 369 pieces of copy

367	18	23%	369
of 496 companies have this copy captured	words, the median length	use solutions, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 2.1

The phrase families that show up most

Share of the 367 companies with this copy using each family at least once

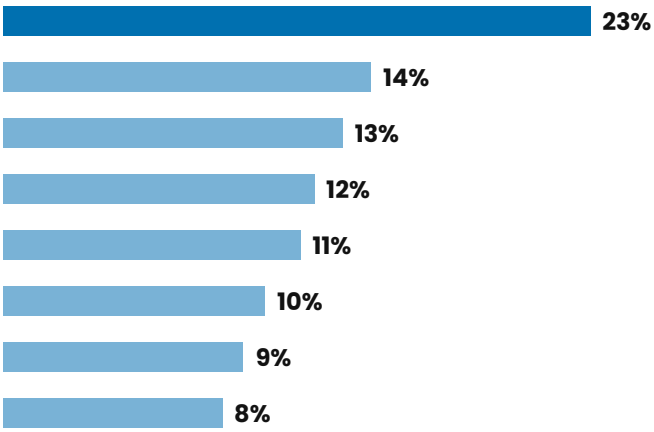


EXHIBIT 2.2

The most common phrases

Two to four word phrases, number of companies using each, out of 367. Company names and tickers excluded.

industry leading	8
world class	7
leading provider	6
world's leading	6
around the world	6
cutting edge	6
next generation	5

EXHIBIT 2.3

As published

Two real examples, quoted exactly

> "Discover how Teledyne delivers innovative technologies and integrated solutions across critical markets worldwide."
>
> Teledyne Technologies · Industrial

> "The first-choice partner to meet customers' evolving needs for innovative paints, coatings and surface solutions."
>
> PPG Industries · Materials

Subheads are where solutions and innovative pile up. This is the line that should carry the specific claim the headline sets up.

Solutions, page 32 Deliver, page 35 Innovation, page 34 Contents, page 20

03 Meta title

The page title shown in browser tabs and search results.

Kind of copy 3 of 10 · 493 companies · 493 pieces of copy

493	7	15%	493
of 496 companies have this copy captured	words, the median length	use solutions, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 3.1

The phrase families that show up most

Share of the 493 companies with this copy using each family at least once

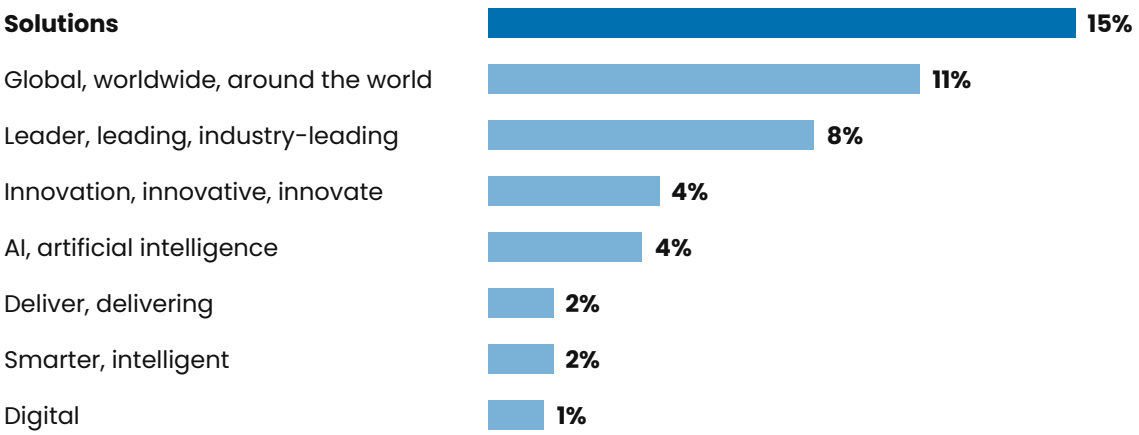


EXHIBIT 3.2

The most common phrases

Two to four word phrases, number of companies using each, out of 493. Company names and tickers excluded.

global leader	12
leading global	5
world leader	4
risk management	4
commercial real	4

EXHIBIT 3.3

As published

Two real examples, quoted exactly

> "Micron Technology | Global Leader in Memory and Storage Solutions | Micron Technology Inc."
>
> Micron Technology · Tech

> "Broadridge - Broadridge | Global Leader - Financial Technology Solutions"
>
> Broadridge Financial Solutions · Financial

Fifty-four companies put the word Home in their title. A title is prime search real estate: your category and your difference belong there.

Solutions, page 32 Global, page 33 Leader, page 31 Contents, page 20

04 Meta description

The summary search engines show under the title.

Kind of copy 4 of 10 · 443 companies · 443 pieces of copy

443	21	33%	443
of 496 companies have this copy captured	words, the median length	use solutions, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 4.1

The phrase families that show up most

Share of the 443 companies with this copy using each family at least once

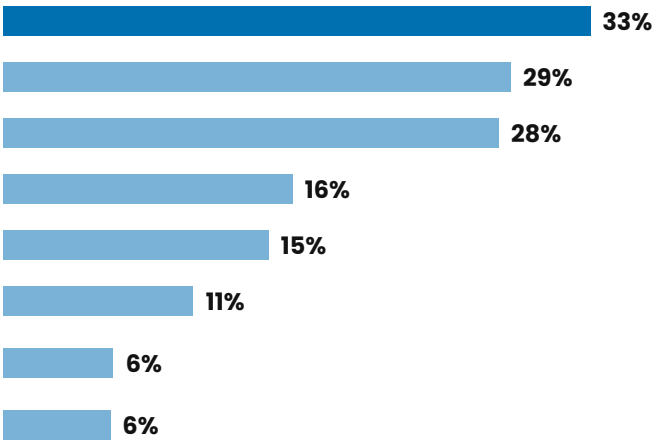


EXHIBIT 4.2

The most common phrases

Two to four word phrases, number of companies using each, out of 443. Company names and tickers excluded.

global leader	28
leading global	14
around the world	9
technology solutions	8
industry leading	8
mission critical	8
high performance	8

EXHIBIT 4.3

As published

Two real examples, quoted exactly

> "CBRE is the global leader in commercial real estate services and investments."
>
> CBRE Group · Financial

> "AGCO is a global leader in the design, manufacture and distribution of agricultural equipment."
>
> AGCO · Industrial

Global leader is the single most common phrase here, and 30% of descriptions run past 160 characters, so search results cut them off mid-sentence.

Solutions, page 32 Global, page 33 Leader, page 31 Contents, page 20

05 CTA buttons

Button-style links on the homepage, up to eight per company.

Kind of copy 5 of 10 · 456 companies · 1827 pieces of copy

456	3	11%	1827
of 496 companies have this copy captured	words, the median length	use solutions, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 5.1

The phrase families that show up most

Share of the 456 companies with this copy using each family at least once

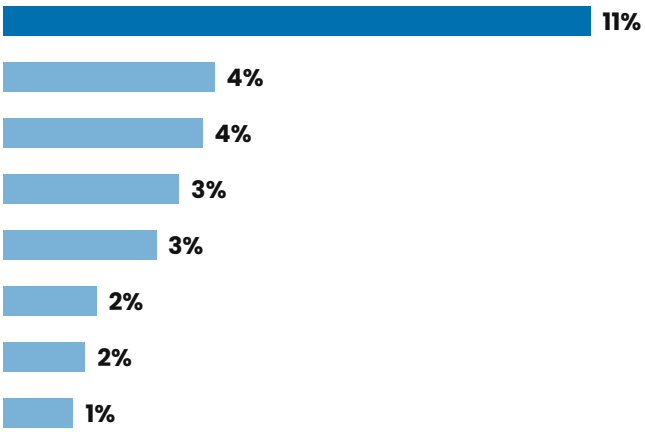


EXHIBIT 5.2

The most common buttons

Number of companies using each button text, out of 456

learn more	199
read more	51
contact us	28
get started	19
read the report	16
join our team	14
shop now	13
about us	12

EXHIBIT 5.3

As published

Two real examples, quoted exactly

> “More about Supply Chain Solutions”
>
> Arrow Electronics · Tech

> “LEARN ABOUT GLOBAL WEALTH SOLUTIONS”
>
> KKR · Financial

Learn more is on 48% of homepages and a demo on 2.4%. A button that names what happens next earns the click.

Solutions, page 32 AI, page 40 Sustainable, page 42 Contents, page 20

06 Solution page headlines

The main headline on solution, product and service pages linked from the navigation, up to eight per company.

Kind of copy 6 of 10 · 455 companies · 2338 pieces of copy

455	4	42%	2338
of 496 companies have this copy captured	words, the median length	use solutions, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 6.1

The phrase families that show up most

Share of the 455 companies with this copy using each family at least once

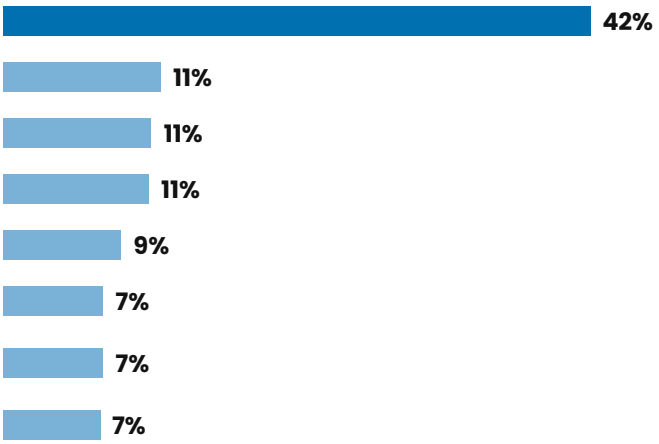


EXHIBIT 6.2

The most common phrases

Two to four word phrases, number of companies using each, out of 455. Company names and tickers excluded.

next generation	11
artificial intelligence	8
center solutions	7
risk management	6
management solutions	6
aerospace and defense	6

EXHIBIT 6.3

As published

Two real examples, quoted exactly

> "Innovative Solutions for Federal AI Infrastructure"
>
> Super Micro Computer · Tech

> "Developing innovative, sustainable solutions for a resilient water future"
>
> Tetra Tech · Industrial

The median headline is four words, 54% of companies have at least one of two words or fewer, and 42% use the word solutions. A solution page headline should promise an outcome.

Solutions, page 32 AI, page 40 Innovation, page 34 Contents, page 20

07 Case study headlines

Headlines from customer story pages reachable from the homepage, up to five per company.

Kind of copy 7 of 10 · 77 companies · 288 pieces of copy

77	9	25%	288
of 496 companies have this copy captured	words, the median length	use AI, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 7.1

The phrase families that show up most

Share of the 77 companies with this copy using each family at least once

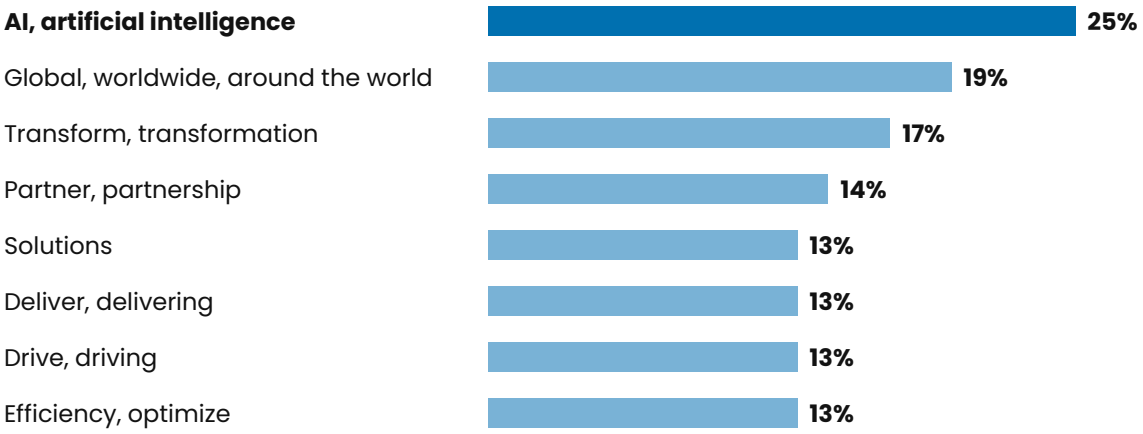


EXHIBIT 7.2

The most common phrases

Two to four word phrases, number of companies using each, out of 77. Company names and tickers excluded.

ai powered	4
ai agents	3
new standard	3
ai ready	3
case study	3
generative ai	3
decision making	2

EXHIBIT 7.3

As published

Two real examples, quoted exactly

> "How AI-powered huupe is transforming basketball training with smart hoop technology"
>
> Avnet · Tech

> "From Fragmented Freight Management to a Global Logistics Partnership"
>
> C.H. Robinson Worldwide · Logistics

Only 77 companies had them within reach. The best ones name the customer and put the number in the headline.

AI, page 40 Global, page 33 Contents, page 20

08 Press release headline

The headline of the company's most recent press release that was not an earnings, dividend or event notice.

Kind of copy 8 of 10 · 474 companies · 474 pieces of copy

474	12	12%	474
of 496 companies have this copy captured	words, the median length	use AI, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 8.1

The phrase families that show up most

Share of the 474 companies with this copy using each family at least once

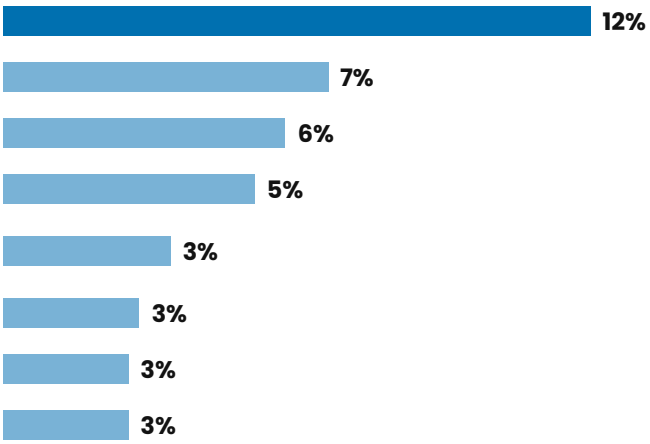


EXHIBIT 8.2

The most common phrases

Two to four word phrases, number of companies using each, out of 474. Company names and tickers excluded.

next generation	9
sustainability report	9
succession plan	7
strategic partnership	6
ai infrastructure	5
agentic ai	5
leadership transition	5

EXHIBIT 8.3

As published

Two real examples, quoted exactly

> "Xerox Opens 2026 Global Partner Summit with Record Attendance and Expanded Partner Opportunities"
>
> Xerox Holdings · Tech

> "Ares Raises $4.2 Billion for Inaugural Global Structured Solutions Strategy"
>
> Ares Management · Financial

AI is the most common phrase family in press release headlines. Acquisitions and agreements fill another 18%.

AI, page 40 Solutions, page 32 Global, page 33 Contents, page 20

09 Press release opening

The first sentence of that release, after the dateline.

Kind of copy 9 of 10 · 473 companies · 473 pieces of copy

473	35	34%	473
of 496 companies have this copy captured	words, the median length	use leader, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 9.1

The phrase families that show up most

Share of the 473 companies with this copy using each family at least once

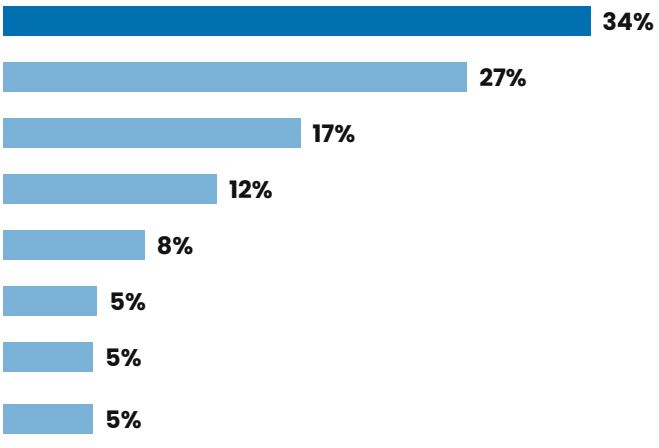


EXHIBIT 9.2

The most common phrases

Two to four word phrases, number of companies using each, out of 473. Company names and tickers excluded.

global leader	38
leading global	31
leading provider	23
global provider	15
been named	14
effective november	13
long term	13

EXHIBIT 9.3

As published

Two real examples, quoted exactly

> "Docusign (NASDAQ: DOCU) today announced its acquisition of Suplari, an AI-native procurement intelligence company."
>
> DocuSign · Tech

Two thirds open with today announced, and many restate the boilerplate: global leader appears in 38 openings.

Leader, page 31 Global, page 33 Solutions, page 32 Contents, page 20

10 Boilerplate

The "About [Company]" paragraph at the end of the release.

Kind of copy 10 of 10 · 475 companies · 475 pieces of copy

475	78	61%	475
of 496 companies have this copy captured	words, the median length	use leader, the top phrase family here	pieces of copy of this kind counted

EXHIBIT 10.1

The phrase families that show up most

Share of the 475 companies with this copy using each family at least once

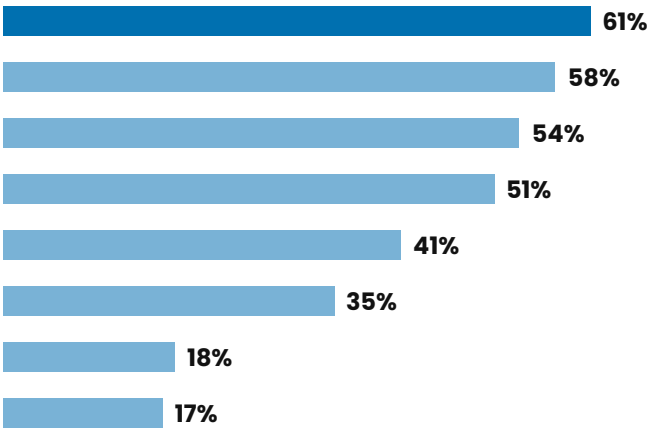


EXHIBIT 10.2

The most common phrases

Two to four word phrases, number of companies using each, out of 475. Company names and tickers excluded.

global leader	48
around the world	42
leading global	41
world's largest	27
industry leading	26
products and services	24
world's most	24

EXHIBIT 10.3

As published

Two real examples, quoted exactly

> "NVIDIA (NASDAQ: NVDA) is the world leader in AI and accelerated computing."
>
> Nvidia · Tech

The median boilerplate runs 78 words, 61% claim leadership and 37% follow the same template.

Leader, page 31 Global, page 33 Contents, page 20

01 Leader, leading, industry-leading

The most common claim in B2B. It costs nothing to write and proves nothing to read.

Phrase family · Empty superlatives · counted once per company

76%
of 496 companies use it, 378 in all

#1
of 38 phrase families tracked

61%
of boilerplate copy, where it shows up most

85%
in healthcare and life sciences, the heaviest user, against 60% in energy

EXHIBIT 1.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

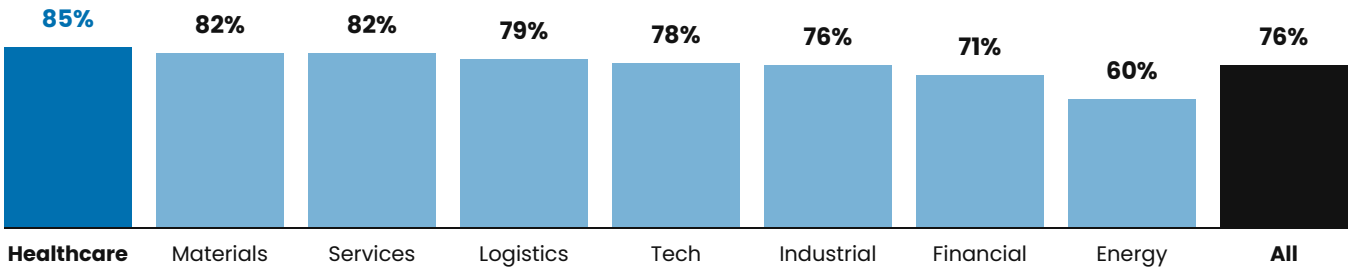


EXHIBIT 1.2

Where it shows up

Share of companies using it in each kind of copy, top six

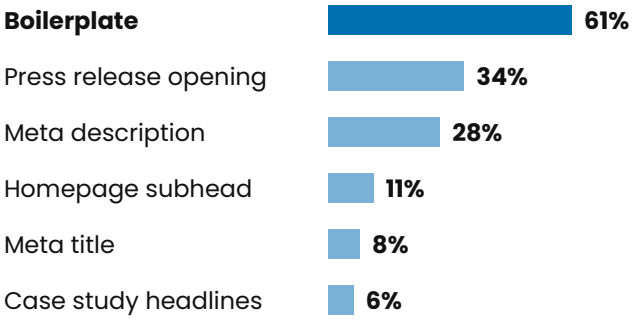
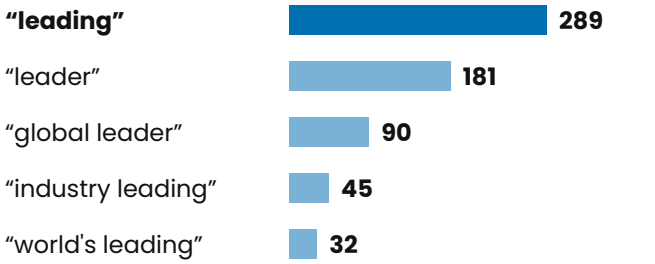


EXHIBIT 1.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Fiserv is a global leader uniting commerce and finance"
>
> Fiserv · Financial · homepage headline

> "The world's leading marketing and sales company"
>
> Omnicom Group · Tech · homepage headline

All 38 families, page 46 Healthcare and life sciences deep dive, page 60 Contents, page 20

02 Solutions

The word that promises an answer without naming the question.

