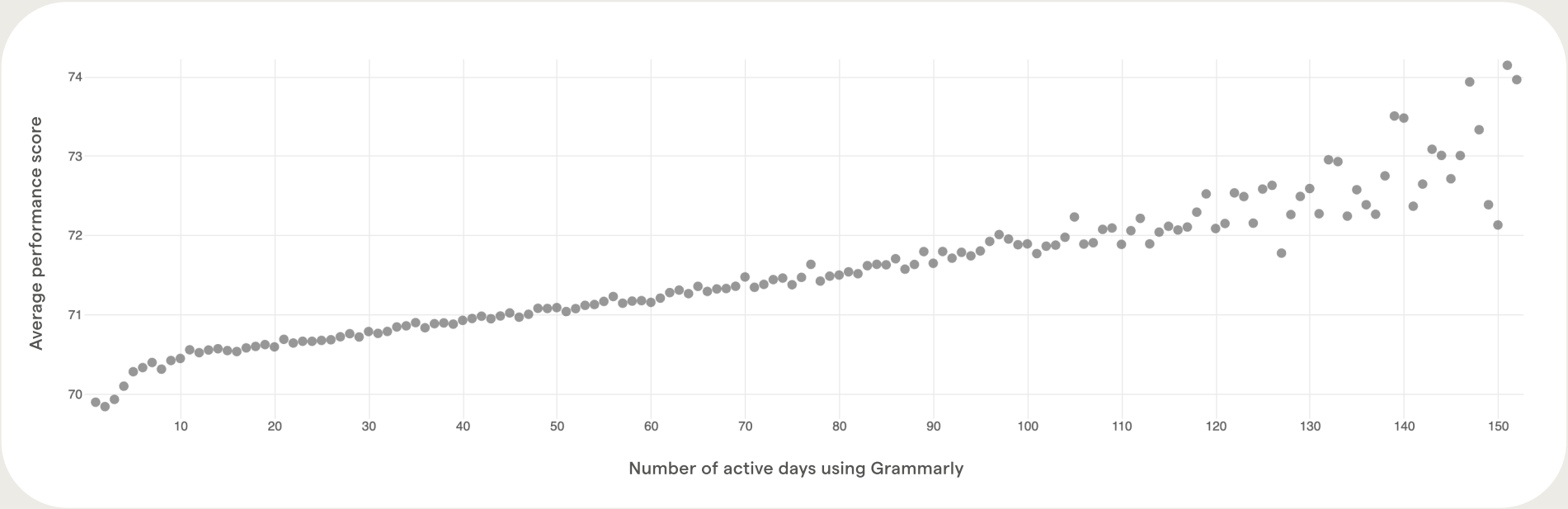
Powering Personal Progress Through Writing: Now and Into an AI-Enabled Future

Grammarly 2024 Impact Report



grammarly



A quantitative analysis by Grammarly of 9.14 million student users shows that the average performance score of students' writing in Google Docs increased systematically and significantly from fall 2024 through spring 2024.

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01 Our mission

"For over 16 years, Grammarly has been driving student success with real-time writing assistance that builds confidence and skill through college and into the workforce. As higher education enters a chapter of significant change and opportunity, we're excited for Grammarly to continue to empower students, faculty, and institutions to innovate with responsible AI that keeps student success and authentic learning at the forefront."

Shishir Mehrotra
CEO of Grammarly



Our belief

We believe that authentic and confident writing opens doors, changes opinions, and powers personal success.

That's why our mission is to help everyone develop the written communication skills they need to succeed in a rapidly changing world—through college and in an AI-enabled workplace.

Our mission

02 Who we are

3	Ukrainian co-founders
16	years of AI innovation
1K+	global employees







Dear colleagues in higher education,

Generative AI is transforming education at an unprecedented rate—from what and how students learn to how they are assessed. At the same time, the need for every learner to become a clear and confident communicator has grown even more urgent.

In our 2024 Impact Report, we're delighted to share our mission to help learners, instructors, and institutions succeed and highlight our progress working with over 3,000 colleges and universities to reach our goals: Provide assistive AI to narrow skill gaps and make higher education more equitable, free instructors to focus on deeper learning, and equip graduates for the fast-evolving demands of today's workplace.

We've seen firsthand that, when integrated thoughtfully, AI can relieve existing pressures and enrich teaching and learning. We invite you to explore this report's goals and insights—and envision how your campus can forge new pathways in AI-augmented education.

It's a privilege to support so many innovative educational institutions during this transformative time. We're humbled by the part we can play to ensure that confident, thoughtful, and authentic writing remains a cornerstone of higher education and a lifelong skill for every learner.

Your partner in innovation,

Jenny Maxwell
Head of Grammarly for Education

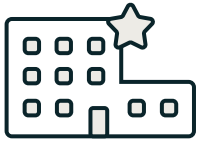
With thanks to Dr. Adam Black at enablinginsights for helping us to develop our impact strategy and reporting.

