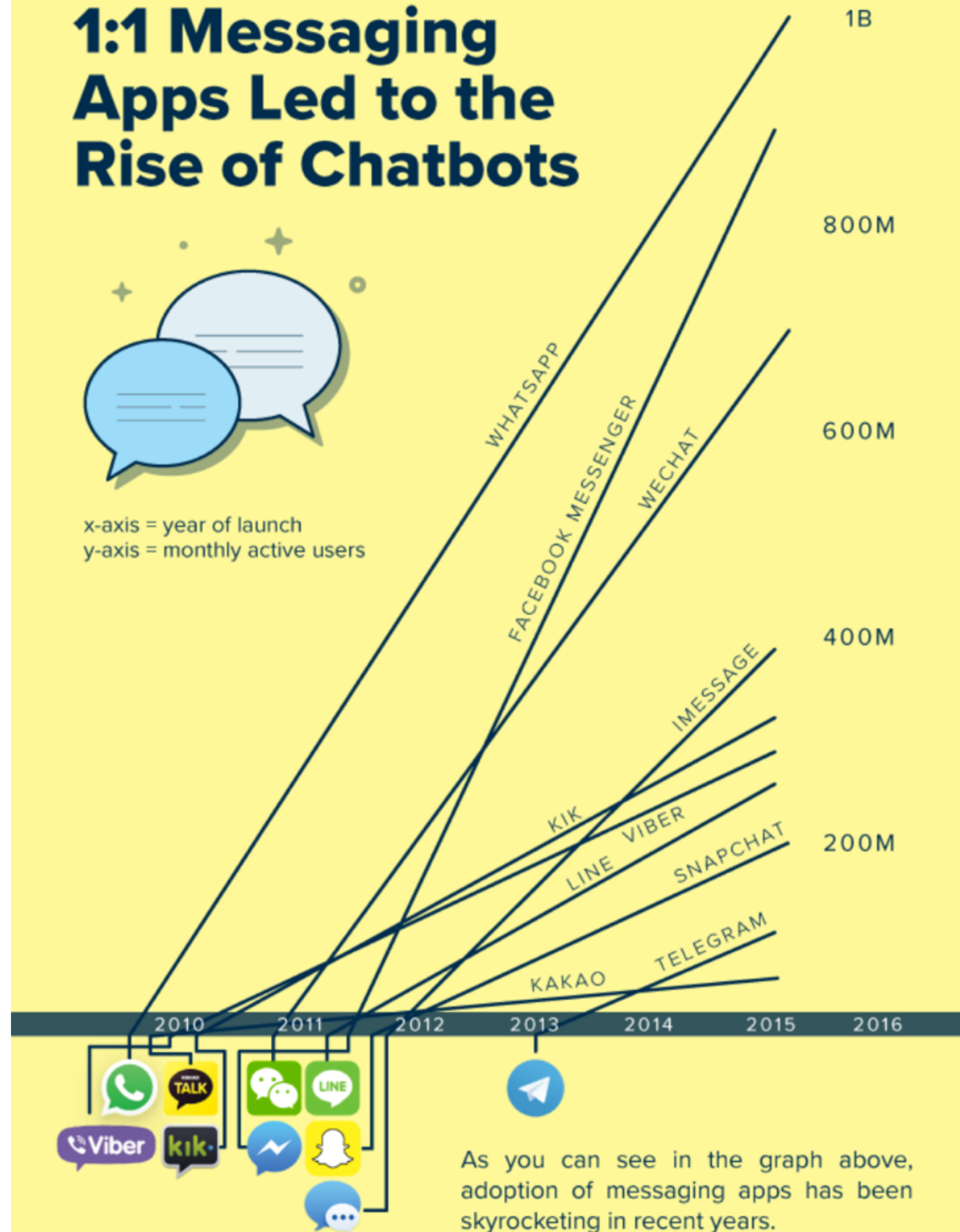


How the Rise of 1:1 Messaging Apps Led to the Rise of Chatbots



x-axis = year of launch
y-axis = monthly active users

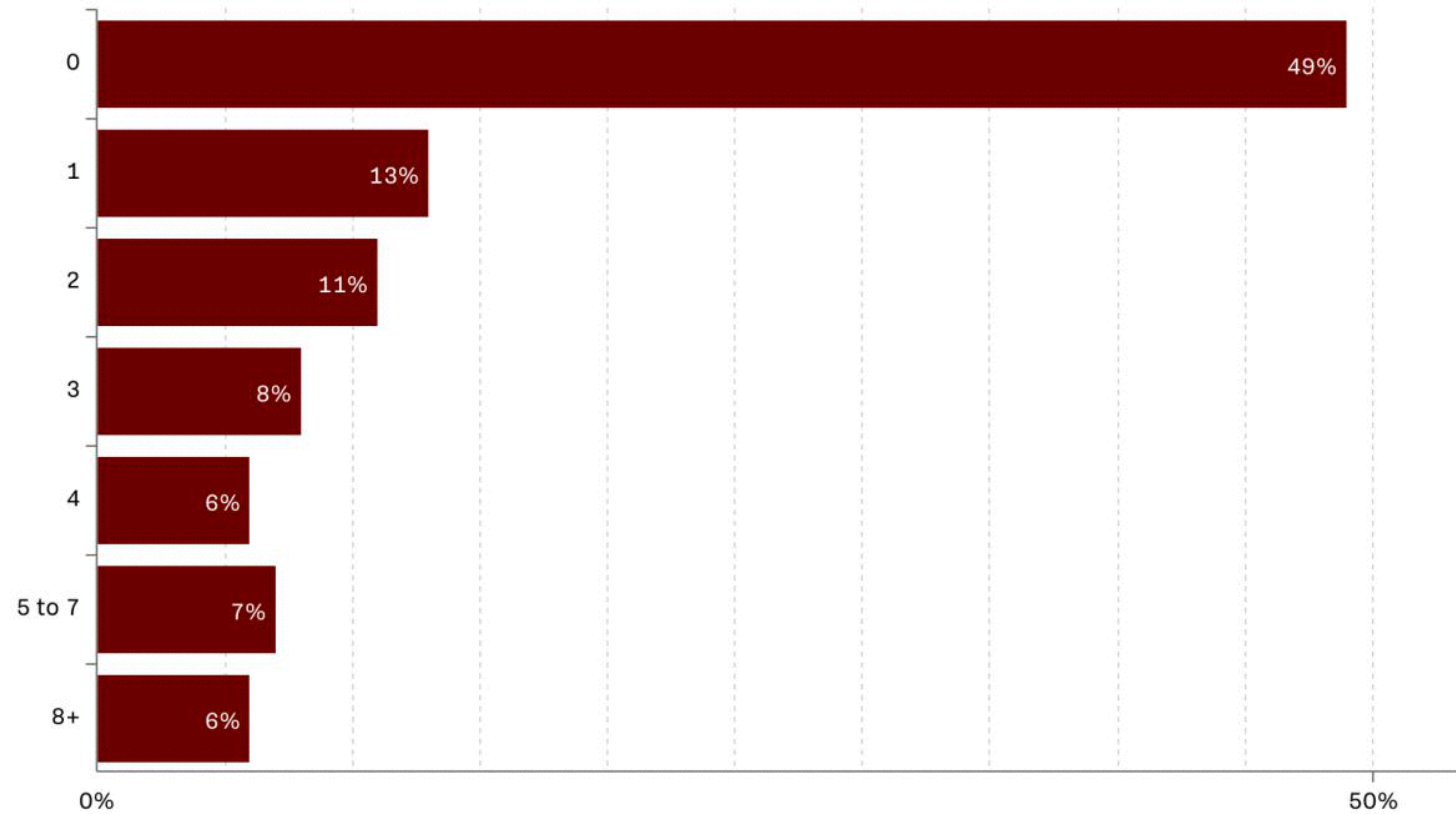


As you can see in the graph above, adoption of messaging apps has been skyrocketing in recent years.

US smartphone users' number of app downloads per month



Age 13+, three-month average ending June 2016.



Gaming



Utilities



Shopping



Entertainment



Tracking



Chart



Bots are the new apps

Messaging is the new platform

Messaging

Gaming

Utilities

Music

Video

Others

Few apps used daily

OS was the old platform