AI Adoption Timeline: Strategic Advantages for Businesses

Source: Write a blog post for Pixelibri.com.au on NAB's new research: AI adoption is now visible in Australia's economy, with digitised SMEs (finance, property, business services) adopting AI 2-3x faster than other sectors. Change will be gradual and uneven. Marketing angle: Highlight this as a key opportunity for Australian businesses — now is the time to optimise websites for AI search (AEO) to stay visible and competitive.

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> Compare competitive advantages, costs, and timing for AI adoption across early, mainstream, and late implementation phases.

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Adoption Timing	Competition Level	Implementation Cost	Advantage Duration
Early (Now)	Low	Moderate	Long-term
Mainstream (12-24 months)	High	High	Medium-term
Late (24+ months)	Very High	Very High	Minimal

Read the full article ?

https://pixelibri.com.au/nab-research-ai-adoption-australia-smes-aeo-optimisation/