

# AI Global

Global Sector Trends on Generative AI

Data ending 5/9/25

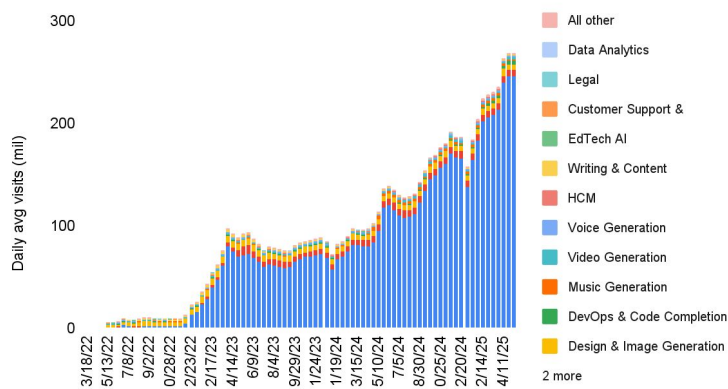


INVESTOR INTELLIGENCE HEATMAP

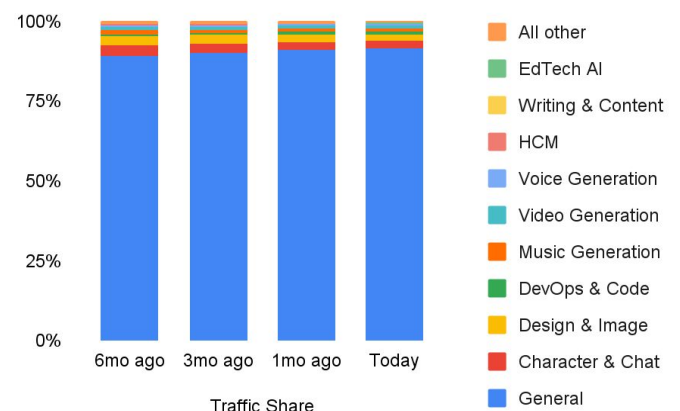
## Generative AI Sites by Category

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
General	25%	14%	-8%	4%	14%	18%	23%	25%	55%	46%	34%	22%
Character & Chat	1%	7%	18%	8%	-1%	4%	-1%	-5%	-7%	-5%	1%	-2%
Design & Image Generation	-6%	-4%	-10%	-4%	-1%	2%	8%	2%	12%	28%	2%	-6%
DevOps & Code Completion	36%	51%	56%	74%	83%	74%	72%	98%	125%	106%	103%	75%
Music Generation	3%	-5%	-3%	-7%	-6%	-3%	-5%	-1%	-4%	7%	12%	10%
Video Generation	-21%	-17%	-9%	3%	5%	15%	16%	8%	3%	9%	5%	-5%
Voice Generation	0%	-4%	-5%	9%	14%	11%	17%	15%	15%	7%	8%	8%
HCM	-13%	-11%	-21%	11%	16%	16%	31%	29%	52%	2%	-2%	-4%
Writing & Content	-4%	-7%	-23%	-13%	-7%	-11%	-9%	-6%	14%	-3%	-12%	-11%
EdTech AI	-15%	-22%	-18%	-9%	-11%	0%	5%	8%	6%	-7%	1%	-9%
Customer Support & Experience	-9%	-2%	-12%	-9%	-6%	-7%	-7%	-11%	5%	-4%	-11%	-12%
Legal	-12%	-14%	-24%	-2%	-4%	-3%	12%	2%	26%	-32%	-70%	-73%
Data Analytics	24%	3%	-11%	2%	32%	25%	42%	172%	177%	108%	1%	-1%
All other	-1%	2%	-17%	14%	21%	24%	36%	33%	62%	12%	-2%	-7%
AI Tools Total	22%	12%	-7%	4%	13%	17%	22%	24%	50%	43%	32%	20%

### Global AI Tools Traffic



### Global AI Traffic Share



\*Trend indicates 4wk YoY growth vs 12wk YoY growth



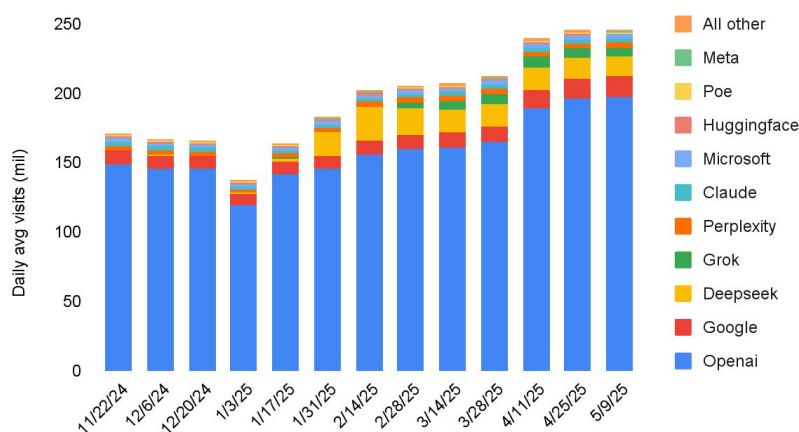
INVESTOR INTELLIGENCE HEATMAP

## General AI Tools

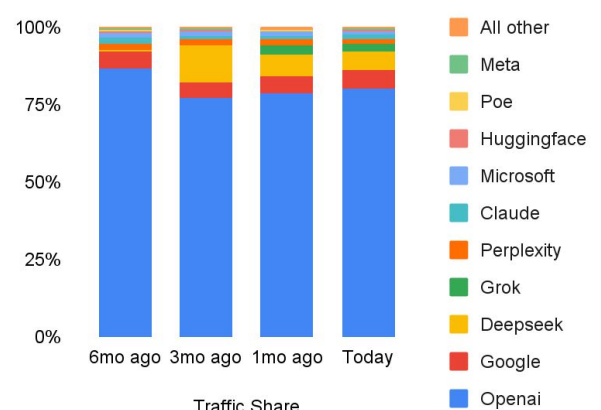
General AI tools, led by ChatGPT, perform a wide variety of automation tasks that incorporate the interpretation of human language and generate responses and insights commonly through a Chat or Search UI. Many general chat AI tools have free and paid layers that enable advanced queries and api integrations. Sectors that are potentially disrupted by General AI tools in its early stages include: Search, Discussion Forums, Social Media, EdTech.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Openai	26%	15%	-9%	4%	5%	5%	9%	11%	38%	33%	35%	27%
Google	-2%	-5%	-18%	-11%	-1%	3%	15%	14%	50%	54%	53%	51%
Deepseek	211%	223%	1013%	3029%	17694%	17701%	8658%	6804%	1688%	532%	-6%	-41%
Grok	172%	82%	na	na	na	na	524539%	1096167%	169235%	25911%	11307%	5243%
Perplexity	46%	28%	3%	8%	-5%	4%	25%	30%	52%	18%	11%	6%
Claude	22%	1%	-16%	-7%	-18%	-18%	2%	30%	61%	29%	25%	25%
Microsoft	125%	83%	23%	-15%	-14%	-15%	-6%	1%	23%	43%	29%	23%
Huggingface	24%	15%	16%	17%	53%	58%	42%	29%	26%	15%	-14%	-29%
Poe	4%	-12%	-30%	-25%	-29%	-28%	-21%	-16%	-3%	-10%	-6%	-17%
Meta	-6%	21%	-15%	-17%	-6%	5%	5%	-22%	-21%	7%	59%	68%