03 Grammarly, in numbers

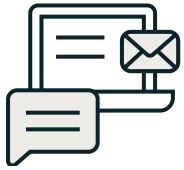
"We founded Grammarly in 2009 to help all people write and communicate more effectively. Our first adopters were students and then innovative faculty. We've grown to now support more than 40 million daily active users around the world in all forms of writing. Education remains core to our mission. We're proud of how we've helped tens of millions of students so far and are excited to build on that into an AI-connected era."

Alex Shevchenko
Grammarly Co-Founder





3,125
educational institutions



500,000
websites and applications



40M+
daily active users globally



50,000
organizations worldwide

04 Our impact goals

"We have been passionate about driving student success for well over a decade. However, 2024 was the year in which we codified our goals for how we would help every student succeed, elevate the impact of instructors, and help institutions advance their innovation. We're excited to share our progress toward these results and the results leaders, faculty, and students are achieving with Grammarly."

Jenny Maxwell
Head of Grammarly for Education



Our impact goals are to power personal progress through writing

We will help every student succeed



Remove inequities to student success in college



Coach students to become effective writers



Help every student realize their course and college potential



Equip students with communication skills for career success

We will empower instructors



Elevate the impact of instructors



Advance instructional innovation

We will advance institutional innovation



Evolve academic integrity



Prepare students for an AI-enabled workforce

05 Our progress: Students

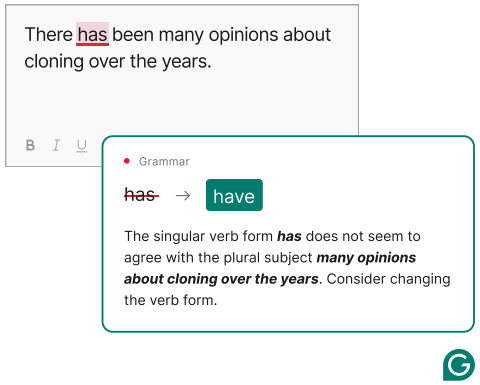


"I believe all students should have access to Grammarly, as it not only enhances their writing but also boosts their confidence and career readiness."

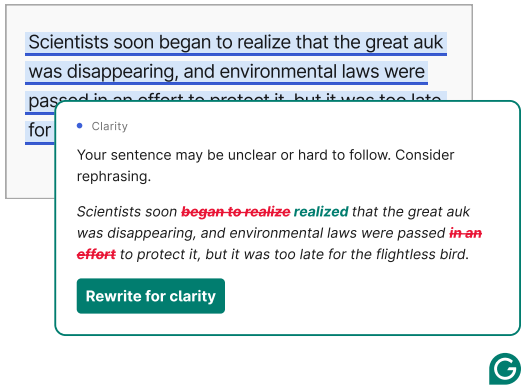
Professor Moumita Roy
Faculty Teaching and Learning Center Chair
Aims Community College

Grammarly is designed to help every learner grow their confidence. It provides a range of tools to help them develop, sharpen, and deliver their best coursework, along with in-the-moment coaching to improve their writing skills.

