

AI Global

全球生成式AI行业趋势

数据结束 5/9/25

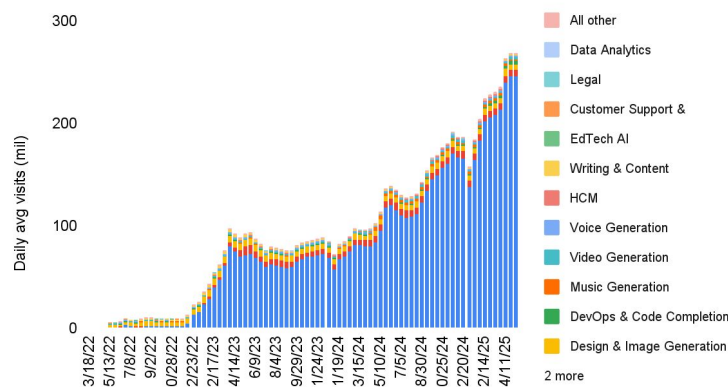


投资者情报热力图

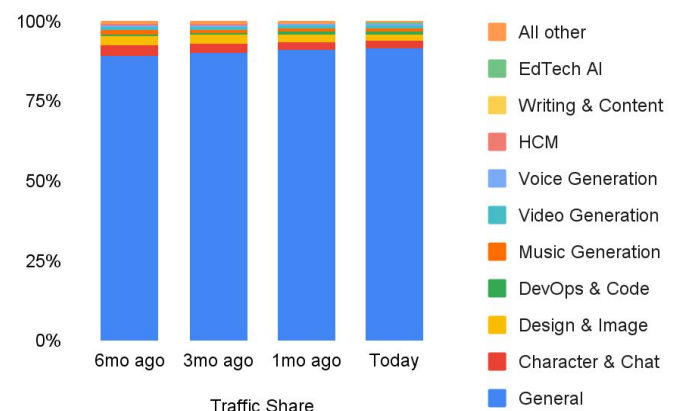
按类别划分的生成式AI网站

12周变化	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%
性格与对话	1%	7%	18%	8%	-1%	4%	-1%	-5%	-7%	-5%	1%	-2%
设计与图像生成	-6%	-4%	-10%	-4%	-1%	2%	8%	2%	12%	28%	2%	-6%
DevOps & Code 完成	36%	51%	56%	74%	83%	74%	72%	98%	125%	106%	103%	75%
音乐生成	3%	-5%	-3%	-7%	-6%	-3%	-5%	-1%	-4%	7%	12%	10%
视频生成	-21%	-17%	-9%	3%	5%	15%	16%	8%	3%	9%	5%	-5%
语音生成	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%
写作与内容	-4%	-7%	-23%	-13%	-7%	-11%	-9%	-6%	14%	-3%	-12%	-11%
教育科技人工智能	-15%	-22%	-18%	-9%	-11%	0%	5%	8%	6%	-7%	1%	-9%
Customer Support & 经验	-9%	-2%	-12%	-9%	-6%	-7%	-7%	-11%	5%	-4%	-11%	-12%
法律	-12%	-14%	-24%	-2%	-4%	-3%	12%	2%	26%	-32%	-70%	-73%
数据分析	24%	3%	-11%	2%	32%	25%	42%	172%	177%	108%	1%	-1%
所有其他	-1%	2%	-17%	14%	21%	24%	36%	33%	62%	12%	-2%	-7%
AI工具总览	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



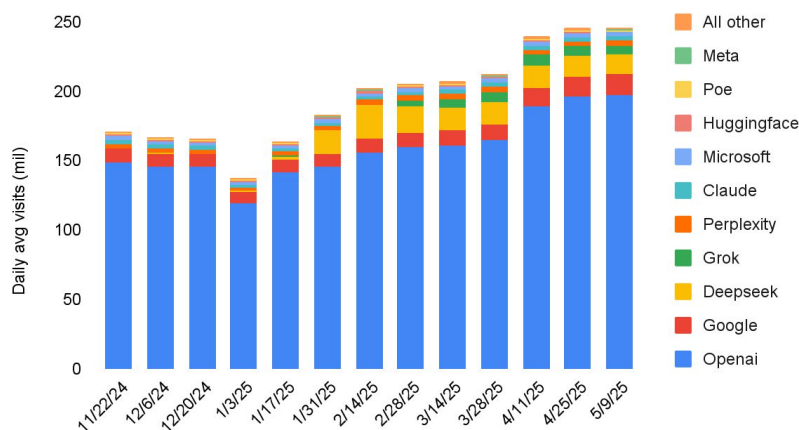
投资者情报热力图

通用人工智能工具

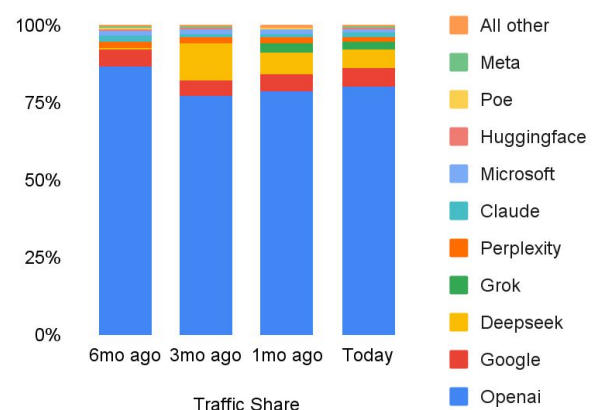
通用人工智能工具，以ChatGPT为代表，执行多种自动化任务，这些任务涉及人类语言的理解，并通过聊天或搜索界面生成响应和洞察。许多通用聊天人工智能工具具有免费和付费层级，支持高级查询和API集成。在早期阶段，有潜力被通用人工智能工具颠覆的领域包括：搜索、讨论论坛、社交媒体、教育科技。

12周变化	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%
困惑度	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





