

Global AI Adoption & Engagement Analysis

KPI_Global_Adoption

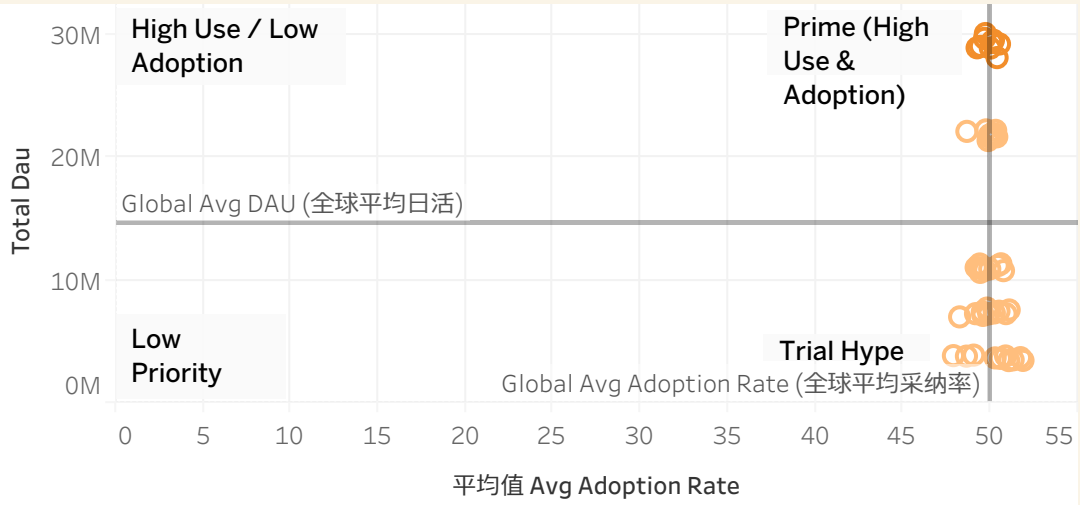
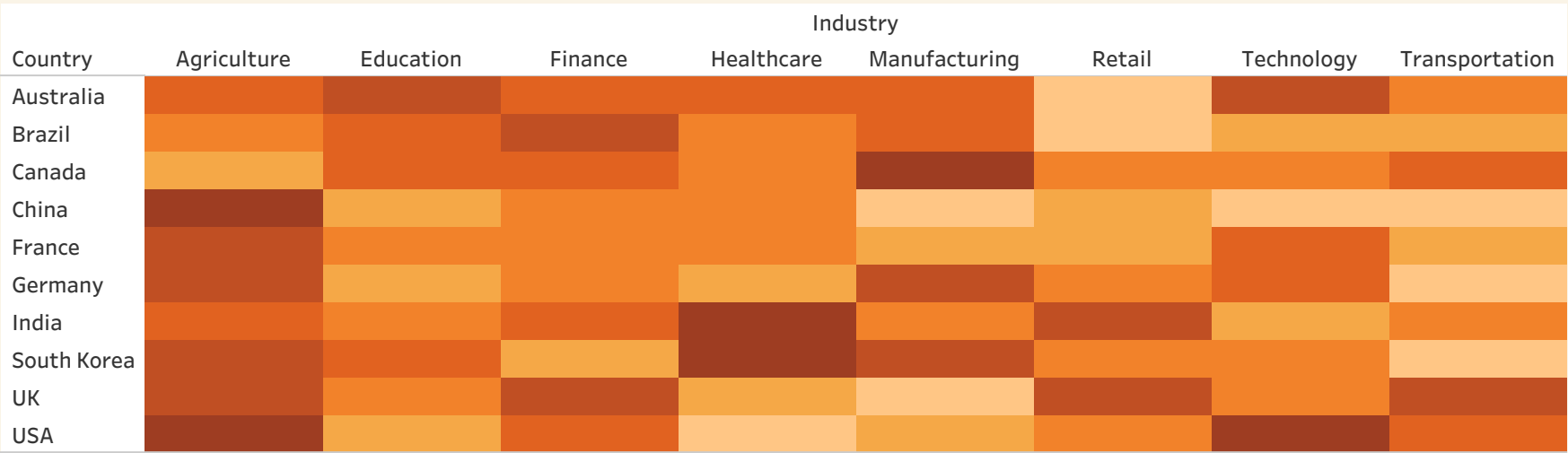
Global Avg Adoption Rate49.99%