Phrase family · Vague promises · counted once per company

73%
of 496 companies use it, 363 in all

#2
of 38 phrase families tracked

51%
of boilerplate copy, where it shows up most

82%
in healthcare and life sciences, the heaviest user, against 40% in energy

EXHIBIT 2.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

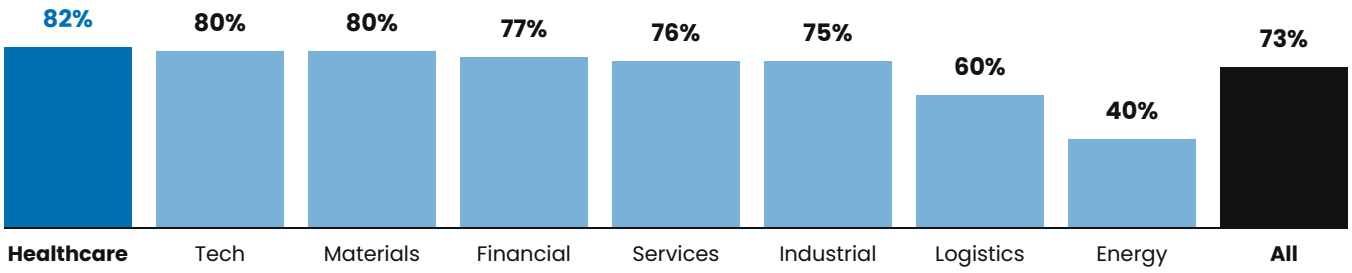


EXHIBIT 2.2

Where it shows up

Share of companies using it in each kind of copy, top six

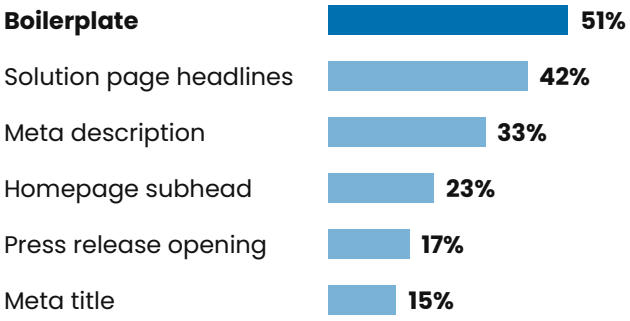
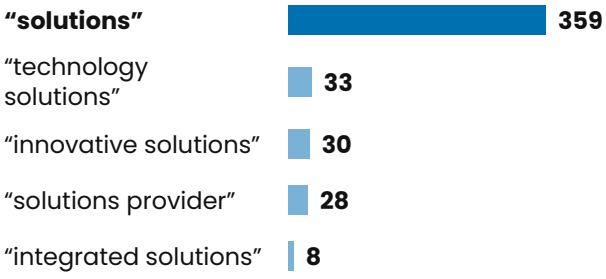


EXHIBIT 2.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Find solutions that pave a reliable path to patients"
>
> Cencora · Healthcare · homepage headline

> "Small Business Shipping Solutions"
>
> United Parcel Service · Logistics · homepage headline

All 38 families, page 46 Healthcare and life sciences deep dive, page 60 Contents, page 20

03 Global, worldwide, around the world

Two in three companies tell you they are global. For a Fortune 1000 company, that is rarely news.

Phrase family · Scope filler · counted once per company

68%
of 496 companies use it, 337 in all

#3
of 38 phrase families tracked

58%
of boilerplate copy, where it shows up most

82%
in materials and chemicals, the heaviest user, against 37% in logistics and distribution

EXHIBIT 3.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

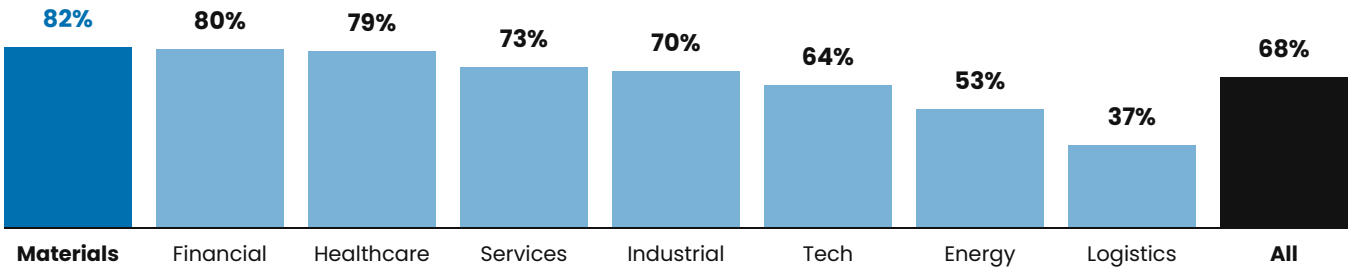


EXHIBIT 3.2

Where it shows up

Share of companies using it in each kind of copy, top six

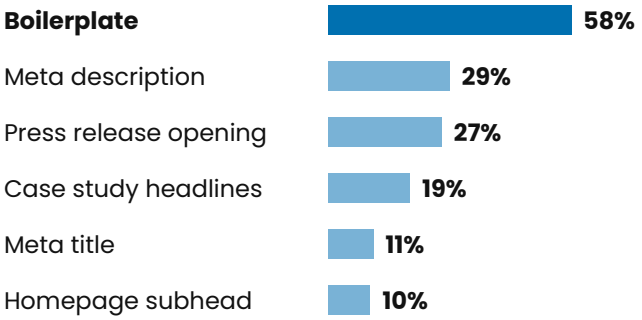
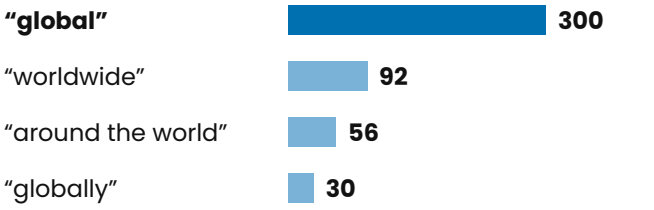


EXHIBIT 3.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Global Real Estate Perspective, November 2026"
>
> Jones Lang LaSalle · Financial · homepage headline

> "Fiserv is a global leader uniting commerce and finance"
>
> Fiserv · Financial · homepage headline

All 38 families, page 46 Materials and chemicals deep dive, page 54 Contents, page 20

04 Innovation, innovative, innovate

Claimed by more than half the sample, proved by far fewer.

Phrase family · Empty superlatives · counted once per company

55%
of 496 companies use it, 274 in all

#5
of 38 phrase families tracked

41%
of boilerplate copy, where it shows up most

82%
in healthcare and life sciences, the heaviest user, against 33% in energy

EXHIBIT 4.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

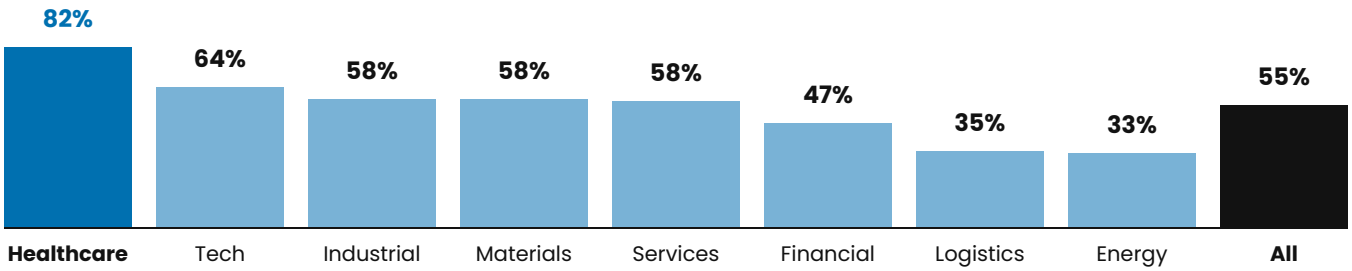


EXHIBIT 4.2

Where it shows up

Share of companies using it in each kind of copy, top six

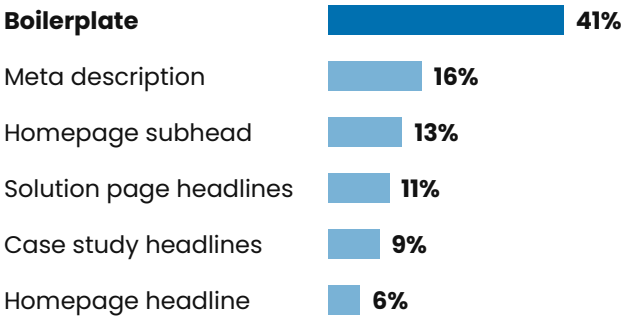
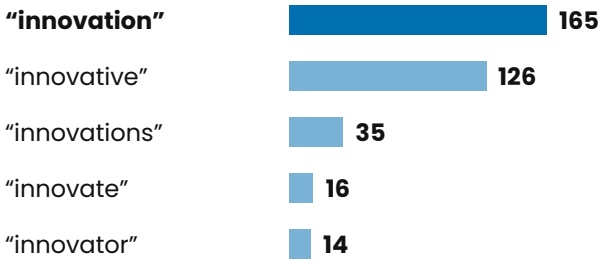


EXHIBIT 4.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Pioneering Innovation from Farmer to Customer"
>
> Archer Daniels Midland · Services · homepage headline

> "We Deliver Material Innovation That Changes The World"
>
> Applied Materials · Tech · homepage headline

All 38 families, page 46 Healthcare and life sciences deep dive, page 60 Contents, page 20

05 Deliver, delivering

A verb that sounds like action and usually describes a truck.

Phrase family · Vague promises · counted once per company

52%
of 496 companies use it, 260 in all

#6
of 38 phrase families tracked

35%
of boilerplate copy, where it shows up most

79%
in healthcare and life sciences, the heaviest user, against 44% in financial services

EXHIBIT 5.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

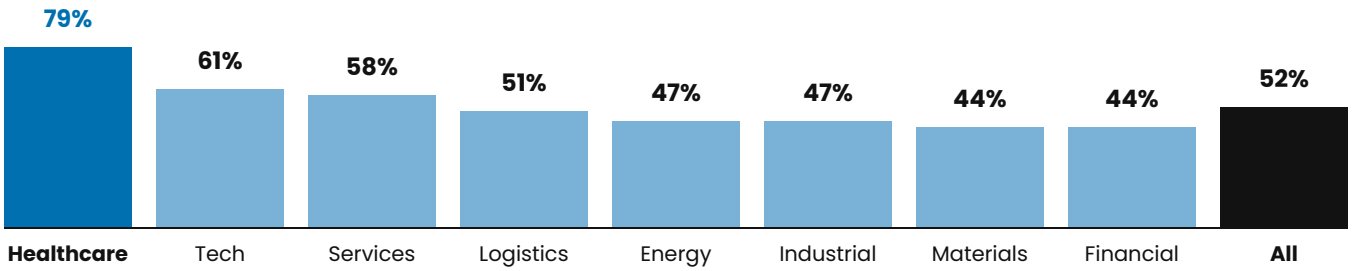
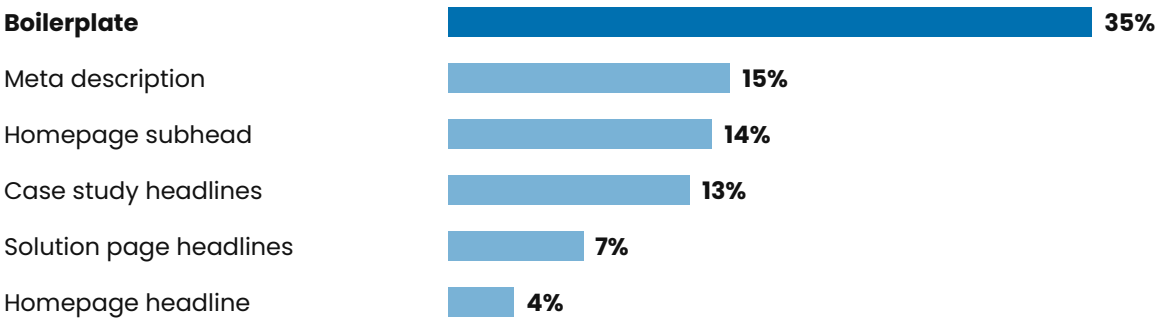


EXHIBIT 5.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "Delivering the best technology, at scale"
>
> Broadcom · Tech · homepage headline

> "We Deliver Material Innovation That Changes The World"
>
> Applied Materials · Tech · homepage headline

All 38 families, page 46 Healthcare and life sciences deep dive, page 60 Contents, page 20

06 Partner, partnership

Everyone wants to be your partner. Few say what the partnership gets you.

Phrase family · Corporate virtue · counted once per company

34%
of 496 companies use it, 166 in all

#7
of 38 phrase families tracked

18%
of boilerplate copy, where it shows up most

50%
in financial services, the heaviest user, against 16% in energy

EXHIBIT 6.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

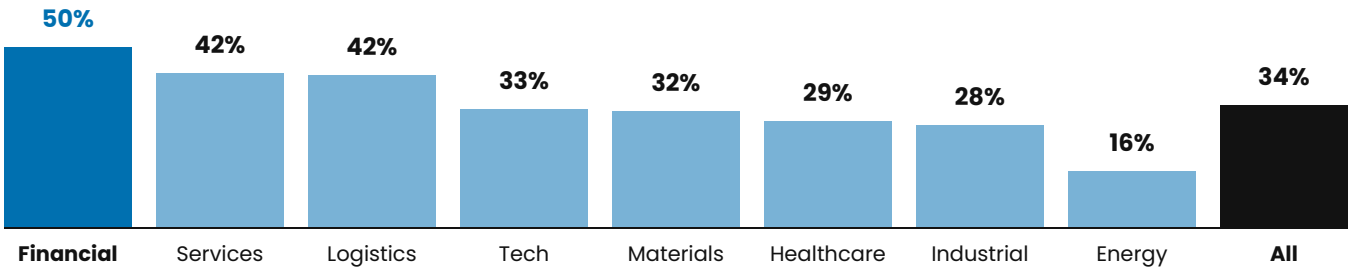
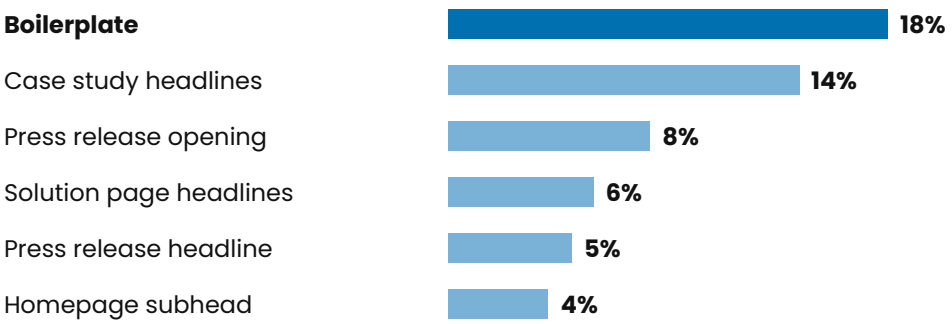


EXHIBIT 6.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "MORE THAN A DISTRIBUTOR. YOUR PARTNER IN GROWTH."
> US Foods Holding · Logistics · homepage headline

> "Your Trusted Partner for Advancing AI"
> Advanced Micro Devices · Tech · homepage headline

All 38 families, page 46 Financial services deep dive, page 52 Contents, page 20

07 Future, tomorrow, what's next

B2B's favorite tense is the one nobody can check.

Phrase family · Vague promises · counted once per company

32%
of 496 companies use it, 158 in all

#8
of 38 phrase families tracked

13%
of boilerplate copy, where it shows up most

41%
in healthcare and life sciences, the heaviest user, against 23% in logistics and distribution

EXHIBIT 7.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

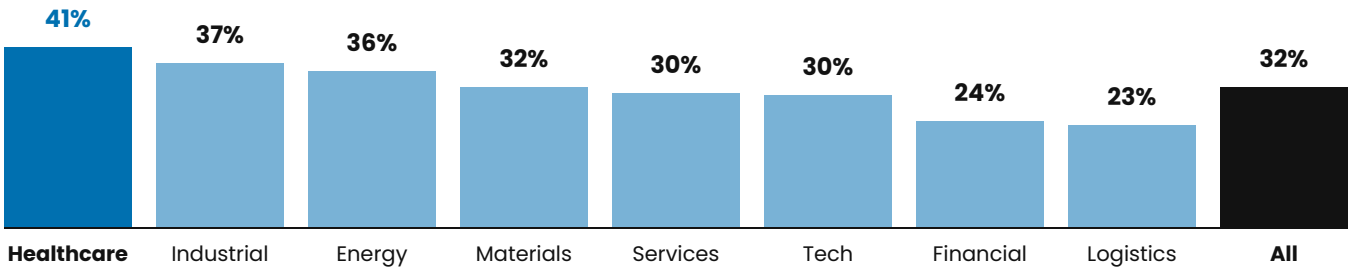


EXHIBIT 7.2

Where it shows up

Share of companies using it in each kind of copy, top six

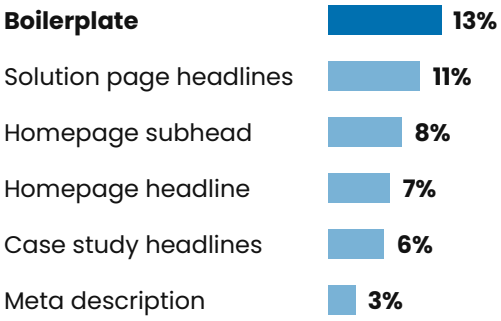
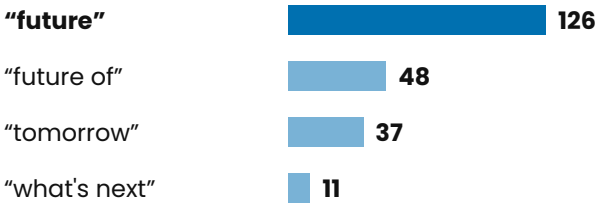


EXHIBIT 7.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Microsoft Ignite is November 17–20. See what's next for AI."
>
> Microsoft · Tech · homepage headline

> "Energy for tomorrow, and today."
>
> ConocoPhillips · Energy · homepage headline

All 38 families, page 46 Healthcare and life sciences deep dive, page 60 Contents, page 20

08 Drive, driving

Driving growth, driving value, driving results. Rarely says where.

Phrase family · Vague promises · counted once per company

28%
of 496 companies use it, 141 in all

#9
of 38 phrase families tracked

17%
of boilerplate copy, where it shows up most

41%
in technology, the heaviest user, against 14% in materials and chemicals

EXHIBIT 8.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

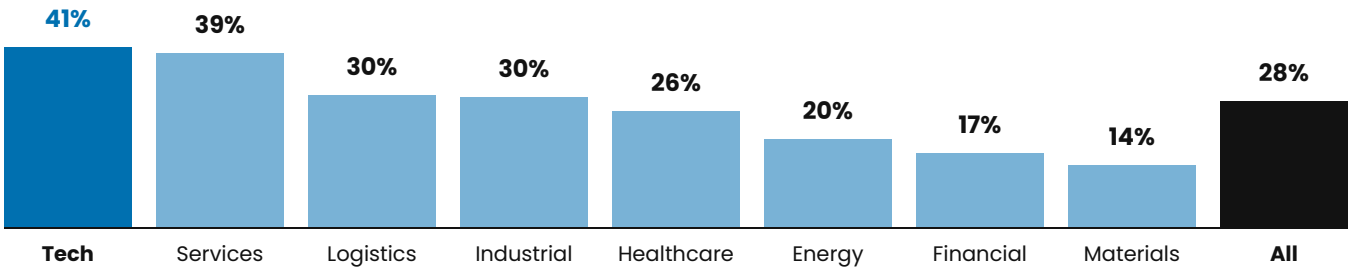
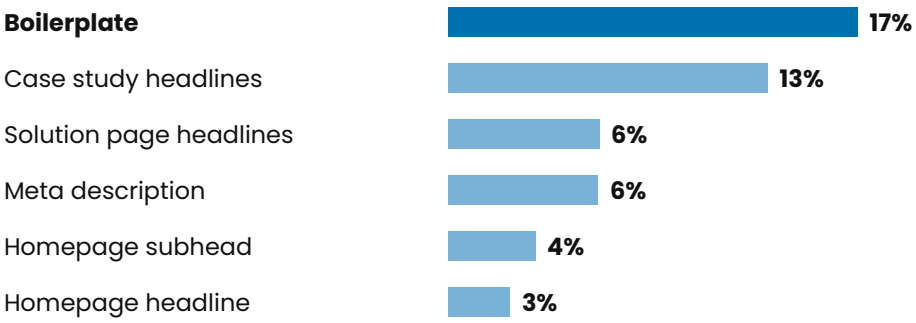


EXHIBIT 8.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "Driving value and impact for a sustainable future"
>
> Dow · Materials · homepage headline

> "Making Every Drive Better™"
>
> Lear · Industrial · homepage headline

All 38 families, page 46 Technology deep dive, page 48 Contents, page 20

09 Growth, grow

Promised often, quantified rarely.

Phrase family · Vague promises · counted once per company

28%
of 496 companies use it, 139 in all

#10
of 38 phrase families tracked

14%
of boilerplate copy, where it shows up most

48%
in business services, the heaviest user, against 9% in healthcare and life sciences

EXHIBIT 9.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

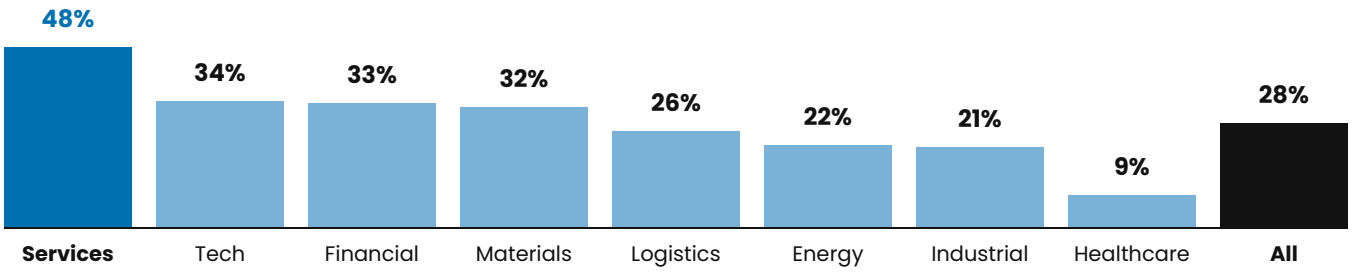
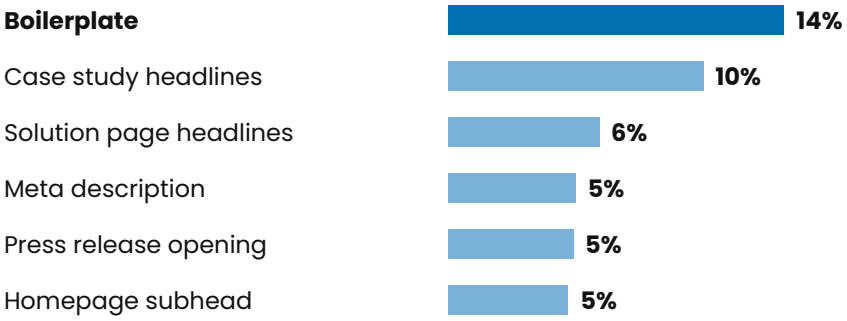


EXHIBIT 9.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "MORE THAN A DISTRIBUTOR. YOUR PARTNER IN GROWTH."
>
> US Foods Holding · Logistics · homepage headline

> "Growth Has No Finish Line."
>
> Brown & Brown · Financial · homepage headline

All 38 families, page 46 Business services deep dive, page 62 Contents, page 20

10 AI, artificial intelligence

The newest family on the list, and the most concentrated in one sector.

