

Global AI Adoption & Engagement Analysis

KPI_Global_Adoption

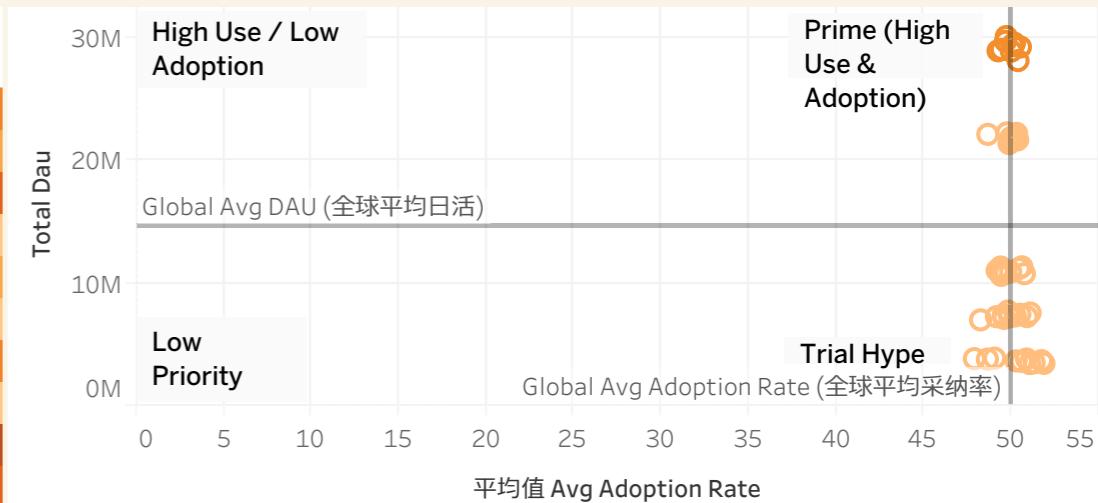
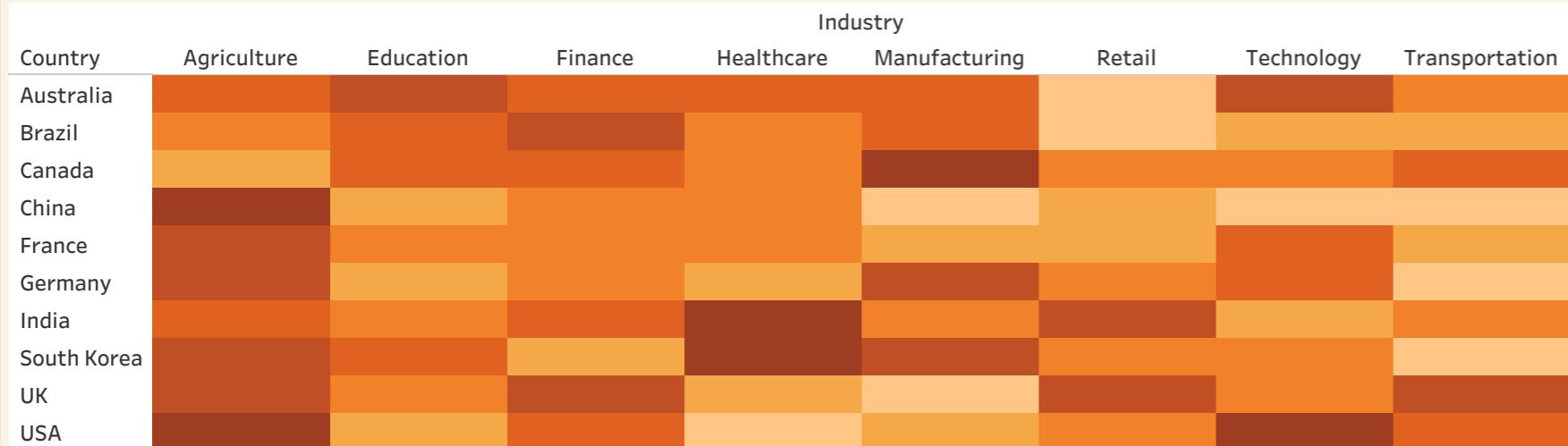
Global Avg Adoption Rate **49.99%**

KPI_Total_DAU

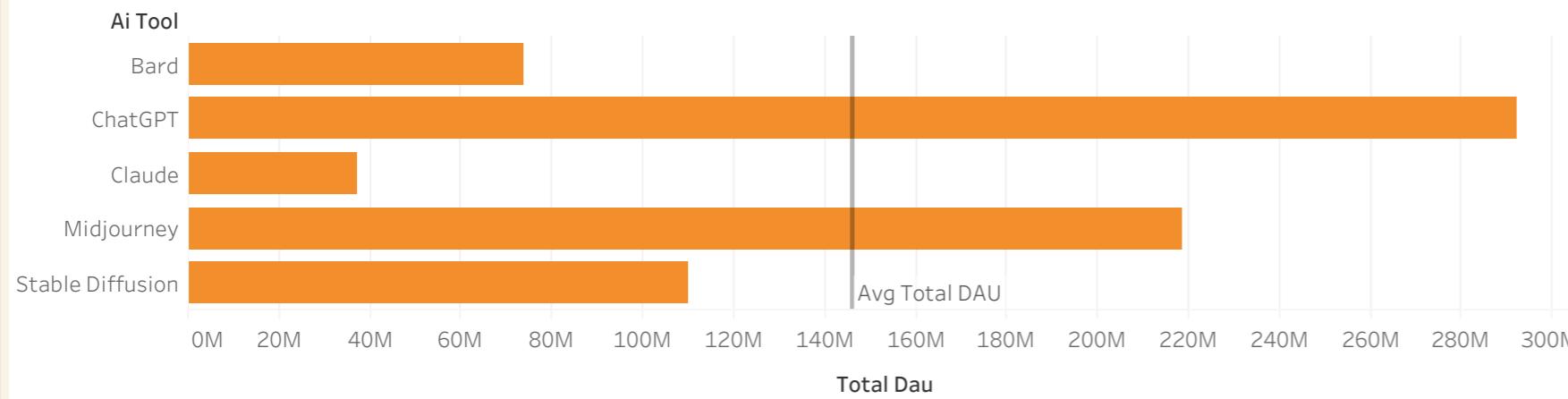
Total Daily Active Users **731M**

Top AI Tool by Engagement

ChatGPT



AI Tool Engagement by Total DAU



AI Tool DAU Distribution by Company Size



Key Business Insights

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