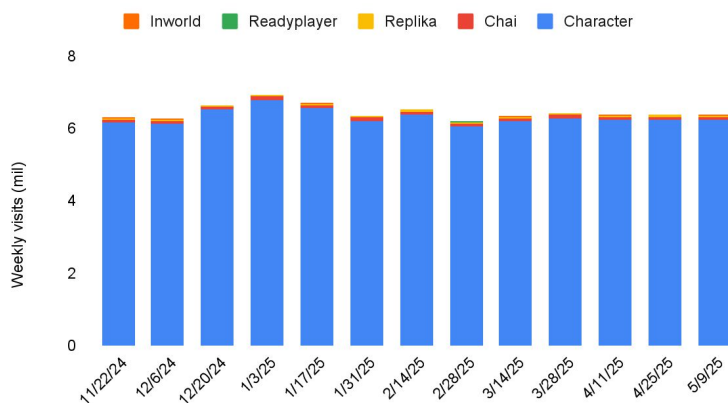
投资者情报热力图

性格与对话式人工智能工具

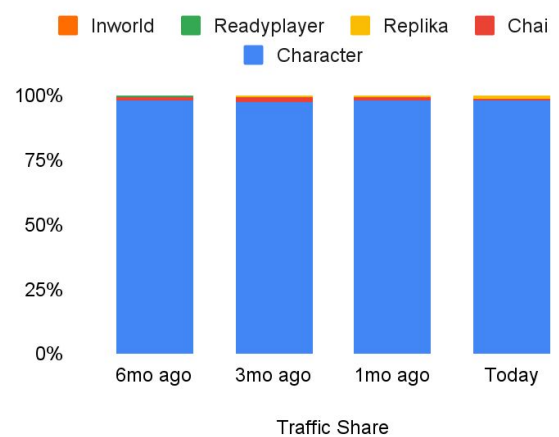
性格与聊天型人工智能工具，以Character AI为首，反映了嵌入通用人工智能中的聊天型大语言模型（LLMs）的衍生品，但旨在学习和融入特定用户的语言及行为方式，以便在自然环境中模仿或复制。在早期阶段，可能受到性格与聊天型人工智能工具颠覆的领域包括：媒体、娱乐、销售与营销SaaS、教育科技。

12周变化	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
特征	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%
角色与聊天总	1%	7%	18%	8%	-1%	4%	-1%	-5%	-7%	-5%	1%	-2%

Character & Chat AI Traffic



Character & Chat Traffic Share





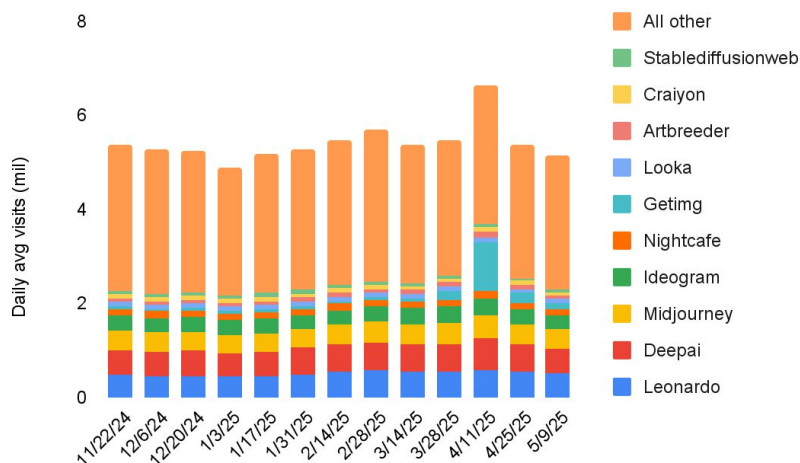
投资者情报热力图

设计与图像生成

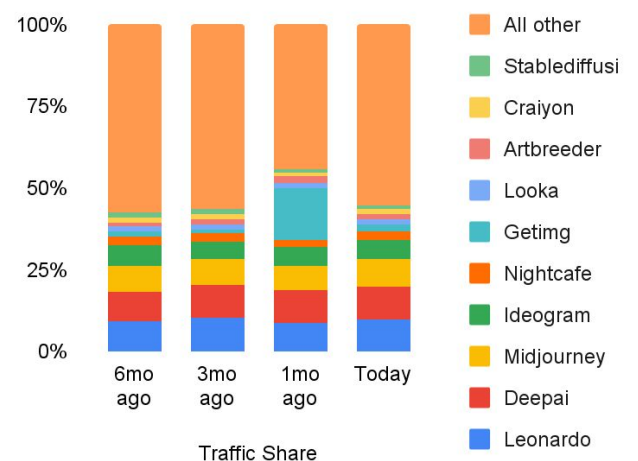
设计与图像生成AI工具使用户能够生成高度定制化的艺术和图像，通常通过文本或简单界面实现，并为简化设计流程提供了机会。在设计及图像生成工具的早期阶段，可能受到其影响的行业包括：创意与营销机构、出版商、网站与应用构建商、自由职业者平台。

12周变化	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%
图解	-22%	-14%	-8%	-5%	-12%	-7%	4%	10%	15%	17%	11%	-3%
夜咖啡馆	-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%
所有其他	-7%	-6%	-13%	-7%	-3%	-1%	6%	-2%	6%	-1%	-5%	-7%
设计与图像 发电总量	-6%	-4%	-10%	-4%	-1%	2%	8%	2%	12%	28%	2%	-6%

Design & Image Generation Traffic



Design & Image Generation Traffic Share





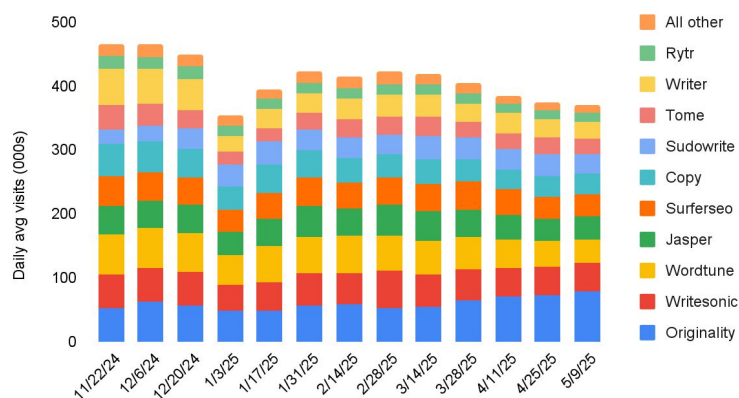
投资者情报热力图

写作与内容生成

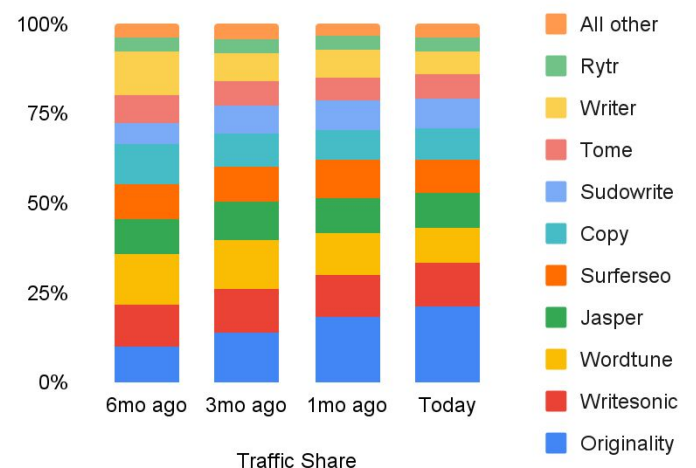
写作与内容生成AI工具能够使用户从短文形式的文章到更长形式的文章和报告进行内容生成与分析。内容通常可通过与聊天机器人的交互进行操作，或在简单的用户界面中调整风格。在设计及图像生成工具的早期阶段，可能受到冲击的领域包括：创意与营销机构、通讯与公共关系、内容营销、新闻业、娱乐业、出版商、自由职业平台。

