

**EARLY**  
AI - DOPTERS

# Generative AI Service Demand Report 2025

Deep dive based on 3,248 real Fiverr leads (Nov - Apr 2025)



# Executive Summary

## Explosive demand for custom AI chatbots & multi-agent solutions

**29% of all enquiries centre on building brand-new conversational agents, often spanning web, WhatsApp, and voice.**

## Optimisation & compliance are rising secondary waves

As early projects hit production, 7% of leads now seek latency, accuracy, or security hardening, with mid-market buyers requesting HIPAA/GDPR assurances.

## Automation, voice, and integrations form the "operational core"

Together they account for **49%** of requests, signalling a shift from experimentation to embedded AI workflows.

## Fine-tuning emerges from niche to trend

2% overall (but 4% in the last 1k leads) ask for persona-style or domain-specific model training—creating a future-proof revenue line.

## Data pipelines & RAG are the new differentiator

13% of buyers already ask for vector databases, scraping and retrieval workflows—an early-adopter segment ripe for premium services.



## 2. High-Level Demand Landscape

### 2.1 Intent category breakdown

Rank	Intent cluster	Leads	Share	Typical ask
1	<b>Build / Create</b>	<b>958</b>	<b>29%</b>	"Build a GPT-4 chatbot for my SaaS dashboard"
2	<b>Voice / Telephony</b>	562	17%	"AI receptionist on Twilio that qualifies callers"
3	<b>Automate workflows</b>	556	17%	"Make.com flow from Stripe refund → Airtable → Slack"
4	<b>Integrate APIs</b>	482	15%	"Connect OpenAI to HubSpot & Calendly"
5	<b>Data / RAG pipelines</b>	436	13%	"Scrape PDFs, vector-index in Pinecone, enable search"
6	Optimise / Guardrails	212	7%	"Reduce hallucinations, speed up responses"
7	Consult / Strategy	131	4%	"30-minute roadmap call: where to start with AI?"
8	Fine-tune / Training	59	2%	"Train GPT on our tone for influencer scripts"

### 2.2 Temporal trend snapshot (Jan → Apr 2025)



#### Automation & Integrations

Rose 30% between chunks 1 and 4, correlating with founders moving from PoC to operations.



#### Voice requests plateau

After February, holding steady around 70 per 400 leads.



#### Optimisation spikes

Whenever new-build volume dips—proof that phase-2 work follows each launch.



# 3. Granular Needs & Use-Case Lenses

## 3.1 Top Sub-Requests within "Build" (n = 958)

1. Website chat widget (34%)
2. WhatsApp / Telegram bot (22%)
3. Agent swarm (3+ cooperating bots) (17%)
4. Voice IVR bot (15%)
5. Slack / Discord assistant (12%)