Phrase family · AI cliches · counted once per company

25%
of 496 companies use it, 125 in all

#11
of 38 phrase families tracked

25%
of case study headlines copy, where it shows up most

73%
in technology, the heaviest user, against 0% in energy

EXHIBIT 10.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

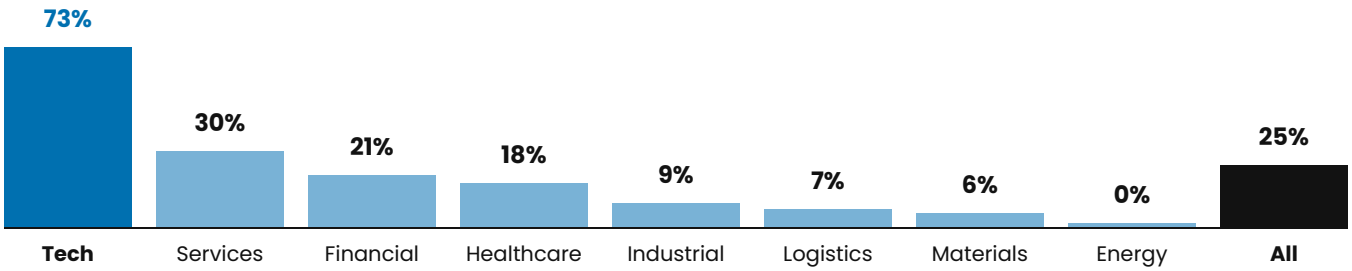


EXHIBIT 10.2

Where it shows up

Share of companies using it in each kind of copy, top six

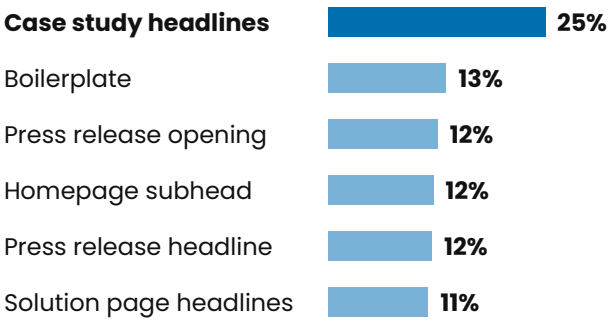
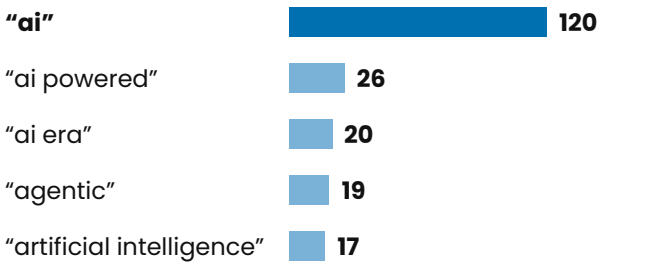


EXHIBIT 10.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Microsoft Ignite is November 17-20. See what's next for AI."
>
> Microsoft · Tech · homepage headline

> "The AI Economy Is a Small Business Economy"
>
> Goldman Sachs Group · Financial · homepage headline

All 38 families, page 46 Technology deep dive, page 48 Contents, page 20

11 Efficiency, optimize

The practical promise. A number makes it believable.

Phrase family · Vague promises · counted once per company

25%
of 496 companies use it, 125 in all

#12
of 38 phrase families tracked

16%
of boilerplate copy, where it shows up most

40%
in energy, the heaviest user, against 15% in business services

EXHIBIT 11.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

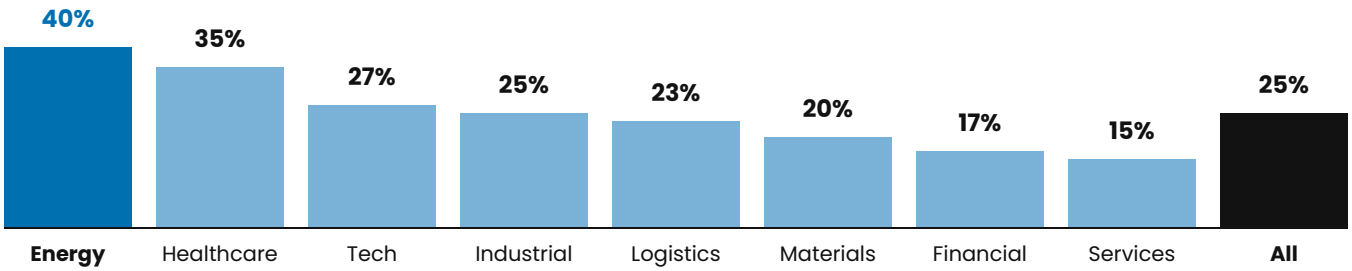
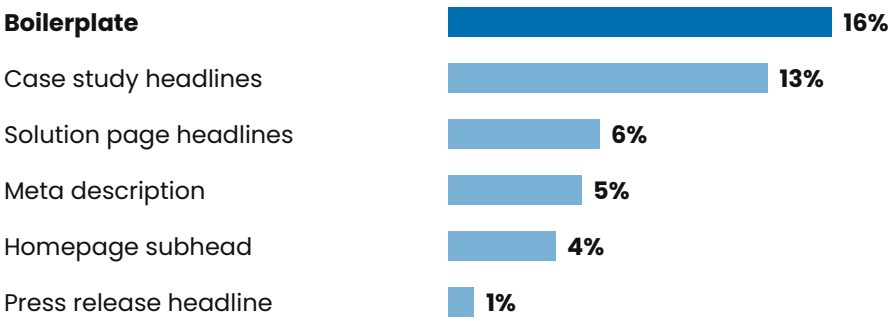


EXHIBIT 11.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "Industrial AI Designed for Optimizing Operations"
> Rockwell Automation · Industrial · homepage headline

> "DRILL BETTER. COMPLETE SMARTER. POWER EFFICIENTLY."
> Patterson-UTI Energy · Energy · homepage headline

All 38 families, page 46 Energy deep dive, page 56 Contents, page 20

12 Sustainable, sustainability

A materials and energy word far more than a technology word.

Phrase family · Corporate virtue · counted once per company

25%
of 496 companies use it, 124 in all

#13
of 38 phrase families tracked

13%
of boilerplate copy, where it shows up most

56%
in materials and chemicals, the heaviest user, against 6% in healthcare and life sciences

EXHIBIT 12.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

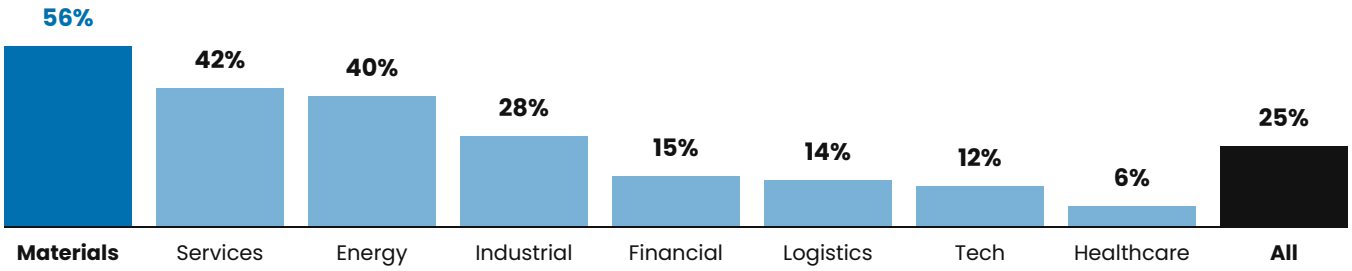
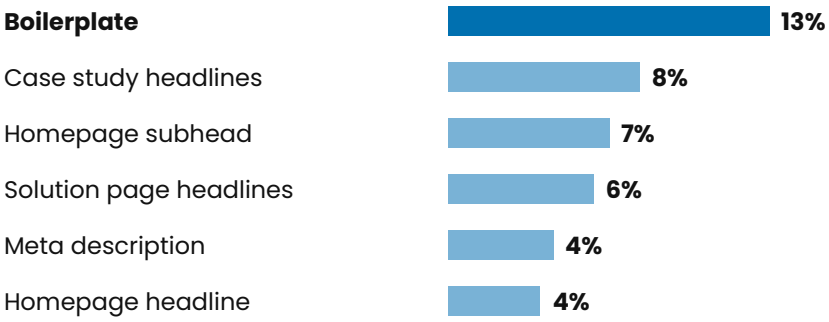


EXHIBIT 12.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "Driving value and impact for a sustainable future"
> Dow · Materials · homepage headline

> "Sustainable Packaging Solutions"
> International Paper · Materials · homepage headline

All 38 families, page 46 Materials and chemicals deep dive, page 54 Contents, page 20

13 Advanced, cutting-edge, next-generation

Advanced compared with what? The sentence rarely says.

Phrase family · Empty superlatives · counted once per company

25%
of 496 companies use it, 122 in all

#14
of 38 phrase families tracked

14%
of boilerplate copy, where it shows up most

32%
in technology, the heaviest user, against 12% in logistics and distribution

EXHIBIT 13.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

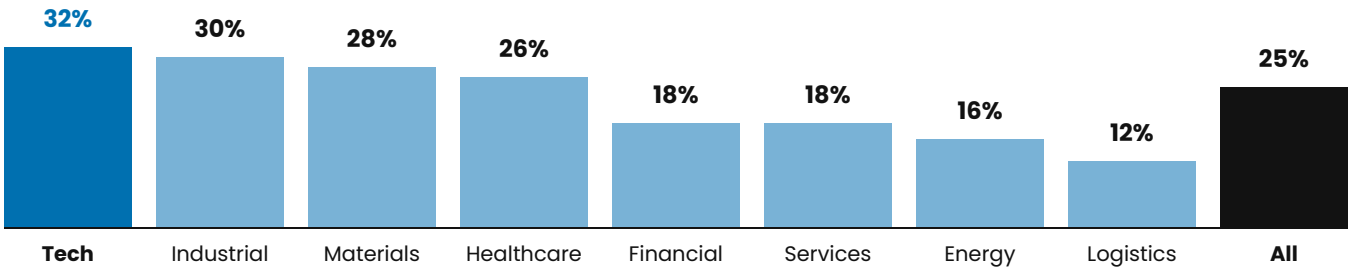


EXHIBIT 13.2

Where it shows up

Share of companies using it in each kind of copy, top six

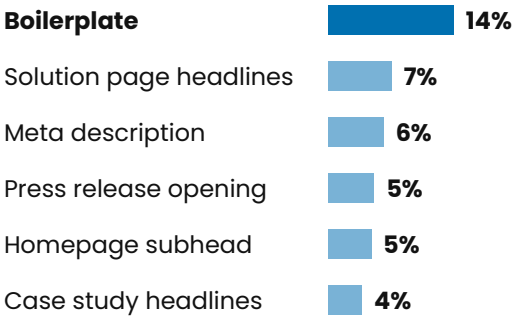
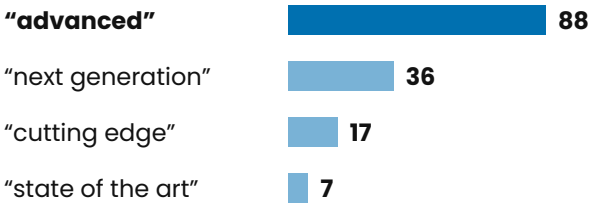


EXHIBIT 13.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "Explore how Qnity's advanced packaging materials and process capabilities power the stack"
>
> Qnity Electronics · Tech · homepage headline

> "NEXT-GENERATION TECHNOLOGY FOR THE DEVELOPMENT OF ENERGY RESOURCES"
>
> Liberty Energy · Energy · homepage headline

All 38 families, page 46 Technology deep dive, page 48 Contents, page 20

14 Trusted, trust

Trust is the one thing you cannot award yourself, so plenty of companies try.

Phrase family · Corporate virtue · counted once per company

24%
of 496 companies use it, 117 in all

#15
of 38 phrase families tracked

13%
of boilerplate copy, where it shows up most

33%
in financial services, the heaviest user, against 7% in energy

EXHIBIT 14.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

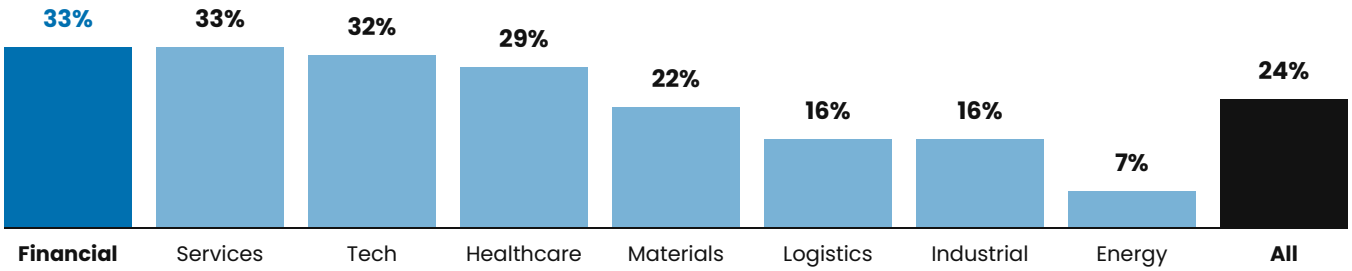
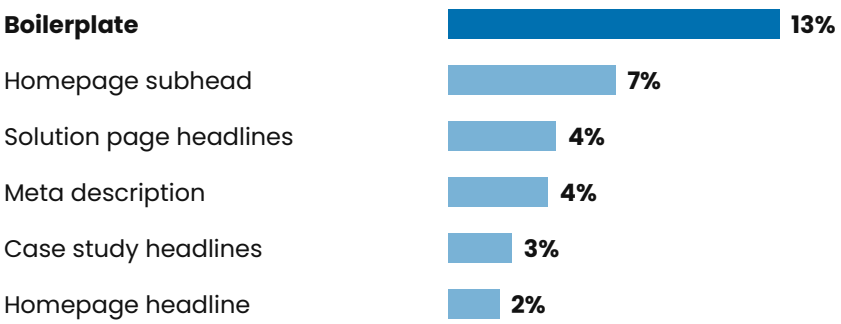


EXHIBIT 14.2

Where it shows up

Share of companies using it in each kind of copy, top six



AS PUBLISHED

> "Your Trusted Partner for Advancing AI"
>
> Advanced Micro Devices · Tech · homepage headline

> "The 2026 Digital Assets Study: Trust and security take center stage"
>
> State Street · Financial · homepage headline

All 38 families, page 46 Financial services deep dive, page 52 Contents, page 20

15 World-class, best-in-class, premier

World-class, best-in-class, premier, unmatched: the superlatives nobody audits.

Phrase family · Empty superlatives · counted once per company

18%
of 496 companies use it, 88 in all

#20
of 38 phrase families tracked

11%
of boilerplate copy, where it shows up most

31%
in energy, the heaviest user, against 10% in technology

EXHIBIT 15.1

Who uses it

Share of companies in each sector using it at least once. Black bar: all 496 companies.

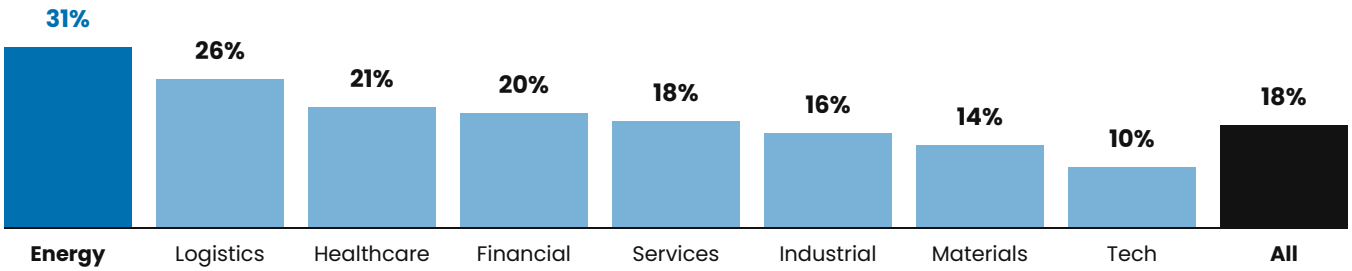


EXHIBIT 15.2

Where it shows up

Share of companies using it in each kind of copy, top six

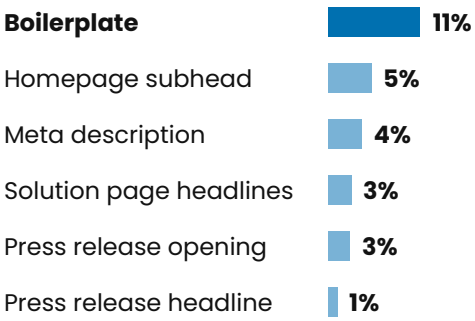
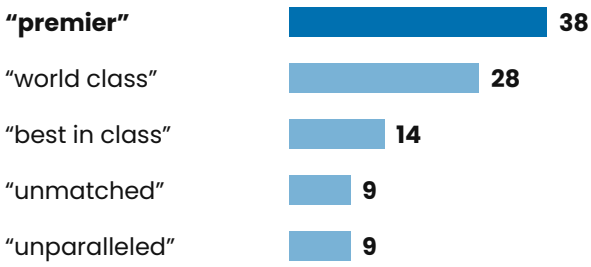


EXHIBIT 15.3

Which wording wins

Companies using each wording, out of 496



AS PUBLISHED

> "YOUR PREMIER SOLUTIONS PROVIDER"
>
> Rush Enterprises · Industrial · homepage headline

> "Everywhere industry meets environment, Clean Harbors is on-site, providing premier environmental and industrial services."
>
> Clean Harbors · Services · homepage subhead

All 38 families, page 46 Energy deep dive, page 56 Contents, page 20

PHRASE FAMILIES · REFERENCE

All 38 phrase families, ranked

Number and share of the 496 companies using each family at least once, anywhere in their copy. Dark bars have their own page; click the name to go there. Buckets are defined on page 84.

#	FAMILY AND BUCKET	COS	SHARE
1	Leader, leading, industry-leading Empty superlatives	378	76%
2	Solutions Vague promises	363	73%
3	Global, worldwide, around the world Scope filler	337	68%
4	Customers and clients Scope filler	302	61%
5	Innovation, innovative, innovate Empty superlatives	274	55%
6	Deliver, delivering Vague promises	260	52%
7	Partner, partnership Corporate virtue	166	34%
8	Future, tomorrow, what's next Vague promises	158	32%
9	Drive, driving Vague promises	141	28%
10	Growth, grow Vague promises	139	28%
11	AI, artificial intelligence AI cliches	125	25%
12	Efficiency, optimize Vague promises	125	25%
13	Sustainable, sustainability Corporate virtue	124	25%
14	Advanced, cutting-edge, next-generation Empty superlatives	122	25%
15	Trusted, trust Corporate virtue	117	24%
16	Value, value creation Vague promises	103	21%
17	Safe, safety Corporate virtue	103	21%
18	Digital Jargon	100	20%
19	Smarter, intelligent Jargon	99	20%
20	World-class, best-in-class, premier Empty superlatives	88	18%
21	Transform, transformation Vague promises	87	18%
22	End-to-end, comprehensive, full suite Vague promises	87	18%
23	Scale, scalable Vague promises	76	15%
24	Empower Vague promises	59	12%
25	Purpose, purpose-driven Jargon	46	9%
26	Resilient, resilience Corporate virtue	38	8%
27	Unlock, unleash Vague promises	37	8%
28	Excellence Empty superlatives	33	7%
29	Leverage Jargon	33	7%
30	Game-changing, revolutionary, disruptive Empty superlatives	30	6%
31	Ecosystem Jargon	23	5%
32	Mission-critical Jargon	22	4%
33	Seamless Vague promises	15	3%
34	Journey Jargon	14	3%
35	Reimagine Jargon	9	2%
36	Robust Jargon	6	1%
37	Synergy Jargon	2	<1%
38	Holistic Jargon	1	<1%

BY INDUSTRY · SCORECARD

Every sector has a favorite word

Share of companies in each sector using each phrase family, in percent. Darker cells mean heavier use; a gold outline marks the sector that uses the family most. Click a sector for its deep dive.

Phrase family	Tech	Industrial	Financial	Materials	Energy	Logistics	Healthcare	Services	All
Leader	78	76	71	82	60	79	**85**	82	**76**
Solutions	80	75	77	80	40	60	**82**	76	**73**
Global	64	70	80	**82**	53	37	79	73	**68**
Innovation	64	58	47	58	33	35	**82**	58	**55**
Deliver	61	47	44	44	47	51	**79**	58	**52**
Partner	33	28	**50**	32	16	42	29	42	**34**
Future	30	37	24	32	36	23	**41**	30	**32**
Drive	**41**	30	17	14	20	30	26	39	**28**
Growth	34	21	33	32	22	26	9	**48**	**28**
AI	**73**	9	21	6	0	7	18	30	**25**
Efficiency	27	25	17	20	**40**	23	35	15	**25**
Sustainable	12	28	15	**56**	40	14	6	42	**25**
Advanced	**32**	30	18	28	16	12	26	18	**25**
Trusted	32	16	**33**	22	7	16	29	**33**	**24**
Value	13	15	20	32	**36**	35	12	21	**21**
Safe	12	30	3	14	**36**	28	26	24	**21**
World-class	10	16	20	14	**31**	26	21	18	**18**
Transform	**30**	13	20	18	2	5	18	27	**18**
Companies	107	118	66	50	45	43	34	33	496

Technology owns AI, smarter and empower. Materials and chemicals own sustainable and excellence. Financial services wants to be your trusted partner. Healthcare is the most innovative, by its own account. Energy is the most world-class, and the only sector that never mentions AI.

Sectors group the 51 Fortune industries into eight; the mapping is on **page 83**. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

Full table, page 49 Scorecard, page 47

Technology

Technology companies use AI more than any other phrase family relative to the rest of the Fortune 1000, and sustainable less.

COMPANIES
107
of the 496 B2B companies, 22% of the sample

STANDS OUT
73%
use AI, against 25% overall

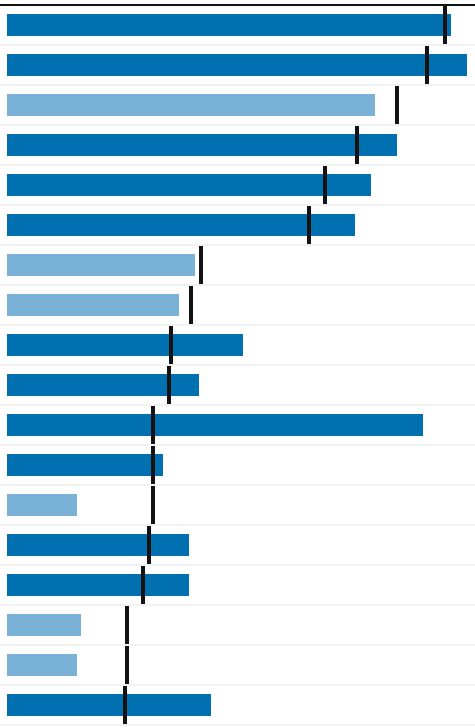
USES LEAST
12%
use sustainable, against 25% overall

FAVORITE FAMILY
80%
use solutions, the sector's most common family

EXHIBIT 48

Technology against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	TECH	VS ALL	RANK OF 8
Leader	78%	+1 pts	5th
Solutions	80%	+7 pts	2nd
Global	64%	-3 pts	6th
Customers and clients	68%	+7 pts	3rd
Innovation	64%	+8 pts	2nd
Deliver	61%	+8 pts	2nd
Partner	33%	-1 pts	4th
Future	30%	-2 pts	6th
Drive	41%	+13 pts	Highest
Growth	34%	+6 pts	2nd
AI	73%	+48 pts	Highest
Efficiency	27%	+2 pts	3rd
Sustainable	12%	-13 pts	7th
Advanced	32%	+7 pts	Highest
Trusted	32%	+8 pts	3rd
Value	13%	-8 pts	7th
Safe	12%	-9 pts	7th
Digital	36%	+15 pts	Highest

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, technology companies lean hardest on AI (73% against 25%) and scale (36% against 15%).