12周变化	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
原创性	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%
所有其他	-23%	-28%	-25%	-25%	0%	-1%	-6%	4%	2%	-18%	-34%	-30%
写作与内容总计	-4%	-7%	-23%	-13%	-7%	-11%	-9%	-6%	14%	-3%	-12%	-11%

Writing & Content Tools Traffic



Writing & Content Traffic Share





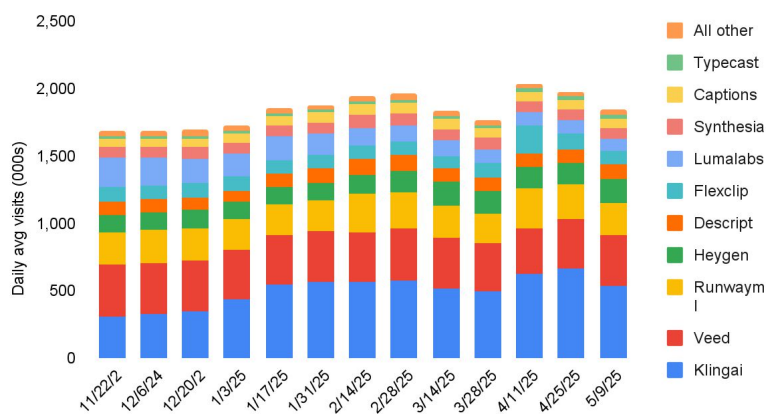
投资者情报热力图

视频生成与编辑

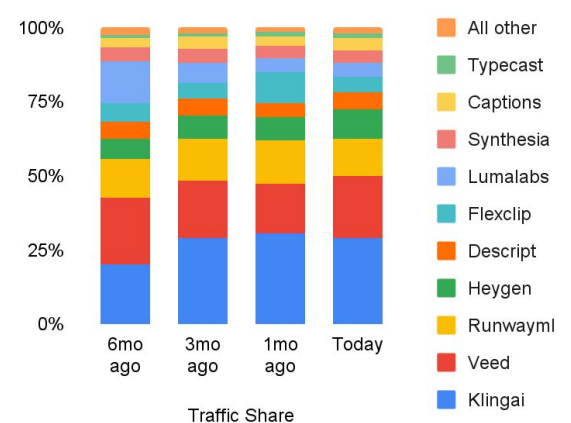
视频生成与编辑人工智能工具使用户能够从文本或简单的用户界面生成定制化动画或实行动作模拟视频，或使用用户定义的样式参数或指令（例如时间限制）快速编辑现有视频。在早期阶段，可能受到视频生成工具影响的行业包括：创意与营销机构、娱乐行业、社交媒体、自由职业平台。

12周变化	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%
描述	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%
图注	5%	4%	7%	22%	25%	34%	34%	22%	15%	9%	-5%	-6%
定型	-3%	13%	9%	2%	-6%	-11%	11%	6%	9%	13%	38%	43%
Video Generation 总计	-21%	-17%	-9%	3%	5%	15%	16%	8%	3%	9%	5%	-5%

Video Generation Tools Traffic



Video Generation Traffic Share





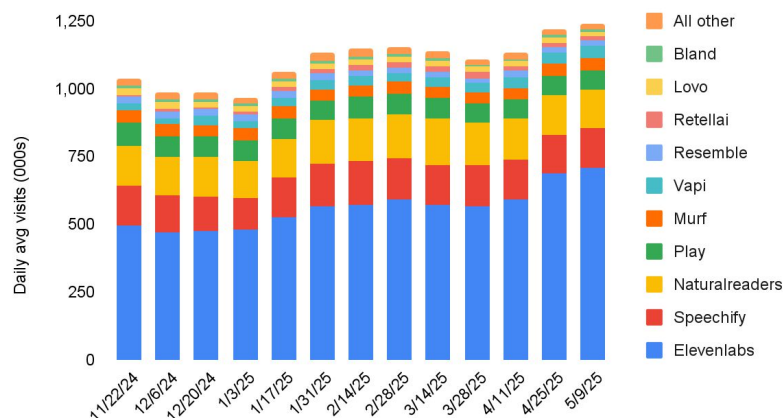
投资者情报热力图

语音生成与编辑

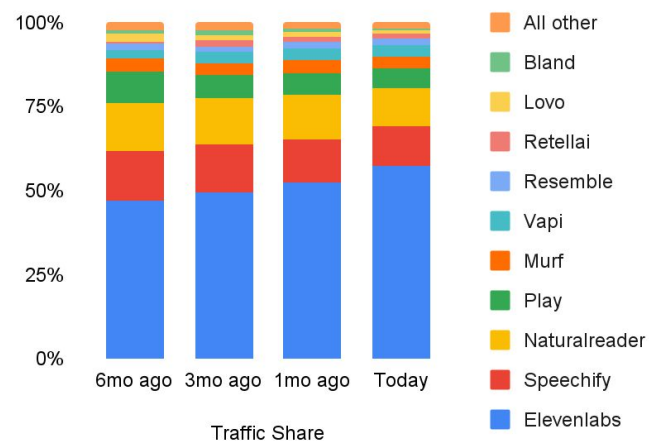
文本生成与编辑AI工使用户能够从文本或简单界面生成自然音频，或使用用户定义的风格参数或指令编辑现有音频。在早期阶段，音频生成工具可能颠覆的领域包括：创意与营销机构、出版、新闻与娱乐、社交媒体。

12周变化	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%
平淡	-46%	-40%	-31%	-19%	4%	2%	1%	-3%	-5%	-27%	-21%	-40%
所有其他	19%	1%	2%	12%	19%	20%	0%	0%	1%	-14%	-17%	-30%
Voice Generation 总体	0%	-4%	-5%	9%	14%	11%	17%	15%	15%	7%	8%	8%

Voice Generation Tools Traffic



Voice Generation Traffic Share





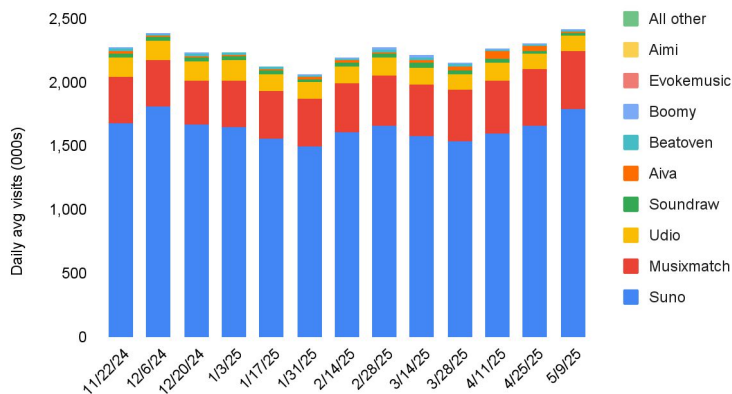
投资者情报热力图

音乐生成

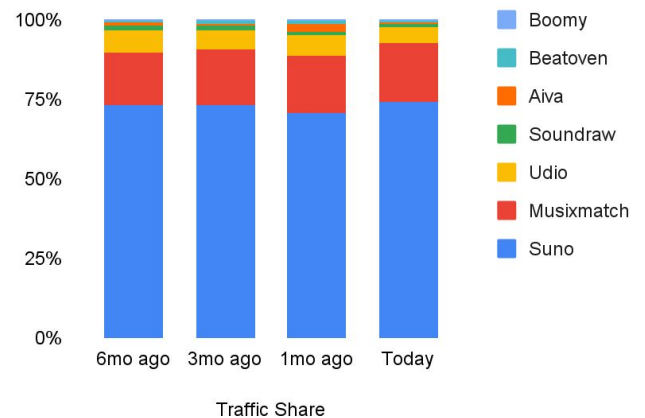
音乐生成AI工具使用户能够根据用户定义的样式参数和指南生成作品。在早期阶段，可能被音乐生成工具颠覆的领域包括：音乐出版与许可、流媒体媒体。