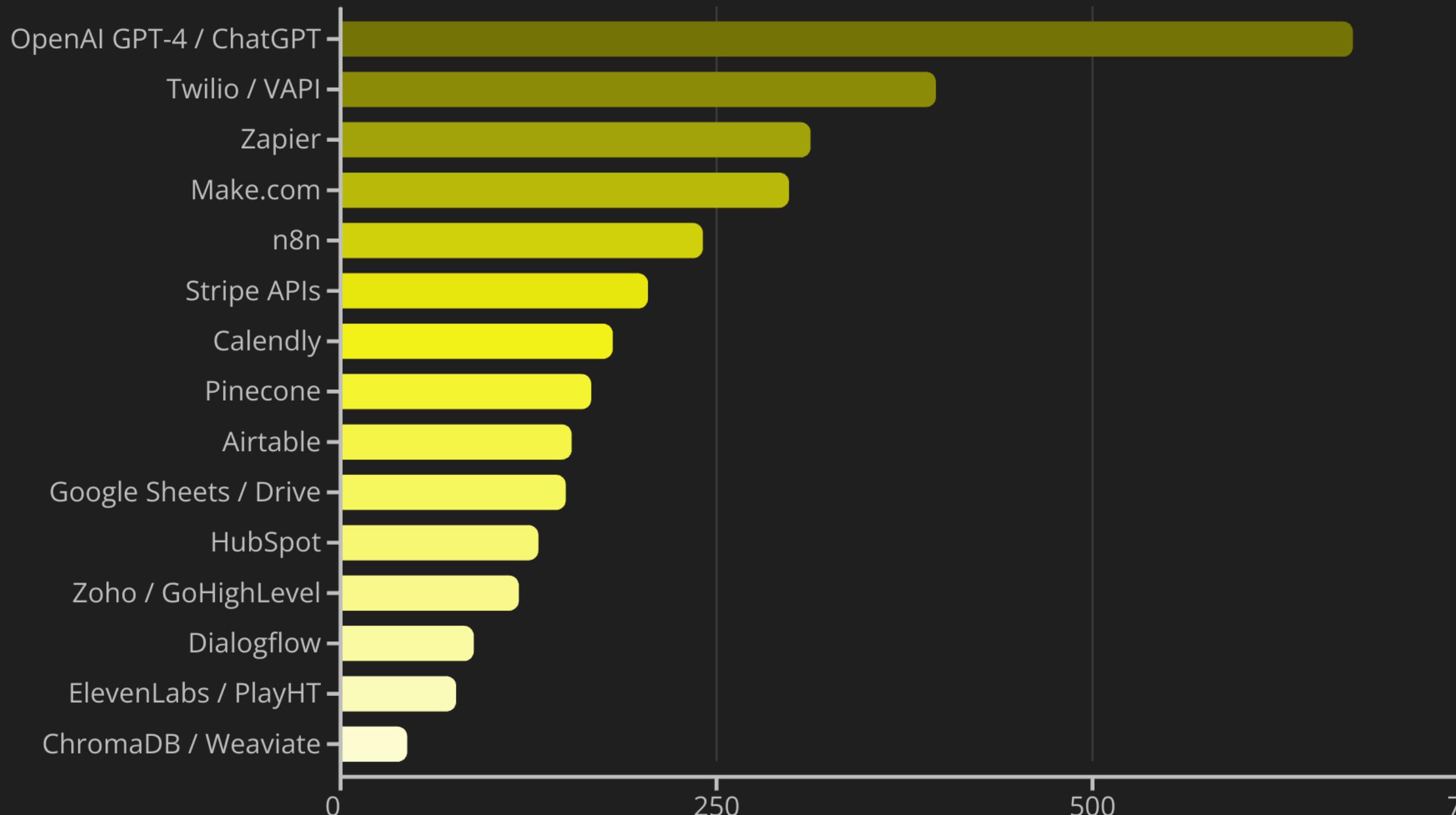
## 3.2 Automation Hotspots (n = 556)

Workflow pattern	% of automation leads	Common stack
CRM ↔ Stripe sync	28%	Zapier, Make
Calendar triage & reminders	21%	Google Calendar, Calendly
Lead capture → email / SMS drip	18%	n8n, Twilio, SendGrid
Internal ticket routing	16%	HubSpot, Freshdesk
File ingestion automations	12%	Google Drive, AWS S3



## 4. Tools & Platform Mentions

Top 15 named technologies



## 5. Buyer Sentiment & Urgency

9.8%

### Urgency Keywords

Present in 9.8% of total leads; these close fastest and are least price-sensitive.

18%

### Budget References

Budget/price references in 18% of leads—focus on ROI storytelling.

34

### Compliance Terms

HIPAA/GDPR/SOC-2 appear in 34 leads—small but high-ticket segment.

