

5 reasons why ChatGPT became the fastest growing application of all time

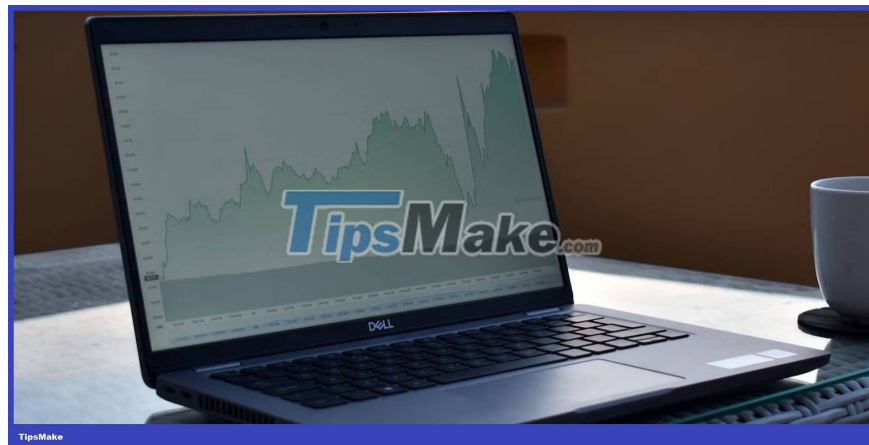
Even though chatbots came to the public at a time when other AI tools like DALL-E and Midjourney were doing well, ChatGPT somehow managed to attract most of the attention in the artificial intelligence space.

OpenAI's ChatGPT has experienced rapid and unprecedented growth since its launch in November 2022.

Even though chatbots came to the public at a time when other AI tools like DALL-E and Midjourney were doing well, ChatGPT somehow managed to attract most of the attention in the artificial intelligence space.

But how did ChatGPT attract so many users and become known to the public in such a short time?

Is ChatGPT the fastest growing app of all time?



According to research by UBS analysts, ChatGPT may be the fastest growing application in the history of the Internet. The UBS study compared web traffic data of applications launched over the past 20 years with traffic at ChatGPT's official web address chat.openai.com. Data shows that ChatGPT has about 25 million daily visits, of which 13 million are from different visitors.

Overall, research shows that ChatGPT has about 100 million users just 2.5 months after launch. To understand how impressive those numbers are, it took Facebook 4.5 years, WhatsApp 3.5 years, Instagram 2.5 years and Google almost a year to reach 100 million users. Additionally, just 5 days after launch, ChatGPT had its first million users, a milestone that took Twitter nearly two years to achieve.

However, the launch and rapid rise of Meta-owned microblogging platform Threads challenged this narrative. Meta's Threads has attracted about 100 million users in less than a week. Such a number is unprecedented in Internet history, even surpassing ChatGPT. But there is an interesting caveat.

While Threads may have surpassed ChatGPT in terms of raw user growth, ChatGPT's growth was more impressive and completely organic. ChatGPT had to attract users and build awareness from the start without an existing platform to leverage. Threads, on the other hand, has been given an immediate boost by integrating with Instagram out of the box, allowing it to tap into Instagram's existing vast user base of over a billion monthly active users.

While both growth trajectories are certainly impressive, ChatGPT has attracted public attention and attracted 100 million registrations in a short period of time, fully deserving of its status as an AI chatbot new. In contrast, Threads was able to attract users and Instagram's dominant platform from day one, giving it a head start over ChatGPT's organic success.

So how exactly did ChatGPT achieve its great achievement?

3 reasons behind ChatGPT's explosive growth

Are you wondering what has helped ChatGPT achieve such outstanding growth?

1. The time of the AI ??wave



ChatGPT as a product launches at a time when there is a growing wave of interest in Artificial Intelligence. AI has always been something for the future - a topic of speculation for most of the internet-savvy public. 2022 sees AI go mainstream in a way never seen before, with advancements like DALL-E 2, Midjourney, and other Generative AI tools. People are excited about AI, so when ChatGPT came out with a friendly interface that anyone could use, it captured people's imagination perfectly.

2. ChatGPT is flexible and extremely useful



Two of the most important factors behind ChatGPT's explosive growth are its usefulness and flexibility. OpenAI is not only capable of creating technology that people want to use; The company has created something that most people can find useful.

When Facebook first launched, it was primarily aimed at college students, especially those looking to get to know each other. However, not everyone in school has this need. This therefore means a limited user base and usefulness at the time of launch. Similarly, when Spotify appeared, it was aimed at people who wanted to stream music online. And of course, not everyone wants to stream music online.

On the other hand, ChatGPT is a general-purpose chatbot that targets no one in particular. So whatever you do, teachers, students, engineers, legal practitioners, programmers, writers, CEOs - everyone, will find different uses for ChatGPT in their lives. live your daily life. Being useful to people is a huge advantage that very few applications can boast, even after many years of existence.

3. ChatGPT is free and easy to use



What stops people from using online services is ease of use and cost. ChatGPT had no problems in any of these areas.

Although many people may not know it, ChatGPT is neither the first nor the most complex AI text generation tool available. OpenAI's other AI text generator, available at GPT Playground, is much more powerful and has been around long before ChatGPT went viral.

However, what sets ChatGPT apart from other options is its ease of use, accessibility, and it costs users nothing to use. Although ChatGPT Plus, the paid version of ChatGPT, was released on February 3, 2023, ChatGPT's free access model is still very popular.

Best of all, ChatGPT is extremely accessible. With a phone number and email, anyone can sign up for an account from their browser. Similar AI tools from other companies are accessible to very select audiences or require long waiting lists.

4. ChatGPT is mainly community-based



One of ChatGPT's secret growth weapons is that it relies heavily on the community. The growth of most popular web applications today can be attributed to extensive advertising campaigns. In contrast, ChatGPT's growth is largely driven by everyday users sharing their experiences with the community.

From social media platforms like Twitter, Facebook and Reddit to people sharing their ChatGPT experiences on personal blogs, ChatGPT's growth is largely driven by testimonials from people who have used the chatbot. This AI. Advertising campaigns can be effective when done right, but nothing can beat the effectiveness of recommendations and testimonials from trustworthy people.

5. Arouse people's imagination



ChatGPT sparks people's imaginations about what's possible with AI. It offers a glimpse of an AI-powered future. The idea of having an AI assistant that you can have a natural conversation with instantly is exciting and captures the imagination in a way that no consumer AI application has achieved before. This vision of the future has attracted many users.

You finished reading the article "**5 reasons why ChatGPT became the fastest growing application of all time**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.