12周变化	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%
Boom	-17%	-23%	-7%	9%	30%	31%	61%	75%	63%	43%	-2%	-19%
Music Generation总	3%	-5%	-3%	-7%	-6%	-3%	-5%	-1%	-4%	7%	12%	10%

Music Generation Tools Traffic



Music Generation Traffic Share





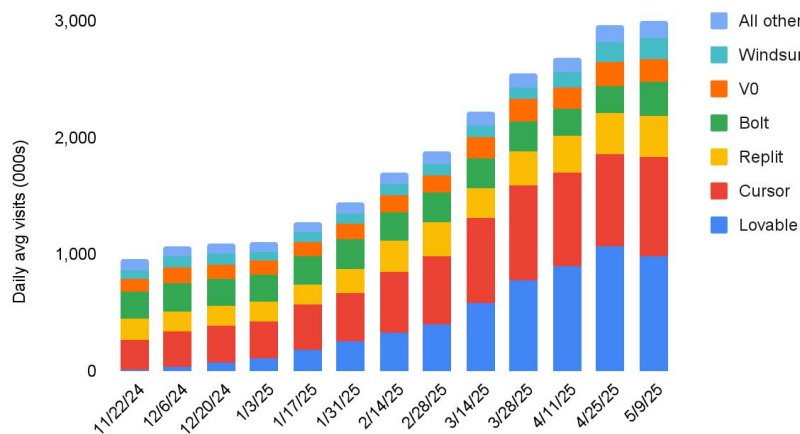
投资者情报热力图

代码完成与DevOps

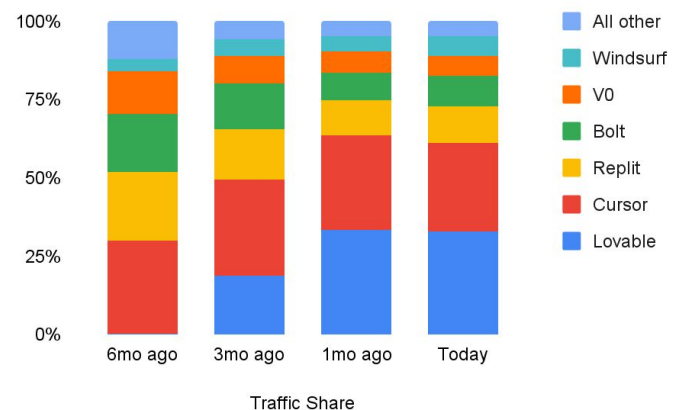
代码补全与DevOps工具协助开发者进行软件代码的编写、测试和调试。这些工具分析现有代码并预测最可能的下一个代码片段，同时标记潜在错误、弃用功能以及提升效率的区域。代码补全工具通常嵌入在开发者环境中，因此下面列出的独立平台代表了使用现有工具的典型应用案例。在早期阶段，代码补全工具可能颠覆的行业包括：SaaS DevOps与持续集成、网页与应用构建工具、自由职业平台

12周变化	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9
可爱的	3800%	7300%	10300%	17600%	12500%	2827%	926%	686%	651%	409%	322%	207%
光标	-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%
螺栓	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 & Code Completion Tools Traffic



DevOps & Code Completion Tools Traffic Share



受干扰的行业



投资者情报热力图

按类别划分的受干扰行业

年同比变化	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
数字自由职业者	-16%	-17%	-24%	-19%	-20%	-20%	-20%	-18%	-18%	-20%	-19%	-17%	Steady
股票媒体	3%	2%	0%	2%	0%	3%	2%	0%	0%	-1%	-1%	0%	Steady
设计平台	18%	22%	13%	17%	13%	18%	16%	13%	18%	20%	10%	13%	下降
讨论论坛	15%	11%	10%	7%	6%	6%	7%	5%	2%	-2%	0%	-3%	下降
网站与商店建设者	-8%	-8%	-11%	-9%	-11%	-10%	-12%	-11%	-9%	-11%	-13%	-12%	Steady
传统教育科技	-15%	-6%	-12%	-10%	-14%	-15%	-20%	-24%	-25%	-26%	-28%	-24%	Steady
传统搜索	-1%	0%	-1%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-2%	-2%	Steady

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

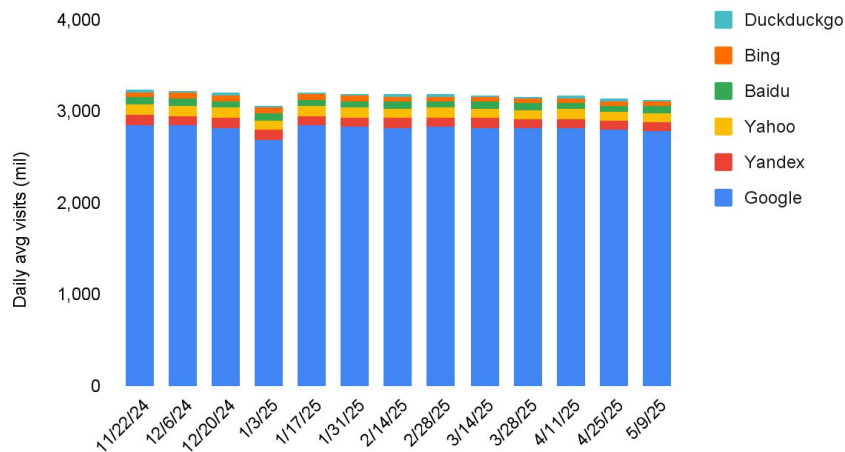


投资者情报热力图

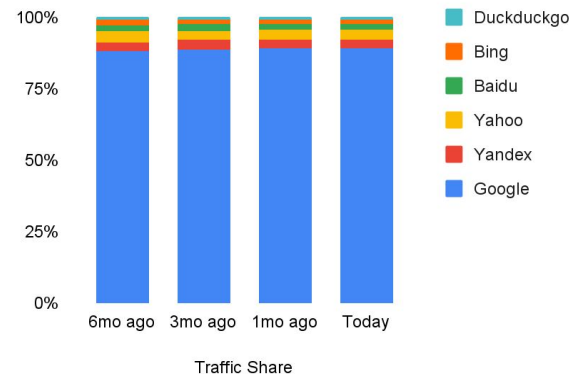
传统搜索

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
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%	下降
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%	下降
Duckduckgo	-1%	-7%	-6%	-3%	-3%	-3%	-1%	0%	-1%	-5%	-6%	-6%	下降
传统搜索	-1%	0%	-1%	-1%	-1%	-1%	-2%	-2%	-1%	-1%	-2%	-2%	Steady