KPI_Total_DAU

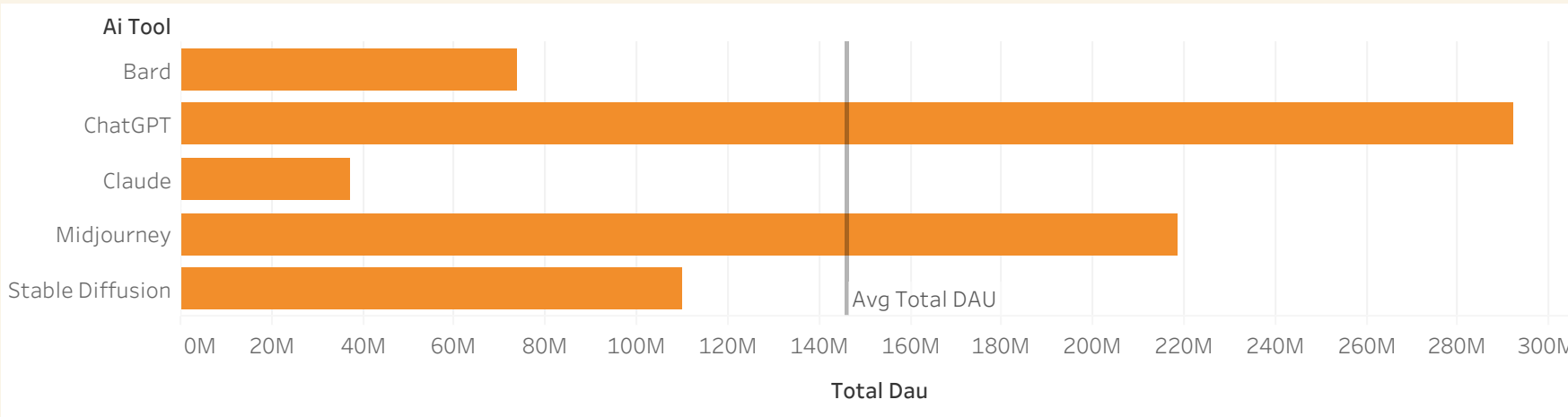
Total Daily Active Users731M

Top AI Tool by Engagement

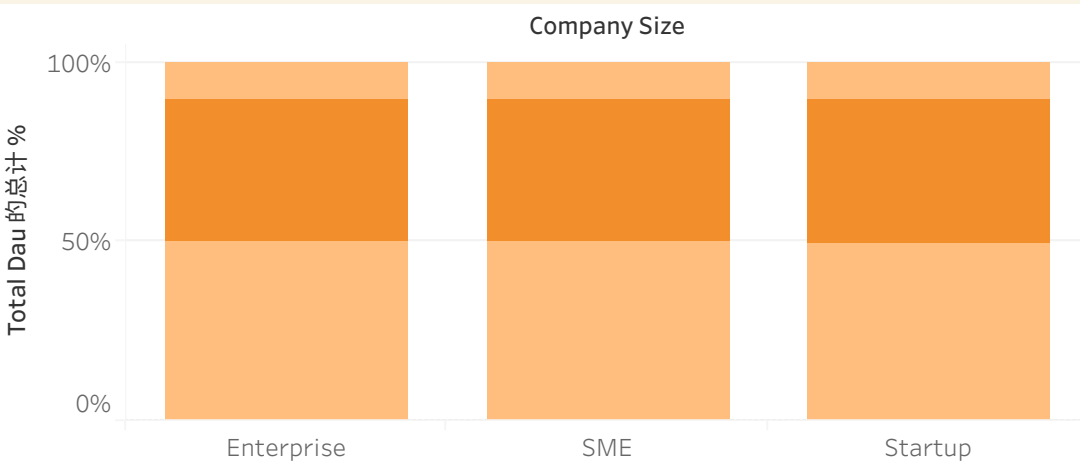
ChatGPT



AI Tool Engagement by Total DAU



AI Tool DAU Distribution by Company Size



Key Business Insights

1. Adoption rate does not always translate into sustained engagement — strong onboarding and activation strategies are critical.
2. ChatGPT exhibits the highest overall engagement across markets, indicating stronger habitual usage compared to other tools.
3. Enterprise customers contribute disproportionately high DAU relative to their adoption rate, suggesting higher long-term value and retention potential.
4. Certain markets show high adoption but relatively low usage, signaling opportunities to improve customer success and product stickiness.