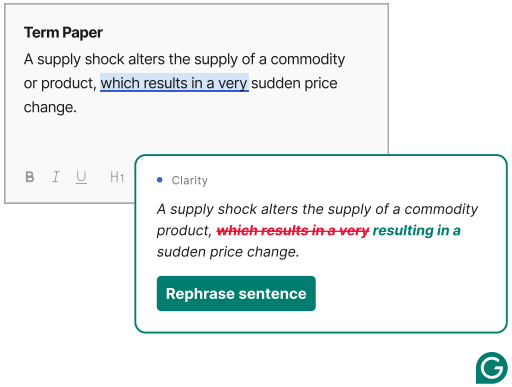
Upskill on grammar



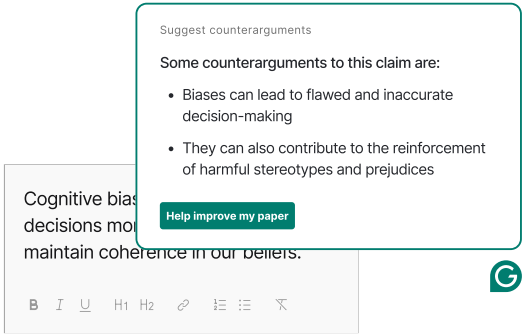
Improve clarity



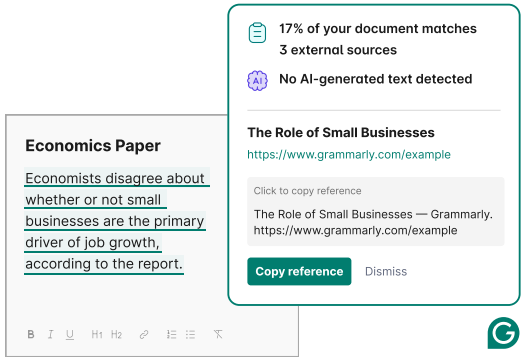
Write concisely



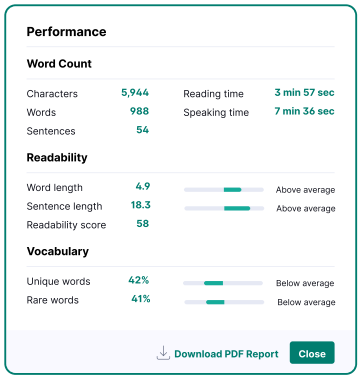
Sharpen arguments (generative AI feedback)



Check for originality



Submit your best work





Remove inequities to student success in college

Writing is a critical enabler for success in college.[1] Yet students arrive at college with differing levels of writing skill and the means to purchase tools to help.[2] We want to remove this inequity by ensuring every student has access to writing coaching.

We're achieving this by always evolving Grammarly so it supports students wherever and however they work. We're also evolving administrative controls so institutions can provision Grammarly campus-wide and target student groups.

We will support all students in all their learning contexts to remove inequities to college success.

[1] See Steve Graham, **"Changing How Writing Is Taught,"** 2019.

[2] 39% of full-time, degree-seeking undergraduates receive Pell Grants. See Brian O'Leary, **"Colleges Where Pell Students Thrive—and Struggle,"** 2025; 71% of international students entering US higher education institutions are not primary English speakers. See Timothy Taylor, **"Foreign Students in US Higher Education,"** 2024.

12 million students use Grammarly daily

Grammarly is used by students of all years of study and majors[1]

Grammarly works in 500K web and desktop applications

85% of students report: "Grammarly helps me to write in all of my favorite applications that I use for coursework"[1]

87% of Pell recipients report: "The quality of my written coursework has improved because of Grammarly"[1]

77% of ELL students report: "Using Grammarly has made me more confident I can succeed in my courses"[1]

96% of all student licenses are actively used every year[2]

"Grammarly ... is a matter of equity for us"

Sarah Moore, Associate Professor of Instruction, The University of Texas at Dallas

[1] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

[2] From a 2023–24 academic year data analysis by Grammarly at MacEwan University.



Coach students to become effective writers

Students work on course assignments at all times of the day and often where support isn't available or convenient.[1] We want to ensure every student gets the writing coaching they need—where, when, and how they need it.

We're achieving this by providing always-on support, highly personalized and real-time recommendations, and a wealth of targeted coaching to help them to become systematically clearer and more confident writers.

We will provide personalized, always-on writing support to coach each student to become a clearer and more confident writer.

[1] Course Hero, "2019 College Study Habits," 2019.

3.1
days per week:

student use of Grammarly, on average[1]

43
minutes per day:

student use of Grammarly, on average[1]

66.8M
correctness suggestions

addressed in first month, in an analysis of 175,000 students[2]

368M
clarity and delivery suggestions

addressed in 12 months, in an analysis of 40,000 students[3]

81%
of students

improved their writing by using Grammarly[4]

87%
of students report:

"The clarity of my writing improved during the semester because of Grammarly"[5]

9M
students' writing skills significantly improved

quantitatively through the fall and spring semesters[6]

"Grammarly is particularly helpful in improving overall writing ability"

Conclusion from 198 student responses to fall 2024 survey distributed by UIC admin.

[1] In a fall 2024 quantitative analysis by Grammarly of approximately 16 million student users through the fall semester.

[2] In a fall 2024 quantitative analysis by Grammarly of 175,000 students at Western Governors University.

[3] In a fall 2023 quantitative analysis by Grammarly of 40,000 students at the University of Auckland.

[4] In a spring 2024 survey by Grammarly of students at Phoenix College.

[5] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

[6] A fall 2024 and spring 2024 quantitative analysis by Grammarly of 9.14 million student users during the fall and spring semesters shows that the average performance score of students' writing in Google Docs increased systematically and significantly through each semester.

Help every student realize their course and college potential

Writing is how students demonstrate their understanding. But it also drives their engagement with material and enhances their critical thinking and comprehension.[1] We want to help every student develop these skills for course and college success.

We're achieving this by continually evolving Grammarly to coach students with every aspect of writing—from brainstorming and tracking of source material, to critical reflection, readability assessment, assignment compliance, and citation compiling.

We will help students develop their best coursework and build confidence to succeed through college.

[1] See Charity Butcher, "Using In-Class Writing to Promote Critical Thinking and Application of Course Concepts," 2021; Ian J. Quitadamo and Martha J. Kurtz, "Learning to Improve: Using Writing to Increase Critical Thinking Performance in General Education Biology," 2007.