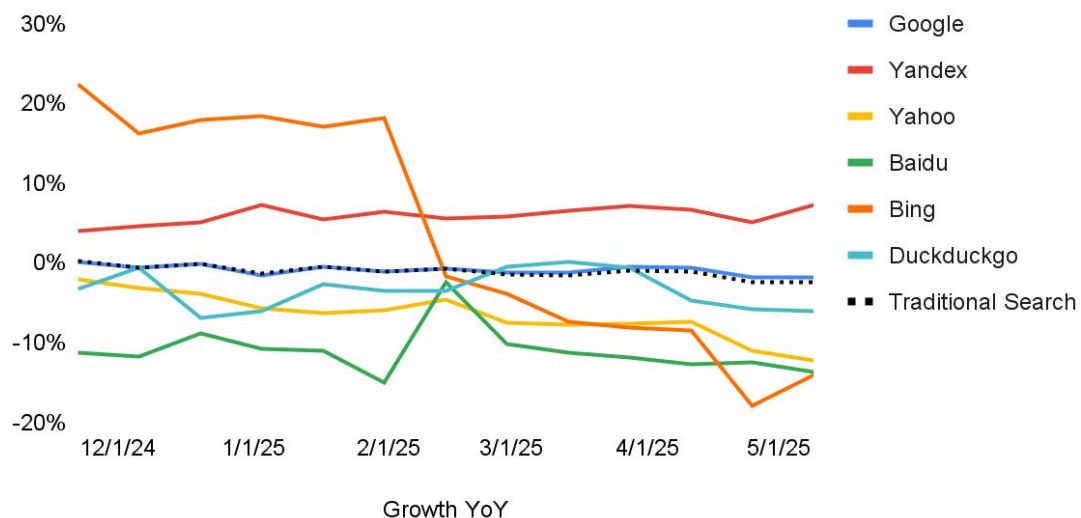
Traditional Search Traffic



Traditional Search Traffic Share



Global Traffic Growth YoY



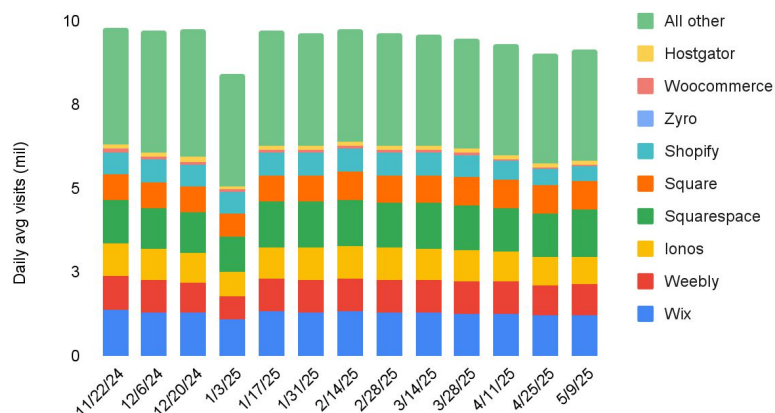


投资者情报热力图

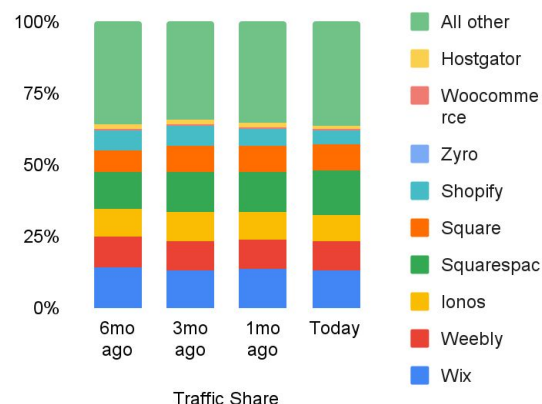
网站与商店建设者

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
Wix	-5%	-1%	-12%	-6%	-9%	-8%	-8%	-7%	-8%	-8%	-11%	-12%	下降
Weebly	-23%	-19%	-26%	-20%	-23%	-21%	-23%	-23%	-20%	-21%	-28%	-23%	下降
Ionos	-19%	-25%	-28%	-19%	-19%	-20%	-21%	-19%	-15%	-17%	-27%	-24%	下降
Squarespace	0%	5%	-2%	8%	5%	4%	2%	5%	5%	4%	4%	14%	上升
方形	5%	-5%	-7%	0%	-1%	6%	-1%	4%	9%	3%	9%	5%	上升
Shopify	-5%	-7%	-10%	-10%	-21%	-20%	-20%	-19%	-2%	-15%	-26%	-30%	下降
Woocommerce	11%	5%	14%	3%	0%	0%	-2%	0%	4%	-5%	-39%	-40%	下降
Hostgator	0%	-3%	-26%	-4%	-14%	-6%	-20%	-19%	-18%	-14%	-15%	-8%	上升
所有其他	-6%	-4%	-5%	-8%	-10%	-10%	-11%	-12%	-13%	-14%	-11%	-13%	Steady
网站与商店建设者	-8%	-8%	-11%	-9%	-11%	-10%	-12%	-11%	-9%	-11%	-13%	-12%	Steady