FEWEST FAMILIES

Roper Technologies uses 3 of the 38 families, the fewest in the sector. Its homepage headline: "Simple Ideas. Powerful Results."

MOST FAMILIES

Ciena uses 21 of the 38 families, the most in the sector. Its homepage headline: "It's your journey. Connect with the best."

INDUSTRY DEEP DIVE · 01 OF 08 · ALL MEASURES

Technology in full

All 107 technology companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 48**

FAMILIES 1 TO 19

FAMILY	TECH	ALL	DIFF
Leader	**77.6**	76.2	**+1.4**
Solutions	**80.4**	73.2	**+7.2**
Global	**64.5**	67.9	**-3.4**
Customers and clients	**68.2**	60.9	**+7.3**
Innovation	**63.6**	55.2	**+8.4**
Deliver	**60.7**	52.4	**+8.3**
Partner	**32.7**	33.5	**-0.8**
Future	**29.9**	31.9	**-2.0**
Drive	**41.1**	28.4	**+12.7**
Growth	**33.6**	28.0	**+5.6**
AI	**72.9**	25.2	**+47.7**
Efficiency	**27.1**	25.2	**+1.9**
Sustainable	**12.1**	25.0	**-12.9**
Advanced	**31.8**	24.6	**+7.2**
Trusted	**31.8**	23.6	**+8.2**
Value	**13.1**	20.8	**-7.7**
Safe	**12.1**	20.8	**-8.7**
Digital	**35.5**	20.2	**+15.3**
Smarter	**43.0**	20.0	**+23.0**

FAMILIES 20 TO 38

FAMILY	TECH	ALL	DIFF
World-class	**10.3**	17.7	**-7.4**
Transform	**29.9**	17.5	**+12.4**
End-to-end	**26.2**	17.5	**+8.7**
Scale	**35.5**	15.3	**+20.2**
Empower	**23.4**	11.9	**+11.5**
Purpose	**9.3**	9.3	**+0.0**
Resilient	**10.3**	7.7	**+2.6**
Unlock	**13.1**	7.5	**+5.6**
Excellence	**4.7**	6.7	**-2.0**
Leverage	**5.6**	6.7	**-1.1**
Game-changing	**12.1**	6.0	**+6.1**
Ecosystem	**8.4**	4.6	**+3.8**
Mission-critical	**8.4**	4.4	**+4.0**
Seamless	**2.8**	3.0	**-0.2**
Journey	**5.6**	2.8	**+2.8**
Reimagine	**1.9**	1.8	**+0.1**
Robust	**1.9**	1.2	**+0.7**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 107 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

Ciena	21	TD Synnex	18	Adobe	18	EPAM Systems	18	Cisco Systems	17	Ingram Micro Hold…	17
Hewlett Packard E…	17	Palo Alto Networks	17	Intel	16	Qnity Electronics	16	Plexus	16	International Busi…	15
Science Applicati…	15	Fortinet	15	Coherent	15	Microsoft	14	Super Micro Com…	14	SS&C Technologie…	14
Maximus	14	Advantage Solutio…	14	Micron Technology	13	Avnet	13	Western Digital	13	Autodesk	13
Synopsys	13	CrowdStrike Holdi…	13	F5	13	Cognizant Technol…	12	Texas Instruments	12	DXC Technology	12
Lumen Technologi…	12	Marvell Technology	12	Xerox Holdings	12	Amkor Technology	12	Keysight Technolo…	12	Twilio	12
Everpure	12	Okta	12	Jabil	11	Leidos Holdings	11	Insight Enterprises	11	NetApp	11
ON Semiconductor	11	Skyworks Solutions	11	Qorvo	11	Stagwell	11	PC Connection	11	Dell Technologies	10
Advanced Micro D…	10	Amentum Holdings	10	Analog Devices	10	Concentrix	10	Workday	10	CACI International	10
Cadence Design S…	10	Atlassian	10	Diebold Nixdorf	10	Entegris	10	Trade Desk	10	Broadcom	9
Qualcomm	9	Salesforce	9	Arrow Electronics	9	Lam Research	9	Booz Allen Hamilto…	9	Agilent Technologi…	9
Avantor	9	Vistance Networks	9	CoreWeave	9	Snowflake	9	Microchip Technol…	9	DocuSign	9
PTC	9	Arista Networks	8	Sanmina	8	KBR	8	Ametek	8	Zoom Communica…	8
MKS	8	CoStar Group	8	Teradyne	8	Waters	8	Sabre	8	CDW	7
Kyndryl Holdings	7	Illumina	7	Akamai Technologi…	7	Mettler-Toledo Inte…	7	Datadog	7	HubSpot	7
Vishay Intertechnol…	7	Monolithic Power S…	7	Applied Materials	6	ServiceNow	6	KLA	6	Motorola Solutions	6
Gartner	6	AppLovin	6	GoDaddy	6	Bruker	6	ScanSource	6	Nvidia	5
Oracle	5	Amphenol	5	Omnicom Group	5	Palantir Technologi…	5	Roper Technologies	3		

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 51 Scorecard, page 47

Industrials and manufacturing

Industrials and manufacturing companies use safe more than any other phrase family relative to the rest of the Fortune 1000, and AI less.

COMPANIES
118
of the 496 B2B companies, 24% of the sample

STANDS OUT
30%
use safe, against 21% overall

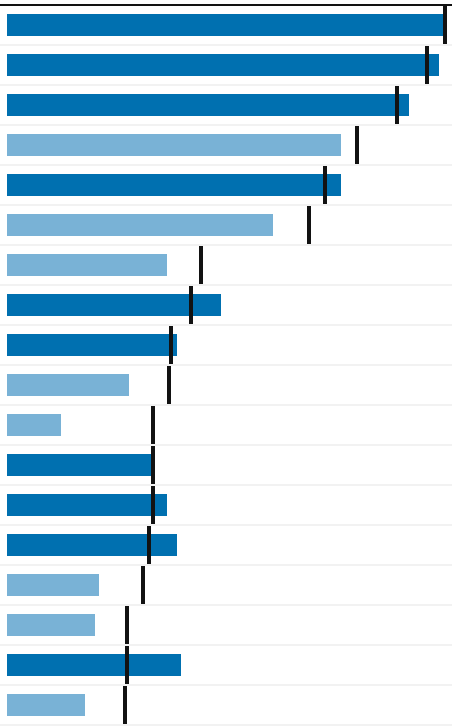
USES LEAST
9%
use AI, against 25% overall

FAVORITE FAMILY
76%
use leader, the sector's most common family

EXHIBIT 50

Industrials and manufacturing against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	INDUSTRIAL	VS ALL	RANK OF 8
Leader	76%	+0 pts	6th
Solutions	75%	+2 pts	6th
Global	70%	+2 pts	5th
Customers and clients	58%	-2 pts	6th
Innovation	58%	+3 pts	3rd
Deliver	47%	-6 pts	6th
Partner	28%	-6 pts	7th
Future	37%	+5 pts	2nd
Drive	30%	+1 pts	4th
Growth	21%	-7 pts	7th
AI	9%	-16 pts	5th
Efficiency	25%	+0 pts	4th
Sustainable	28%	+3 pts	4th
Advanced	30%	+5 pts	2nd
Trusted	16%	-8 pts	7th
Value	15%	-6 pts	6th
Safe	30%	+10 pts	2nd
Digital	14%	-7 pts	5th

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, industrials and manufacturing companies lean hardest on safe (30% against 21%) and advanced (30% against 25%).

FEWEST FAMILIES

Comfort Systems USA uses 1 of the 38 families, the fewest in the sector.

MOST FAMILIES

Axon Enterprise uses 17 of the 38 families, the most in the sector. Its homepage headline: "Protect life"

INDUSTRY DEEP DIVE · 02 OF 08 · ALL MEASURES

Industrials and manufacturing in full

All 118 industrials and manufacturing companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 50**

FAMILIES 1 TO 19

FAMILY	INDUSTRIAL	ALL	DIFF
Leader	**76.3**	76.2	**+0.1**
Solutions	**75.4**	73.2	**+2.2**
Global	**70.3**	67.9	**+2.4**
Customers and clients	**58.5**	60.9	**-2.4**
Innovation	**58.5**	55.2	**+3.3**
Deliver	**46.6**	52.4	**-5.8**
Partner	**28.0**	33.5	**-5.5**
Future	**37.3**	31.9	**+5.4**
Drive	**29.7**	28.4	**+1.3**
Growth	**21.2**	28.0	**-6.8**
AI	**9.3**	25.2	**-15.9**
Efficiency	**25.4**	25.2	**+0.2**
Sustainable	**28.0**	25.0	**+3.0**
Advanced	**29.7**	24.6	**+5.1**
Trusted	**16.1**	23.6	**-7.5**
Value	**15.3**	20.8	**-5.5**
Safe	**30.5**	20.8	**+9.7**
Digital	**13.6**	20.2	**-6.6**
Smarter	**15.3**	20.0	**-4.7**

FAMILIES 20 TO 38

FAMILY	INDUSTRIAL	ALL	DIFF
World-class	**16.1**	17.7	**-1.6**
Transform	**12.7**	17.5	**-4.8**
End-to-end	**15.3**	17.5	**-2.2**
Scale	**6.8**	15.3	**-8.5**
Empower	**9.3**	11.9	**-2.6**
Purpose	**6.8**	9.3	**-2.5**
Resilient	**8.5**	7.7	**+0.8**
Unlock	**2.5**	7.5	**-5.0**
Excellence	**6.8**	6.7	**+0.1**
Leverage	**8.5**	6.7	**+1.8**
Game-changing	**4.2**	6.0	**-1.8**
Ecosystem	**2.5**	4.6	**-2.1**
Mission-critical	**8.5**	4.4	**+4.1**
Seamless	**2.5**	3.0	**-0.5**
Journey	**2.5**	2.8	**-0.3**
Reimagine	**0.8**	1.8	**-1.0**
Robust	**0.8**	1.2	**-0.4**
Synergy	**1.7**	0.4	**+1.3**
Holistic	**0.0**	0.2	**-0.2**

THE 118 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

Axon Enterprise	17	Xylem	16	Rockwell Automati…	16	Emerson Electric	14	Primoris Services	14	EnerSys	14
Caterpillar	13	Honeywell Technol…	13	Lear	13	Terex	13	Timken	13	JBT Marel	13
Visteon	13	Louisiana-Pacific	13	Boeing	12	Carrier Global	12	Corning	12	Westinghouse Air …	12
AGCO	12	Zebra Technologies	12	Vontier	12	Northrop Grumman	11	Cummins	11	Builders FirstSource	11
EquipmentShare.c…	11	ITT	11	ESAB	11	AECOM	10	Fluor	10	Dana	10
Tetra Tech	10	Carlisle	10	Lincoln Electric Hol…	10	Trimble	10	Woodward	10	Madison Air Soluti…	10
Advanced Draina…	10	L3Harris Technolog…	9	Illinois Tool Works	9	Textron	9	BorgWarner	9	Owens Corning	9
Parsons	9	StandardAero	9	Hubbell	9	V2X	9	LCI Industries	9	Patrick Industries	9
Donaldson	9	Curtiss-Wright	9	BWX Technologies	9	Nordson	9	Cooper-Standard …	9	RTX	8
Lockheed Martin	8	EMCOR Group	8	Autoliv	8	TransDigm Group	8	Howmet Aerospace	8	Dover	8
Regal Rexnord	8	Herc Holdings	8	Middleby	8	MYR Group	8	Garrett Motion	8	Phinia	8
IDEX	8	United Rentals	7	MasTec	7	Oshkosh	7	Vertiv Holdings	7	API Group	7
Ingersoll Rand	7	UFP Industries	7	Teledyne Technolo…	7	Tutor Perini	7	Granite Constructi…	7	Fortive	7
Leggett & Platt	7	Everus Constructio…	7	Allison Transmissio…	7	TTM Technologies	7	HNI	7	Belden	7
Quanta Services	6	Cornerstone Buildi…	6	Hyster-Yale	6	Centuri Holdings	6	AAR	6	General Dynamics	5
GE Aerospace	5	Paccar	5	Otis Worldwide	5	Flowserve	5	Acuity	5	MillerKnoll	5
IES Holdings	5	Greenbrier	5	Installed Building P…	5	Parker-Hannifin	4	Huntington Ingalls I…	4	Rush Enterprises	4
Dauch	4	Snap-on	4	Copart	4	Deere	3	Arcosa	3	Atkore	3
Dycom Industries	2	HEICO	2	JELD-WEN Holding	2	Comfort Systems U…	1	Vulcan Materials	1	Martin Marietta Mat…	1
Mueller Industries	1	Moog	1	Knife River	1	Construction Partn…	1				

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 53 Scorecard, page 47

Financial services

Financial services companies use digital more than any other phrase family relative to the rest of the Fortune 1000, and drive less.

COMPANIES
66
of the 496 B2B companies, 13% of the sample

STANDS OUT
30%
use digital, against 20% overall

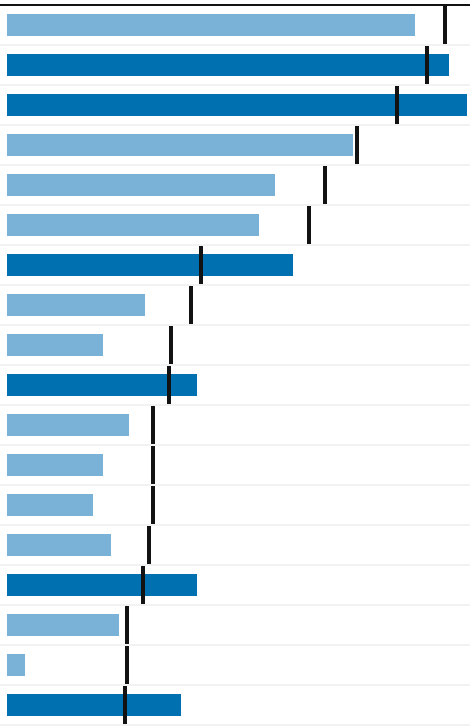
USES LEAST
17%
use drive, against 28% overall

FAVORITE FAMILY
80%
use global, the sector's most common family

EXHIBIT 52

Financial services against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	FINANCIAL	VS ALL	RANK OF 8
Leader	71%	-5 pts	7th
Solutions	77%	+4 pts	4th
Global	80%	+12 pts	2nd
Customers and clients	61%	-0 pts	5th
Innovation	47%	-8 pts	6th
Deliver	44%	-8 pts	Lowest
Partner	50%	+16 pts	Highest
Future	24%	-8 pts	7th
Drive	17%	-12 pts	7th
Growth	33%	+5 pts	3rd
AI	21%	-4 pts	3rd
Efficiency	17%	-8 pts	7th
Sustainable	15%	-10 pts	5th
Advanced	18%	-6 pts	5th
Trusted	33%	+10 pts	Highest
Value	20%	-1 pts	5th
Safe	3%	-18 pts	Lowest
Digital	30%	+10 pts	2nd

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, financial services companies lean hardest on digital (30% against 20%) and partner (50% against 34%).

FEWEST FAMILIES

Fannie Mae uses 0 of the 38 families, the fewest in the sector. Its homepage headline: "Powering America's Housing"

MOST FAMILIES

Equinix uses 17 of the 38 families, the most in the sector.

INDUSTRY DEEP DIVE · 03 OF 08 · ALL MEASURES

Financial services in full

All 66 financial services companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 52**

FAMILIES 1 TO 19

FAMILY	FINANCIAL	ALL	DIFF
Leader	**71.2**	76.2	**-5.0**
Solutions	**77.3**	73.2	**+4.1**
Global	**80.3**	67.9	**+12.4**
Customers and clients	**60.6**	60.9	**-0.3**
Innovation	**47.0**	55.2	**-8.2**
Deliver	**43.9**	52.4	**-8.5**
Partner	**50.0**	33.5	**+16.5**
Future	**24.2**	31.9	**-7.7**
Drive	**16.7**	28.4	**-11.7**
Growth	**33.3**	28.0	**+5.3**
AI	**21.2**	25.2	**-4.0**
Efficiency	**16.7**	25.2	**-8.5**
Sustainable	**15.2**	25.0	**-9.8**
Advanced	**18.2**	24.6	**-6.4**
Trusted	**33.3**	23.6	**+9.7**
Value	**19.7**	20.8	**-1.1**
Safe	**3.0**	20.8	**-17.8**
Digital	**30.3**	20.2	**+10.1**
Smarter	**22.7**	20.0	**+2.7**

FAMILIES 20 TO 38

FAMILY	FINANCIAL	ALL	DIFF
World-class	**19.7**	17.7	**+2.0**
Transform	**19.7**	17.5	**+2.2**
End-to-end	**15.2**	17.5	**-2.3**
Scale	**21.2**	15.3	**+5.9**
Empower	**13.6**	11.9	**+1.7**
Purpose	**10.6**	9.3	**+1.3**
Resilient	**16.7**	7.7	**+9.0**
Unlock	**7.6**	7.5	**+0.1**
Excellence	**1.5**	6.7	**-5.2**
Leverage	**7.6**	6.7	**+0.9**
Game-changing	**3.0**	6.0	**-3.0**
Ecosystem	**9.1**	4.6	**+4.5**
Mission-critical	**1.5**	4.4	**-2.9**
Seamless	**10.6**	3.0	**+7.6**
Journey	**1.5**	2.8	**-1.3**
Reimagine	**1.5**	1.8	**-0.3**
Robust	**0.0**	1.2	**-1.2**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**1.5**	0.2	**+1.3**

THE 66 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

Equinix	17	Prologis	17	Digital Realty Trust	17	NCR Atleos	17	Mastercard	15	Lineage	14
Verisk Analytics	14	KKR	13	Jones Lang LaSalle	13	Nasdaq	13	Brown & Brown	13	Fiserv	12
Global Payments	12	Broadridge Financ…	12	MSCI	12	Visa	11	Reinsurance Grou…	11	Arthur J. Gallagher	11
Moody's	11	Bank of New York (…	10	Intercontinental Ex…	10	Western Alliance B…	10	StoneX Group	9	State Street	9
S&P Global	9	Jefferies Financial …	9	Fidelity National Inf…	9	American Tower	9	Realty Income	9	Virtu Financial	9
Bitgo Holdings	8	Toast	8	TransUnion	8	Shift4 Payments	8	Newmark Group	8	BGC Group	8
Apollo Global Man…	7	Carlyle Group	7	Cboe Global Marke…	7	TPG	7	Evercore	7	Sumisho Air Lease	7
Alexandria Real Est…	7	SBA Communicatio…	7	Unum Group	6	Ares Management	6	Equifax	6	Corpay	6
BXP	6	Morgan Stanley	5	CBRE Group	5	Marsh & McLennan	5	BlackRock	5	W.R. Berkley	5
Northern Trust	5	CME Group	5	Lazard	5	Blue Owl Capital	5	Goldman Sachs Gr…	4	Blackstone	4
VICI Properties	4	Crown Castle	3	Ryan Specialty Hol…	3	Healthpeak Propert…	3	Freddie Mac	2	Fannie Mae	0

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 55 Scorecard, page 47

Materials and chemicals

Materials and chemicals companies use sustainable more than any other phrase family relative to the rest of the Fortune 1000, and AI less.

COMPANIES
50
of the 496 B2B companies, 10% of the sample

STANDS OUT
56%
use sustainable, against 25% overall

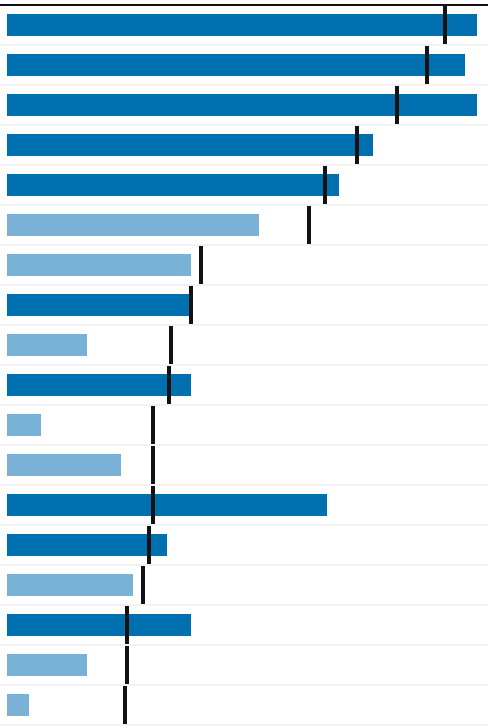
USES LEAST
6%
use AI, against 25% overall

FAVORITE FAMILY
82%
use leader, the sector's most common family

EXHIBIT 54

Materials and chemicals against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	MATERIALS	VS ALL	RANK OF 8
Leader	82%	+6 pts	2nd
Solutions	80%	+7 pts	3rd
Global	82%	+14 pts	Highest
Customers and clients	64%	+3 pts	4th
Innovation	58%	+3 pts	4th
Deliver	44%	-8 pts	7th
Partner	32%	-2 pts	5th
Future	32%	+0 pts	4th
Drive	14%	-14 pts	Lowest
Growth	32%	+4 pts	4th
AI	6%	-19 pts	7th
Efficiency	20%	-5 pts	6th
Sustainable	56%	+31 pts	Highest
Advanced	28%	+3 pts	3rd
Trusted	22%	-2 pts	5th
Value	32%	+11 pts	3rd
Safe	14%	-7 pts	6th
Digital	4%	-16 pts	Lowest

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, materials and chemicals companies lean hardest on sustainable (56% against 25%) and value (32% against 21%).

FEWEST FAMILIES

Crown Holdings uses 3 of the 38 families, the fewest in the sector. Its homepage headline: "Positioned to Deliver"

MOST FAMILIES

Ecolab uses 20 of the 38 families, the most in the sector.