General AI Tools Traffic



General AI Traffic Share





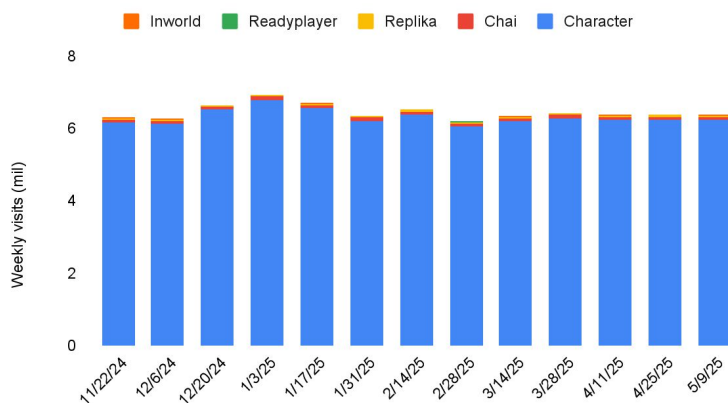
INVESTOR INTELLIGENCE HEATMAP

## Character & Chat AI Tools

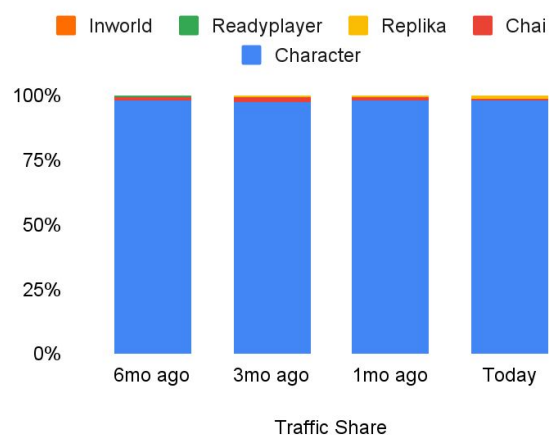
Character and Chat AI tools, led by Character AI, reflect derivations of the chat LLMs embedded in general AI, but are intended to learn and incorporate specific user language and mannerisms in order to mimic or replicate in natural settings. Sectors that are potentially disrupted by Character and Chat AI tools in its early stages include: Media, Entertainment, Sales & Marketing SaaS, EdTech.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Character	0%	6%	17%	7%	-1%	3%	-1%	-5%	-8%	-5%	1%	-2%
Chai	301%	219%	119%	72%	49%	48%	31%	38%	15%	-6%	-25%	-38%
Replika	58%	56%	50%	35%	17%	1%	-17%	-7%	-7%	-3%	50%	19%
Readyplayer	16%	20%	-2%	-26%	-10%	-28%	-27%	-42%	-29%	-21%	-7%	10%
Inworld	-30%	-16%	-15%	-25%	-16%	-11%	-5%	4%	34%	10%	24%	11%
Character & Chat total	1%	7%	18%	8%	-1%	4%	-1%	-5%	-7%	-5%	1%	-2%

### Character & Chat AI Traffic



### Character & Chat Traffic Share





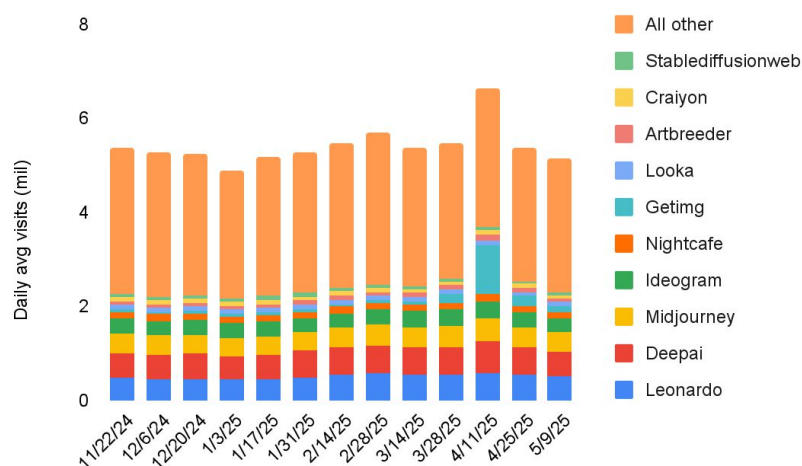
INVESTOR INTELLIGENCE HEATMAP

## Design & Image Generation

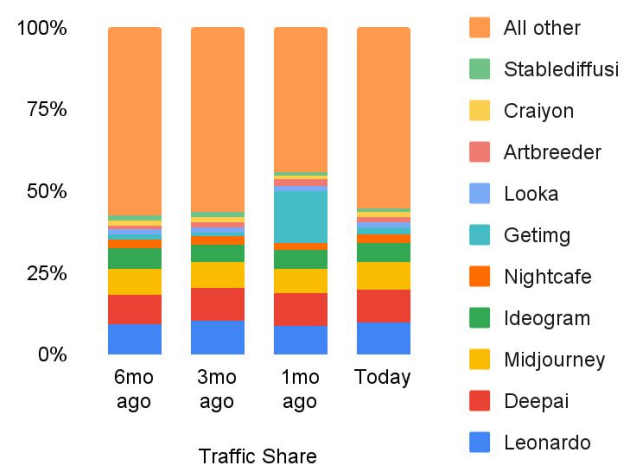
Design & Image Generation AI tools enable users to generate highly customized art and images, usually through text or a simple UI, and provide the opportunity to streamline the design process. Sectors that are potentially disrupted by Design & Image Generation tools in its early stages include: Creative & Marketing Agencies, Publishers, Web & App builders, Freelance platforms.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Leonardo	-15%	-15%	-19%	-3%	2%	17%	31%	20%	17%	27%	15%	-9%
Deepai	37%	23%	6%	5%	14%	10%	12%	10%	26%	34%	0%	-11%
Midjourney	-5%	2%	-4%	-4%	-4%	2%	9%	3%	10%	21%	7%	4%
Ideogram	-22%	-14%	-8%	-5%	-12%	-7%	4%	10%	15%	17%	11%	-3%
Nightcafe	-4%	-7%	-7%	-10%	-10%	-7%	-5%	10%	0%	2%	2%	-3%
Getimg	-27%	-12%	-2%	-11%	-6%	-8%	1%	-13%	155%	1532%	220%	114%
Looka	-15%	-17%	-17%	-6%	6%	-1%	10%	16%	29%	9%	-9%	-10%
Artbreeder	-1%	0%	-10%	6%	28%	43%	30%	17%	26%	100%	8%	-12%
Craiyon	-11%	-7%	-4%	3%	-2%	-2%	-9%	-6%	-2%	0%	-10%	-16%
Stablediffusionweb	4%	23%	33%	37%	34%	6%	-3%	-26%	-33%	-29%	-34%	-37%
All other	-7%	-6%	-13%	-7%	-3%	-1%	6%	-2%	6%	-1%	-5%	-7%
<b>Design &amp; Image Generation total</b>	<b>-6%</b>	<b>-4%</b>	<b>-10%</b>	<b>-4%</b>	<b>-1%</b>	<b>2%</b>	<b>8%</b>	<b>2%</b>	<b>12%</b>	<b>28%</b>	<b>2%</b>	<b>-6%</b>