1.2M students yearly used Grammarly to brainstorm and challenge their writing ideas[1]

1.7M students monthly used Grammarly to ensure their work was original and free of plagiarism[1]

6M students yearly used Grammarly's gen AI prompts to challenge and sharpen their delivery[1]

90% of students believe: "Writing skills are crucial to my college success"[2]

81% of students report: "I'm more confident I can succeed in my college courses because of Grammarly"[2]

86% of students report: "The quality of my written coursework has improved because of Grammarly"[2]

90% of students report: "Grammarly positively influenced my academic performance"

82% of students report: "I am more prepared for performance assessments as part of my coursework."[2]

Course success

"Seeing students improve their writing is truly wonderful. Grammarly is the best tool we've found ... and its usage and impact have exceeded our expectations."

Kira Heske, Associate Director, Learning Support, University of Arizona Global Campus

[1] In an in-depth analysis by Grammarly of all student users in 2024.

[2] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

Equip students with communication skills for career success

In the technology-driven workplace, strong communication skills are demanded by employers.[1] Students also believe these skills will be essential.[2] We want to equip students with the range of communication skills they need for career success.

We are achieving this by coaching students in every type of writing in virtually every context, tailoring suggestions for how to improve their skills for the specific communication task at hand—from thesis papers to networking emails.

We will equip each student with the communication skills they need for career success.

[1] Rachel Wells, **"Communication Hits No. 1 Spot as In-Demand Skill in 2024, Says LinkedIn,"** 2024.

[2] A fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

92%
of students report:

"Strong written communication skills will be essential for my career success"[1]

Communication skills are an obstacle for first-year students

A meta-analysis of 20 peer-reviewed studies concluded and recommended that first-year programs should focus on improving communication skills[2]

#1
in-demand skill

Communication skills ranked as the most in-demand skill by executives in a 2024 LinkedIn survey

28
hours per week:

Time spent by knowledge workers each week exclusively on written communication

Communication capability

"With the rise of new technology, employers are expecting graduates to bring capabilities like [great] communication."
2023 Graduate Management Admission Council Employer Survey

85%
of students report:

"Grammarly helped me to develop the professional writing skills I need for career success"[1]

86%
of students

say they will continue to use Grammarly when they start work[1]

70K
business teams

use Grammarly to improve their communication

Stronger communicators

"Our [adoption] of Grammarly has been a resounding success ... [Grammarly] fosters a culture of effective communication, and that's an investment in our [students'] future."

Dr. Carol S. Spalding, President, Rowan-Cabarrus Community College

[1] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

[2] Gerald Chishiba and Joseph Mukuka, **"Communication Skills Challenges Experienced by First-Year University Students: A Systematic Review,"** 2024.

06 Our progress: Instructors

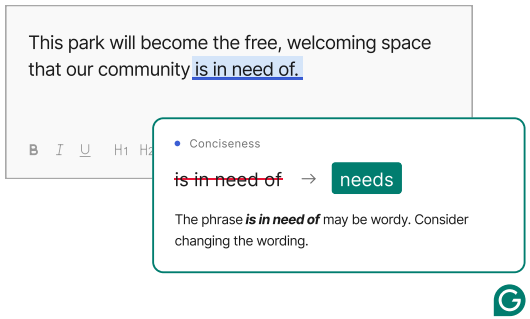


"It's really important to show students what AI can be used for ... and then let them make decisions on how and when to use. Grammarly Authorship ... facilitates that process for faculty."

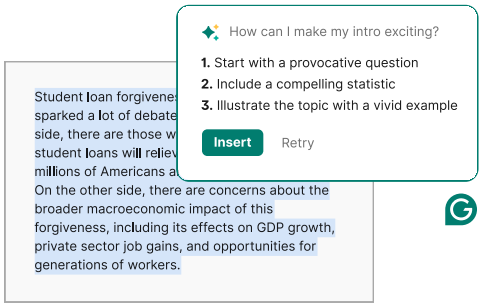
Professor Brian Harfe
Associate Provost
University of Florida

Grammarly is designed to help instructors spend more time coaching and less time fixing students' writing. It also enables instructors to evolve their course design to introduce and mature their students' use of gen AI tools.

