

AI Discovery Surges: Similarweb's 2025 Generative AI Report Says

Drawing on billions of global web and app signals, Similarweb outlines how Gen AI platforms are reshaping customer journeys and creating new imperatives for brand visibility.

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), a leader in digital intelligence, today released the [2025 Generative AI Landscape: From Platforms to Pathways](#), the definitive view of how Gen AI is reshaping discovery and decision-making across the web, and what it means for brand strategy, marketing performance, and customer acquisition. The report analyzes billions of web and app signals to quantify Gen AI adoption, referral patterns, and the emerging metrics that are reshaping how brands measure impact.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20251202681952/en/>

Gen AI outbound referral traffic plateaus after sharp rise

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information and make decisions, brands need measurement that shows both where they appear in AI answers and when those answers drive real impact. Similarweb's Gen AI Intelligence Toolkit uncovers brand presence across Gen AI platforms and reveals the referral traffic that occurs when users choose to click through from leading AI platforms.

According to Similarweb estimates featured in the report, Gen AI average monthly visits grew 76% year over year, Gen AI app downloads surged 319% YoY, and Gen AI referrals to transactional sites are converting at ~7%, evidence that AI assistants are evolving from curiosity to commerce. In parallel, AI platforms generated over 1.1 billion referral visits in June 2025, up 357% YoY, underscoring Gen AI's emergence as a powerful discovery and traffic channel.

"The center of gravity in digital discovery is shifting," said Or Offer, Co-Founder & CEO of Similarweb. "Consumers are now starting their journeys inside AI assistants, asking questions, shaping preferences and choosing who to trust before they reach a website. AI isn't replacing search, it's expanding the discovery ecosystem. Brands that understand and optimize their visibility in these moments will define the next decade of digital competition."

Key findings from the 2025 report

- **Gen AI is complementary to search, not a replacement.** Approximately 95% of ChatGPT users still rely on Google, indicating multi-channel discovery paths and new opportunities to influence consideration across AI and search touchpoints.
- **Adoption is broadening.** Users over 45 now account for nearly 30% of Gen AI usage, signaling mainstream penetration beyond early adopters.
- **Usage patterns reveal loyalty.** The report segments two distinct Gen AI app user types and daily-use ratios, offering marketers a framework to prioritize channels and content types.

Similarweb's role: from visibility to action in Gen AI

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"Gen AI is the new discovery layer, and now it's measurable," said Baruch Toledano, GM, Web Intelligence at Similarweb. "By connecting AI brand visibility with traffic and competitive signals, we give companies a clear scoreboard: where you show up, who's being recommended, and what to do next to strengthen presence and performance."

Market context

As marketing stacks pivot to AI-search and assistant optimization, Generative Engine Optimization (GEO), vendors across the category are racing to claim leadership. Recent announcements have underscored the urgency for Gen AI presence and optimization tooling, particularly in enterprise.

What differentiates Similarweb is independent, global data that connects AI visibility to traffic to conversion across web and app, helping brands make connections to downstream impacts of how the brand appears in AI answers and the impact on audiences and revenue.

Download the 2025 Generative AI Landscape here, similarweb.com/corp/2025-generative-ai-landscape.

About Similarweb

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