### Design & Image Generation Traffic



### Design & Image Generation Traffic Share





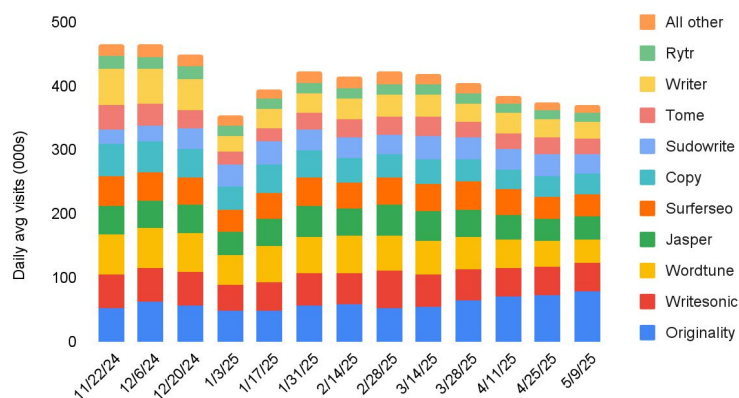
INVESTOR INTELLIGENCE HEATMAP

## Writing & Content Generation

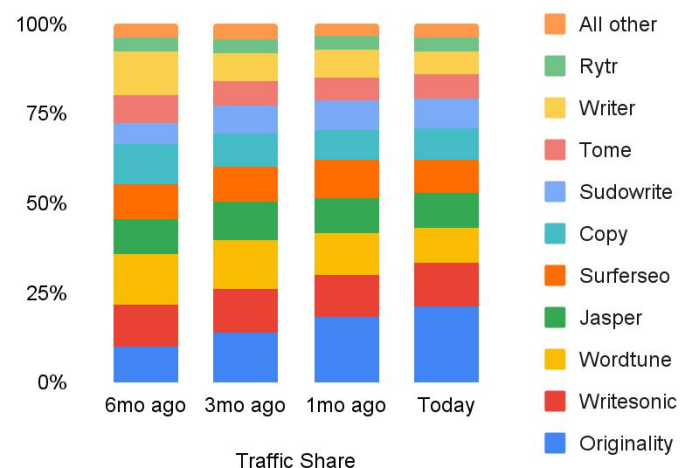
Writing & Content generation AI tools enable users to generate and analyze publications from short-form articles to longer-form essays and reports. Content can typically be manipulated through interactions with chatbots or adjusted stylistically in a simple UI. Sectors that are potentially disrupted by Design & Image Generation tools in its early stages include: Creative & Marketing Agencies, Communications & PR, Content Marketing, Journalism, Entertainment, Publishers, Freelance platforms.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Originality	89%	43%	31%	24%	24%	8%	-15%	-3%	36%	45%	31%	36%
Writesonic	-17%	-10%	-28%	-16%	-2%	-1%	8%	-2%	14%	1%	-16%	-12%
Wordtune	-19%	-20%	-35%	-20%	-14%	-11%	-12%	-15%	12%	-20%	-29%	-35%
Jasper	-15%	-11%	-14%	2%	10%	2%	13%	4%	13%	-14%	-26%	-19%
Surferseo	27%	8%	-11%	4%	-1%	-14%	-7%	2%	29%	3%	-24%	-14%
Copy	-18%	-17%	-31%	-7%	-17%	-26%	-22%	-14%	0%	-32%	-25%	-15%
Sudowrite	15%	36%	51%	36%	32%	50%	17%	13%	-3%	-10%	5%	-9%
Tome	-18%	-27%	-48%	-51%	-28%	-27%	-11%	5%	20%	22%	0%	-11%
Writer	8%	-11%	-55%	-42%	-45%	-43%	-37%	-29%	19%	0%	-6%	-24%
Rytr	-24%	-19%	-30%	-25%	-7%	-25%	-10%	-26%	-2%	-8%	-7%	1%
All other	-23%	-28%	-25%	-25%	0%	-1%	-6%	4%	2%	-18%	-34%	-30%
Writing & Content total	-4%	-7%	-23%	-13%	-7%	-11%	-9%	-6%	14%	-3%	-12%	-11%

Writing & Content Tools Traffic



Writing & Content Traffic Share







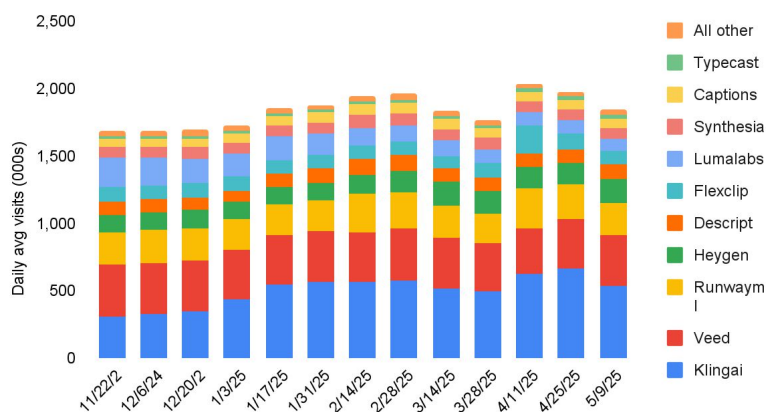
INVESTOR INTELLIGENCE HEATMAP

## Video Generation & Editing

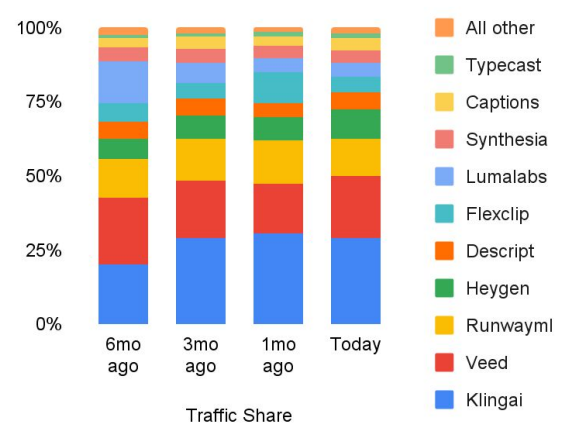
Video Generation & editing AI tools enable users to generate customized animations or live action simulated videos from text or simple UI, or quickly edit existing videos using user-defined stylistic parameters or instructions (e.g. time restrictions). Sectors that are potentially disrupted by Video Generation tools in its early stages include: Creative & Marketing Agencies, Entertainment, Social Media, Freelance platforms.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Klingai	-44%	-35%	-8%	33%	58%	85%	76%	48%	13%	13%	16%	-5%
Veed	-1%	-4%	-6%	-8%	-7%	-5%	1%	0%	-3%	-5%	-1%	2%
Runwayml	-2%	-7%	-1%	0%	-3%	20%	10%	-1%	-3%	26%	13%	-15%
Heygen	24%	22%	16%	14%	4%	8%	22%	31%	31%	27%	21%	25%
Descript	14%	18%	-5%	1%	8%	19%	32%	9%	17%	1%	-3%	-13%
Flexclip	10%	-1%	7%	-2%	-9%	-6%	-10%	-11%	8%	106%	12%	-4%
Lumalabs	-55%	-49%	-46%	-34%	-40%	-39%	-41%	-38%	-42%	-44%	-37%	-31%
Synthesia	29%	28%	24%	18%	13%	18%	9%	-4%	7%	-4%	-7%	-14%
Captions	5%	4%	7%	22%	25%	34%	34%	22%	15%	9%	-5%	-6%
Typecast	-3%	13%	9%	2%	-6%	-11%	11%	6%	9%	13%	38%	43%
<b>Video Generation total</b>	<b>-21%</b>	<b>-17%</b>	<b>-9%</b>	<b>3%</b>	<b>5%</b>	<b>15%</b>	<b>16%</b>	<b>8%</b>	<b>3%</b>	<b>9%</b>	<b>5%</b>	<b>-5%</b>

### Video Generation Tools Traffic



### Video Generation Traffic Share





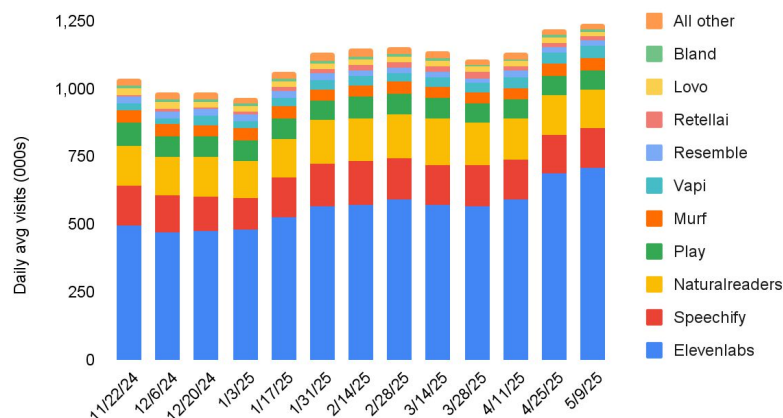
## INVESTOR INTELLIGENCE HEATMAP

## Voice Generation &amp; Editing

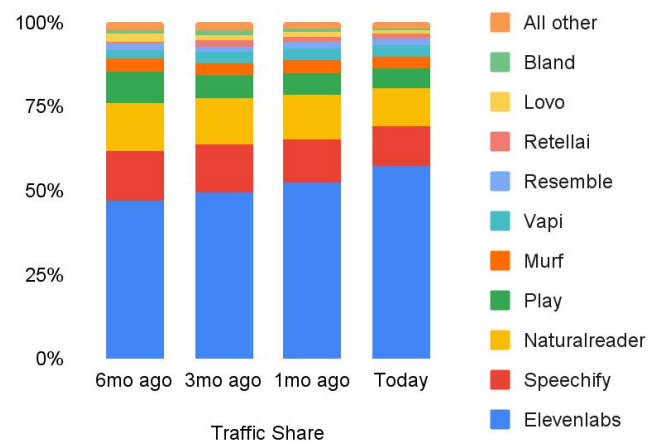
Voice Generation & editing AI tools enable users to generate natural audio from text or simple UI, or edit existing audio using user-defined stylistic parameters or instructions. Sectors that are potentially disrupted by Audio Generation tools in its early stages include: Creative & Marketing Agencies, Publishing, News & Entertainment, Social Media.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Elevenlabs	1%	-2%	5%	19%	21%	15%	26%	21%	18%	12%	22%	25%
Speechify	-19%	-21%	-31%	-9%	11%	10%	12%	10%	30%	1%	-10%	-11%
Naturalreaders	6%	-2%	-7%	4%	12%	10%	15%	23%	20%	5%	-8%	-9%
Play	7%	-2%	-17%	-19%	-19%	-11%	1%	-5%	-12%	-3%	-3%	-10%
Murf	7%	9%	7%	9%	-1%	-6%	-5%	3%	-11%	-5%	1%	8%
Vapi	5%	29%	9%	62%	67%	38%	54%	6%	38%	23%	16%	22%
Resemble	42%	15%	3%	10%	15%	-11%	-22%	-26%	-31%	-13%	-10%	-2%
Retellai	70%	58%	156%	293%	166%	170%	72%	186%	71%	21%	4%	-10%
Lovo	13%	-5%	-13%	-23%	-14%	-18%	-1%	4%	7%	-3%	-6%	-20%
Bland	-46%	-40%	-31%	-19%	4%	2%	1%	-3%	-5%	-27%	-21%	-40%
All other	19%	1%	2%	12%	19%	20%	0%	0%	1%	-14%	-17%	-30%
Voice Generation total	0%	-4%	-5%	9%	14%	11%	17%	15%	15%	7%	8%	8%