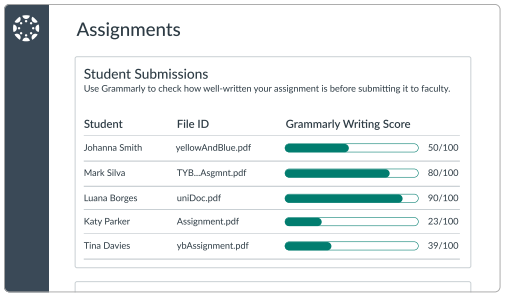
24/7 assistive writing support for all students



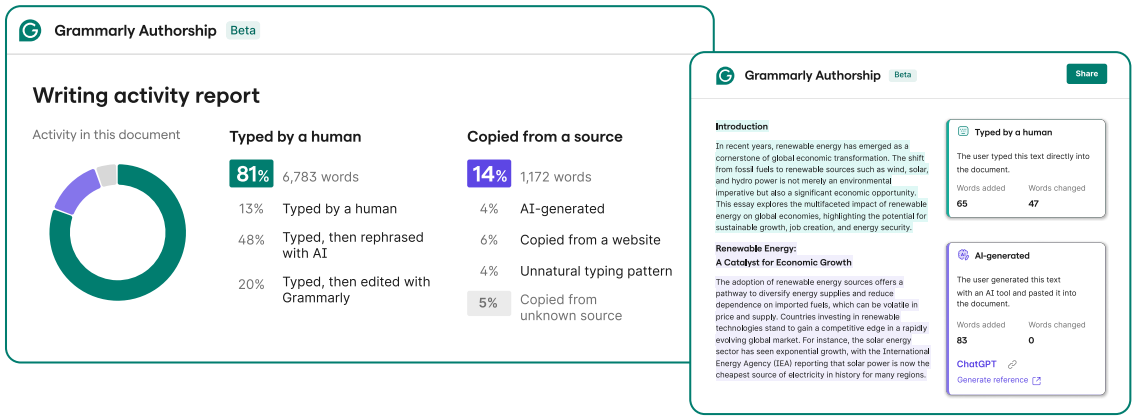
Real-time feedback to improve submissions



Class and student insights, right in your LMS



Introduce innovative gen AI tools with control and transparency



Elevate the impact of instructors

The impact of instructors is eroded when they encounter poor student writing.[1] We want to elevate the impact of instructors by dramatically reducing this time off task and by ensuring they're reviewing work that is transparently written by their students.

We're achieving this by providing students with real-time, 24/7 assistive writing support. We're also developing powerful tools for instructors to see at a glance the genesis of a student's work and the role AI has played through their writing process.

We will give every student assistive support so instructors can shift time from fixing writing to focusing on student coaching and course outcomes.

[1] Eunyoung Kang and Zhaohong Han, **"The Efficacy of Written Corrective Feedback in Improving L2 Written Accuracy: A Meta-Analysis,"** 2015; Sarah T. Perrault, **"Cognition and Error in Student Writing,"** 2011; a fall 2024 quantitative study at Western Governors University.

24/7 support

"Grammarly ... allows students to receive immediate feedback at any time of the day or night ... which can greatly benefit their writing abilities."

Craig Stanley, Director of Strategic Initiatives, Office of the Provost

Assistive support

"Grammarly ... complements traditional learning methods. It's not doing the work for students, rather assisting them in becoming better writers."

3,263 faculty and staff

active in first 30 days of rollout[1]

78% of faculty

report saving 1 hour a week with Grammarly[2]

Quantitatively improved writing

in an 18-month longitudinal analysis of nearly 4,000 students at Arizona State University using Grammarly[3]

Elevates impact

"Grammarly has changed my professional life. I get to address a student's argument, evidence ... and voice instead of mechanical issues."

Greg Sayler, Chief Academic Officer

Drives better outcomes

"The biggest benefit of Grammarly is its potential to elevate writing quality ... [and] academic performance"

Shireen Junpath, Teaching Fellow

[1] In a fall 2024 quantitative study at Western Governors University.

[2] In a 2022 survey of instructors using Grammarly.

[3] A quantitative analysis by Grammarly of nearly 4,000 students at Arizona State University from September 2023 to February 2025 shows that the average performance score of their long-form documents (of more than 250 words) improved over time.



Advance instructional innovation

Student adoption of generative AI tools has outpaced instructors'.[1] This challenges many traditional teaching and assessment practices.[2] However, gen AI tools are here to stay—as they evolve for education, life, and work. Our goal is to close this gap.

We're achieving this by advancing AI innovation for education and giving instructors control—so they can easily adopt impactful AI tools for their courses, gain insights into how students use AI, and evolve their goals and practices using AI.

We will give instructors AI tools purpose-built for education to meet changing needs of students and employers so they can evolve their course goals and teaching practices.

[1] Tyton Partners, **"Time for Class 2024: Unlocking Access to Effective Digital Teaching and Learning,"** 2024.

[2] 59% of higher education leaders reported an increase in cheating with gen AI tools, and 95% anticipate significant changes to teaching models due to gen AI. See American Association of Colleges and Universities and Elon University's Imagining the Digital Future Center, **"Leading Through Disruption: Higher Education Executives Assess AI's Impacts on Teaching and Learning,"** 2025.