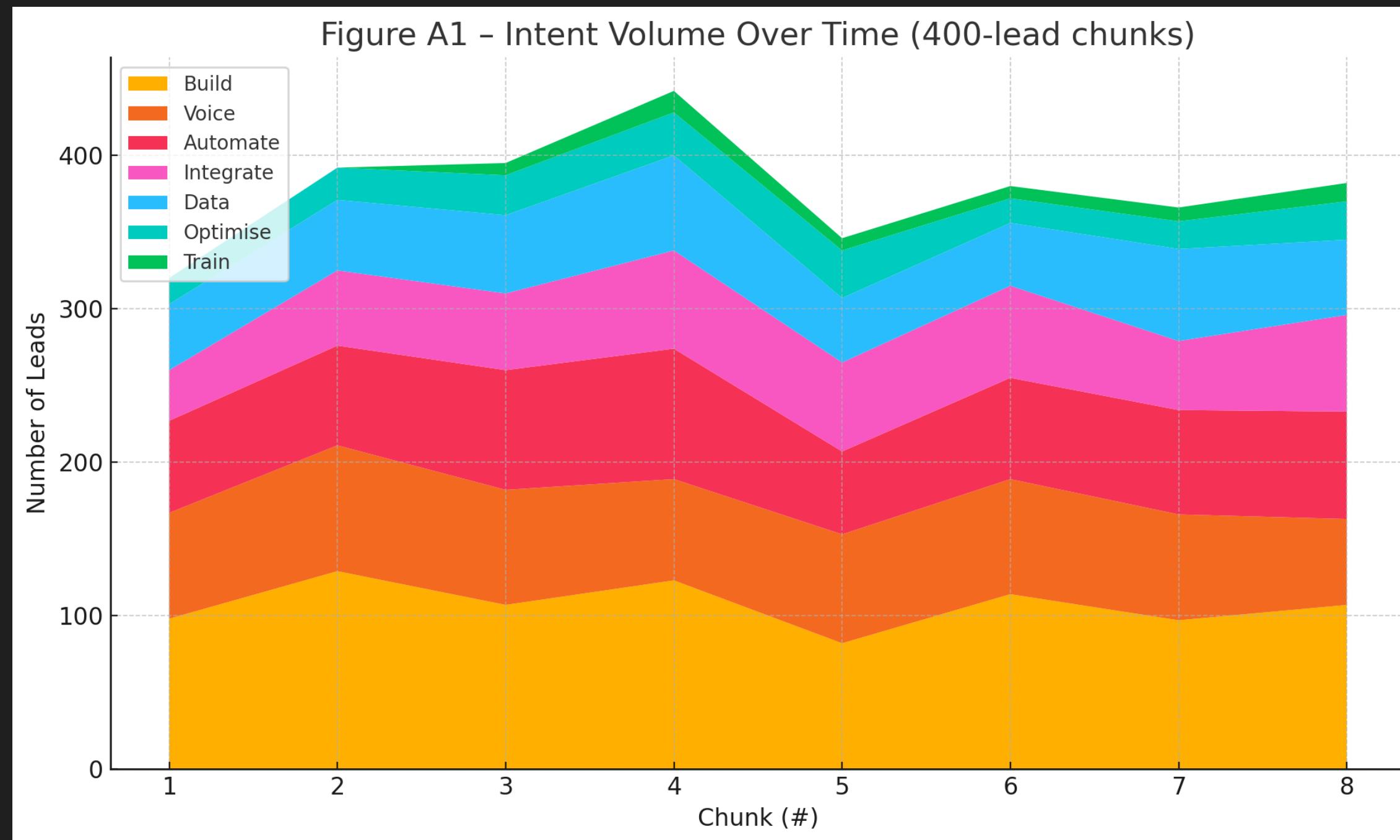


# 6. Personas & Go-To-Market Plays

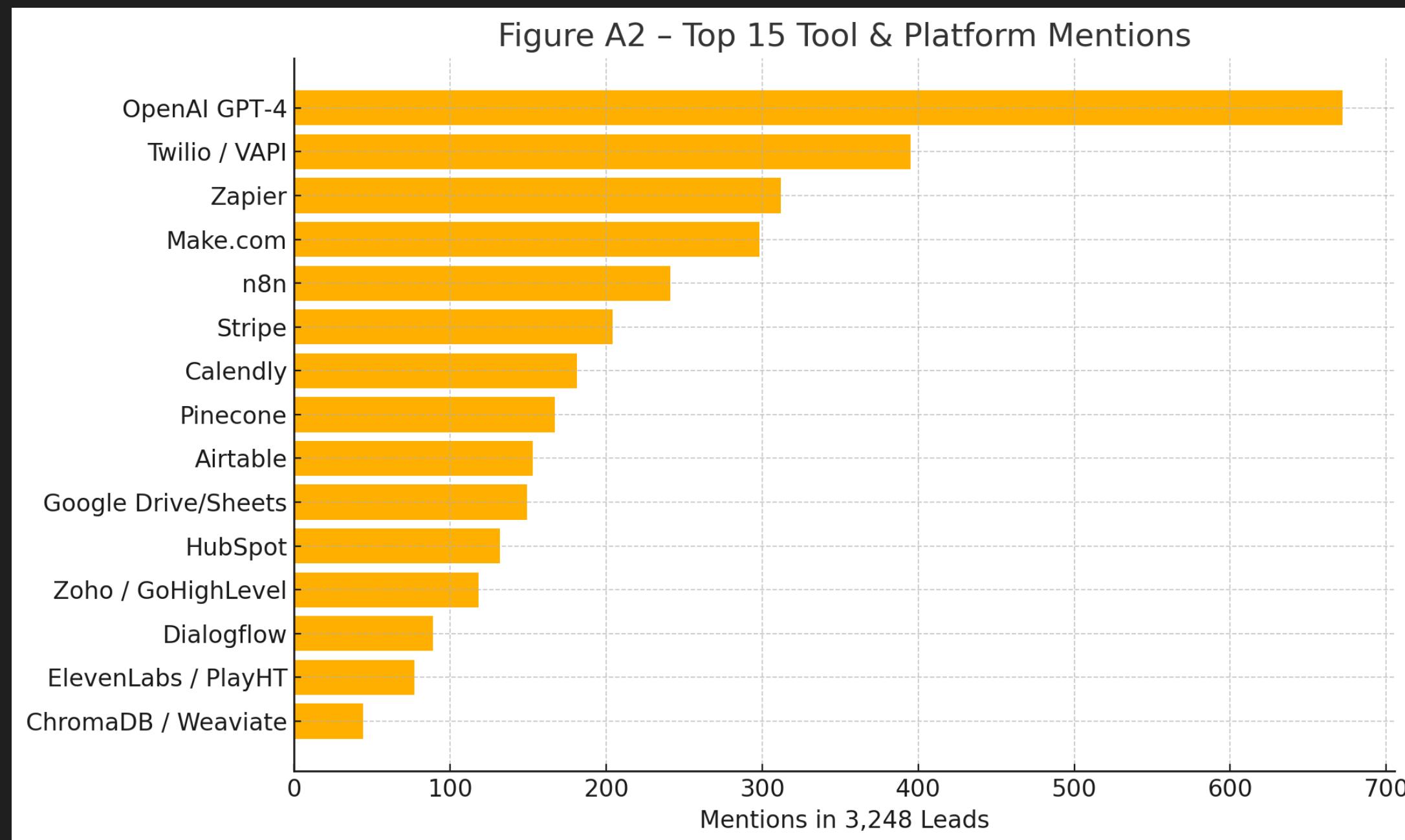
Persona	Volume	Pain point	Service angle	Ticket size
Solo founder	High	Need MVP today, low dev resources	Productised chatbot + automation starter	\$500-\$2k
SMB Ops lead	Med	Manual data entry, CRM silos	Workflow rebuild, CRM integrations	\$3-8k
Growth marketer / Creator	Med	Personal brand scaling, voice consistency	Voice clone + content agent	\$2-5k
Mid-market IT	Low	Compliance & performance	Optimisation, logging, security audits	\$8-20k