## Voice Generation Tools Traffic



## Voice Generation Traffic Share







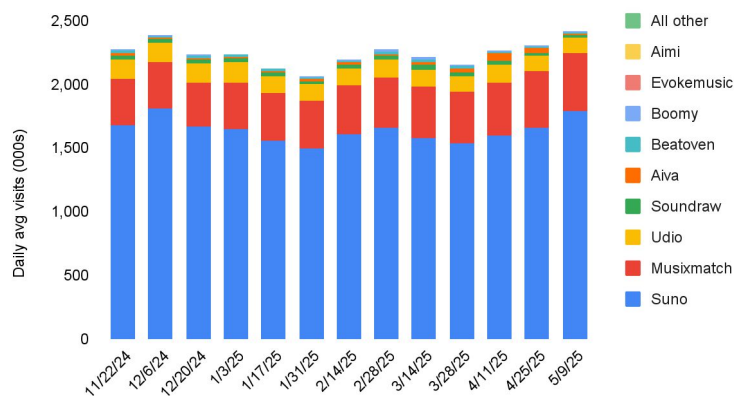
INVESTOR INTELLIGENCE HEATMAP

## Music Generation

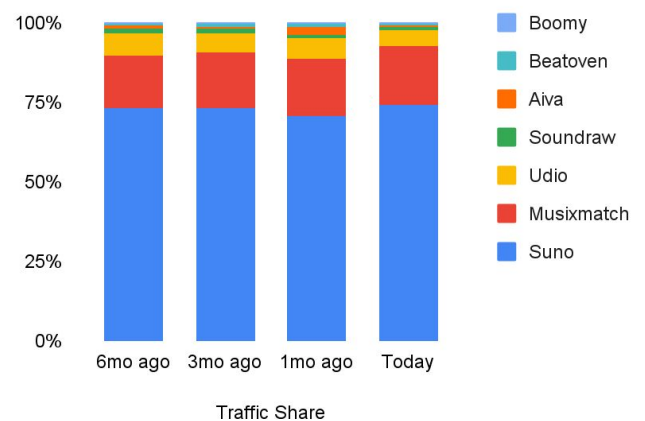
Music Generation AI tools enable users to generate compositions based on user-defined stylistic parameters and guidelines. Sectors that are potentially disrupted by Music Generation tools in its early stages include: Music Publishing & Licensing, Streaming Medi,.

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Suno	7%	-3%	-3%	-7%	-7%	-5%	-8%	-5%	-6%	3%	11%	12%
Musixmatch	8%	1%	8%	3%	3%	9%	8%	14%	9%	10%	18%	16%
Udio	-28%	-28%	-15%	-24%	-16%	-15%	-10%	-13%	-22%	5%	-3%	-12%
Soundraw	-11%	-25%	-19%	-21%	-15%	-14%	11%	65%	20%	6%	-20%	-30%
Aiva	-24%	-16%	-18%	-14%	-12%	3%	28%	43%	90%	293%	135%	-5%
Beatoven	-19%	-20%	-12%	-18%	-14%	-15%	51%	40%	10%	5%	22%	-17%
Boomy	-17%	-23%	-7%	9%	30%	31%	61%	75%	63%	43%	-2%	-19%
Music Generation total	3%	-5%	-3%	-7%	-6%	-3%	-5%	-1%	-4%	7%	12%	10%

Music Generation Tools Traffic



Music Generation Traffic Share





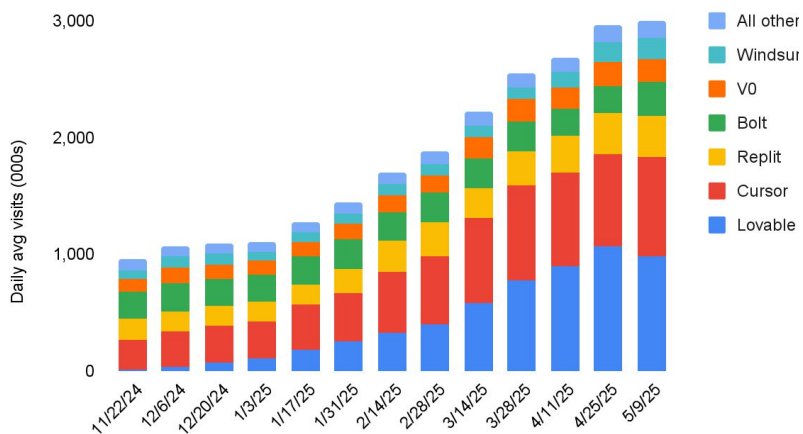
## INVESTOR INTELLIGENCE HEATMAP

## Code Completion &amp; DevOps

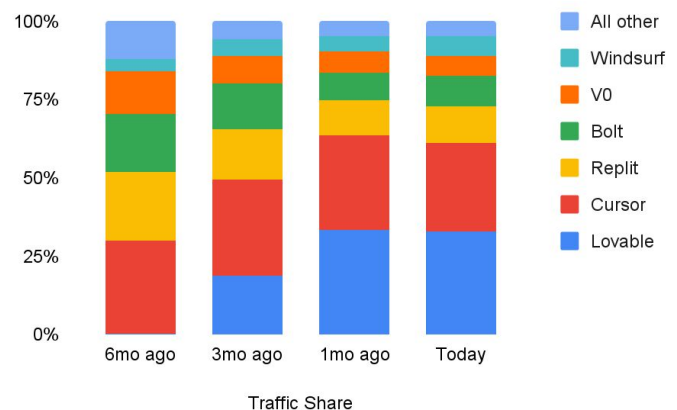
Code Completion & DevOps tools assist developers in writing, testing and debugging software code. These tools analyze existing code and predict the most likely next piece of code, which flagging potential errors, deprecations and areas to drive efficiency. Code completion tools are often embedded inside developer environments, and as a result, the standalone platforms listed below represent a sample of engagement using the available tools. Sectors that are potentially disrupted by Code Completion tools its early stages include: SaaS DevOps & Continuous Integration, Web & App builders, Freelance Platforms

12wk Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
Lovable	3800%	7300%	10300%	17600%	12500%	2827%	926%	686%	651%	409%	322%	207%
Cursor	-8%	16%	37%	83%	81%	106%	97%	128%	151%	106%	90%	62%
Replit	-26%	-18%	-12%	-3%	21%	49%	67%	55%	72%	73%	73%	31%
Bolt	na	na	258%	172%	80%	7%	4%	10%	10%	-2%	-7%	18%
V0	39%	13%	4%	20%	25%	27%	10%	47%	60%	45%	53%	28%
Windsurf	203%	203%	150%	160%	174%	30%	3%	11%	41%	59%	108%	104%
DevOps & Code Completion total	36%	51%	56%	74%	83%	74%	72%	98%	125%	106%	103%	75%

DevOps &amp; Code Completion Tools Traffic



DevOps &amp; Code Completion Tools Traffic Share



# **DISRUPTED SECTORS**



INVESTOR INTELLIGENCE HEATMAP

## Disrupted Sectors by Category

YoY Change	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Digital Freelance	-16%	-17%	-24%	-19%	-20%	-20%	-20%	-18%	-18%	-20%	-19%	-17%	Steady
Stock Media	3%	2%	0%	2%	0%	3%	2%	0%	0%	-1%	-1%	0%	Steady
Design Platforms	18%	22%	13%	17%	13%	18%	16%	13%	18%	20%	10%	13%	Falling
Discussion Forums	15%	11%	10%	7%	6%	6%	7%	5%	2%	-2%	0%	-3%	Falling
Web & Shop Builders	-8%	-8%	-11%	-9%	-11%	-10%	-12%	-11%	-9%	-11%	-13%	-12%	Steady
Traditional EdTech	-15%	-6%	-12%	-10%	-14%	-15%	-20%	-24%	-25%	-26%	-28%	-24%	Steady
Traditional Search	-1%	0%	-1%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-2%	-2%	Steady