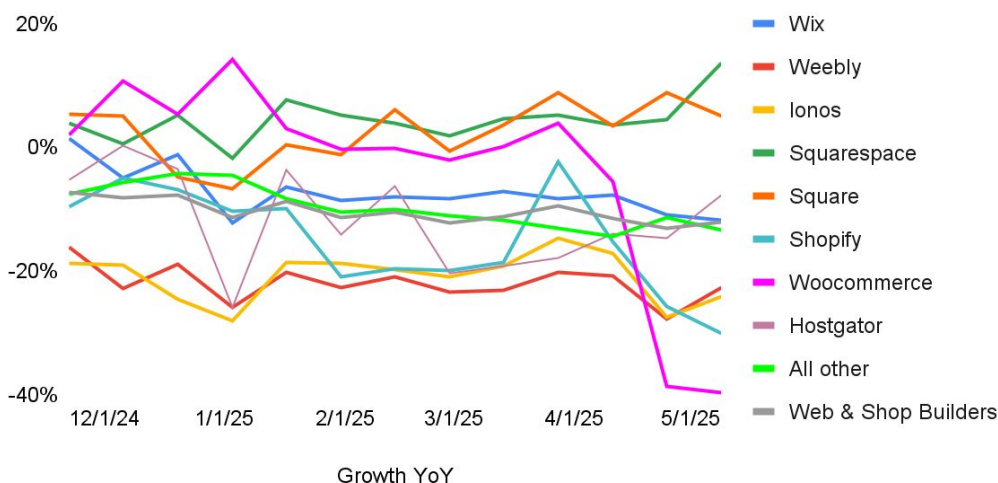
Web Builder Traffic



Web Builder Traffic Share



Global Traffic Growth YoY



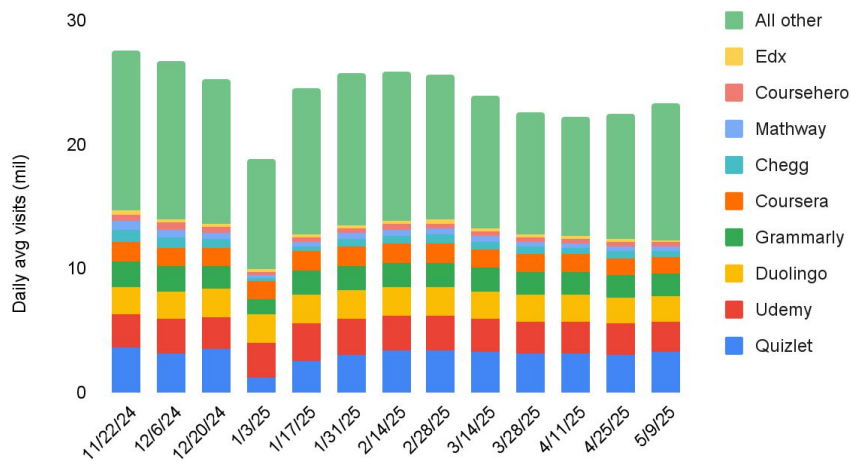


投资者情报热力图

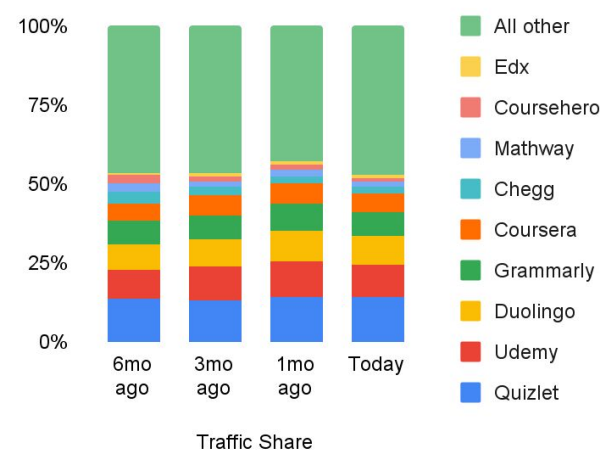
消费者教育科技

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
Quizlet	-27%	0%	-18%	-17%	-24%	-21%	-22%	-19%	-20%	-19%	-31%	-25%	下降
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%	下降
Grammarly	-8%	1%	-17%	-5%	-10%	-9%	-11%	-27%	-29%	-27%	-28%	-26%	下降
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%	下降
Mathway	-35%	-19%	-27%	-34%	-37%	-37%	-40%	-40%	-44%	-46%	-54%	-57%	下降
Coursehero	-54%	-48%	-56%	-57%	-56%	-58%	-59%	-60%	-60%	-63%	-69%	-68%	下降
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%	下降
所有其他	-6%	3%	-3%	-2%	-5%	-7%	-18%	-25%	-26%	-28%	-27%	-20%	Steady
消费者与语言 EdTech	-15%	-6%	-12%	-10%	-14%	-15%	-20%	-24%	-25%	-26%	-28%	-24%	Steady

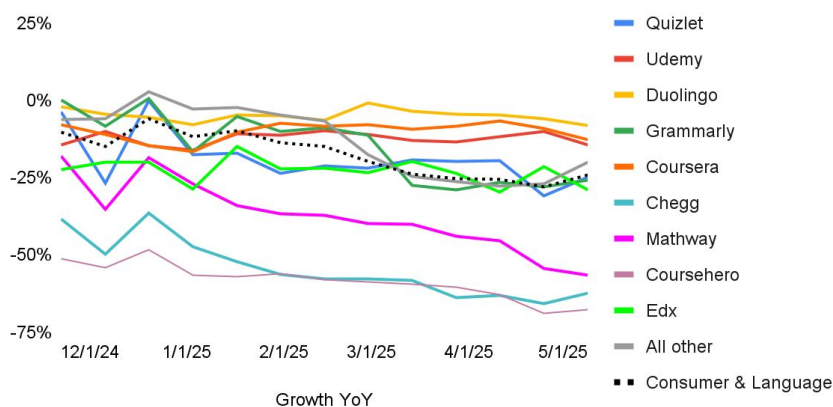
Consumer EdTech Traffic



Consumer EdTech Traffic Share



Global Traffic Growth YoY



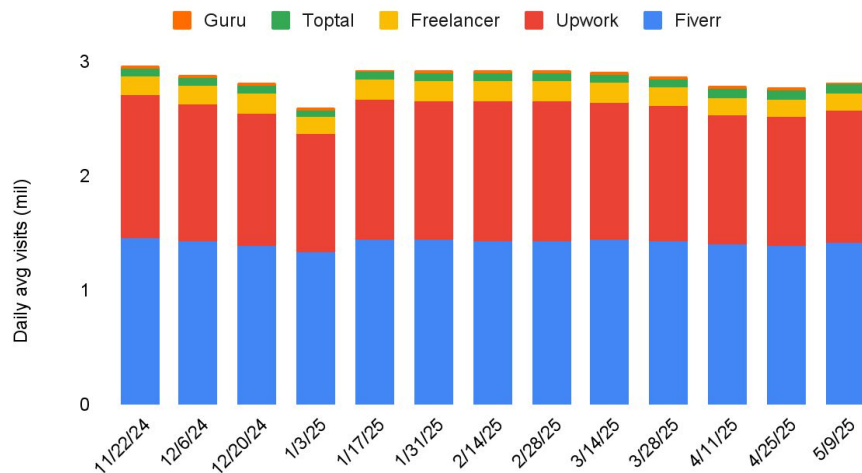


投资者情报热力图

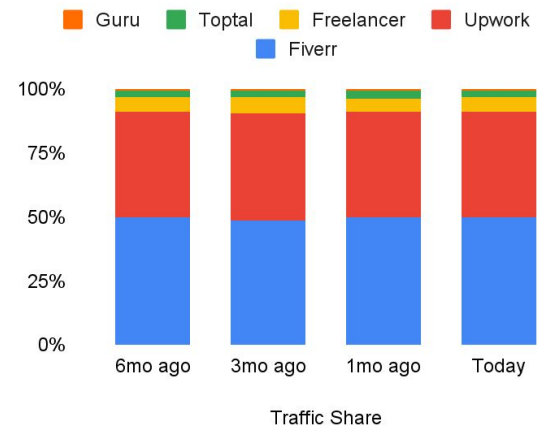
数字自由职业者

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
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
自由职业者	-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%	上升
Guru	-20%	-3%	-20%	-32%	-33%	-27%	-30%	-15%	-17%	-10%	-24%	-12%	Steady
数字自由职业者	-16%	-17%	-24%	-19%	-20%	-20%	-20%	-18%	-18%	-20%	-19%	-17%	Steady