INDUSTRY DEEP DIVE · 04 OF 08 · ALL MEASURES

Materials and chemicals in full

All 50 materials and chemicals companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 54**

FAMILIES 1 TO 19

FAMILY	MATERIALS	ALL	DIFF
Leader	**82.0**	76.2	**+5.8**
Solutions	**80.0**	73.2	**+6.8**
Global	**82.0**	67.9	**+14.1**
Customers and clients	**64.0**	60.9	**+3.1**
Innovation	**58.0**	55.2	**+2.8**
Deliver	**44.0**	52.4	**-8.4**
Partner	**32.0**	33.5	**-1.5**
Future	**32.0**	31.9	**+0.1**
Drive	**14.0**	28.4	**-14.4**
Growth	**32.0**	28.0	**+4.0**
AI	**6.0**	25.2	**-19.2**
Efficiency	**20.0**	25.2	**-5.2**
Sustainable	**56.0**	25.0	**+31.0**
Advanced	**28.0**	24.6	**+3.4**
Trusted	**22.0**	23.6	**-1.6**
Value	**32.0**	20.8	**+11.2**
Safe	**14.0**	20.8	**-6.8**
Digital	**4.0**	20.2	**-16.2**
Smarter	**2.0**	20.0	**-18.0**

FAMILIES 20 TO 38

FAMILY	MATERIALS	ALL	DIFF
World-class	**14.0**	17.7	**-3.7**
Transform	**18.0**	17.5	**+0.5**
End-to-end	**8.0**	17.5	**-9.5**
Scale	**8.0**	15.3	**-7.3**
Empower	**0.0**	11.9	**-11.9**
Purpose	**14.0**	9.3	**+4.7**
Resilient	**4.0**	7.7	**-3.7**
Unlock	**8.0**	7.5	**+0.5**
Excellence	**16.0**	6.7	**+9.3**
Leverage	**6.0**	6.7	**-0.7**
Game-changing	**2.0**	6.0	**-4.0**
Ecosystem	**2.0**	4.6	**-2.6**
Mission-critical	**0.0**	4.4	**-4.4**
Seamless	**0.0**	3.0	**-3.0**
Journey	**0.0**	2.8	**-2.8**
Reimagine	**2.0**	1.8	**+0.2**
Robust	**2.0**	1.2	**+0.8**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 50 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

Ecolab	20	Eastman Chemical	13	Albemarle	13	Dow	12
PPG Industries	12	Chemours	12	Greif	12	Sonoco Products	11
International Paper	10	Celanese	10	O-I Glass	10	Nucor	9
Ball	9	Mosaic	9	Avery Dennison	9	Graphic Packaging Holding	9
Olin	9	ATI	9	H.B. Fuller	9	Magnera	9
Sherwin-Williams	8	Steel Dynamics	8	Alcoa	8	International Flavors & Fra…	8
Domtar	8	AptarGroup	8	Cabot	8	Avient	8
Worthington Steel	8	3M	7	Air Products & Chemicals	7	DuPont	7
CF Industries Holdings	7	Weyerhaeuser	7	Valmont Industries	7	FMC	7
Carpenter Technology	7	Reliance	6	Kaiser Aluminum	6	NewMarket	6
Packaging Corp. of America	5	Commercial Metals	5	Silgan Holdings	5	Huntsman	5
Ryerson Holding	5	Cleveland-Cliffs	4	Sylvamo	4	Crown Holdings	3
Westlake	3	RPM International	3				

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 57 Scorecard, page 47

Energy

Energy companies use world-class more than any other phrase family relative to the rest of the Fortune 1000, and AI less.

COMPANIES
45
of the 496 B2B companies, 9% of the sample

STANDS OUT
31%
use world-class, against 18% overall

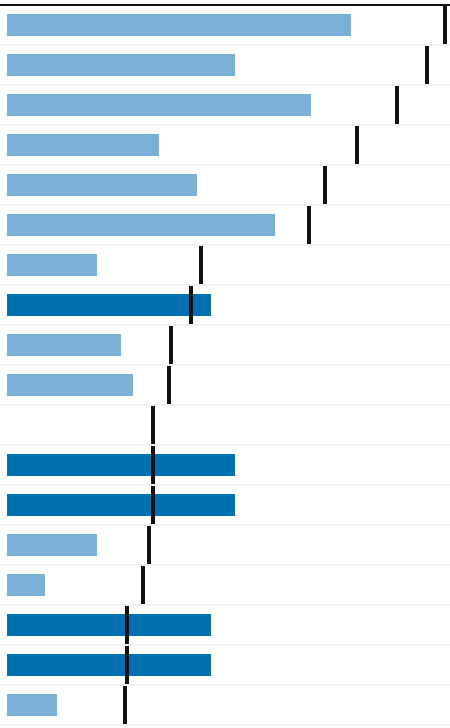
USES LEAST
0%
use AI, against 25% overall

FAVORITE FAMILY
60%
use leader, the sector's most common family

EXHIBIT 56

Energy against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	ENERGY	VS ALL	RANK OF 8
Leader	60%	-16 pts	Lowest
Solutions	40%	-33 pts	Lowest
Global	53%	-15 pts	7th
Customers and clients	27%	-34 pts	Lowest
Innovation	33%	-22 pts	Lowest
Deliver	47%	-6 pts	5th
Partner	16%	-18 pts	Lowest
Future	36%	+4 pts	3rd
Drive	20%	-8 pts	6th
Growth	22%	-6 pts	6th
AI	0%	-25 pts	Lowest
Efficiency	40%	+15 pts	Highest
Sustainable	40%	+15 pts	3rd
Advanced	16%	-9 pts	7th
Trusted	7%	-17 pts	Lowest
Value	36%	+15 pts	Highest
Safe	36%	+15 pts	Highest
Digital	9%	-11 pts	7th

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, energy companies lean hardest on world-class (31% against 18%) and value (36% against 21%).

FEWEST FAMILIES

EOG Resources uses 0 of the 38 families, the fewest in the sector.

MOST FAMILIES

GE Vernova uses 14 of the 38 families, the most in the sector. Its homepage headline: "INNOVATORS TOY DRIVE"

INDUSTRY DEEP DIVE · 05 OF 08 · ALL MEASURES

Energy in full

All 45 energy companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 56**

FAMILIES 1 TO 19

FAMILY	ENERGY	ALL	DIFF
Leader	**60.0**	76.2	**-16.2**
Solutions	**40.0**	73.2	**-33.2**
Global	**53.3**	67.9	**-14.6**
Customers and clients	**26.7**	60.9	**-34.2**
Innovation	**33.3**	55.2	**-21.9**
Deliver	**46.7**	52.4	**-5.7**
Partner	**15.6**	33.5	**-17.9**
Future	**35.6**	31.9	**+3.7**
Drive	**20.0**	28.4	**-8.4**
Growth	**22.2**	28.0	**-5.8**
AI	**0.0**	25.2	**-25.2**
Efficiency	**40.0**	25.2	**+14.8**
Sustainable	**40.0**	25.0	**+15.0**
Advanced	**15.6**	24.6	**-9.0**
Trusted	**6.7**	23.6	**-16.9**
Value	**35.6**	20.8	**+14.8**
Safe	**35.6**	20.8	**+14.8**
Digital	**8.9**	20.2	**-11.3**
Smarter	**2.2**	20.0	**-17.8**

FAMILIES 20 TO 38

FAMILY	ENERGY	ALL	DIFF
World-class	**31.1**	17.7	**+13.4**
Transform	**2.2**	17.5	**-15.3**
End-to-end	**6.7**	17.5	**-10.8**
Scale	**8.9**	15.3	**-6.4**
Empower	**6.7**	11.9	**-5.2**
Purpose	**6.7**	9.3	**-2.6**
Resilient	**0.0**	7.7	**-7.7**
Unlock	**0.0**	7.5	**-7.5**
Excellence	**8.9**	6.7	**+2.2**
Leverage	**4.4**	6.7	**-2.3**
Game-changing	**0.0**	6.0	**-6.0**
Ecosystem	**0.0**	4.6	**-4.6**
Mission-critical	**0.0**	4.4	**-4.4**
Seamless	**0.0**	3.0	**-3.0**
Journey	**0.0**	2.8	**-2.8**
Reimagine	**0.0**	1.8	**-1.8**
Robust	**0.0**	1.2	**-1.2**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 45 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

GE Vernova	**14**	NOV	**13**	DNOW	**13**	Halliburton	**12**
Nextpower	**12**	Occidental Petroleum	**11**	Helmerich & Payne	**11**	EQT	**10**
Baker Hughes	**9**	Patterson-UTI Energy	**9**	Core Natural Resources	**9**	First Solar	**8**
Liberty Energy	**8**	Cheniere Energy	**7**	Williams	**7**	Chord Energy	**7**
Western Midstream Partners	**7**	Oceaneering International	**7**	ConocoPhillips	**6**	Oneok	**6**
Targa Resources	**6**	Kinder Morgan	**6**	Crescent Energy	**6**	SM Energy	**6**
World Kinect	**5**	Newmont	**5**	Expand Energy	**5**	Antero Resources	**5**
Peabody Energy	**5**	Murphy Oil	**5**	Enterprise Products Partners	**4**	Freeport-McMoRan	**4**
Devon Energy	**4**	Permian Resources	**4**	Diamondback Energy	**3**	Venture Global	**3**
Ovintiv	**3**	Energy Transfer	**2**	Plains GP Holdings	**2**	NGL Energy Partners	**2**
California Resources	**2**	Range Resources	**2**	APA	**1**	EOG Resources	**0**
Matador Resources	**0**						

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 59 Scorecard, page 47

Logistics and distribution

Logistics and distribution companies use value more than any other phrase family relative to the rest of the Fortune 1000, and AI less.

COMPANIES
43
of the 496 B2B companies, 9% of the sample

STANDS OUT
35%
use value, against 21% overall

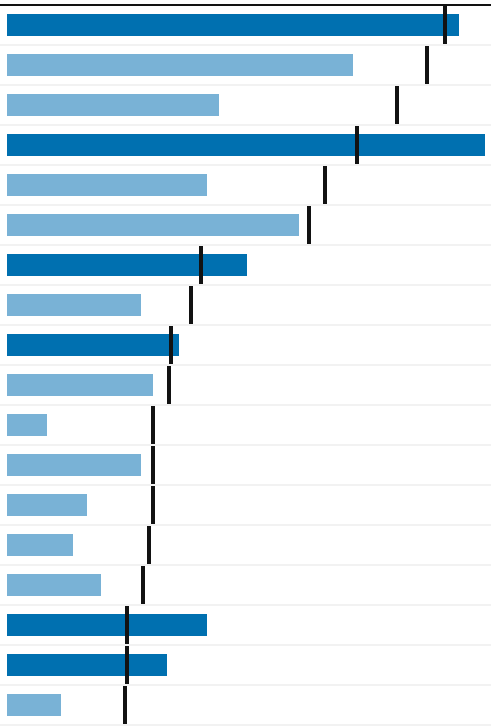
USES LEAST
7%
use AI, against 25% overall

FAVORITE FAMILY
84%
use customers and clients, the sector's most common family

EXHIBIT 58

Logistics and distribution against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	LOGISTICS	VS ALL	RANK OF 8
Leader	79%	+3 pts	4th
Solutions	60%	-13 pts	7th
Global	37%	-31 pts	Lowest
Customers and clients	84%	+23 pts	Highest
Innovation	35%	-20 pts	7th
Deliver	51%	-1 pts	4th
Partner	42%	+8 pts	3rd
Future	23%	-9 pts	Lowest
Drive	30%	+2 pts	3rd
Growth	26%	-2 pts	5th
AI	7%	-18 pts	6th
Efficiency	23%	-2 pts	5th
Sustainable	14%	-11 pts	6th
Advanced	12%	-13 pts	Lowest
Trusted	16%	-7 pts	6th
Value	35%	+14 pts	2nd
Safe	28%	+7 pts	3rd
Digital	9%	-11 pts	6th

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, logistics and distribution companies lean hardest on value (35% against 21%) and world-class (26% against 18%).

FEWEST FAMILIES

Matson uses 1 of the 38 families, the fewest in the sector. Its homepage headline: "Industry leading expertise, resources and reliability"

MOST FAMILIES

C.H. Robinson Worldwide uses 19 of the 38 families, the most in the sector. Its homepage headline: "#1 global leader in Lean AI supply chains"

INDUSTRY DEEP DIVE · 06 OF 08 · ALL MEASURES

Logistics and distribution in full

All 43 logistics and distribution companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 58**

FAMILIES 1 TO 19

FAMILY	LOGISTICS	ALL	DIFF
Leader	**79.1**	76.2	**+2.9**
Solutions	**60.5**	73.2	**-12.7**
Global	**37.2**	67.9	**-30.7**
Customers and clients	**83.7**	60.9	**+22.8**
Innovation	**34.9**	55.2	**-20.3**
Deliver	**51.2**	52.4	**-1.2**
Partner	**41.9**	33.5	**+8.4**
Future	**23.3**	31.9	**-8.6**
Drive	**30.2**	28.4	**+1.8**
Growth	**25.6**	28.0	**-2.4**
AI	**7.0**	25.2	**-18.2**
Efficiency	**23.3**	25.2	**-1.9**
Sustainable	**14.0**	25.0	**-11.0**
Advanced	**11.6**	24.6	**-13.0**
Trusted	**16.3**	23.6	**-7.3**
Value	**34.9**	20.8	**+14.1**
Safe	**27.9**	20.8	**+7.1**
Digital	**9.3**	20.2	**-10.9**
Smarter	**9.3**	20.0	**-10.7**

FAMILIES 20 TO 38

FAMILY	LOGISTICS	ALL	DIFF
World-class	**25.6**	17.7	**+7.9**
Transform	**4.7**	17.5	**-12.8**
End-to-end	**23.3**	17.5	**+5.8**
Scale	**9.3**	15.3	**-6.0**
Empower	**0.0**	11.9	**-11.9**
Purpose	**7.0**	9.3	**-2.3**
Resilient	**0.0**	7.7	**-7.7**
Unlock	**7.0**	7.5	**-0.5**
Excellence	**4.7**	6.7	**-2.0**
Leverage	**0.0**	6.7	**-6.7**
Game-changing	**9.3**	6.0	**+3.3**
Ecosystem	**2.3**	4.6	**-2.3**
Mission-critical	**0.0**	4.4	**-4.4**
Seamless	**2.3**	3.0	**-0.7**
Journey	**4.7**	2.8	**+1.9**
Reimagine	**4.7**	1.8	**+2.9**
Robust	**2.3**	1.2	**+1.1**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 43 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

C.H. Robinson Worldwide **19**	Werner Enterprises **14**	Ryder System **13**	Expeditors Intl. of Washing… **13**
WESCO International **12**	J.B. Hunt Transport Services **12**	W.W. Grainger **11**	United Natural Foods **10**
GXO Logistics **10**	RXO **10**	Hub Group **10**	United Parcel Service **9**
FedEx **9**	US Foods Holding **9**	Core & Main **9**	MSC Industrial Direct **9**
BlueLinx Holdings **9**	Union Pacific **8**	Norfolk Southern **8**	Fastenal **8**
Performance Food Group **7**	Chefs' Warehouse **7**	ArcBest **7**	Saia **7**
Sysco **6**	Ferguson Enterprises **5**	Genuine Parts **5**	Knight-Swift Transportatio… **5**
QXO **5**	Boise Cascade **5**	Old Dominion Freight Line **5**	Landstar System **5**
CSX **4**	XPO **4**	Watsco **4**	Pool **4**
Applied Industrial Technol… **4**	Schneider National **3**	LKQ **2**	SiteOne Landscape Supply **2**
SkyWest **2**	Kirby **2**	Matson **1**	

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 61 Scorecard, page 47

Healthcare and life sciences

Healthcare and life sciences companies use deliver more than any other phrase family relative to the rest of the Fortune 1000, and sustainable less.

COMPANIES
34
of the 496 B2B companies, 7% of the sample

STANDS OUT
79%
use deliver, against 52% overall

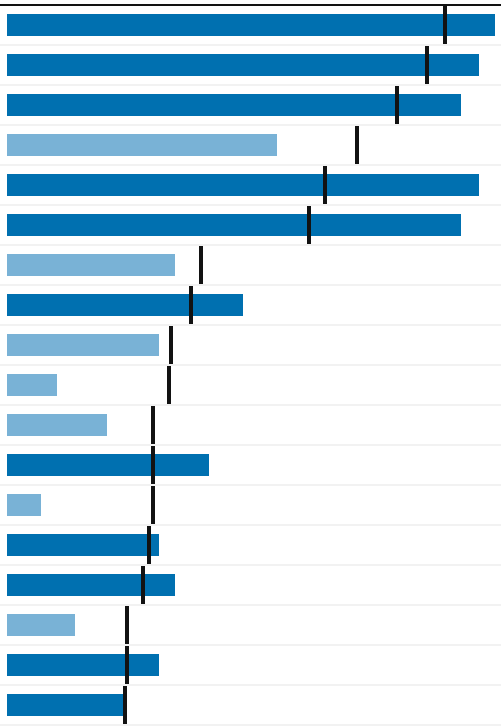
USES LEAST
6%
use sustainable, against 25% overall

FAVORITE FAMILY
85%
use leader, the sector's most common family

EXHIBIT 60

Healthcare and life sciences against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	HEALTHCARE VS ALL		RANK OF 8
Leader	85%	+9 pts	Highest
Solutions	82%	+9 pts	Highest
Global	79%	+12 pts	3rd
Customers and clients	47%	-14 pts	7th
Innovation	82%	+27 pts	Highest
Deliver	79%	+27 pts	Highest
Partner	29%	-4 pts	6th
Future	41%	+9 pts	Highest
Drive	26%	-2 pts	5th
Growth	9%	-19 pts	Lowest
AI	18%	-8 pts	4th
Efficiency	35%	+10 pts	2nd
Sustainable	6%	-19 pts	Lowest
Advanced	26%	+2 pts	4th
Trusted	29%	+6 pts	4th
Value	12%	-9 pts	Lowest
Safe	26%	+6 pts	4th
Digital	21%	+0 pts	4th

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, healthcare and life sciences companies lean hardest on deliver (79% against 52%) and innovation (82% against 55%).

FEWEST FAMILIES

Abbott Laboratories uses 4 of the 38 families, the fewest in the sector. Its homepage headline: "Hello, welcome to Abbott"

MOST FAMILIES

IQVIA Holdings uses 17 of the 38 families, the most in the sector.

INDUSTRY DEEP DIVE · 07 OF 08 · ALL MEASURES

Healthcare and life sciences in full

All 34 healthcare and life sciences companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 60**

FAMILIES 1 TO 19

FAMILY	HEALTHCARE	ALL	DIFF
Leader	**85.3**	76.2	**+9.1**
Solutions	**82.4**	73.2	**+9.2**
Global	**79.4**	67.9	**+11.5**
Customers and clients	**47.1**	60.9	**-13.8**
Innovation	**82.4**	55.2	**+27.2**
Deliver	**79.4**	52.4	**+27.0**
Partner	**29.4**	33.5	**-4.1**
Future	**41.2**	31.9	**+9.3**
Drive	**26.5**	28.4	**-1.9**
Growth	**8.8**	28.0	**-19.2**
AI	**17.6**	25.2	**-7.6**
Efficiency	**35.3**	25.2	**+10.1**
Sustainable	**5.9**	25.0	**-19.1**
Advanced	**26.5**	24.6	**+1.9**
Trusted	**29.4**	23.6	**+5.8**
Value	**11.8**	20.8	**-9.0**
Safe	**26.5**	20.8	**+5.7**
Digital	**20.6**	20.2	**+0.4**
Smarter	**17.6**	20.0	**-2.4**

FAMILIES 20 TO 38

FAMILY	HEALTHCARE	ALL	DIFF
World-class	**20.6**	17.7	**+2.9**
Transform	**17.6**	17.5	**+0.1**
End-to-end	**17.6**	17.5	**+0.1**
Scale	**0.0**	15.3	**-15.3**
Empower	**17.6**	11.9	**+5.7**
Purpose	**14.7**	9.3	**+5.4**
Resilient	**2.9**	7.7	**-4.8**
Unlock	**5.9**	7.5	**-1.6**
Excellence	**11.8**	6.7	**+5.1**
Leverage	**11.8**	6.7	**+5.1**
Game-changing	**11.8**	6.0	**+5.8**
Ecosystem	**8.8**	4.6	**+4.2**
Mission-critical	**0.0**	4.4	**-4.4**
Seamless	**2.9**	3.0	**-0.1**
Journey	**2.9**	2.8	**+0.1**
Reimagine	**2.9**	1.8	**+1.1**
Robust	**0.0**	1.2	**-1.2**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 34 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

IQVIA Holdings	17	Zimmer Biomet Holdings	15	Zoetis	13	Becton Dickinson	12
Envista Holdings	12	Cencora	11	Baxter International	11	Solventum	11
Fortrea Holdings	11	Danaher	10	GE HealthCare Technologi…	10	Elanco Animal Health	10
Teleflex	10	Globus Medical	10	QuidelOrtho	10	Cardinal Health	9
Thermo Fisher Scientific	9	IDEXX Laboratories	9	West Pharmaceutical Servi…	9	AMN Healthcare Services	9
Medline	8	Stryker	8	Henry Schein	7	Accendra Health	7
Intuitive Surgical	7	Edwards Lifesciences	7	Dentsply Sirona	7	Veeva Systems	7
Revvity	7	Hologic	6	McKesson	5	Boston Scientific	5
Abbott Laboratories	4	Charles River Laboratories …	4				

Diff in percentage points. Every company appears in the directory starting on **page 64**.

Full table, page 63 Scorecard, page 47

Business services

Business services companies use growth more than any other phrase family relative to the rest of the Fortune 1000, and efficiency less.

COMPANIES
33
of the 496 B2B companies, 7% of the sample

STANDS OUT
48%
use growth, against 28% overall

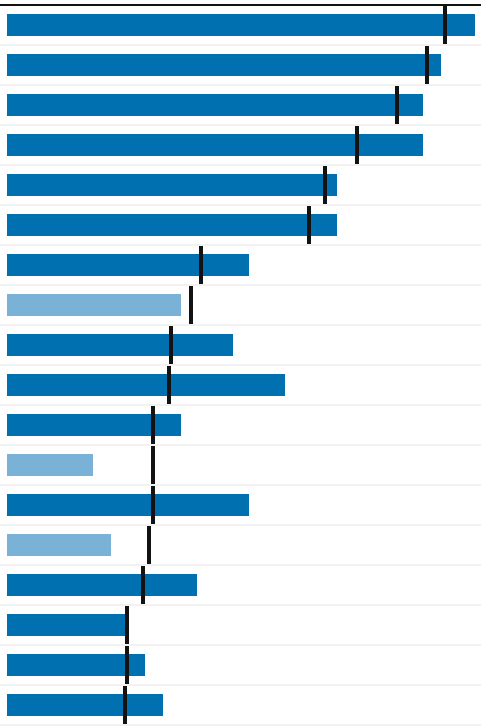
USES LEAST
15%
use efficiency, against 25% overall

FAVORITE FAMILY
82%
use leader, the sector's most common family

EXHIBIT 62

Business services against all 496 companies

Share of companies using each of the 18 most common phrase families. Dark bar above all companies, light bar below. Black marker: all companies.