\*Trend indicates 4wk YoY growth vs 12wk YoY growth

To arrange a live demo with a Similarweb Consultant: [altdata@similarweb.com](mailto:altdata@similarweb.com) | [www.similarweb.com](http://www.similarweb.com)

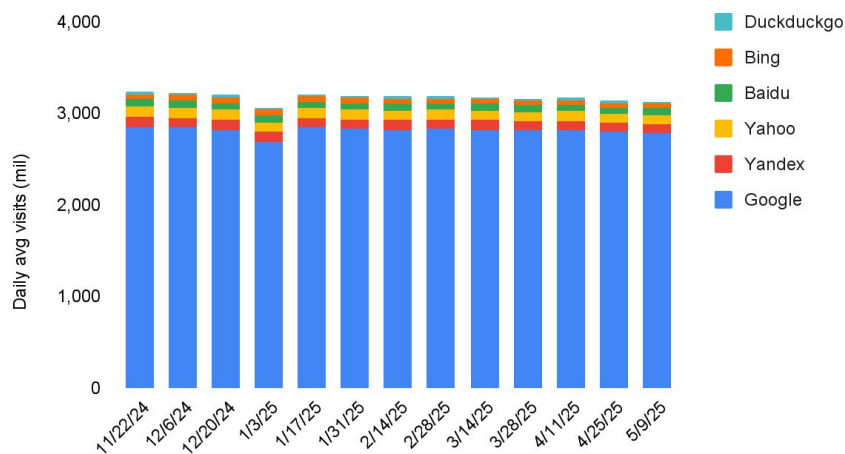


INVESTOR INTELLIGENCE HEATMAP

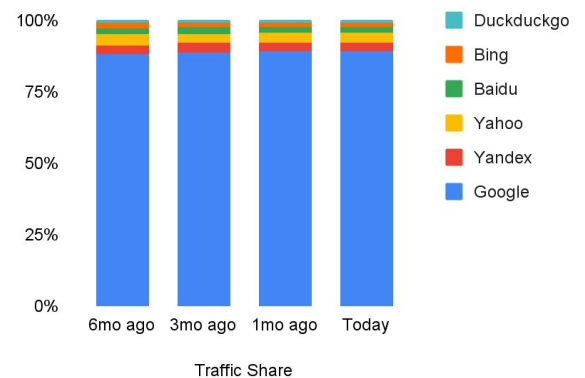
## Traditional Search

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Google	-1%	0%	-2%	0%	-1%	-1%	-1%	-1%	0%	-1%	-2%	-2%	Steady
Yandex	5%	5%	7%	5%	6%	6%	6%	6%	7%	7%	5%	7%	Steady
Yahoo	-3%	-4%	-6%	-6%	-6%	-5%	-7%	-8%	-8%	-7%	-11%	-12%	Falling
Baidu	-12%	-9%	-11%	-11%	-15%	-2%	-10%	-11%	-12%	-13%	-12%	-14%	Steady
Bing	16%	18%	18%	17%	18%	-2%	-4%	-7%	-8%	-9%	-18%	-14%	Falling
Duckduckgo	-1%	-7%	-6%	-3%	-3%	-3%	-1%	0%	-1%	-5%	-6%	-6%	Falling
Traditional Search	-1%	0%	-1%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-2%	-2%	Steady

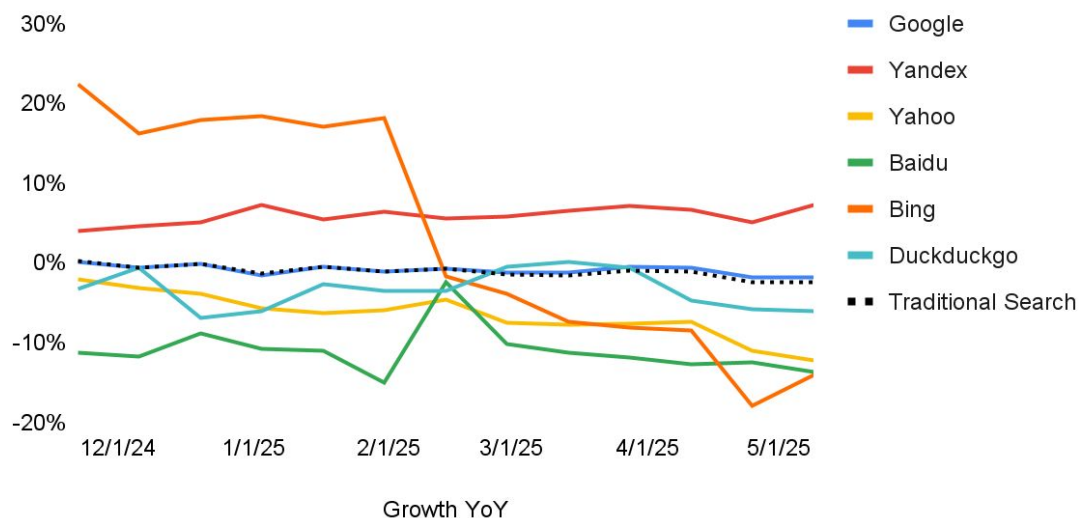
### Traditional Search Traffic



### Traditional Search Traffic Share



### Global Traffic Growth YoY



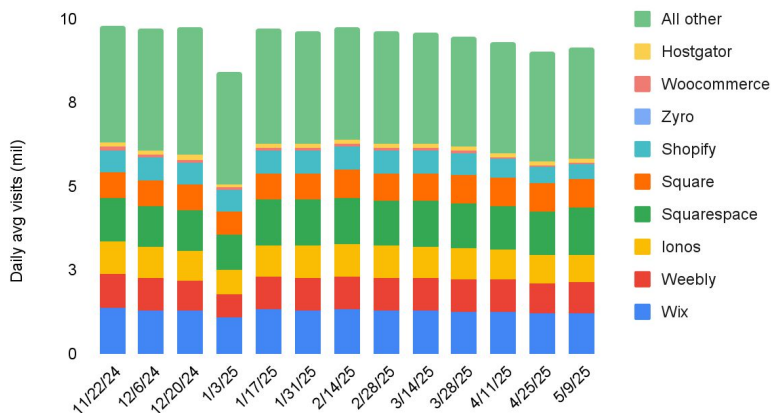


INVESTOR INTELLIGENCE HEATMAP

## Web & Shop Builders

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Wix	-5%	-1%	-12%	-6%	-9%	-8%	-8%	-7%	-8%	-8%	-11%	-12%	Falling
Weebly	-23%	-19%	-26%	-20%	-23%	-21%	-23%	-23%	-20%	-21%	-28%	-23%	Falling
Ionos	-19%	-25%	-28%	-19%	-19%	-20%	-21%	-19%	-15%	-17%	-27%	-24%	Falling
Squarespace	0%	5%	-2%	8%	5%	4%	2%	5%	5%	4%	4%	14%	Rising
Square	5%	-5%	-7%	0%	-1%	6%	-1%	4%	9%	3%	9%	5%	Rising
Shopify	-5%	-7%	-10%	-10%	-21%	-20%	-20%	-19%	-2%	-15%	-26%	-30%	Falling
Woocommerce	11%	5%	14%	3%	0%	0%	-2%	0%	4%	-5%	-39%	-40%	Falling
Hostgator	0%	-3%	-26%	-4%	-14%	-6%	-20%	-19%	-18%	-14%	-15%	-8%	Rising
All other	-6%	-4%	-5%	-8%	-10%	-10%	-11%	-12%	-13%	-14%	-11%	-13%	Steady
Web & Shop Builders	-8%	-8%	-11%	-9%	-11%	-10%	-12%	-11%	-9%	-11%	-13%	-12%	Steady