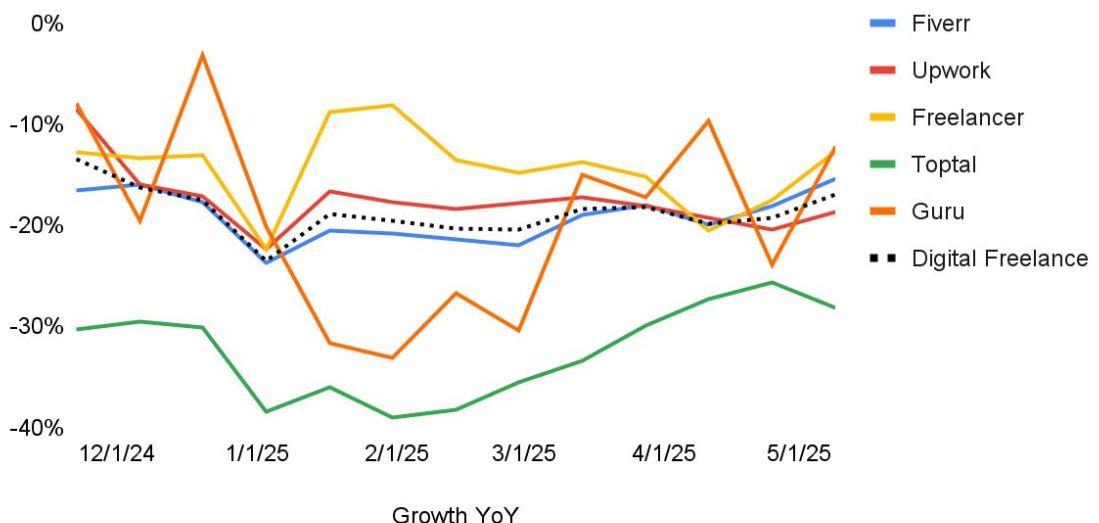
Digital Freelance Traffic



Digital Freelance Traffic Share



Global Traffic Growth YoY



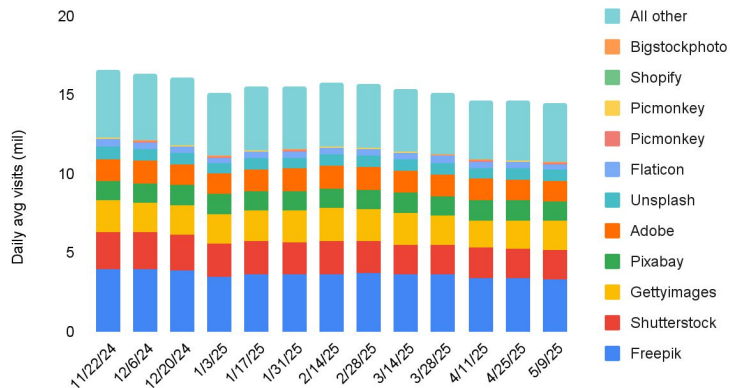


投资者情报热力图

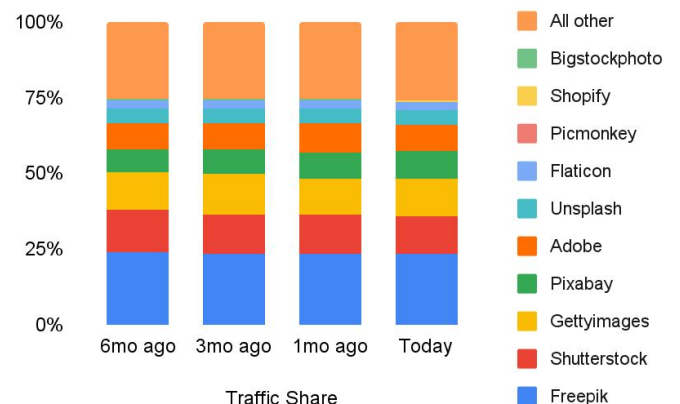
股票媒体

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
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%	下降
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%	上升
Bigstockphoto	-18%	-25%	-19%	-23%	-29%	-11%	-17%	-13%	-19%	-21%	-17%	-40%	下降
所有其他	3%	5%	5%	4%	1%	4%	3%	0%	-2%	-5%	-3%	-1%	Steady
股票媒体	3%	2%	0%	2%	0%	3%	2%	0%	0%	-1%	-1%	0%	Steady