	SERVICES	VS ALL	RANK OF 8
Leader	82%	+6 pts	3rd
Solutions	76%	+3 pts	5th
Global	73%	+5 pts	4th
Customers and clients	73%	+12 pts	2nd
Innovation	58%	+2 pts	5th
Deliver	58%	+5 pts	3rd
Partner	42%	+9 pts	2nd
Future	30%	-2 pts	5th
Drive	39%	+11 pts	2nd
Growth	48%	+20 pts	Highest
AI	30%	+5 pts	2nd
Efficiency	15%	-10 pts	Lowest
Sustainable	42%	+17 pts	2nd
Advanced	18%	-6 pts	6th
Trusted	33%	+10 pts	2nd
Value	21%	+0 pts	4th
Safe	24%	+3 pts	5th
Digital	27%	+7 pts	3rd

Ranks compare the eight sectors. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

CONTEXT

Against all 496 companies, business services companies lean hardest on growth (48% against 28%) and sustainable (42% against 25%).

FEWEST FAMILIES

Seaboard uses 3 of the 38 families, the fewest in the sector.

MOST FAMILIES

Iron Mountain uses 21 of the 38 families, the most in the sector. Its homepage headline: "When your AI problem isn't AI. It's the data behind it."

INDUSTRY DEEP DIVE · 08 OF 08 · ALL MEASURES

Business services in full

All 33 business services companies against all 496, share of companies using each of the 38 phrase families, in percent. **Deep dive, page 62**

FAMILIES 1 TO 19

FAMILY	SERVICES	ALL	DIFF
Leader	**81.8**	76.2	**+5.6**
Solutions	**75.8**	73.2	**+2.6**
Global	**72.7**	67.9	**+4.8**
Customers and clients	**72.7**	60.9	**+11.8**
Innovation	**57.6**	55.2	**+2.4**
Deliver	**57.6**	52.4	**+5.2**
Partner	**42.4**	33.5	**+8.9**
Future	**30.3**	31.9	**-1.6**
Drive	**39.4**	28.4	**+11.0**
Growth	**48.5**	28.0	**+20.5**
AI	**30.3**	25.2	**+5.1**
Efficiency	**15.2**	25.2	**-10.0**
Sustainable	**42.4**	25.0	**+17.4**
Advanced	**18.2**	24.6	**-6.4**
Trusted	**33.3**	23.6	**+9.7**
Value	**21.2**	20.8	**+0.4**
Safe	**24.2**	20.8	**+3.4**
Digital	**27.3**	20.2	**+7.1**
Smarter	**24.2**	20.0	**+4.2**

FAMILIES 20 TO 38

FAMILY	SERVICES	ALL	DIFF
World-class	**18.2**	17.7	**+0.5**
Transform	**27.3**	17.5	**+9.8**
End-to-end	**24.2**	17.5	**+6.7**
Scale	**12.1**	15.3	**-3.2**
Empower	**15.2**	11.9	**+3.3**
Purpose	**9.1**	9.3	**-0.2**
Resilient	**9.1**	7.7	**+1.4**
Unlock	**18.2**	7.5	**+10.7**
Excellence	**3.0**	6.7	**-3.7**
Leverage	**9.1**	6.7	**+2.4**
Game-changing	**3.0**	6.0	**-3.0**
Ecosystem	**0.0**	4.6	**-4.6**
Mission-critical	**6.1**	4.4	**+1.7**
Seamless	**0.0**	3.0	**-3.0**
Journey	**3.0**	2.8	**+0.2**
Reimagine	**3.0**	1.8	**+1.2**
Robust	**3.0**	1.2	**+1.8**
Synergy	**0.0**	0.4	**-0.4**
Holistic	**0.0**	0.2	**-0.2**

THE 33 COMPANIES, BY NUMBER OF PHRASE FAMILIES USED (OF 38)

Iron Mountain	**21**	ABM Industries	**17**	Archer Daniels Midland	**15**	Conduent	**15**
Insperity	**14**	Paychex	**14**	UL Solutions	**14**	Universal	**14**
Ingredion	**12**	Automatic Data Processing	**11**	ManpowerGroup	**11**	Corteva	**11**
Robert Half	**10**	Global Business Travel Gr…	**10**	Republic Services	**9**	Jacobs Solutions	**9**
Darling Ingredients	**9**	Kelly Services	**9**	Waste Management	**8**	Lamb Weston Holdings	**8**
Veralto	**8**	Brink's	**8**	FTI Consulting	**8**	Korn Ferry	**8**
TriNet Group	**7**	CBIZ	**7**	Aramark	**6**	Andersons	**6**
Light & Wonder	**6**	Vestis	**6**	Clean Harbors	**5**	Cintas	**4**
Seaboard	**3**						

Diff in percentage points. Every company appears in the directory starting on **page 64**.

EVERY COMPANY, NAMED · 1 OF 15

Fortune ranks 8 to 98

All 496 companies in Fortune rank order. Families: how many of the 38 phrase families the company uses anywhere in its copy (median 8). Dots, left to right: leader, solutions, innovation, AI; filled means the company uses it. Headline: the homepage headline as captured in November 2026.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
8	**McKesson**	Healthcare	5	●	●	○	○	Advancing Health Outcomes for All®
10	**Cencora**	Healthcare	11	●	●	●	○	Find solutions that pave a reliable path to patients
11	**Microsoft**	Tech	14	●	●	●	●	Microsoft Ignite is November 17-20. See what's next f…
15	**Cardinal Health**	Healthcare	9	○	●	●	○	Connect with us at ISPOR Europe 2026
16	**Nvidia**	Tech	5	●	○	○	●	Alpamayo 2 Edge Is Here
26	**Fannie Mae**	Financial	0	○	○	○	○	Powering America's Housing
31	**StoneX Group**	Financial	9	○	●	○	○	Connecting clients to markets
32	**Freddie Mac**	Financial	2	○	○	○	○	Freddie Mac Posts Financial Results for Q3 2026
35	**Goldman Sachs Group**	Financial	4	●	○	○	●	The AI Economy Is a Small Business Economy
38	**Morgan Stanley**	Financial	5	●	●	○	○	A Higher Standard of Advice
40	**Dell Technologies**	Tech	10	○	●	●	●	Your Style. Your Color.
46	**Boeing**	Industrial	12	●	●	●	○	Connect, protect and explore our world and beyond
47	**United Parcel Service**	Logistics	9	●	●	●	○	Small Business Shipping Solutions
48	**RTX**	Industrial	8	●	●	●	○	An extension of their service
49	**FedEx**	Logistics	9	○	○	○	●	Turn holiday shoppers into year-round customers
52	**Energy Transfer**	Energy	2	○	○	○	○	No text headline captured
54	**Sysco**	Logistics	6	●	●	○	○	Be a Sysco Foodie
57	**Archer Daniels Midland**	Services	15	●	●	●	○	Pioneering Innovation from Farmer to Customer
60	**Lockheed Martin**	Industrial	8	●	●	●	●	Third Quarter Highlights
63	**Caterpillar**	Industrial	13	●	●	○	○	Work Smarter With Cat® Tech Solutions
64	**International Business Machi…**	Tech	15	●	●	●	●	Missed IBM TechXchange 2026?
67	**Broadcom**	Tech	9	●	●	●	●	Delivering the best technology, at scale
70	**TD Synnex**	Tech	18	●	●	○	●	Achieve great outcomes with technology.
71	**ConocoPhillips**	Energy	6	●	○	●	○	Energy for tomorrow, and today.
76	**Performance Food Group**	Logistics	7	●	●	●	○	Let's Get Cooking
78	**Oracle**	Tech	5	○	●	○	●	Oracle Cloud Infrastructure
79	**Cisco Systems**	Tech	17	●	●	●	●	The critical infrastructure for the AI era
84	**Intel**	Tech	16	●	●	●	●	The future of quantum computing, built together
85	**Enterprise Products Partners**	Energy	4	●	○	○	○	Extensive & Integrated Midstream Energy Services
86	**Ingram Micro Holding**	Tech	17	●	●	○	●	Trust in outcomes.
87	**General Dynamics**	Industrial	5	○	○	●	○	INNOVATION DELIVERED
93	**GE Aerospace**	Industrial	5	●	○	●	○	Advancing flight for future generations
94	**Deere**	Industrial	3	○	○	●	○	John Deere Year End Sales Event
95	**Plains GP Holdings**	Energy	2	○	○	○	○	Plains Reports Third Quarter 2026 Results
98	**Thermo Fisher Scientific**	Healthcare	9	●	●	●	○	Dash through discoveries

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Fortune ranks 99 to 166

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
99	**Abbott Laboratories**	Healthcare	4	●	●	●	○	Hello, welcome to Abbott
100	**Qualcomm**	Tech	9	●	●	●	●	We bring intelligent computing everywhere.
103	**Northrop Grumman**	Industrial	11	●	●	●	○	Accelerating Defense
105	**Salesforce**	Tech	9	●	○	●	●	Get started with the #1 AI CRM
106	**Bank of New York (BNY)**	Financial	10	●	●	●	○	US TREASURY MARKET EVOLUTION
107	**Honeywell Technologies**	Industrial	13	●	●	●	●	No text headline captured
109	**CBRE Group**	Financial	5	●	○	○	○	Construction Increases While Vacancy Falls to New L…
110	**Visa**	Financial	11	●	●	●	○	Payments that keep you ahead, always with Visa Ac…
111	**Dow**	Materials	12	●	○	●	○	Driving value and impact for a sustainable future
112	**US Foods Holding**	Logistics	9	●	●	●	○	MORE THAN A DISTRIBUTOR. YOUR PARTNER IN GROWTH.
115	**GE Vernova**	Energy	14	○	●	●	○	INNOVATORS TOY DRIVE
116	**Micron Technology**	Tech	13	●	●	●	●	Micron is the critical layer powering AI
119	**World Kinect**	Energy	5	●	●	○	○	Fueling the operations that move the world
121	**Advanced Micro Devices**	Tech	10	○	●	●	●	Your Trusted Partner for Advancing AI
123	**Hewlett Packard Enterprise**	Tech	17	●	●	●	●	Furthest in vision. Highest in execution.
127	**Cummins**	Industrial	11	●	●	●	○	Power solutions designed around your success
128	**Oneok**	Energy	6	●	●	○	○	DIVERSIFIED. RELIABLE. INTEGRATED.
130	**Mastercard**	Financial	15	○	●	●	●	Modernizing payments, transforming transactions
131	**Nucor**	Materials	9	○	●	●	○	North America's Largest Steel Manufacturer and Rec…
132	**Apollo Global Management**	Financial	7	○	●	●	○	Asset Manager, Capital Provider, Wealth & Retireme…
135	**United Natural Foods**	Logistics	10	●	○	●	○	Better Food. Better Future.
136	**Ferguson Enterprises**	Logistics	5	●	●	○	○	Faucets for Every Room
137	**Arrow Electronics**	Tech	9	●	●	●	○	Committed to helping you connect
140	**Jabil**	Tech	11	●	●	○	●	MADE POSSIBLE. MADE BETTER.
145	**KKR**	Financial	13	●	●	●	○	50 years of partnership
146	**Quanta Services**	Industrial	6	●	●	○	○	OUR PEOPLE POWER MODERN LIFE
147	**Paccar**	Industrial	5	●	○	○	○	PACCAR CONNECT
148	**Medline**	Healthcare	8	●	●	○	○	We make healthcare run better®
149	**Applied Materials**	Tech	6	●	●	●	●	We Deliver Material Innovation That Changes The W…
153	**Baker Hughes**	Energy	9	○	●	●	○	Chart Industries is now a part of Baker Hughes
157	**Marsh & McLennan**	Financial	5	●	●	○	○	Seeing the full picture. That's the power of perspecti…
162	**Occidental Petroleum**	Energy	11	●	○	●	○	Zero In
164	**Jones Lang LaSalle**	Financial	13	●	●	○	●	Global Real Estate Perspective, November 2026
165	**International Paper**	Materials	10	●	●	●	○	Sustainable Packaging Solutions
166	**Freeport-McMoRan**	Energy	4	●	○	○	○	The copper we produce is integral to economic prog…

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Fortune ranks 168 to 229

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on **page 64**.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
168	**Waste Management**	Services	8	●	●	●	○	Commercial Services
170	**Stryker**	Healthcare	8	●	○	●	○	No text headline captured
172	**3M**	Materials	7	○	●	●	○	What the world needs next, we are making now.
175	**Danaher**	Healthcare	10	●	○	●	○	Applying the power of science and technology
176	**Union Pacific**	Logistics	8	○	○	○	○	Welcome to Union Pacific
177	**Genuine Parts**	Logistics	5	●	●	○	○	Better Buying for Industrial & MRO Business
179	**BlackRock**	Financial	5	○	●	○	●	2026 Americas Family Office Survey
181	**Adobe**	Tech	18	●	●	●	●	Where creativity leads and AI scales.
182	**Reinsurance Group of America**	Financial	11	●	●	●	○	Hearing the Signal Sooner
183	**Sherwin-Williams**	Materials	8	●	●	●	○	Sherwin-Williams Industrial Coatings
184	**WESCO International**	Logistics	12	●	●	●	○	Ingenuity delivered.
185	**Lear**	Industrial	13	●	●	●	○	Making Every Drive Better™
187	**Amphenol**	Tech	5	●	●	○	○	Enabling the Electronics Revolution
189	**Newmont**	Energy	5	●	○	○	○	100+ Years of Value Creation through Sustainable a…
190	**EOG Resources**	Energy	0	○	○	○	○	No text headline captured
191	**State Street**	Financial	9	●	●	○	○	The 2026 Digital Assets Study: Trust and security tak…
194	**CDW**	Tech	7	●	●	○	●	Amazing happens when creative teams have the to…
195	**Avnet**	Tech	13	●	●	●	●	ENGINEER SMARTER DRONE SYSTEMS
196	**Halliburton**	Energy	12	●	●	●	○	Where innovation meets execution
197	**Super Micro Computer**	Tech	14	●	●	●	●	Supermicro Now Shipping NVIDIA Vera Rubin NVL72
199	**L3Harris Technologies**	Industrial	9	●	●	○	○	ACCELERATING CAPABILITIES FOR THE JOINT FORCE
200	**Becton Dickinson**	Healthcare	12	●	●	●	○	BD Completes Combination of Biosciences & Diagno…
201	**Carrier Global**	Industrial	12	●	●	●	○	For the World We Share
204	**Fiserv**	Financial	12	●	●	●	●	Fiserv is a global leader uniting commerce and fina…
205	**Cognizant Technology Solutio…**	Tech	12	○	●	○	●	We're an AI Builder
206	**GE HealthCare Technologies**	Healthcare	10	●	●	●	●	The evolution of the Allia™ family
207	**Automatic Data Processing**	Services	11	●	●	●	●	Powerful HR and payroll built for every business
211	**Boston Scientific**	Healthcare	5	●	●	●	○	Advancing science for more morning runs
212	**Cheniere Energy**	Energy	7	●	●	○	○	Energizing a more secure future
213	**Parker-Hannifin**	Industrial	4	●	○	○	○	Discover Parker World
220	**Cleveland-Cliffs**	Materials	4	●	○	○	○	No text headline captured
222	**Aramark**	Services	6	●	○	●	○	Aramark Expands NCAA Presence through New Part…
225	**Lam Research**	Tech	9	○	●	●	●	What does it mean to achieve the unthinkable?
228	**Steel Dynamics**	Materials	8	●	●	○	○	Sustainable. Intentional. Transformational.
229	**Emerson Electric**	Industrial	14	●	●	●	○	Automation Solutions for High-Stakes Operations

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Fortune ranks 231 to 302

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
231	**ManpowerGroup**	Services	11	●	●	●	○	A Brighter Future is Humanly Possible
232	**W.W. Grainger**	Logistics	11	●	●	●	○	The One Item You Need + 1.5 Million More
235	**Texas Instruments**	Tech	12	●	○	●	●	Redefining embedded development with agentic AI
237	**Corteva**	Services	11	●	●	●	○	Defined by innovation, execution and a commitmen…
240	**Omnicom Group**	Tech	5	●	○	○	○	The world's leading marketing and sales company
242	**Devon Energy**	Energy	4	●	○	○	○	Q3 Results & Outlook
243	**Leidos Holdings**	Tech	11	●	●	●	●	OUTSMART. OUTDO.
245	**Targa Resources**	Energy	6	●	○	○	○	Energy to Deliver
248	**EMCOR Group**	Industrial	8	●	●	○	○	We make What's Next possible.
249	**Kinder Morgan**	Energy	6	○	●	○	○	POWERING THE MOMENTS THAT MATTER
252	**Republic Services**	Services	9	●	●	○	○	Sustainable solutions to create a cleaner, safer and …
255	**IQVIA Holdings**	Healthcare	17	●	●	●	●	Meet the new standard for acceleration: IQVIA Predi…
257	**AECOM**	Industrial	10	●	●	●	○	Our 2026 Sustainability Report
258	**C.H. Robinson Worldwide**	Logistics	19	●	●	○	●	#1 global leader in Lean AI supply chains
259	**Bitgo Holdings**	Financial	8	○	●	○	○	Secure Your Digital Asset Strategy
260	**United Rentals**	Industrial	7	○	●	○	○	Connect the Worksite
261	**Ecolab**	Materials	20	●	●	●	●	AI data centers are scaling fast. Let's build them the …
262	**Illinois Tool Works**	Industrial	9	●	●	●	○	Discover ITW
265	**PPG Industries**	Materials	12	●	●	●	○	PPG: WE PROTECT AND BEAUTIFY THE WORLD®
267	**Corning**	Industrial	12	●	○	●	○	175 years of continuous innovation
272	**Fluor**	Industrial	10	●	●	○	○	Building a Better World Through Engineering Excellen…
274	**S&P Global**	Financial	9	●	●	●	●	No text headline captured
276	**Builders FirstSource**	Industrial	11	●	●	●	○	BUILD FASTER WITH MANUFACTURED TRUSSES
280	**Kyndryl Holdings**	Tech	7	●	○	○	●	Readiness reframed
281	**Diamondback Energy**	Energy	3	●	○	○	○	Committed To The Safe & Responsible Development…
283	**Textron**	Industrial	9	●	●	●	○	SETTING THE PACE OF INNOVATION
285	**W.R. Berkley**	Financial	5	●	●	○	○	Deep expertise for coverage you can trust
289	**Blackstone**	Financial	4	○	○	○	○	Build with Blackstone
291	**Otis Worldwide**	Industrial	5	●	○	○	○	Making Connections
292	**Amentum Holdings**	Tech	10	●	●	●	○	Advancing the Future Together
295	**BorgWarner**	Industrial	9	●	●	●	○	Accelerating innovative and sustainable solutions
296	**Northern Trust**	Financial	5	●	○	●	○	YOUR MOST TRUSTED FINANCIAL ADVISOR
298	**MasTec**	Industrial	7	●	○	●	○	Clean Energy & Infrastructure
299	**Reliance**	Materials	6	●	●	○	○	STRENGTHENING INDUSTRIES. POWERING PROGRESS.
302	**CSX**	Logistics	4	●	●	○	○	CSX announces third quarter 2026 financial and ope…

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Fortune ranks 303 to 378

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
303	**LKQ**	Logistics	2	●	○	○	○	Keeping you moving
305	**Arthur J. Gallagher**	Financial	11	○	●	●	●	Your Trusted Partner for Insurance & Consulting
306	**Venture Global**	Energy	3	○	○	●	○	Innovating to Provide Low-Cost LNG to the World
311	**ServiceNow**	Tech	6	○	○	○	●	AI without workflows is just expensive advice
313	**Henry Schein**	Healthcare	7	○	●	○	○	Because So Many Rely on You… You Can Rely on Us.
314	**GXO Logistics**	Logistics	10	●	●	●	○	Discover logistics at full potential.
315	**Ball**	Materials	9	●	●	●	○	Where vision meets expertise. Your partner for what'…
316	**Unum Group**	Financial	6	●	●	●	○	Protect your people when and where they need it m…
320	**DXC Technology**	Tech	12	●	●	●	●	THE XPONENTIAL ENTERPRISE
321	**Alcoa**	Materials	8	●	○	●	○	Alcoa Turns Raw Potential into Real Progress
323	**Ryder System**	Logistics	13	●	●	●	●	Technology-Driven Port2Door™ Supply Chain Solutio…
324	**Intercontinental Exchange**	Financial	10	●	●	○	●	ICE Private Credit Reference Data
329	**Huntington Ingalls Industries**	Industrial	4	○	○	○	●	AMERICA'S SEAPOWER COMPANY
331	**Lumen Technologies**	Tech	12	○	●	○	●	Ambition, meet your network
333	**Crown Holdings**	Materials	3	●	○	○	○	Positioned to Deliver
336	**Norfolk Southern**	Logistics	8	○	○	○	○	THOROUGHBREDS POWER MORE.
338	**KLA**	Tech	6	●	●	●	●	KLA announces September quarter earnings
339	**Expand Energy**	Energy	5	●	○	●	○	North America's Leading Integrated Natural Gas Co…
343	**Mosaic**	Materials	9	●	●	○	○	The Mosaic Company Reports Third Quarter 2026 Re…
345	**Air Products & Chemicals**	Materials	7	●	●	●	○	Air Products Reports Fiscal 2026 Fourth Quarter Earni…
346	**Jacobs Solutions**	Services	9	●	●	○	○	Turning energy ambition into delivery
348	**J.B. Hunt Transport Services**	Logistics	12	●	●	●	○	Driven for You™
349	**Booz Allen Hamilton Holding**	Tech	9	○	●	●	●	No text headline captured
350	**Williams**	Energy	7	●	○	●	○	Connecting Now to Next
355	**Motorola Solutions**	Tech	6	●	●	○	●	Company reports Q3 2026 results
359	**Baxter International**	Healthcare	11	●	●	●	○	Redefining Healthcare Delivery
362	**Owens Corning**	Industrial	9	●	○	●	○	BUILDING A MORE SUSTAINABLE FUTURE
364	**Westlake**	Materials	3	○	●	●	○	EVERY PIECE MATTERS
365	**Westinghouse Air Brake**	Industrial	12	●	●	●	○	Revolutionize the way the world moves for future ge…
369	**Expeditors Intl. of Washington**	Logistics	13	●	●	●	○	From Grounded to Go
371	**Analog Devices**	Tech	10	●	●	●	●	ADI Acquires Alif Semiconductor
372	**Andersons**	Services	6	●	○	●	○	INDUSTRY INNOVATION HOMEGROWN IN THE HEARTLA…
375	**International Flavors & Fragra…**	Materials	8	●	●	●	○	Taste Disrupted. Joy Restored.
377	**Jefferies Financial Group**	Financial	9	●	○	○	○	Jefferies is the leading pure-play investment bankin…
378	**Autoliv**	Industrial	8	●	●	●	○	Autoliv Expands Commercial Vehicle Safety Busines…