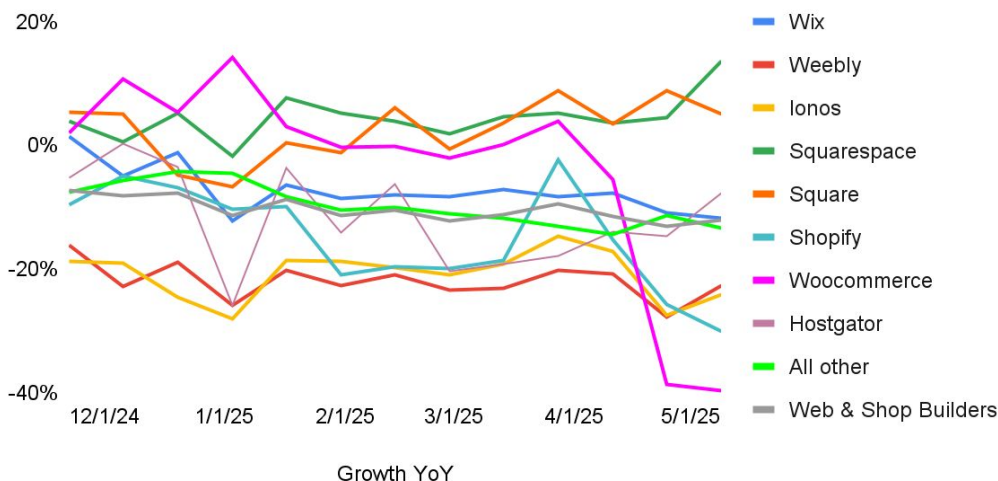
### Web Builder Traffic



### Web Builder Traffic Share



### Global Traffic Growth YoY





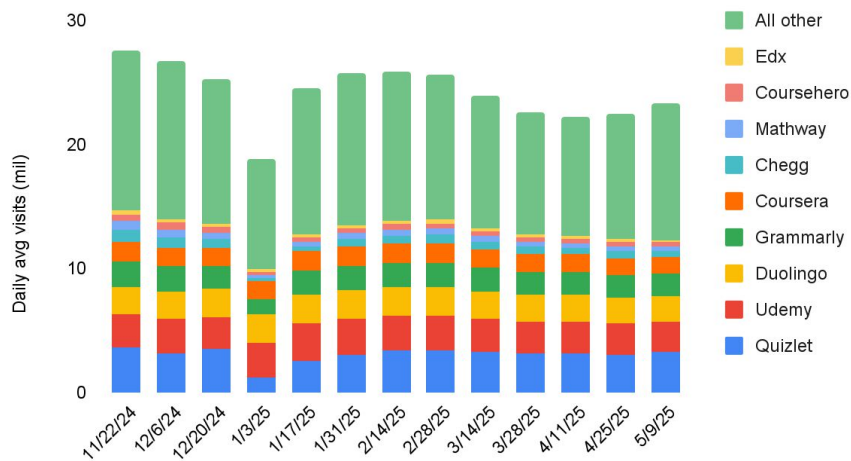


INVESTOR INTELLIGENCE HEATMAP

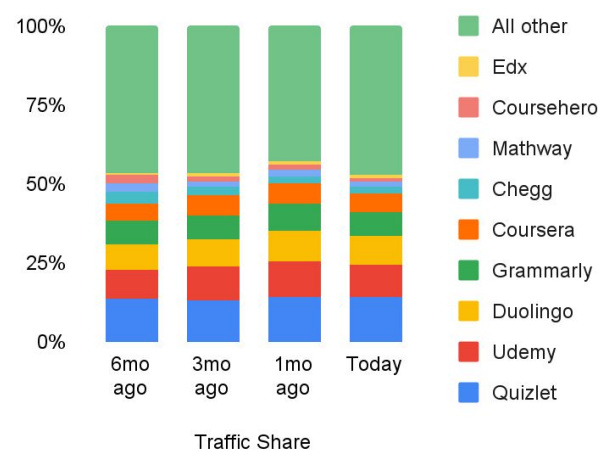
## Consumer EdTech

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Quizlet	-27%	0%	-18%	-17%	-24%	-21%	-22%	-19%	-20%	-19%	-31%	-25%	Falling
Udemy	-10%	-15%	-16%	-11%	-11%	-10%	-11%	-13%	-14%	-12%	-10%	-14%	Steady
Duolingo	-5%	-6%	-8%	-5%	-5%	-7%	-1%	-3%	-5%	-5%	-6%	-8%	Falling
Grammarly	-8%	1%	-17%	-5%	-10%	-9%	-11%	-27%	-29%	-27%	-28%	-26%	Falling
Coursera	-11%	-15%	-17%	-10%	-7%	-8%	-8%	-9%	-8%	-7%	-9%	-13%	Steady
Chegg	-50%	-37%	-47%	-52%	-56%	-58%	-58%	-58%	-64%	-63%	-66%	-62%	Falling
Mathway	-35%	-19%	-27%	-34%	-37%	-37%	-40%	-40%	-44%	-46%	-54%	-57%	Falling
Coursehero	-54%	-48%	-56%	-57%	-56%	-58%	-59%	-60%	-60%	-63%	-69%	-68%	Falling
Edx	-20%	-20%	-29%	-15%	-22%	-22%	-23%	-20%	-24%	-30%	-21%	-29%	Steady
Babbel	-24%	-21%	-30%	-27%	-25%	-31%	-34%	-36%	-28%	-34%	-36%	-41%	Falling
All other	-6%	3%	-3%	-2%	-5%	-7%	-18%	-25%	-26%	-28%	-27%	-20%	Steady
Consumer & Language EdTech	-15%	-6%	-12%	-10%	-14%	-15%	-20%	-24%	-25%	-26%	-28%	-24%	Steady

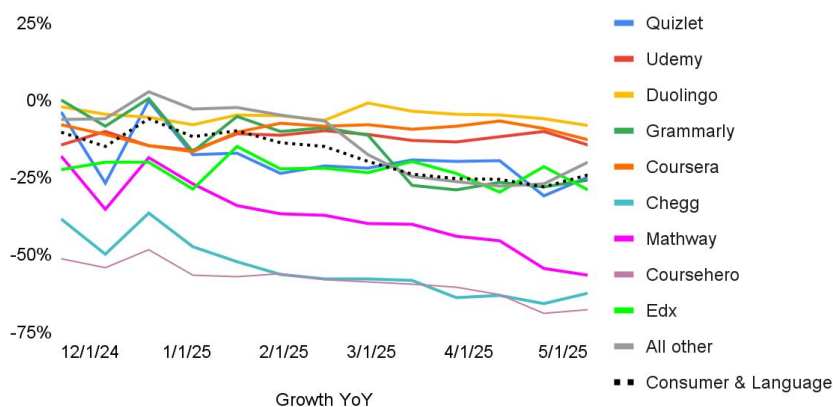
### Consumer EdTech Traffic



### Consumer EdTech Traffic Share



### Global Traffic Growth YoY



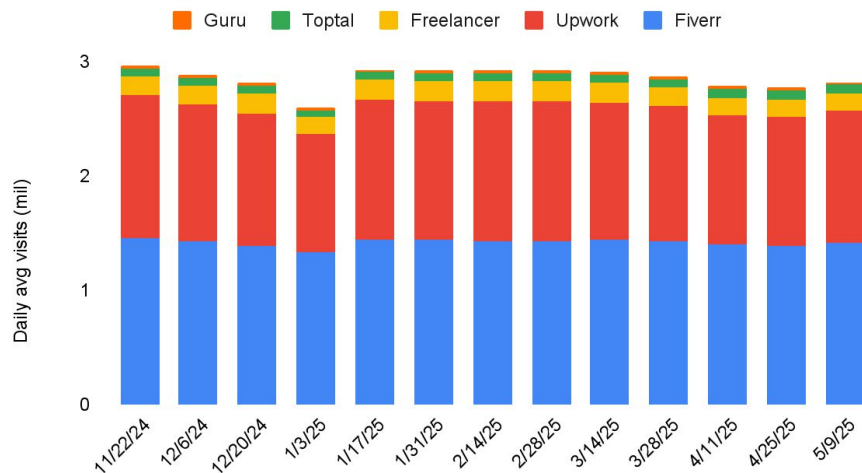


INVESTOR INTELLIGENCE HEATMAP

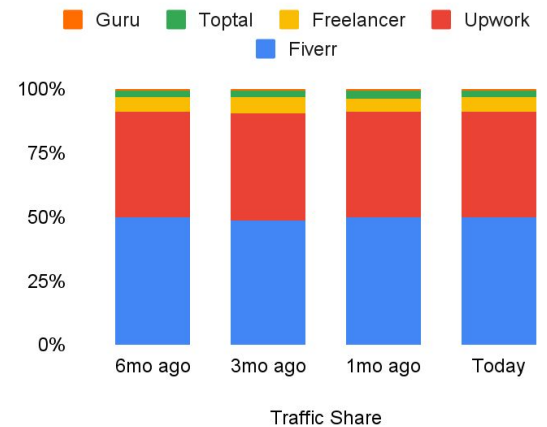
## Digital Freelance

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Fiverr	-16%	-18%	-24%	-21%	-21%	-21%	-22%	-19%	-18%	-20%	-18%	-15%	Steady
Upwork	-16%	-17%	-22%	-17%	-18%	-18%	-18%	-17%	-18%	-19%	-20%	-19%	Steady
Freelancer	-13%	-13%	-22%	-9%	-8%	-14%	-15%	-14%	-15%	-21%	-18%	-13%	Steady
Toptal	-30%	-30%	-38%	-36%	-39%	-38%	-35%	-33%	-30%	-27%	-26%	-28%	Rising
Guru	-20%	-3%	-20%	-32%	-33%	-27%	-30%	-15%	-17%	-10%	-24%	-12%	Steady
Digital Freelance	-16%	-17%	-24%	-19%	-20%	-20%	-20%	-18%	-18%	-20%	-19%	-17%	Steady