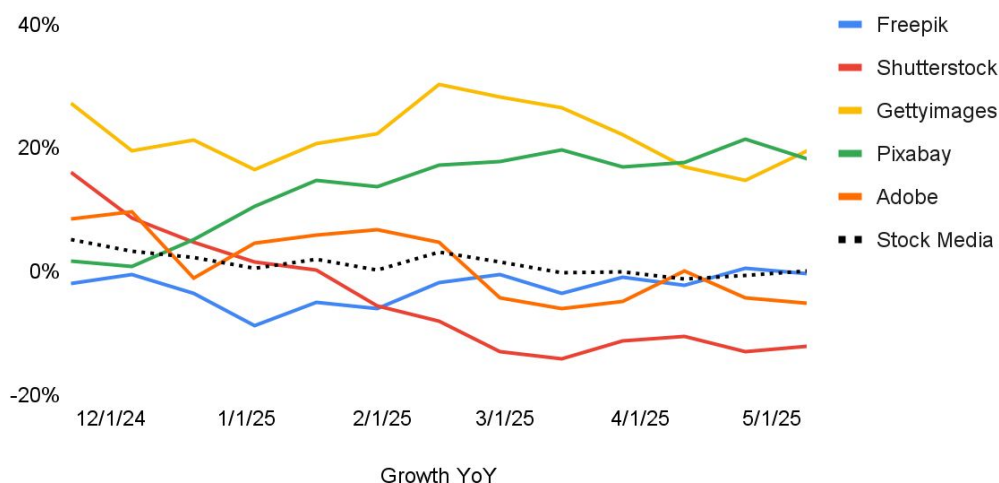
Stock Media Traffic



Stock Media Traffic Share



Global Traffic Growth YoY



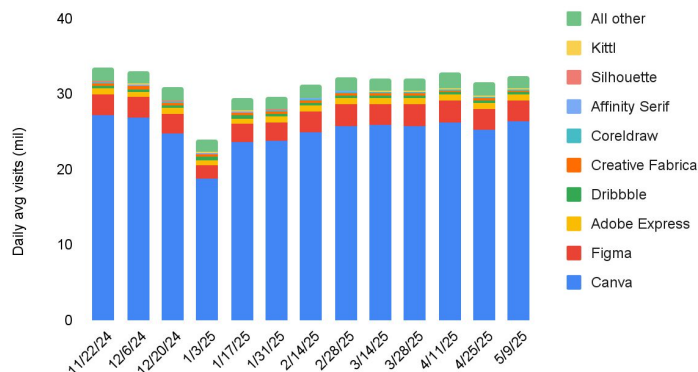


投资者情报热力图

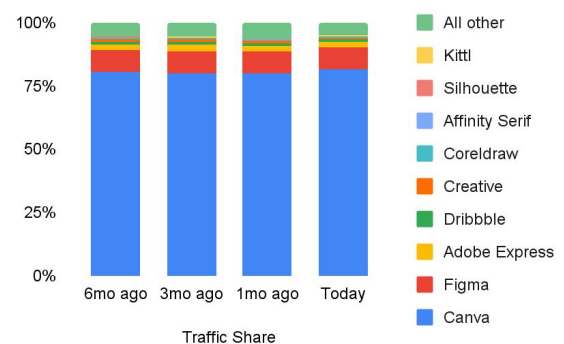
设计平台

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
Canva	21%	26%	15%	20%	16%	21%	18%	15%	21%	21%	10%	15%	下降
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%	上升
Dribbble	-11%	-6%	3%	-4%	-10%	-7%	-8%	-4%	-4%	-9%	-14%	-17%	下降
Creative Fabrica	7%	9%	11%	12%	13%	13%	8%	5%	-11%	-16%	-9%	-13%	下降
Coreldraw	-19%	-18%	-27%	-22%	-20%	-20%	-20%	-24%	-28%	-28%	-29%	-31%	下降
Affinity Serif	28%	52%	28%	17%	28%	17%	44%	10%	-17%	-8%	0%	22%	上升
轮廓	-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%	下降
所有其他	10%	11%	9%	10%	10%	13%	16%	8%	9%	39%	16%	6%	下降
设计平台	18%	22%	13%	17%	13%	18%	16%	13%	18%	20%	10%	13%	下降

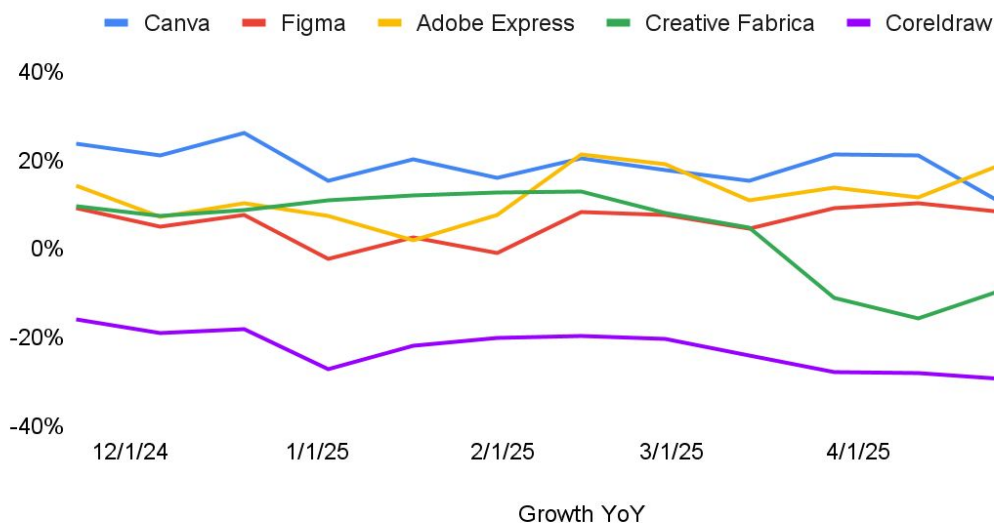
Design Platforms Traffic



Design Platforms Traffic Share



Global Traffic Growth YoY



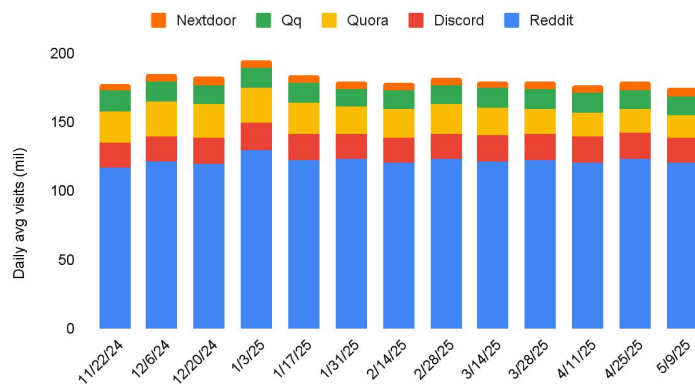


投资者情报热力图

讨论与问答论坛

全球交通年同比增长	12/6	12/20	1/3	1/17	1/31	2/14	2/28	3/14	3/28	4/11	4/25	5/9	趋势
Reddit	36%	28%	26%	25%	29%	26%	28%	25%	21%	17%	18%	13%	下降
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%	下降
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
讨论论坛	15%	11%	10%	7%	6%	6%	7%	5%	2%	-2%	0%	-3%	下降

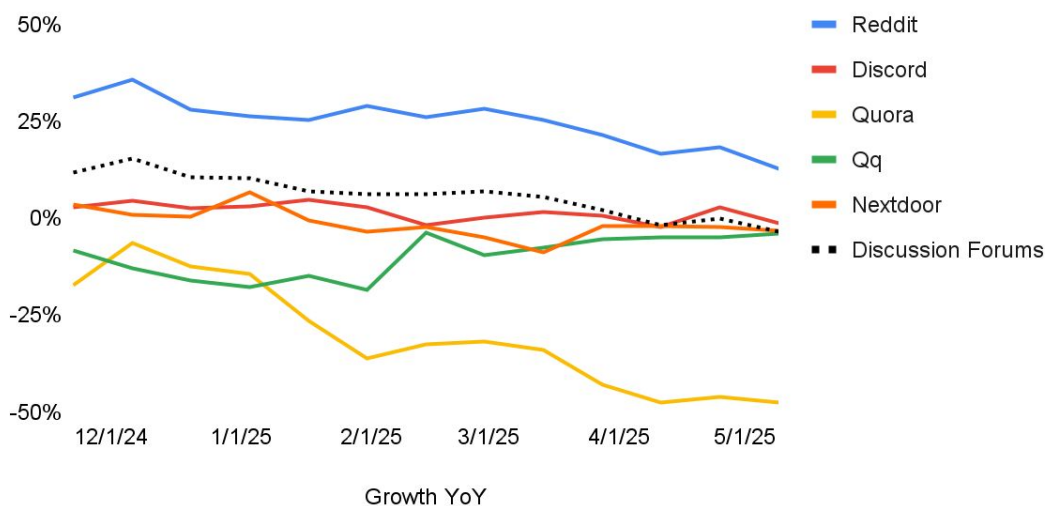
Discussion & Q&A forum Traffic



Discussion/Q&A Forum Traffic Share



Global Traffic Growth YoY





投资者情报热力图

附录

- 所有热图值表示在2周增量内，12周内的总访问量变化。