90% of faculty and staff report:

"Grammarly is easy to install"[1]

UIC *Case study, University of Illinois, Chicago*

Student-centric

"We are excited to embed Grammarly's in-the-moment feedback into how we teach [so] our instructors remain student-centric."

WGU *Debbie Fowler, WGU Senior Vice President, Academic Delivery*

3/4 of students say institutions "should teach ethical use of AI"[2]

50% of students say they will continue to use gen AI tools even if banned[3]

66% of faculty agree: "Incorporating AI into teaching is essential to prepare students for future AI-augmented work"[4]

Enhances learning

"Grammarly helps students ... build confidence in their communication ... [and] focus more on demonstrating their ... knowledge through their writing."

USC *Michael Goay, IT Executive Director*

Enhances teaching

"[Grammarly's] report provides highly valuable information [that] can help teachers better understand their students' writing process and behavior so that they can provide the most effective coaching."

Stacy Roshan, Teaching Consultant

Advances innovation

"It's really important to show students what AI can be used for ... and then let them make decisions on how and when to use. Grammarly Authorship ... facilitates that process for faculty."

UF UNIVERSITY of FLORIDA

Brian Harfe, Professor and Associate Provost

[1] In a fall 2024 internal survey at University of Illinois, Chicago.

[2] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

[3] Tyton Partners, **"Time for Class 2024: Unlocking Access to Effective Digital Teaching and Learning,"** 2024.

[4] In a survey of 1,681 faculty in 52 higher education institutions. See Digital Education Council, **"Digital Education Council Global AI Faculty Survey 2025,"** 2025.

07 Our progress: Institutions

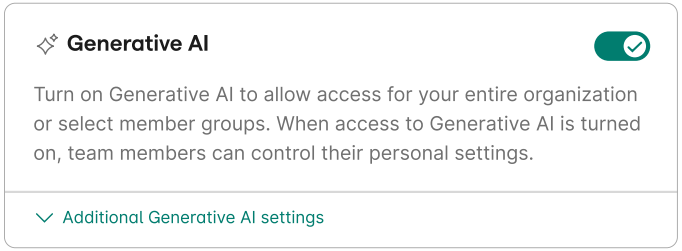


"Grammarly is providing opportunities for students to incorporate [AI] into their learning process, which is crucial for ensuring future readiness."

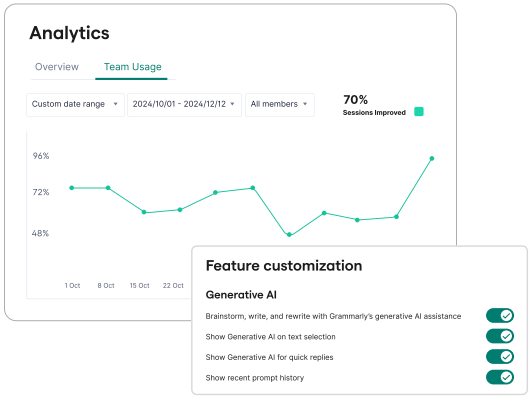
Professor Dan Alig
Former CIO
Wharton School of Business

Grammarly is designed to help institutional leaders manage their pace of AI deployment while giving instructors confidence to evolve their teaching practices in ways that build student AI literacy and gain insight into student writing.

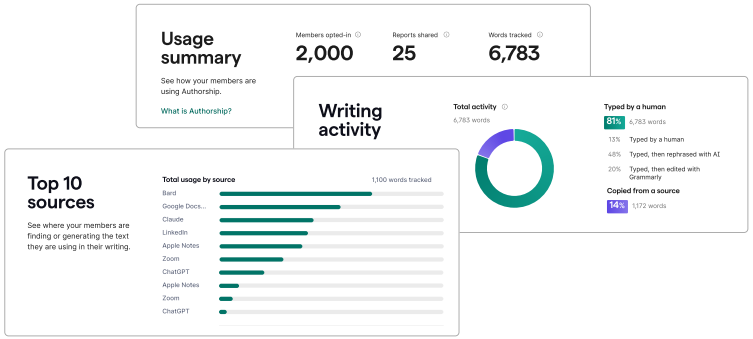
Design and manage your AI integrity policy



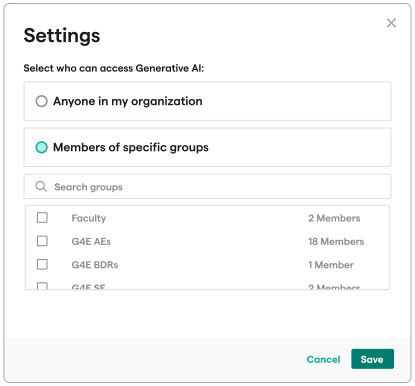
Scale use and confidence



Introduce tools to help students grow AI literacy



Evolve AI policies and institutional practices over time



Evolve academic integrity

Did you know that 86% of students say they regularly use AI in their studies and that 50% say they would continue doing so even if gen AI tools were banned?[1] However, only 24% of administrators have implemented a policy on AI use. We want to help institutions advance their AI policies and instructional practices.[2]

We're achieving this by developing tools for administrators to codify and control use of AI; deploy it selectively (e.g., by course, school, or year); and evolve their AI policies. We're also providing instructors with visibility into their students' use of AI.