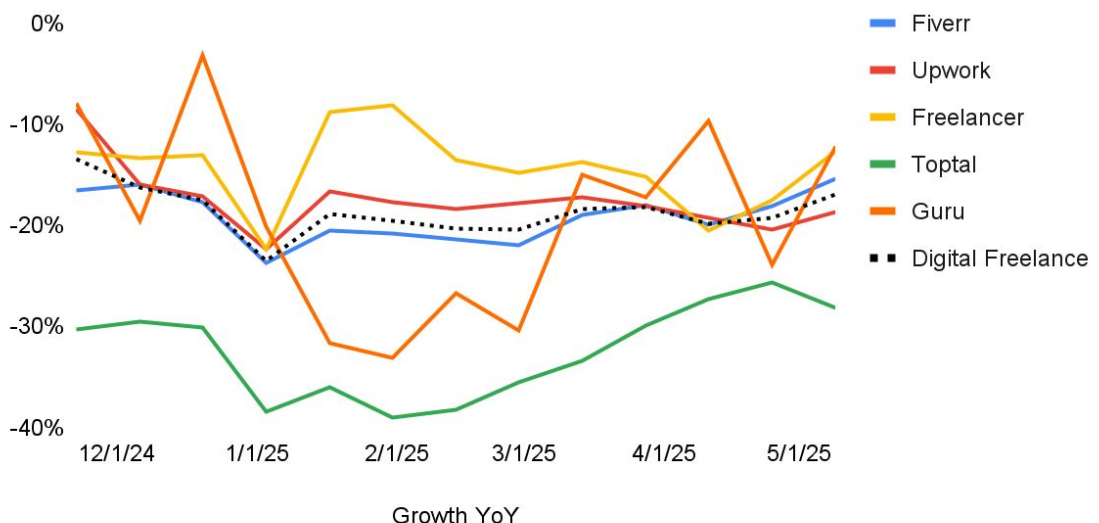
### Digital Freelance Traffic



### Digital Freelance Traffic Share



### Global Traffic Growth YoY



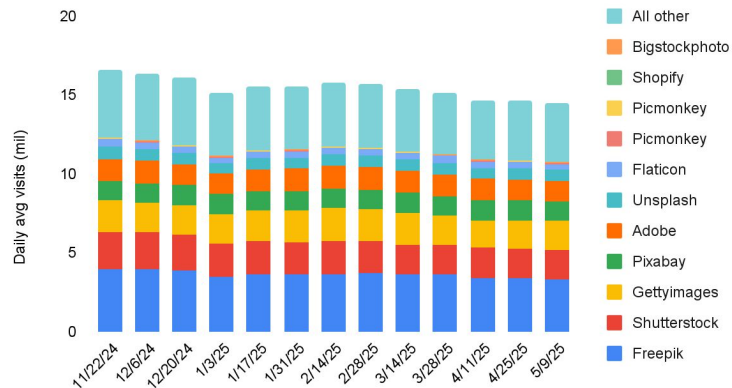


INVESTOR INTELLIGENCE HEATMAP

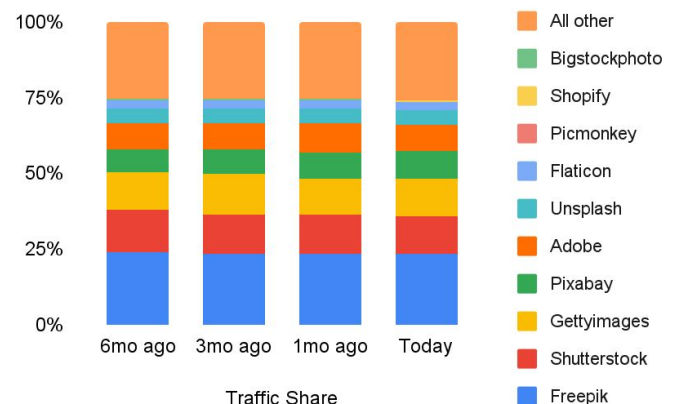
## Stock Media

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Freepik	-1%	-4%	-9%	-5%	-6%	-2%	-1%	-4%	-1%	-2%	1%	0%	Steady
Shutterstock	9%	5%	1%	0%	-6%	-8%	-13%	-14%	-11%	-11%	-13%	-12%	Steady
Gettyimages	20%	21%	16%	21%	22%	30%	28%	27%	22%	17%	15%	20%	Falling
Pixabay	1%	5%	11%	15%	14%	17%	18%	20%	17%	18%	21%	18%	Steady
Adobe	10%	-1%	5%	6%	7%	5%	-4%	-6%	-5%	0%	-4%	-5%	Steady
Unsplash	-21%	-20%	-25%	-22%	-23%	-17%	-14%	-13%	-10%	-13%	-12%	-12%	Steady
Flaticon	-4%	-4%	-8%	-3%	-2%	-2%	0%	-1%	-1%	-1%	0%	0%	Steady
Picmonkey	-23%	-21%	-17%	-33%	-37%	-38%	-33%	-39%	-38%	-39%	-40%	-40%	Steady
Shopify	13%	6%	9%	14%	7%	10%	9%	14%	19%	22%	22%	25%	Rising
Bigstockphoto	-18%	-25%	-19%	-23%	-29%	-11%	-17%	-13%	-19%	-21%	-17%	-40%	Falling
All other	3%	5%	5%	4%	1%	4%	3%	0%	-2%	-5%	-3%	-1%	Steady
Stock Media	3%	2%	0%	2%	0%	3%	2%	0%	0%	-1%	-1%	0%	Steady

