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# 5 Key Insights about AI Products.

2023

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What is most important to you  
when using AI Products?

**"86% selected  
Data Privacy."**



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What do you look for before  
using an AI Tool?

**"74% voted for  
Positive Reviews, before  
using an  
AI powered Website."**



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What is your expected outcome in using the AI?

**"Productivity is the  
Top Priority for 82%"**



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Key Aspects that People are  
Searching in AI Tools?

**76%**

**"Multiple Options"  
&  
"Free Version"**



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Have you used an AI Product  
in last 3 months?

**"While 25% never used,  
41% used to  
write an email or blog  
or social media post."**



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