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Fortune ranks 381 to 441

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
381	**Fidelity National Information ...**	Financial	9	●	●	○	○	Unlocking financial technology.
382	**Accendra Health**	Healthcare	7	●	●	●	○	Bringing Care To Life™
383	**American Tower**	Financial	9	●	●	○	○	A Proven Leader in Digital Infrastructure in the U.S.
386	**Oshkosh**	Industrial	7	○	○	●	○	Recognized for innovation at CES
387	**Cintas**	Services	4	○	○	○	○	WE HELP MANAGE THE DETAILS SO YOU CAN FOCUS ON...
389	**Vertiv Holdings**	Industrial	7	●	●	○	○	Vertiv is a global leader in critical digital infrastructu...
390	**Global Payments**	Financial	12	●	●	●	○	Take payments anytime, anywhere with payment so...
392	**AGCO**	Industrial	12	●	●	○	●	Farmers for our future.
393	**Intuitive Surgical**	Healthcare	7	●	○	○	○	Ion robotic bronchoscopy
394	**Dana**	Industrial	10	●	●	●	○	Powering Innovation
397	**Concentrix**	Tech	10	●	●	○	●	Turning bold ambition into operational reality
400	**Seaboard**	Services	3	○	○	○	○	At Seaboard Corporation, we believe in delivering ex...
404	**Workday**	Tech	10	●	●	○	●	AI that gets work done right.
405	**Celanese**	Materials	10	●	●	○	●	Embodied AI Robots
406	**Western Digital**	Tech	13	●	●	●	●	Built for Scale
408	**Zoetis**	Healthcare	13	●	●	●	○	Long-Lasting Allergic Itch Relief
410	**Equinix**	Financial	17	○	●	●	●	The future doesn't need another cloud. It needs ever...
411	**Palo Alto Networks**	Tech	17	●	●	●	●	A 4X Gartner Leader in Security Service Edge.
412	**APA**	Energy	1	○	○	○	○	APA contributes to human progress by responsibly h...
414	**Comfort Systems USA**	Industrial	1	●	○	○	○	Leading building and service provider for mechanic...
417	**Xylem**	Industrial	16	●	●	●	●	Building a more water-secure world
418	**Arista Networks**	Tech	8	●	●	○	●	Announcing Rack-Scale Architectures for Scale-Up ...
419	**Packaging Corp. of America**	Materials	5	●	●	○	○	Custom Corrugated Packaging for Businesses
421	**Ovintiv**	Energy	3	○	○	●	○	A trusted energy producer fueling modern life.
422	**Avery Dennison**	Materials	9	●	●	○	○	MAKING POSSIBLE™
423	**TransDigm Group**	Industrial	8	●	●	○	○	Proprietary Aerospace Products With Significant Afte...
425	**Prologis**	Financial	17	●	●	●	○	Beyond The Building
427	**Eastman Chemical**	Materials	13	●	●	●	○	Innovating to build a better world
428	**ABM Industries**	Services	17	●	●	●	○	Where others see a facility, we see possibility
429	**NOV**	Energy	13	○	●	●	○	We power the industry that powers the world
431	**EQT**	Energy	10	●	○	○	○	EQT Announces Strategic Acquisition of Range Reso...
432	**CACI International**	Tech	10	○	●	●	○	Expanding the limits of national security
433	**Graphic Packaging Holding**	Materials	9	●	●	●	○	A World of Difference. Made Possible.
440	**Rockwell Automation**	Industrial	16	●	●	○	●	Industrial AI Designed for Optimizing Operations
441	**Solventum**	Healthcare	11	●	●	●	○	3M's healthcare business is now a standalone comp...

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Fortune ranks 443 to 507

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
443	**Nasdaq**	Financial	13	●	●	●	○	Technology That Powers the Global Financial System
444	**Howmet Aerospace**	Industrial	8	●	●	○	○	Strength. Discipline. Performance.
445	**Insight Enterprises**	Tech	11	●	●	○	●	Where ambition meets performance.
446	**Zimmer Biomet Holdings**	Healthcare	15	●	●	●	●	Moving You Forward.
448	**Fastenal**	Logistics	8	○	●	○	○	Supply Chains Simplified.
449	**Marvell Technology**	Tech	12	●	●	●	●	Marvell is how AI scales
453	**XPO**	Logistics	4	●	○	○	○	Your freight first
454	**DuPont**	Materials	7	●	●	●	○	Driving innovation across a diverse set of industries
455	**Sanmina**	Tech	8	●	●	●	●	Sanmina Expands Cloud and AI Capabilities with Ac…
457	**Dover**	Industrial	8	○	●	●	○	WE ARE DOVER
458	**Vulcan Materials**	Industrial	1	○	○	○	○	BUILT ON ESSENTIALS
459	**APi Group**	Industrial	7	●	○	○	○	The future of business services is in good hands
460	**Roper Technologies**	Tech	3	●	○	○	○	Simple Ideas. Powerful Results.
461	**KBR**	Tech	8	○	●	●	○	No text headline captured
462	**Sonoco Products**	Materials	11	●	●	●	○	PACKAGING SOLUTIONS THAT REVEAL A BETTER WORLD
464	**Commercial Metals**	Materials	5	●	●	○	○	RETHINKING THE CONSTRUCTION PROCESS FROM THE …
465	**Moody's**	Financial	11	●	●	●	●	Global Credit 2027 Outlook
466	**Ingersoll Rand**	Industrial	7	○	●	○	○	Ingersoll Rand
467	**Core & Main**	Logistics	9	●	●	●	○	COUNT ON CORE & MAIN FOR RELIABLE WATER, WASTE…
468	**Primoris Services**	Industrial	14	●	●	●	○	Infrastructure. Energized.
472	**Knight-Swift Transportation …**	Logistics	5	●	○	○	○	Delivering More
476	**Rush Enterprises**	Industrial	4	○	●	○	○	YOUR PREMIER SOLUTIONS PROVIDER
477	**Ametek**	Tech	8	●	●	●	○	Innovation and Technology to Simplify a Complex W…
478	**RPM International**	Materials	3	●	○	○	○	RPM IS BUILDING A BETTER WORLD
484	**Science Applications Internat…**	Tech	15	○	●	●	○	Bold Exploration. Safe Return.
485	**Watsco**	Logistics	4	●	○	●	○	Watsco Culture
488	**Ingredion**	Services	12	●	●	●	○	Texture on a whole new level
489	**Autodesk**	Tech	13	●	●	○	●	What are Design and Make leaders doing differently?
496	**CF Industries Holdings**	Materials	7	●	○	○	○	Our mission is to provide clean energy to feed and f…
499	**Synopsys**	Tech	13	●	●	●	●	Powering Autonomous Engineering with Portfolio of …
500	**Xerox Holdings**	Tech	12	●	●	●	●	Is work getting in the way of work?
502	**Martin Marietta Materials**	Industrial	1	●	○	○	○	Our Facilities
505	**Agilent Technologies**	Tech	9	●	●	●	○	Redefine What's Possible
506	**Domtar**	Materials	8	●	○	○	○	Putting Climate Smart Forestry into Practice
507	**Weyerhaeuser**	Materials	7	●	●	○	○	WOOD PRODUCTS

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Fortune ranks 508 to 578

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
508	**Iron Mountain**	Services	21	●	●	●	●	When your AI problem isn't AI. It's the data behind it.
509	**Broadridge Financial Solutions**	Financial	12	●	●	●	○	The future of investment stewardship is here
510	**QXO**	Logistics	5	●	○	○	○	Roofing, Siding, and Waterproofing
512	**Insperity**	Services	14	●	●	○	●	Earn a credit of up to $425 per full-time employee w…
513	**Fortinet**	Tech	15	●	●	○	●	Give AI Room to Run. Not Free Rein
514	**Olin**	Materials	9	●	●	●	○	OLIN ESSENTIAL SOLUTIONS
516	**Ares Management**	Financial	6	●	●	○	○	Let's advance together.
517	**Amkor Technology**	Tech	12	●	●	●	●	Join Amkor at NVIDIA GTC in Washington, D.C.
523	**NetApp**	Tech	11	●	●	●	●	ONE PLATFORM. EVERY AI POSSIBILITY.
526	**Avantor**	Tech	9	●	●	●	○	Your Foundation for Everyday Science
529	**CME Group**	Financial	5	●	○	○	○	Where risk meets opportunity.
530	**Gartner**	Tech	6	●	○	○	○	Smarter decisions when they matter most
531	**Silgan Holdings**	Materials	5	●	●	○	○	Silgan Holdings Inc.
532	**Lamb Weston Holdings**	Services	8	●	●	●	○	A little olive oil. A lot of possibilities.
533	**Crown Castle**	Financial	3	○	●	●	○	Connecting our wireless world.
534	**O-I Glass**	Materials	10	●	○	●	○	Innovation. Transformation. Glass Packaging.
535	**Boise Cascade**	Logistics	5	●	○	○	○	Expanding Our Strategic Partnership
538	**Parsons**	Industrial	9	●	●	○	○	BATTLE TESTED, MISSION FOCUSED
541	**UFP Industries**	Industrial	7	○	●	●	○	As America commemorates its 250th anniversary, U…
543	**SS&C Technologies Holdings**	Tech	14	●	●	○	●	Turn AI into Potential Business Impact
549	**Toast**	Financial	8	○	●	○	●	Built For Busy
550	**Darling Ingredients**	Services	9	●	●	○	○	Introducing Nextida® NxCogni™, the first collagen pe…
551	**Edwards Lifesciences**	Healthcare	7	●	○	●	○	Edwards Lifesciences is driven by a passion to help …
552	**AppLovin**	Tech	6	○	●	○	○	Grow your business
553	**Teledyne Technologies**	Industrial	7	●	●	●	○	Advancing Technology That Makes a Difference
555	**Digital Realty Trust**	Financial	17	○	●	●	●	Global colocation Seamless interconnection Proven …
556	**Equifax**	Financial	6	○	●	○	○	Delivering a Better Customer Experience and Smarte…
557	**StandardAero**	Industrial	9	●	●	●	○	CFM56-5B MRO SERVICES
560	**Clean Harbors**	Services	5	●	●	●	○	Solving tough problems through innovation and pro…
561	**ON Semiconductor**	Tech	11	○	●	●	●	Intelligent Technology. Better Future.
567	**Regal Rexnord**	Industrial	8	●	●	○	○	Engineered Powertrain Solutions from a Synergized B…
570	**Brown & Brown**	Financial	13	●	●	●	●	Growth Has No Finish Line.
574	**Hubbell**	Industrial	9	●	●	●	○	Electrify & Energize
575	**Dauch**	Industrial	4	○	●	○	○	BUILT TO PERFORM
578	**Coherent**	Tech	15	●	●	●	●	SHINING A LIGHT ON COHERENT

EVERY COMPANY, NAMED · 9 OF 15

Fortune ranks 579 to 637

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
579	**Chemours**	Materials	12	●	●	●	●	FAIZEON™ TWO-PHASE LIQUID COOLING
580	**Vistance Networks**	Tech	9	○	●	●	○	Vistance Networks
581	**Realty Income**	Financial	9	●	○	○	○	REAL ESTATE PARTNER TO THE WORLD'S LEADING COMP…
582	**RXO**	Logistics	10	●	●	○	○	Smart solutions to move your freight
583	**NGL Energy Partners**	Energy	2	○	●	○	○	Welcome to NGL Energy Partners
584	**Huntsman**	Materials	5	○	●	●	○	Huntsman Announces Third Quarter 2026 Earnings
585	**Schneider National**	Logistics	3	○	●	○	○	Get ahead, STAY AHEAD
588	**Paychex**	Services	14	●	●	●	●	Confidence at Work
590	**Dycom Industries**	Industrial	2	●	○	○	○	The People Connecting America®
591	**Tutor Perini**	Industrial	7	●	○	○	○	Extraordinary Projects Exceptional Performance
592	**Veralto**	Services	8	●	●	●	○	Safeguarding the World's Most Vital Resources™
593	**Old Dominion Freight Line**	Logistics	5	●	○	○	○	No text headline captured
594	**EPAM Systems**	Tech	18	●	○	●	●	AI/Run.Transform™: Accelerating AI-Native Enterpris…
595	**Tetra Tech**	Industrial	10	●	●	●	○	Leading with Science® to create a more sustainable …
596	**Maximus**	Tech	14	●	●	●	●	Moving people, technology, and government forward
597	**Terex**	Industrial	13	●	●	●	○	Maximizing Your Return on Investment
599	**Cornerstone Building Brands**	Industrial	6	●	●	○	○	A LEADING MANUFACTURER OF RESIDENTIAL & COMME…
600	**Zebra Technologies**	Industrial	12	●	●	●	●	The world's foundation for intelligent operations
603	**Robert Half**	Services	10	○	●	●	○	Anything's Possible When You Have the Talent
604	**Keysight Technologies**	Tech	12	●	●	●	●	Scale to Hundreds of Channels. Keep Measurements…
605	**Western Alliance Bancorp.**	Financial	10	●	●	○	○	A Bank Built for Business
607	**Lineage**	Financial	14	●	●	●	○	We deliver resilient, smart and scalable solutions to …
612	**Cadence Design Systems**	Tech	10	●	●	●	●	Advancing Agentic Design with Maestro AI Model Por…
613	**Greif**	Materials	12	●	●	●	○	OUR PURPOSE AND PEOPLE
614	**Pool**	Logistics	4	●	○	○	○	The world's leading distributor of swimming pool su…
616	**Antero Resources**	Energy	5	○	○	○	○	Making a Positive Impact, Locally and Globally
619	**Brink's**	Services	8	●	●	●	○	Digitize your entire cash management process.
621	**First Solar**	Energy	8	●	●	○	○	First Solar's 2026 Corporate Responsibility Report
622	**Atlassian**	Tech	10	●	●	○	●	Discover the power of knowing
625	**Snap-on**	Industrial	4	●	●	●	○	Snap-on supports a wide range of serious professio…
627	**Albemarle**	Materials	13	●	●	○	○	Accelerating the future of mobility in the air and in o…
630	**CoreWeave**	Tech	9	●	○	●	●	The Essential Cloud for AI™
632	**Twilio**	Tech	12	●	○	●	●	The platform for conversations in the AI era
633	**Permian Resources**	Energy	4	●	○	○	○	A PURE-PLAY LEADER IN THE PERMIAN BASIN.
637	**Carlisle**	Industrial	10	●	●	●	○	Made with America

EVERY COMPANY, NAMED · 10 OF 15

Fortune ranks 638 to 714

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
638	**TriNet Group**	Services	7	●	●	○	●	What you really need from HR.
642	**GoDaddy**	Tech	6	○	●	○	●	Your domain unlocks everything, get a .com for just …
648	**Chord Energy**	Energy	7	○	●	○	○	2025 Sustainability Report Online Now
649	**Zoom Communications**	Tech	8	●	○	○	●	Find out what's possible when work connects
652	**Patterson-UTI Energy**	Energy	9	●	●	○	○	DRILL BETTER. COMPLETE SMARTER. POWER EFFICIENTLY.
654	**CrowdStrike Holdings**	Tech	13	●	○	○	●	CrowdStrike Falcon Platform: One unified platform to…
658	**Carlyle Group**	Financial	7	●	●	○	○	A world of connections shaping private markets
661	**Ciena**	Tech	21	●	●	●	●	It's your journey. Connect with the best.
663	**Landstar System**	Logistics	5	○	●	○	○	DESIGNED TO RESPOND BUILT TO DELIVER
664	**Qnity Electronics**	Tech	16	●	●	●	●	Explore how Qnity's advanced packaging materials …
666	**Flowserve**	Industrial	5	●	●	●	○	We empower critical industries with extraordinary so…
667	**Elanco Animal Health**	Healthcare	10	●	●	●	○	Going Beyond For 70 Years
668	**Cboe Global Markets**	Financial	7	●	●	●	○	Meet S&P 500® Predictions
669	**SiteOne Landscape Supply**	Logistics	2	○	○	○	○	SAVE 20% ON PRO-TRADE TOOLS
676	**Snowflake**	Tech	9	○	○	●	●	The Agentic Enterprise Runs on Snowflake
678	**TPG**	Financial	7	●	●	●	○	Focused on Innovation
680	**Copart**	Industrial	4	●	○	●	○	Seriously Rad E30
682	**ATI**	Materials	9	○	●	●	○	Proven to perform anywhere.
683	**Timken**	Industrial	13	●	●	●	○	Engineering a Stronger Tomorrow
684	**TransUnion**	Financial	8	○	●	●	○	Data-driven decisions. Better business outcomes.
685	**Ryerson Holding**	Materials	5	●	○	○	○	Buy metal online, real time, anytime.
686	**Applied Industrial Technologi…**	Logistics	4	●	●	○	○	No text headline captured
687	**Corpay**	Financial	6	●	●	○	○	Control more. Spend less.
691	**HEICO**	Industrial	2	○	○	○	○	No text headline captured
692	**V2X**	Industrial	9	○	●	●	●	GO TOWARDS TOMORROW
693	**Palantir Technologies**	Tech	5	○	○	○	●	Sovereign AI Systems for Every Decision
698	**Granite Construction**	Industrial	7	●	○	○	○	BUILDING SAFELY TOGETHER
701	**Microchip Technology**	Tech	9	●	●	●	○	Build. Innovate. Compete With PolarFire® FPGA.
702	**EquipmentShare.com**	Industrial	11	●	●	●	○	Tech-Powered Rentals
703	**Herc Holdings**	Industrial	8	●	●	○	○	Built to haul. Ready to work.
706	**NCR Atleos**	Financial	17	●	●	●	○	One proven partner. Every ATM need.
707	**Acuity**	Industrial	5	●	●	○	○	No text headline captured
708	**Illumina**	Tech	7	●	●	●	○	Improving human health with genomics can't wait
711	**IDEXX Laboratories**	Healthcare	9	●	●	●	○	Creating Clarity
714	**Kelly Services**	Services	9	●	●	●	○	Your workforce, built for bold moves.

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Fortune ranks 716 to 774

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
716	**Lincoln Electric Holdings**	Industrial	10	●	●	●	●	Ranger MP
720	**Akamai Technologies**	Tech	7	○	○	○	●	Power and protect an AI-driven world
721	**Shift4 Payments**	Financial	8	●	●	○	○	Powering the Experience Economy
722	**Mueller Industries**	Industrial	1	○	○	○	○	More than the part we make is the part we play
723	**Core Natural Resources**	Energy	9	●	○	○	○	AT CORE NATURAL RESOURCES, THE FUTURE OF COAL C…
724	**Fortive**	Industrial	7	●	●	●	○	Essential technologies for a safer, more productive …
725	**Chefs' Warehouse**	Logistics	7	●	○	○	○	Premium Ingredients for Professional Kitchens
728	**LCI Industries**	Industrial	9	●	●	●	○	Whenever, wherever, we make your experience bett…
730	**Valmont Industries**	Materials	7	●	●	●	○	Conserving Resources. Improving Life.
731	**Hologic**	Healthcare	6	●	●	●	●	Improving Breast Cancer Screening Efficiency
734	**Skyworks Solutions**	Tech	11	●	●	●	○	SKY4680x Automotive Audio DSP
735	**SkyWest**	Logistics	2	●	○	○	○	No text headline captured
736	**Leggett & Platt**	Industrial	7	●	○	●	○	We make life more comfortable.
740	**Plexus**	Tech	16	●	●	●	○	WE HELP CREATE THE PRODUCTS THAT BUILD A BETTER …
741	**Mettler-Toledo International**	Tech	7	●	●	●	○	We Innovate Amazing Solutions
743	**Charles River Laboratories Intl.**	Healthcare	4	●	○	○	○	Because every moment matters.
744	**ArcBest**	Logistics	7	○	●	●	○	One logistics partner for all your freight
745	**Liberty Energy**	Energy	8	●	●	●	○	NEXT-GENERATION TECHNOLOGY FOR THE DEVELOPME…
746	**VICI Properties**	Financial	4	●	○	○	○	INVEST IN THE EXPERIENCE®
750	**Patrick Industries**	Industrial	9	●	●	●	○	EMPOWERING ENTHUSIASTS
753	**ITT**	Industrial	11	●	●	●	○	ITT's highly engineered critical components keep the…
755	**Middleby**	Industrial	8	●	●	●	○	Creating Tomorrow's Culinary Experiences Today
756	**MKS**	Tech	8	●	●	●	○	Enabling Technologies that Transform Our World
757	**Evercore**	Financial	7	○	○	●	○	Client-Focused, Values-Driven.
759	**Peabody Energy**	Energy	5	●	○	○	○	BUILDING BRIGHTER FUTURES
760	**Moog**	Industrial	1	○	○	○	○	Shaping the way our world moves™
761	**Western Midstream Partners**	Energy	7	○	●	○	○	Advancing Energy
763	**Diebold Nixdorf**	Tech	10	●	●	●	○	Transforming the Way People Bank and Shop.
764	**JBT Marel**	Industrial	13	●	●	○	○	JBT Marel's 2025 Sustainability Report Highlights Pro…
765	**FTI Consulting**	Services	8	●	○	○	●	Steady Advisers for an Unsteady Age
766	**AptarGroup**	Materials	8	●	●	●	○	Consumer Dispensing Solutions
767	**MSC Industrial Direct**	Logistics	9	●	●	○	○	No text headline captured
768	**Hyster-Yale**	Industrial	6	○	●	○	○	TRANSFORMING THE WAY THE WORLD MOVES MATERIA…
769	**Visteon**	Industrial	13	●	●	●	●	The Future of Automotive Awaits. Get On Board with …
774	**Everus Construction Group**	Industrial	7	●	●	●	○	Building America's Future®