# Appendix A – Intent Volume

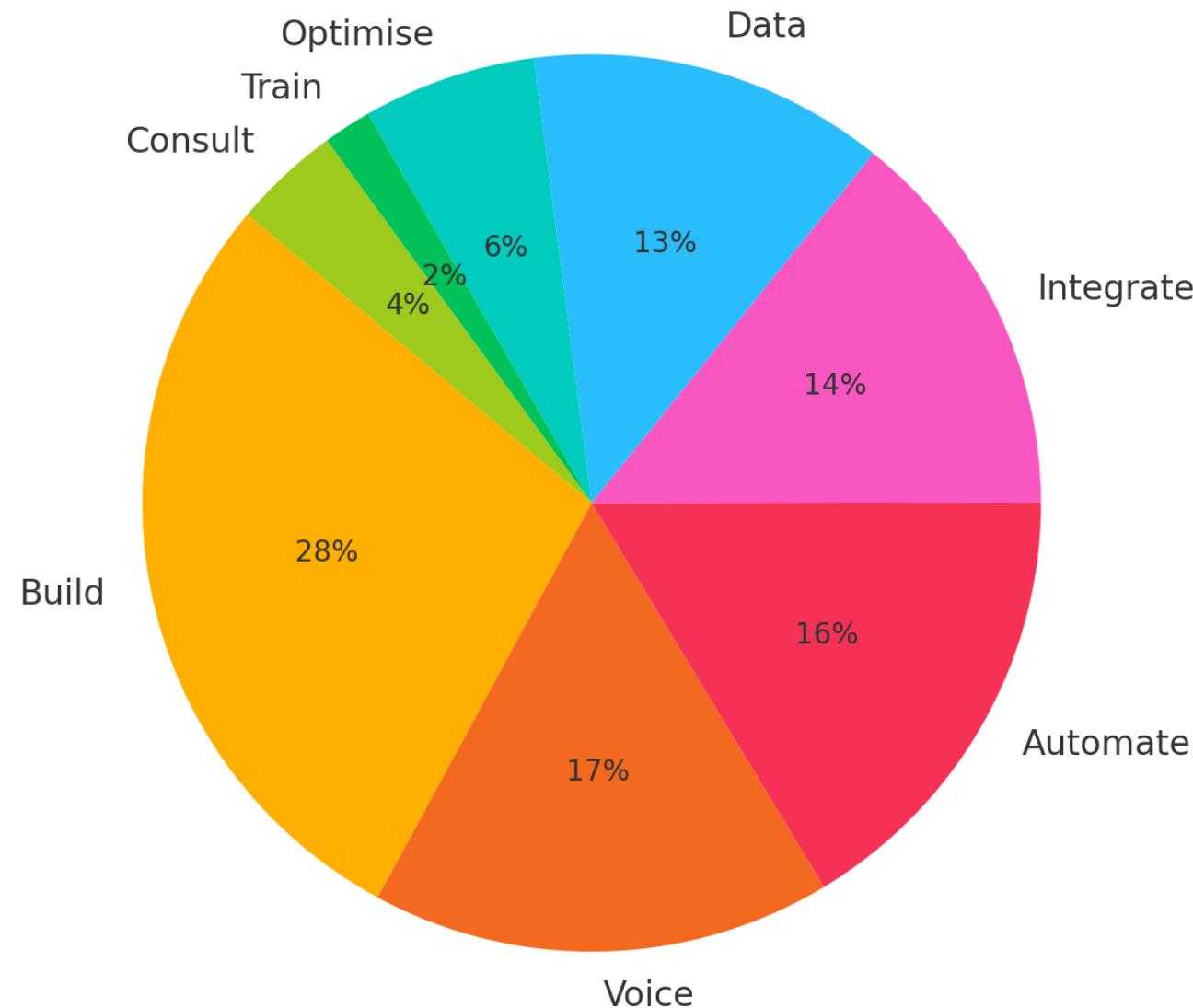


# Appendix B - Top Tooling Mentions

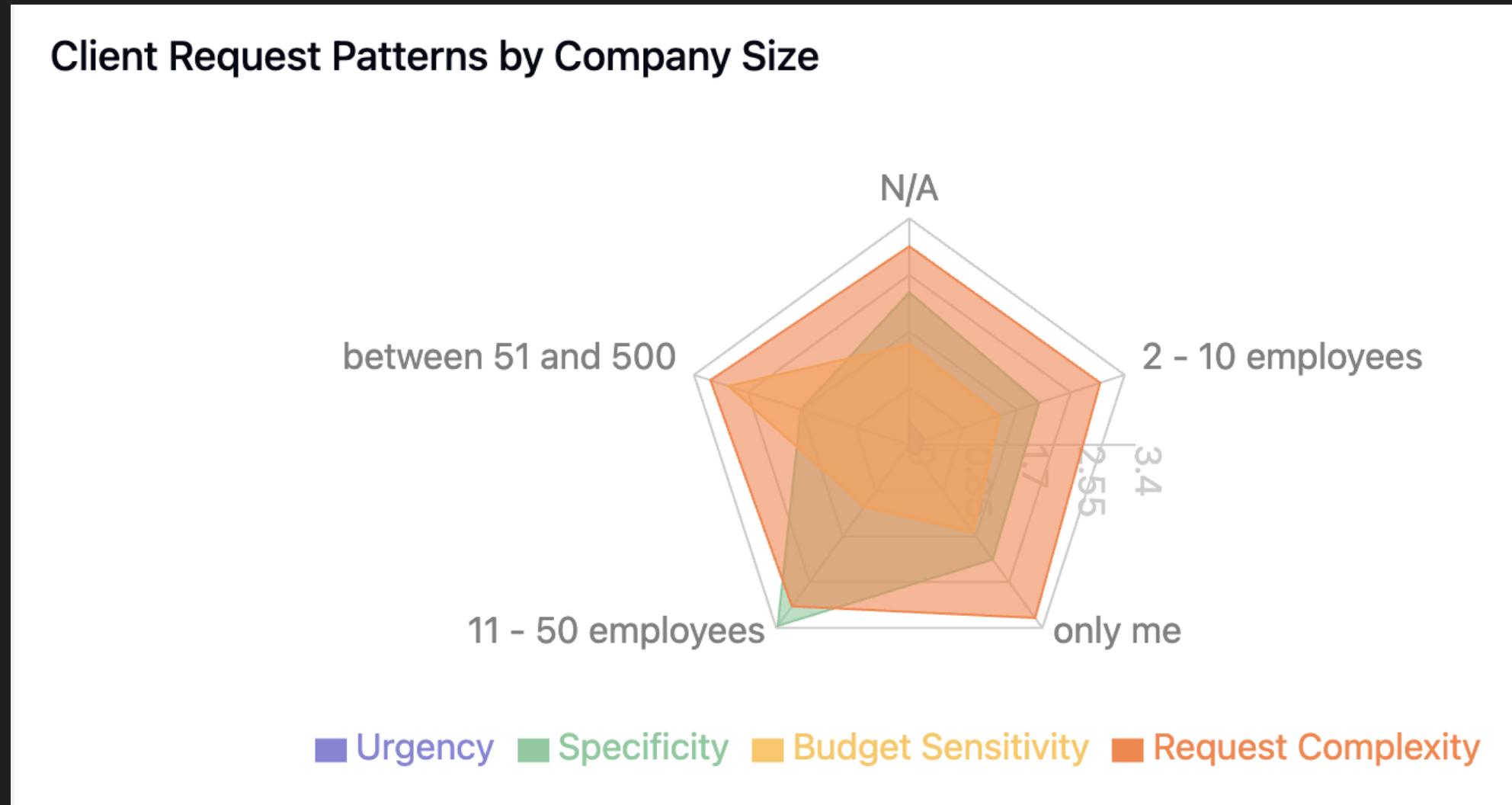


# Appendix C – High-Level Intent Trend

Figure A3 – Overall Intent Share (Jan - Apr 2025)



# Appendix D – Request Patterns by Size



# Appendix E – Strategic Insights

## High-Potential Market Segments

- Premium Segment: Focus on Custom AI Chatbot Development with quality & expertise emphasis
- High Value Segment: Balance quality with speed in Custom AI Chatbot Development
- Mid-Market Opportunity: Most numerous segment with price sensitivity
- Urgency Sweet Spot: AI API Debugging & Code Fixes shows highest urgency levels (faster conversions)

## Client Behavior Insights

- Enterprise Clients: Emphasize expertise & quality over speed
- SMB Sweet Spot: Balance of specificity & urgency with budget focus
- Emotional Drivers: 19.1% show determination, 2.0% urgency
- Request Triggers: "prompt advisers" is most common request phrase

# Appendix F – Strategic Insights (cnt'd)

## Market Value Drivers

- Primary Value Proposition: customization (32.9%)
- Category-Specific Value: Fiverr Communication & Expertise Clarification demands expertise
- Category Niche Indicators: "N/A" strongly indicates N/A
- Cross-Selling Opportunity: Custom AI Chatbot Development & Prompt Engineering

## Strategic Recommendations

- Primary Focus: Develop expertise in Custom AI Chatbot Development & General Inquiry
- Value Proposition: Emphasize customization & price
- Market Positioning: Differentiate through specialized expertise
- Bundle Strategy: Combine Custom AI Chatbot Development with Prompt Engineering services

# Appendix G – Market Potential Analysis



# Appendix H – Market Potential Analysis (cnt'd)

