



• GETROK

**42% is just the  
beginning.**

**42%**

Swipe →

Denmark × AI

# Denmark is #1 in Europe for AI adoption.

**42%**

Danish businesses  
using AI

**#1**

In the EU  
ahead of all 27

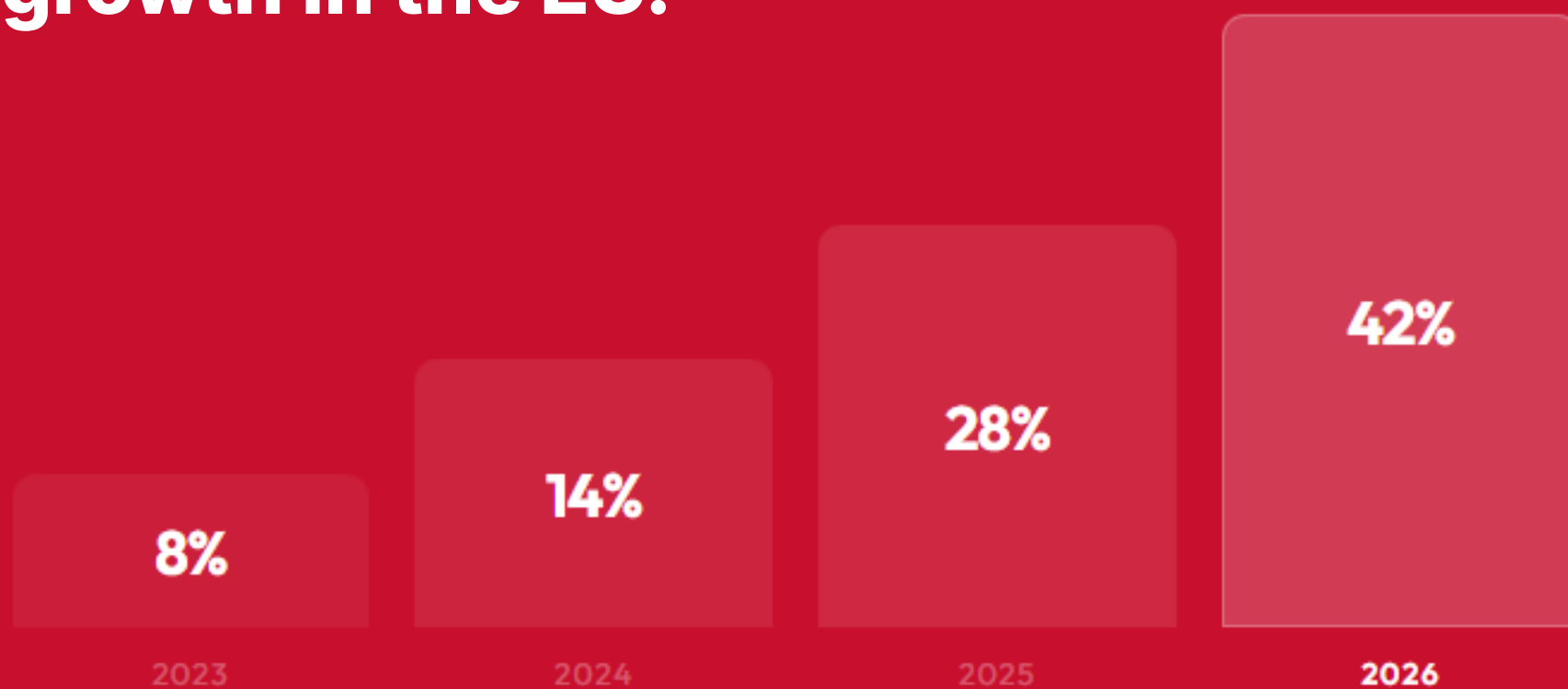
**20%**

EU average  
for comparison



YEAR OVER YEAR


**14 percentage points  
in one year. The largest  
growth in the EU.**




This isn't a trend. It's a shift.


What it looks like

## What does AI integration actually look like?

 Smarter customer communication

 Faster responses — in any language

 Automated repetitive workflows

 Data-driven business decisions

Who's adopting

# Small businesses. Agencies. Service providers.

## Started with

One integration into  
what they already  
had

## Changed

How they  
communicate with  
customers daily

## Result

More time for the  
work that actually  
matters

Not more tools. **Just smarter operations.**

Looking ahead

# **This is still early. AI adoption is growing across Denmark and Europe.**

The businesses that start now will shape how their industry works tomorrow.

Not because AI is magic.

Because **starting early compounds.**



**42% is just the beginning.  
Be part of what's next.**

AI integration for Danish businesses.

**GetRok.com**

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