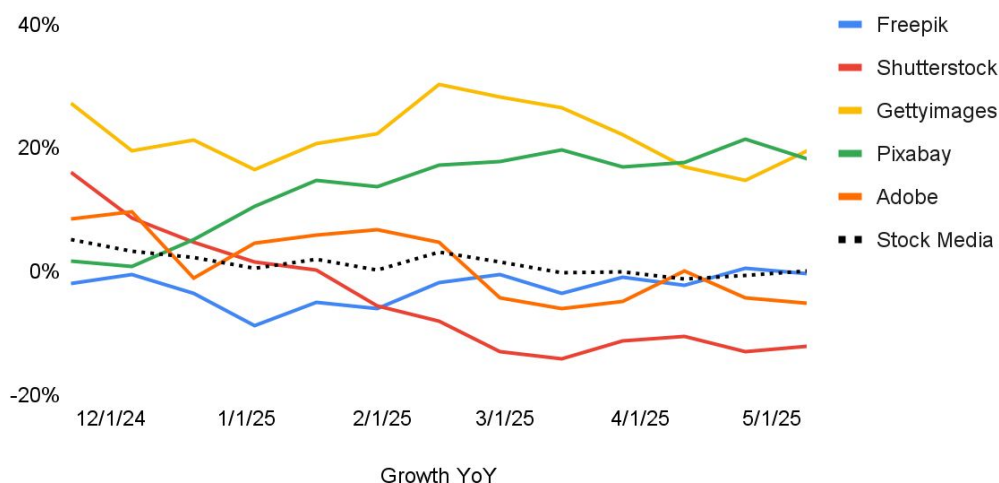
### Stock Media Traffic



### Stock Media Traffic Share



### Global Traffic Growth YoY



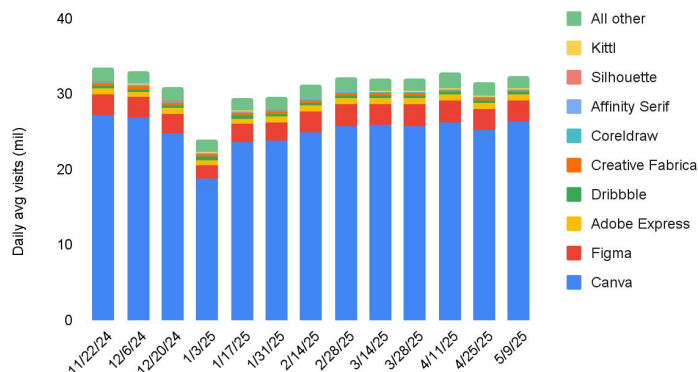


INVESTOR INTELLIGENCE HEATMAP

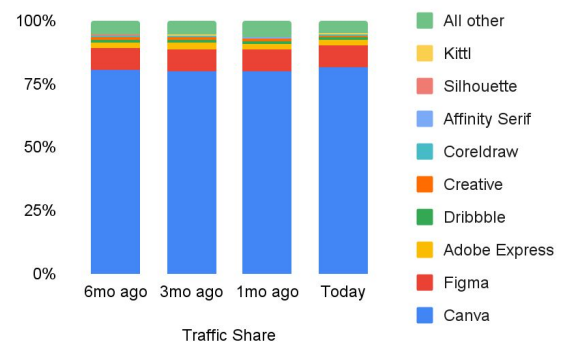
## Design Platforms

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Canva	21%	26%	15%	20%	16%	21%	18%	15%	21%	21%	10%	15%	Falling
Figma	5%	8%	-2%	3%	-1%	8%	8%	5%	9%	10%	8%	7%	Steady
Adobe Express	7%	10%	8%	2%	8%	21%	19%	11%	14%	12%	19%	17%	Rising
Dribbble	-11%	-6%	3%	-4%	-10%	-7%	-8%	-4%	-4%	-9%	-14%	-17%	Falling
Creative Fabrica	7%	9%	11%	12%	13%	13%	8%	5%	-11%	-16%	-9%	-13%	Falling
Coreldraw	-19%	-18%	-27%	-22%	-20%	-20%	-20%	-24%	-28%	-28%	-29%	-31%	Falling
Affinity Serif	28%	52%	28%	17%	28%	17%	44%	10%	-17%	-8%	0%	22%	Rising
Silhouette	-32%	-29%	-26%	-33%	-45%	-40%	-40%	-34%	-47%	-50%	-47%	-41%	Steady
Kittl	85%	106%	104%	68%	47%	66%	55%	58%	57%	28%	25%	11%	Falling
All other	10%	11%	9%	10%	10%	13%	16%	8%	9%	39%	16%	6%	Falling
Design Platforms	18%	22%	13%	17%	13%	18%	16%	13%	18%	20%	10%	13%	Falling

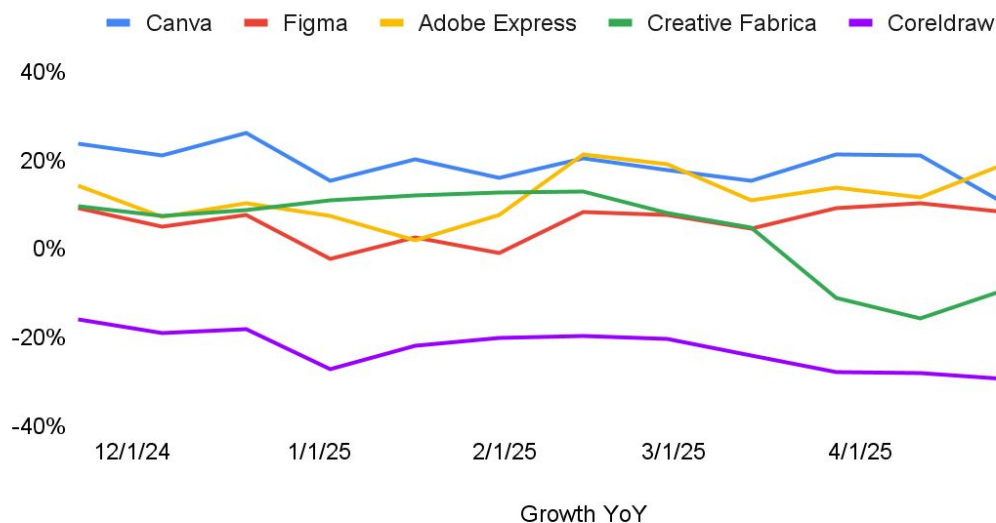
Design Platforms Traffic



Design Platforms Traffic Share



## Global Traffic Growth YoY



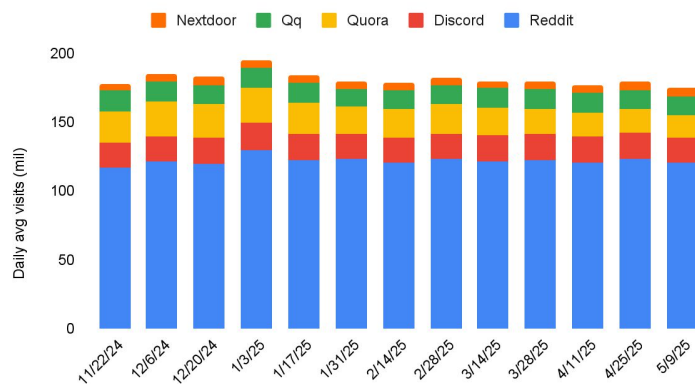


INVESTOR INTELLIGENCE HEATMAP

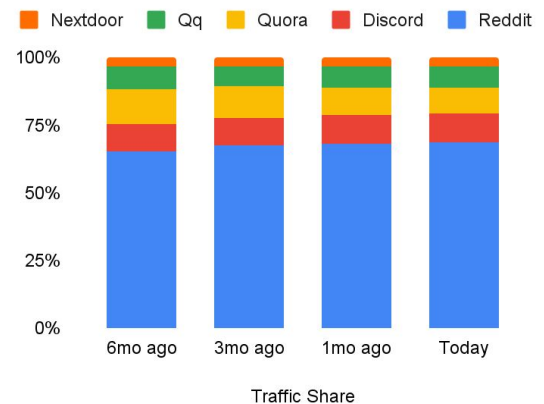
## Discussion & Q&A Forums

Global Traffic YoY	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	Trend
Reddit	36%	28%	26%	25%	29%	26%	28%	25%	21%	17%	18%	13%	Falling
Discord	4%	3%	3%	5%	3%	-2%	0%	2%	1%	-2%	3%	-1%	Steady
Quora	-6%	-13%	-14%	-26%	-36%	-33%	-32%	-34%	-43%	-48%	-46%	-47%	Falling
Qq	-13%	-16%	-18%	-15%	-19%	-4%	-10%	-8%	-5%	-5%	-5%	-4%	Steady
Nextdoor	1%	1%	7%	-1%	-4%	-2%	-5%	-9%	-2%	-2%	-2%	-3%	Steady
Discussion Forums	15%	11%	10%	7%	6%	6%	7%	5%	2%	-2%	0%	-3%	Falling

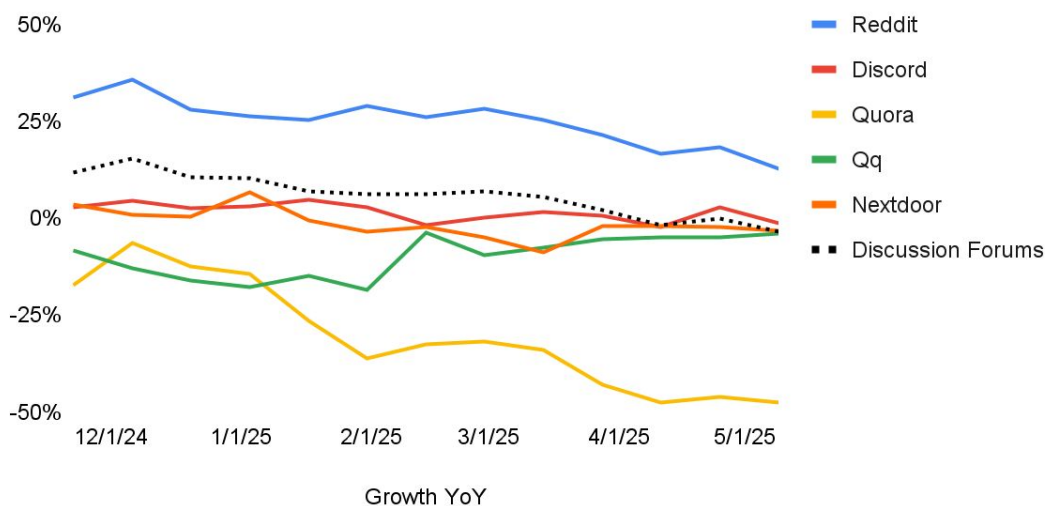
Discussion & Q&A forum Traffic



Discussion/Q&A Forum Traffic Share



Global Traffic Growth YoY





INVESTOR INTELLIGENCE HEATMAP

## Appendix

- All heatmap values represent 12 wk change in total visits within 2wk increments