We will help institutions manage AI with confidence and scale with efficiency to evolve academic integrity and institutional practices.

[1] Digital Education Council, **"Key Results from DEC Global AI Student Survey 2024,"** 2024; Tyton Partners, **"Time for Class 2024: Unlocking Access to Effective Digital Teaching and Learning,"** 2024.

[2] A fall 2024 study at Western Governors University.

16
years of AI innovation

Grammarly has led 16 years of advanced, secure, private, and responsible AI innovation

Control over AI features and admin controls

"We decided on Grammarly because it [has] generative [AI] features we have some control over."

Bryan Libbin, Associate CIO, University of Illinois, Chicago

80K+
student licenses activated

Over 80K students activated their Grammarly licenses in first 6 months[1]

"By incorporating [Grammarly's] AI technology, we can provide truly personalized learning."

Debbie Fowler, SVP, Academic Delivery

96%
active users

96% of student seat licenses are actively used each year[2]

Shireen Junpath, Professional Teaching Fellow

3,125
higher ed institutions

Grammarly is trusted by 3,125 higher education institutions

1.1M
students in 6 months

1.1M students in 6 months have created Authorship reports using Grammarly to demonstrate if and how they've used gen AI in their written work[3]

"Grammarly has been a very powerful and positive force on our campus."

Tae Sung, PhD, Dean of Student Success, California Baptist University

[1] In a fall 2024 study at Western Governors University.

[2] In a fall 2023 study at the University of Auckland.

[3] In an in-depth analysis by Grammarly of all student users from October 2024 to March 2025.



Prepare students for an AI-enabled workforce

AI is transforming the workplace faster than any previous technological revolution.[1] Employers increasingly expect students fresh out of college to arrive confident and competent using AI tools, and students want the same.[2]

We want to help institutions prepare students for an AI-enabled workplace by building their confidence and competence with AI tools and helping them build the durable skill of flexibility that is crucial to modern workplace success.

We will help prepare students to confidently use AI tools and ready them for an AI-enabled workforce.

[1] John Little, **"AI Will Transform Business Faster Than Previous Technologies,"** 2025.

[2] Nick Drydakis, **"Artificial Intelligence Capital and Employment Prospects,"** 2024; Colleen Flaherty, **"Survey: How AI Is Impacting Students' Career Choices,"** 2024.

Career success is the #1 motivation

Students ranked career success as their top motivation for getting a degree[1]

81% of the class of 2027

say their institutions should prepare them for AI in the workplace[2]

67% of students report:

Grammarly made them more thoughtful about using AI tools beyond coursework[3]

Grammarly develops AI literacy

"Now more than ever, students need to know how to use Grammarly as they emerge with their college degrees."

Colorado Christian University — *Matthew Nimeth, Director of Instructional Technolgy*

28M professionals

use Grammarly in their daily work

50K+ organizations

More than 50K organizations use Grammarly

Fortune 500 companies use Grammarly

More than a third of Fortune 500 companies use Grammarly

Drives career readiness

"Grammarly is providing opportunities for students to incorporate [AI] into their learning process, which is crucial for ensuring future readiness."

Penn — *Dan Alig, Former CIO, Wharton School of Business*

[1] Lightcast, "National Alumni Career Mobility Annual Report," 2024.

[2] Colleen Flaherty, "National Alumni Career Mobility Annual Report. Survey: How AI Is Impacting Students' Career Choices," 2024.

[3] In a fall 2024 survey by Grammarly of 1,884 student users in 18 higher education institutions.

08 Our plans for 2025



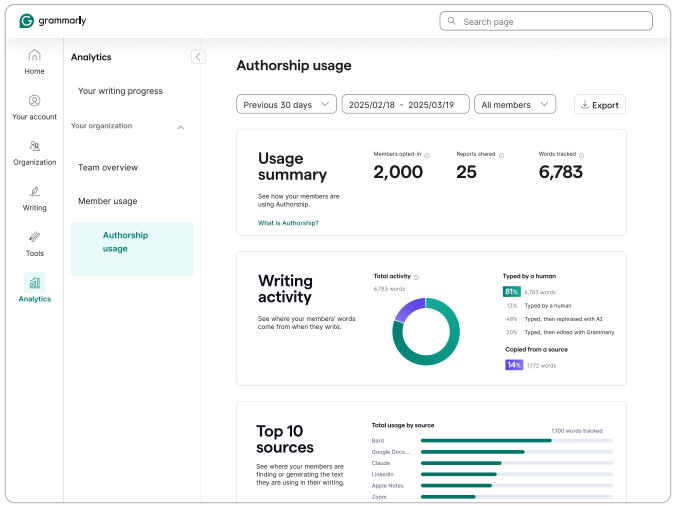
"Leaders [in higher education] ... are working to make sense of the changes they confront and looking over the horizon at a new AI-infused world they think will be better for almost everyone in higher education."[1]

