

# ICONIQ

## The AI Adoption Index

May 2026

# Why This Index Matters

**AI adoption** is quickly becoming a core determinant of company performance, not just a productivity tool or a set of experiments. The companies that win with AI are treating it as a **systematic capability** across product, R&D, go-to-market, and operations, with clear ownership and measurable progress over time.

## This framework is designed to:

- **Create visibility** into how AI is actually being adopted across the business, not just what's being piloted
- **Put a stake in the ground on measurement.** While AI impact can be difficult to quantify precisely, not measuring it at all is a bigger risk. This index forces explicit thinking about where AI is expected to drive outcomes and how progress will be assessed over time
- **Separate signal from noise** by focusing on a small set of repeatable, outcome-oriented metrics
- **Enable board-level discussion** that goes beyond “we’re using AI” to *where it’s driving value, where it’s stalled, and what needs to change*
- **Track progress over time**, making AI adoption something the company deliberately compounds quarter over quarter

# How To Use This Template

To balance **clarity** at the board level with rigor in **execution**, the framework is structured in two layers:

- **Summary:** This view is intentionally lightweight and focused on enabling a high-quality board discussion on whether AI is moving the business forward and where attention is needed, without getting lost in operational detail
- **Functional Detail:** The R&D, S&M, CS, and G&A pages go deeper into tactical inputs and leading indicators that functional leaders can directly influence. These metrics are designed to:
  - Drive accountability and prioritization within each function
  - Surface where adoption is stalling versus accelerating
  - Connect day-to-day execution to the outcomes reflected in the Summary framework

## Practical Guidance:

- **Update quarterly** as part of standard board materials or operating department reviews
- **Focus on trends, not perfection.** Early quarters may be directional or estimated. Consistency over time matters more than precision
- **Select and commit to a small and relevant subset of metrics that best represent AI's intended impact on your business.** This template intentionally includes a menu of potential AI impact and adoption metrics, rather than a single prescribed definition of success.

# Summary: Are we winning with AI, externally and internally?

		2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
AI Product Success	<b>% Revenue from AI Products</b> <i>% Pipeline Influenced by AI Features (if no standalone product)</i>						
	<b>AI Product Revenue YoY Growth Rate</b>						
	<b>% Customers Adopting AI Products</b>						
	<b>% Customers Paying for AI Products</b>						
	<b>Competitive Differentiation Driven by AI Products</b> (Management Self-Score, 1-5)						
Internal AI Adoption	<b>ARR or Revenue per FTE</b>						
	<b>Total Employees</b>						
	<b>% WAUs of AI Tools</b> <i>Please choose mission critical tool (e.g. ChatGPT, Claude, newly approved priority tool for org)</i>						
	<b>Internal AI Maturity</b> (Management Self-Score, 1-5)						
<b>Additional Commentary</b>							

# Product & Engineering

	2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
% committed code that is AI-generated						
Avg token spend per developer						
Average number of code commits per developer						
Total number of developers						
R&D as a % of Revenue						
% R&D team actively using AI Tools <i>Please choose mission critical tool within function (e.g. Claude Code, Cursor)</i>						
<b>Additional Areas of AI Impact</b> (example metrics below) <ul style="list-style-type: none"> <li>• Number of agents in production</li> <li>• AI-driven time savings (dev hours / week, PM hours / week)</li> <li>• Median PRD cycle time (approval → GA)</li> <li>• Average number of team members per development pod</li> </ul>						

Additional Commentary	
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# Sales

	2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
Number of new deal meetings per month per AE						
Net New ARR per AE						
<b>Conversion Rate Uplift from AI</b> <ul style="list-style-type: none"> <li>Win rate vs non-AI deals or campaigns</li> <li>% AI-driven attach rate (% of new deals that include AI feature or SKU)</li> </ul>						
<b>% sales employees actively using AI (e.g., training, prospecting)</b> <i>Please choose mission critical tool (e.g. Clay, ChatGPT)</i>						
<b>AI Impact</b> (example metrics below) <ul style="list-style-type: none"> <li>Sales cycle reduction</li> <li>Average quota attainment</li> </ul>						

<b>Additional Commentary</b>	
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# Marketing

	2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
% marketing campaigns leveraging AI						
<p>AEO Penetration <i>(example metrics below)</i></p> <ul style="list-style-type: none"> <li>• % of mentions in AI-generated search results</li> <li>• AI referred traffic as a % of total inbound</li> <li>• AEO vs SEO traffic split</li> </ul>						
Total number of marketing employees						
Marketing as a % of Revenue						
<p>% marketing employees actively using AI (e.g., training, prospecting)</p> <p><i>Please choose mission critical tool (e.g. Writer, ChatGPT)</i></p>						
<p>AI Impact (example metrics below)</p> <ul style="list-style-type: none"> <li>• Number of campaigns / marketing employee</li> <li>• Marketing-sourced pipeline</li> </ul>						
Additional Commentary						

# Customer Success

	2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
<b>% AI-driven customer resolutions</b>						
<b>Net revenue retention</b>						
<b>\$ ARR per CSM</b>						
<b>Total number of customer support employees</b>						
<b>% CS employees actively using AI</b> <i>Please choose mission critical tool (e.g. ChatGPT)</i>						
<b>CSAT/NPS Improvement</b>						

<b>Additional Commentary</b>	
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# G&A

	2024	2025	2026 Plan	PRIOR QTR	THIS QTR	COMMENTARY
% open roles with AI-relevant skills						
Total hours or cost savings across org (if tracked)						
G&A as a % of Revenue						
% G&A employees actively using AI <i>Please choose mission critical tool (e.g. ChatGPT, Claude)</i>						
AI Impact (example metrics below) <ul style="list-style-type: none"> <li>• Forecast accuracy improvement with AI</li> <li>• Time to close reduction</li> <li>• Candidate sourcing / time to hire</li> <li>• Outside legal spend</li> </ul>						
Additional Commentary						