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Fortune ranks 775 to 831

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
775	**Helmerich & Payne**	Energy	11	●	●	●	○	The Global Leader in Drilling Efficiency
778	**Hub Group**	Logistics	10	●	●	●	○	Walmart Partners with Hub Group on Next-Gen Supp…
780	**Qorvo**	Tech	11	●	●	●	○	You bring the vision. We make it a reality.
782	**Cabot**	Materials	8	●	●	●	○	2030 SUSTAINABILITY GOALS
784	**Matador Resources**	Energy	0	○	○	○	○	Welcome to Matador Resources
785	**Donaldson**	Industrial	9	●	●	●	○	Advancing filtration for a cleaner world
786	**Dentsply Sirona**	Healthcare	7	○	●	●	○	Experience the power of connected dentistry
787	**MillerKnoll**	Industrial	5	○	○	●	○	New episode: Works Cited
788	**California Resources**	Energy	2	○	○	○	○	California's First CCS Project Is Now a Reality
789	**Everpure**	Tech	12	●	○	●	●	No more silos. Way more simple.
791	**MYR Group**	Industrial	8	○	○	●	○	BUILDING A SUSTAINABLE AND RELIABLE FOUNDATION F…
792	**Virtu Financial**	Financial	9	●	●	●	○	Transparent trading solutions meet advanced techn…
794	**EnerSys**	Industrial	14	●	●	●	○	THE EU BATTERY PASSPORT
795	**Trimble**	Industrial	10	○	●	●	○	Trimble Connect is evolving
796	**Garrett Motion**	Industrial	8	●	●	●	○	Innovation Is More Than What We Do — It's Who We …
797	**Crescent Energy**	Energy	6	●	○	○	○	A Differentiated Energy Company
799	**Woodward**	Industrial	10	●	●	●	○	Powering a Clean Future
800	**Advantage Solutions**	Tech	14	●	●	○	○	We Keep Commerce And Life Moving™
802	**Curtiss-Wright**	Industrial	9	○	●	●	○	GLOBAL INTEGRATED COMPANY
806	**Phinia**	Industrial	8	●	●	○	○	ADVANCING SUSTAINABILITY TODAY, POWERING A CLE…
807	**BXP**	Financial	6	○	○	○	○	Places Powering Progress
808	**H.B. Fuller**	Materials	9	○	●	●	○	Connecting what matters.
809	**FMC**	Materials	7	●	●	●	○	An Agricultural Sciences Company
810	**IDEX**	Industrial	8	○	●	○	○	Trusted Solutions, Improving Lives
812	**Bruker**	Tech	6	○	●	●	●	Bruker enables High Value Life Science Research an…
813	**Datadog**	Tech	7	●	○	○	●	AI-Powered Observability and Security
817	**Kaiser Aluminum**	Materials	6	●	●	●	○	Making it possible
818	**IES Holdings**	Industrial	5	○	●	○	○	Data Centers
819	**Kirby**	Logistics	2	○	○	○	○	Kirby Corporation
821	**Sylvamo**	Materials	4	○	○	○	○	The Promise of Paper
824	**Matson**	Logistics	1	●	○	○	○	Industry leading expertise, resources and reliability
825	**Madison Air Solutions**	Industrial	10	○	●	○	○	See Air Differently™
826	**Light & Wonder**	Services	6	●	○	○	○	It's all about the games
830	**Teleflex**	Healthcare	10	●	●	●	○	No text headline captured
831	**Newmark Group**	Financial	8	●	●	○	○	Engineered to Excel™

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Fortune ranks 833 to 891

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
833	**Avient**	Materials	8	○	●	●	○	Innovator of Materials Solutions
835	**CoStar Group**	Tech	8	●	●	○	○	No text headline captured
838	**Greenbrier**	Industrial	5	●	●	●	○	Moving What Matters.™
839	**Saia**	Logistics	7	●	●	○	○	WELCOME TO THE NEW HOME OF SAIA LOGISTICS
842	**DocuSign**	Tech	9	●	●	○	●	Everything you need to agree
844	**JELD-WEN Holding**	Industrial	2	●	○	○	○	JELD-WEN Windows & Doors
845	**Magnera**	Materials	9	○	●	○	○	Magnera to Report Fourth Quarter Results on Novem…
847	**BWX Technologies**	Industrial	9	○	●	●	○	Project Pele
848	**Entegris**	Tech	10	●	●	●	●	CUSTOMER-DRIVEN SOLUTIONS
849	**Veeva Systems**	Healthcare	7	○	○	●	●	Enabling Agentic Biopharma
851	**Teradyne**	Tech	8	●	●	●	●	Powering the Pursuit of Innovation
852	**Lazard**	Financial	5	●	●	○	○	Lazard Completes Its Acquisition of Campbell Lutyen…
856	**Waters**	Tech	8	●	●	●	○	Expand Access to High-Resolution LC-MS Results
857	**SM Energy**	Energy	6	●	○	○	○	SM Energy Company
859	**Knife River**	Industrial	1	○	○	○	○	BUILDING STRONG.
860	**MSCI**	Financial	12	●	●	●	○	Where have infrastructure returns really come from?
861	**HubSpot**	Tech	7	○	○	○	●	Build demand, win deals, and delight customers — a…
863	**Range Resources**	Energy	2	●	○	○	○	No text headline captured
869	**Worthington Steel**	Materials	8	●	●	○	○	EXPLORE OUR FY2026 SUSTAINABILITY UPDATE
870	**F5**	Tech	13	●	●	●	●	Gartner® Emerging Market Quadrant for AI Applicati…
872	**Vontier**	Industrial	12	●	●	●	○	Powering the way the world moves.
873	**West Pharmaceutical Services**	Healthcare	9	●	●	●	○	By Your Side for a Healthier World™
874	**Verisk Analytics**	Financial	14	●	●	○	●	Smarter Insurance Decisions Start Here
875	**Vishay Intertechnology**	Tech	7	○	●	●	○	Behind your next design is The DNA of tech.®
876	**UL Solutions**	Services	14	●	●	●	●	Trust earns market adoption
877	**Ryan Specialty Holdings**	Financial	3	●	●	●	○	Ryan Specialty is an international specialty insuranc…
878	**Conduent**	Services	15	○	●	○	●	Drive progress in every process
879	**ScanSource**	Tech	6	●	●	○	○	Technology solutions for a connected world
882	**Sumisho Air Lease**	Financial	7	●	●	○	○	Sumisho Air Lease
883	**Allison Transmission Holdings**	Industrial	7	●	●	○	○	Allison Transmission to Supply Fully Automatic Trans…
885	**Centuri Holdings**	Industrial	6	●	●	○	○	Building and Maintaining Trusted Infrastructure Acro…
887	**Werner Enterprises**	Logistics	14	●	●	●	○	Your Journey Starts Here
888	**Installed Building Products**	Industrial	5	●	●	○	○	We're national. We're local. But mostly, we're people.
889	**Alexandria Real Estate Equities**	Financial	7	○	○	●	○	No text headline captured
891	**Nextpower**	Energy	12	●	●	●	○	Powering What's Next™

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Fortune ranks 894 to 947

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
894	**BlueLinx Holdings**	Logistics	9	●	●	○	○	Delivering the Building Blocks to Better Lives.
896	**Universal**	Services	14	○	●	●	○	Advancing Agriproducts
897	**Sabre**	Tech	8	○	○	○	●	Technology that takes you wherever you want to go
898	**BGC Group**	Financial	8	●	○	○	○	Talent + Technology
899	**Globus Medical**	Healthcare	10	●	●	●	○	Life moves us.
904	**Okta**	Tech	12	○	●	●	●	Bring agents out of the shadows
905	**Stagwell**	Tech	11	●	○	○	●	Transforming Marketing
906	**TTM Technologies**	Industrial	7	●	●	●	○	Data Center Computing
907	**Advanced Drainage Systems**	Industrial	10	●	●	●	○	Building a Sustainable Future, Together
909	**Trade Desk**	Tech	10	●	●	○	○	An objectively better way to advertise
912	**Arcosa**	Industrial	3	○	○	○	○	Products and Services Supporting Infrastructure Nee…
913	**Carpenter Technology**	Materials	7	●	●	○	○	WE'RE YOUR BEST PARTNER FOR BUILDING A BETTER FUT…
914	**PC Connection**	Tech	11	●	●	●	●	Buy it. Build it. Run it.
915	**Blue Owl Capital**	Financial	5	●	●	●	○	Redefining alternatives®
917	**Revvity**	Healthcare	7	○	●	○	●	Powering scientific intelligence.
918	**Atkore**	Industrial	3	○	●	○	○	We are now Prysmian Atkore
919	**ESAB**	Industrial	11	●	●	●	○	ONE MACHINE. ALL PROCESSES. NO LIMITS.
920	**HNI**	Industrial	7	●	●	●	○	Improving where people live, work, and gather since …
922	**Healthpeak Properties**	Financial	3	○	○	○	○	Where Discovery and Outpatient Care Thrive
923	**DNOW**	Energy	13	●	●	○	○	DNOW + MRC Global
924	**SBA Communications**	Financial	7	●	●	○	○	Say Hello to SBA.
925	**Construction Partners**	Industrial	1	○	○	○	○	Building Connected Communities
929	**Nordson**	Industrial	9	●	●	●	○	We Deliver Innovative Precision Technology.
930	**Monolithic Power Systems**	Tech	7	○	●	●	○	No text headline captured
931	**Oceaneering International**	Energy	7	○	●	●	○	Introducing the Momentum™ Electric Work Class ROV
932	**AAR**	Industrial	6	●	●	○	○	Differentiated aviation aftermarket services
933	**Axon Enterprise**	Industrial	17	●	●	●	●	Protect life
934	**Korn Ferry**	Services	8	○	○	○	●	Growth Starts Here
935	**CBIZ**	Services	7	●	●	○	○	CBIZ is now part of Grant Thornton U.S.
939	**Cooper-Standard Holdings**	Industrial	9	●	●	●	○	Best Plants 2026 Winner
940	**PTC**	Tech	9	●	●	○	●	Introducing PTC Jetstream: Contextualized, Connect…
941	**Vestis**	Services	6	●	○	○	○	Safety Without Compromise. Comfort Without Quest…
944	**AMN Healthcare Services**	Healthcare	9	●	●	●	○	Your Partner in the Mission of Care
945	**QuidelOrtho**	Healthcare	10	●	●	●	○	VITROS™ Syphilis Assay
947	**NewMarket**	Materials	6	●	●	○	○	Afton Chemical's additive solutions help reduce emi…

EVERY COMPANY, NAMED · 15 OF 15

Fortune ranks 948 to 954

Continued. Dots, left to right: leader, solutions, innovation, AI. Key on page 64.

RANK	COMPANY	SECTOR	FAMS	L	S	I	A	HOMEPAGE HEADLINE
948	**Fortrea Holdings**	Healthcare	11	●	●	●	○	Experience Fortrea Intelligent Technology™
949	**Envista Holdings**	Healthcare	12	●	●	●	○	Partnering To Deliver Better Patient Care
950	**Murphy Oil**	Energy	5	○	○	●	○	Providing energy that empowers people
951	**Global Business Travel Group**	Services	10	●	●	○	●	A marketplace for businesses with ideas worth trave…
952	**Belden**	Industrial	7	●	●	○	○	Connect to what's possible.
954	**Louisiana-Pacific**	Industrial	13	●	●	●	○	ENGINEERED FOR MAXIMUM CURB APPEAL

BOILERPLATES UP CLOSE · 1 OF 4

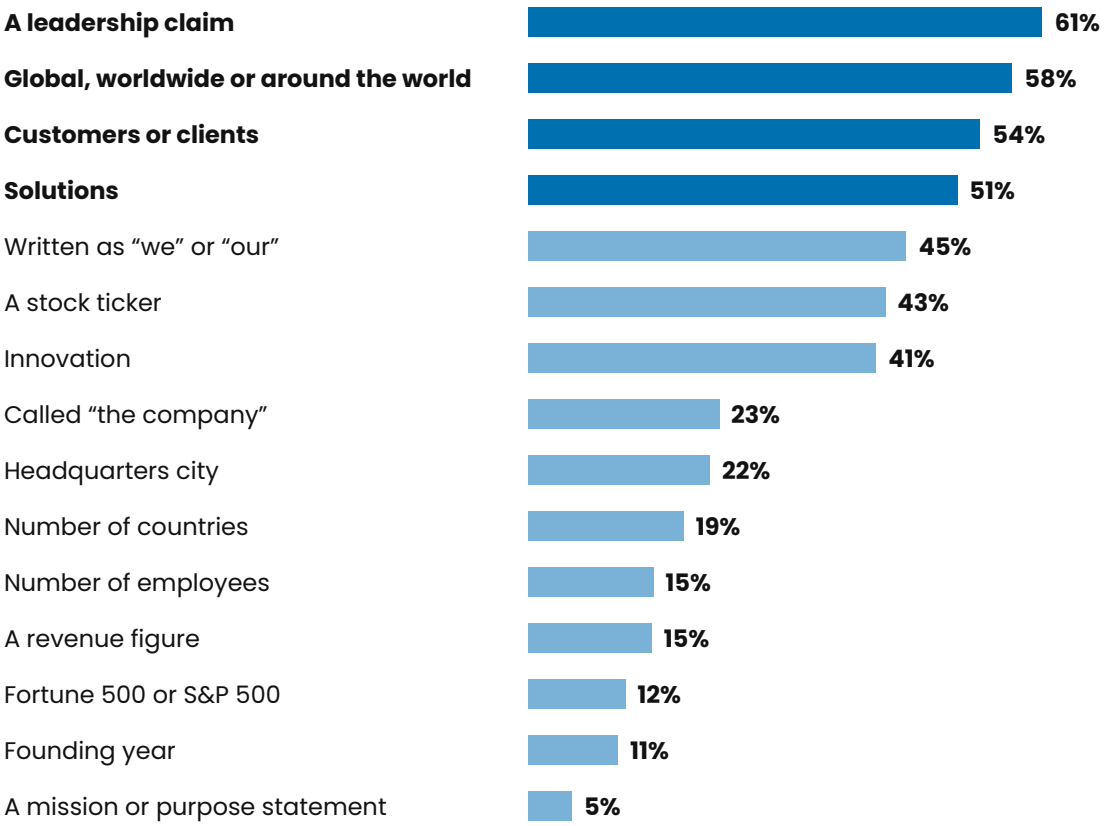
What goes into a boilerplate

The “About” paragraph has a job: tell journalists, analysts and investors who the company is in one place. Most Fortune 1000 boilerplates are built from the same parts. This page shows how often each part appears in the 475 boilerplates we collected.

EXHIBIT 79

The parts of a Fortune 1000 boilerplate

Share of the 475 boilerplates that include each element



THE COMPOSITE BOILERPLATE

“[Company] (NYSE: [TICKER]) is a leading global provider of [category] solutions. Headquartered in [city], the company serves customers in more than [number] countries with [number] employees. For more information, visit [website].”

Assembled from the most common elements above. Variations of every sentence appear in dozens of real boilerplates.

Facts like the ticker, headquarters and head count are what a boilerplate is for, and readers expect them. The opportunity is the first sentence, where most companies describe themselves with the same few words. Source: 26 Characters analysis of 7,658 pieces of marketing copy from 496 B2B companies in the 2026 Fortune 1000, collected November 2026.

BOILERPLATES UP CLOSE · 2 OF 4

Six words or 213: the shortest and the longest

The median boilerplate is 78 words. A handful of companies say it all in one line, and a few take a full page of a press release. The full length distribution is in **Finding 9, page 17**.

EXHIBIT 80.1

The four shortest, in full

6 words	"Foundational software of tomorrow. Delivered today." — Palantir Technologies
12 words	"NVIDIA (NASDAQ: NVDA) is the world leader in AI and accelerated computing." — Nvidia
22 words	"Gartner (NYSE: IT) delivers actionable, objective business and technology insights that drive smarter decisions and stronger performance on an organization's mission-critical priorities." — Gartner
23 words	"Booz Allen is an advanced technology company. We build commercial-grade products and solutions for America's most critical defense, civil, and national security priorities." — Booz Allen Hamilton

EXHIBIT 80.2

The three longest, opening lines

213 words	"VICI Properties Inc. is an S&P 500® experiential real estate investment trust that owns one of the largest portfolios of market-leading gaming, hospitality, wellness, entertainment and leisure destinations…" — VICI Properties
193 words	"Kirby Corporation, based in Houston, Texas, is the nation's largest domestic tank barge operator, transporting bulk liquid products throughout the Mississippi River System…" — Kirby
186 words	"Builders FirstSource (NYSE: BLDR), headquartered in Irving, Texas, is a leading provider of building materials for professional builders in new residential construction and repair and remodeling…" — Builders FirstSource

BOILERPLATES UP CLOSE · 3 OF 4

Where are the people?

We looked for any mention of a human being in each boilerplate: customers, clients, patients, employees, families, communities or people of any kind. One in four boilerplates of 30 words or more never mentions one.

24% of boilerplates, 98 of 410, never mention a person of any kind	**54%** mention customers or clients	**45%** speak as "we" or "our"	**23%** call themselves "the company"

EXHIBIT 81.1

Technology, solutions and the future, but nobody using them

Boilerplates with no mention of people (customers, patients, employees, families, communities and the like) and the most abstract terms, quoted in full

"Lockheed Martin is a global defense technology company driving innovation and advancing scientific discovery. Our all-domain mission solutions and 21st Century Security® vision accelerate the delivery of transformative technologies to ensure those we serve always stay ahead of ready."

Lockheed Martin

"Qnity is a premier technology solutions provider across the semiconductor value chain, empowering AI, high performance computing, and advanced connectivity."

Qnity Electronics

"For more than 130 years, BorgWarner has been a transformative global product leader bringing successful mobility innovation to market. With a focus on sustainability, we're helping to build a cleaner, healthier, safer future for all."

BorgWarner

EXHIBIT 81.2

Who the work is for, in the first sentence

Boilerplates that name the people they serve early and often

"Freddie Mac's mission is to make home possible for families across the nation. We promote liquidity, stability and affordability in the housing market throughout all economic cycles. Since 1970, we have helped tens of millions of families buy, rent or keep their home."

Freddie Mac

"Abbott is a global healthcare leader that helps people live more fully at all stages of life."

Abbott Laboratories

BOILERPLATES UP CLOSE · 4 OF 4

Five boilerplates that stand out

Most boilerplates follow the composite on **page 79**. These five do something different, each in its own way.

SAYS EXACTLY WHAT IT DOES	**Pool Corporation**	"Pool Corporation is the world's largest wholesale distributor of swimming pool and related backyard products." One sentence, a category anyone can picture and a claim of scale that can be checked.
PROVES SCALE WITH NUMBERS	**United Rentals**	"United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,665 rental locations in North America, 44 in Europe, 47 in Australia and 18 in New Zealand." The leadership claim comes with the count that backs it up.
NAMES THE WORK IN PLAIN WORDS	**Kirby**	"Kirby Corporation, based in Houston, Texas, is the nation's largest domestic tank barge operator, transporting bulk liquid products throughout the Mississippi River System, on the Gulf Intracoastal Waterway, and coastwise along all three United States coasts." You can see the barges.
LEADS WITH A MISSION	**Freddie Mac**	"Freddie Mac's mission is to make home possible for families across the nation." One of 25 boilerplates that open with a mission or purpose statement.
BREAKS THE FORMAT	**Palantir Technologies**	"Foundational software of tomorrow. Delivered today." A tagline in place of a description. The shortest boilerplate in the sample.

What they share: each one tells you what the company does or why it exists in the first sentence, in words a reader can picture. None of them needs "solutions."

The swap test, page 10 **The default opening line, page 16** **Boilerplate in detail, page 30**

APPENDIX

Methodology

A descriptive study of the marketing copy published by the largest US B2B companies.

OVERVIEW	VALUE
Companies in the Fortune 1000 frame we screened	**954 public companies**
Clearly B2B companies studied	**496**
Mixed-model and consumer companies left out	**458**
Kinds of copy per company	**10**
Pieces of copy collected	**8,384**
Pieces of copy counted (OK or Check)	**7,658**
Pieces marked Missing and left out	**726**
Phrase families tracked	**38**
Collection	**November 2026**

The frame

We started from the public companies in the 2026 Fortune 1000 and tagged each as B2B, consumer or mixed by its business model. Only companies that sell mainly to other businesses were kept: 496 in all. We chose not to top the list up to a round 500. Each company keeps its Fortune rank and industry, and the 51 Fortune industries are grouped into eight sectors for the industry cuts.

Collection

For each company we visited the site a business buyer lands on. Where the corporate domain served only investors or consumers, we used the business or brand site and noted it. A script read the homepage hero, meta tags, button-style links, solution pages linked from the navigation and customer story pages; analysts checked the hero by eye where the script was unsure. Press release text came from the company newsroom or a newswire, skipping earnings, dividend and event notices for the headline. LinkedIn was not used.

The eight sectors

Technology (107 companies); Industrials and manufacturing (118 companies); Financial services (66 companies); Materials and chemicals (50 companies); Energy (45 companies); Logistics and distribution (43 companies); Healthcare and life sciences (34 companies); Business services (33 companies).

Continued on **page 84**.

APPENDIX

Methodology, continued

How we counted

Text was lowercased, hyphens were treated as spaces so end-to-end and end to end match, and each company's own name was removed before counting phrases. A phrase family counts once per company if any variant appears in any of that company's copy. Shares use all 496 companies as the base unless a page names a smaller base, such as the companies where a kind of copy was captured. Phrase lists of two to four words exclude stock tickers, executive titles and standard press release language.

Buckets

Each family sits in one bucket. Empty superlatives claim rank without proof. Vague promises describe an outcome without saying what it is. Jargon is insider vocabulary. Corporate virtue words describe character. Scope filler states size or reach. AI cliches cover AI terms.

Quality flags

Every item was flagged OK (clean capture), Check (captured but questionable, for example a rotating promo slide or a label-only headline) or Missing (nothing captured, with the reason noted). OK and Check items are counted; Missing items are not. Two companies blocked automated visits entirely and appear with press release text only.

Companies captured, by kind of copy

KIND OF COPY	COMPANIES
Homepage headline	**477**
Homepage subhead	**367**
Meta title	**493**
Meta description	**443**
CTA buttons	**456**
Solution page headlines	**455**
Case study headlines	**77**
Press release headline	**474**
Press release opening	**473**
Boilerplate	**475**

The 12 largest phrase families

FAMILY	BUCKET	COMPANIES
Leader, leading, industry-leading	Empty superlatives	**378**
Solutions	Vague promises	**363**
Global, worldwide, around the world	Scope filler	**337**
Customers and clients	Scope filler	**302**
Innovation, innovative, innovate	Empty superlatives	**274**
Deliver, delivering	Vague promises	**260**
Partner, partnership	Corporate virtue	**166**
Future, tomorrow, what's next	Vague promises	**158**
Drive, driving	Vague promises	**141**
Growth, grow	Vague promises	**139**
AI, artificial intelligence	AI cliches	**125**
Efficiency, optimize	Vague promises	**125**

The full list of 38 families is on **page 46**. Limits are on **page 85**.

APPENDIX

What this study cannot say

Six limits to keep in mind when you quote these numbers.

A snapshot, not a trend

Copy was collected in November 2026. Homepages change weekly, and rotating carousels mean a different visit could show a different headline.

Counting is not judging

A company that says leading once and backs it with a market share figure counts the same as one that says it with nothing behind it. The counts show what is common, not what is wrong.

Reachable is not the same as published

Case study and solution page counts reflect what was linked from the homepage and navigation. A company may publish more elsewhere.

One press release per company

Press release headlines, openings and boilerplates come from each company's most recent qualifying release, so a single announcement shapes those rows.

Largest companies only

The sample is the B2B side of the Fortune 1000. Smaller companies and private companies may write very differently.

Classification calls

B2B tags, sector groupings and phrase family definitions are our judgment. They are listed in full so readers can reweigh them.

26characters

ABOUT 26 CHARACTERS

26 Characters is a content studio that specializes in B2B content planning and execution. We build the plan, from growth blueprints and competitive assessments to publication calendars, then produce the work: executive LinkedIn programs, ghostwritten articles and blogs, research reports, case studies, newsletters and sales presentations. Every piece is written in the voices of your own experts, and none of it says “leading.”



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THE MOST COMMON PHRASES IN B2B MARKETING · THE STATE OF B2B BUZZWORDS 2026