Lee Rainie
Director of Elon University's Imagining the Digital Future Center

[1] Conclusions from a survey conducted in fall 2024 by the AAC&U and Elon University's Imagining the Digital Future Center. See Imagining the Digital Future Center, "Thoughts on the Report: Leading Through Disruption," January 2025.

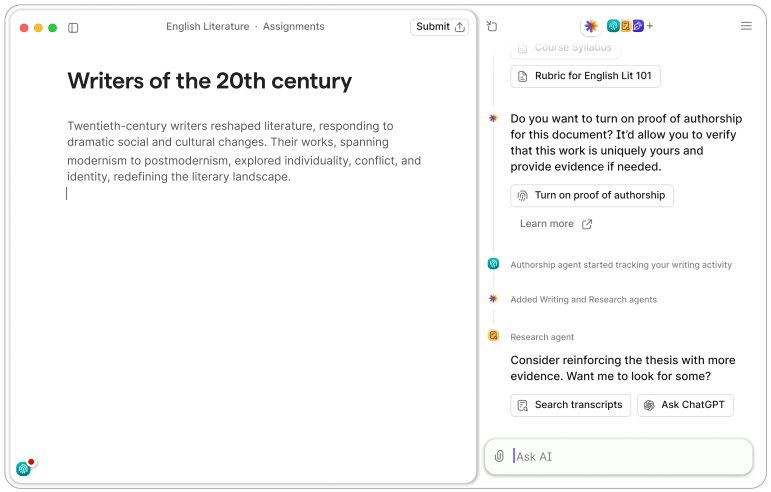
Deepen thoughtful deployment of AI

Higher education leaders want to implement AI, but they want to do so thoughtfully and with faculty buy-in. To support this, Grammarly will expand Authorship to provide insights into how AI is used in writing across campus. At the faculty level, we will enable Authorship integrations into LMSs to help instructors gain insight into student writing and feel more empowered to evolve their pedagogies.



Explore agentic AI in writing workflows

The year 2025 marks a sharp evolution of AI, moving from stand-alone, chat-based interactions to AI agents that can proactively support users through tasks. We expect wide-scale early exploration of these technologies by leaders, faculty, and students. True to our mission, Grammarly will be launching a series of custom AI agents to help leaders, faculty, and students in their communication workflows.



09 Looking ahead

"Higher education institutions are large and complex organizations, and scaling support for the evolving needs of their students is a complex task. Given the transformative benefits we've seen of AI agents in other sectors, we're excited to support higher education institutions to adopt these tools to drive productivity gains for faculty and staff and to evolve how they provide personalized learning support for all their students."

Luke Behnke
VP of Enterprise Product
Grammarly





"We recognize that higher education institutions are facing profound change at this time, including the changing role of AI. Below are some of the challenges we hear our customers grappling with when considering the future of AI in their institution. We don't have all the answers, but we are excited to partner with you on the journey to tackle these challenges together."

Jenny Maxwell
Head of Grammarly for Education

How can AI enable our institutions, staff, faculty, and students to be more efficient?

How can AI enhance and enrich how our faculty teach?

What are the AI-enabled outcomes we should be evolving our courses, college pathways, and degrees toward?

What are next-generation AI methods for assessment that authentically and accurately measure current and new skills?

What next-generation skills should we teach students to prepare them for success in an AI-enabled workplace?

What are next-generation pedagogies that leverage AI to provide more personalized, immediate, and impactful support to students?

If you're a leader who is grappling with some of these questions, we'd love to talk!

Visit **grammarly.com/edu** to learn more.

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Learn more about Grammarly for Education by checking out the following resources:

2024 Grammarly for Education Impact Report

Access and share this report in digital form here

Grammarly for Education home page

Responsible AI in Higher Education: A Prioritization Guide

Grammarly Authorship

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Grammarly for Education

is an AI-powered communication assistant trusted by over 3,000 institutions to equip students with essential AI skills for the new era of work.

It helps students learn as they write, enhancing their ability to communicate confidently and succeed in the classroom and beyond. For educators, Grammarly boosts productivity and makes teaching more efficient and meaningful. By offering writing suggestions that augment classroom instruction and improve student outcomes, Grammarly serves as the trusted generative AI partner for your entire institution.

Learn more by getting in touch with our product experts at
grammarly.com/edu/contact-sales

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