

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.

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

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

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.

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.

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.



2. High-Level Demand Landscape

2.1 Intent category breakdown

Rank	Intent cluster	Leads	Share	Typical ask
1	Build / Create	958	29%	"Build a GPT-4 chatbot for my SaaS dashboard"
2	Voice / Telephony	562	17%	"AI receptionist on Twilio that qualifies callers"
3	Automate workflows	556	17%	"Make.com flow from Stripe refund → Airtable → Slack"
4	Integrate APIs	482	15%	"Connect OpenAI to HubSpot & Calendly"
5	Data / RAG pipelines	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

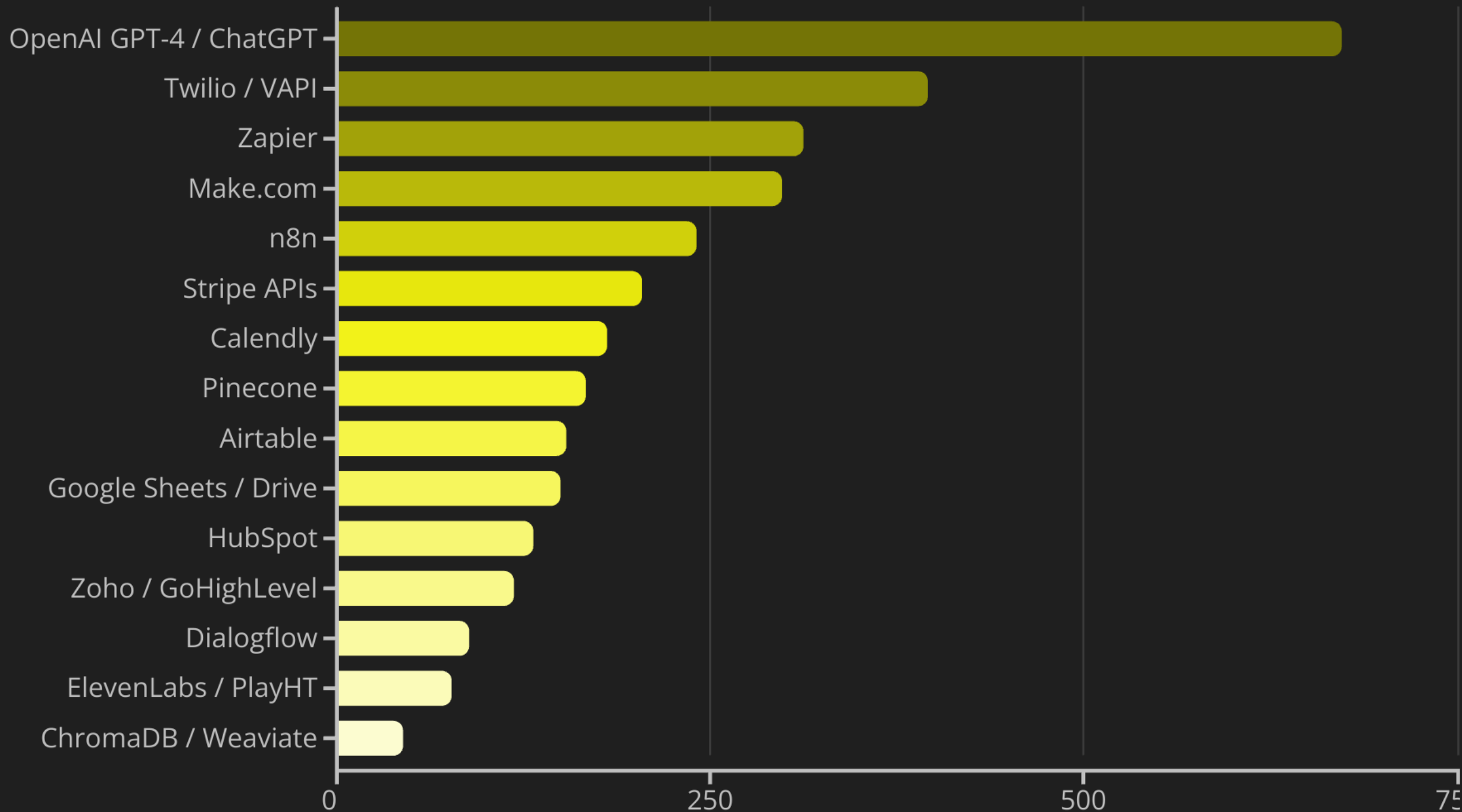
3.3 Data & RAG Patterns (n = 436)

- PDF & DOC scraping for knowledge-base – 39%
- Website scraping + vector search – 27%
- SQL/Airtable → vector store migration – 19%
- E-commerce product feed indexing – 15%



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.

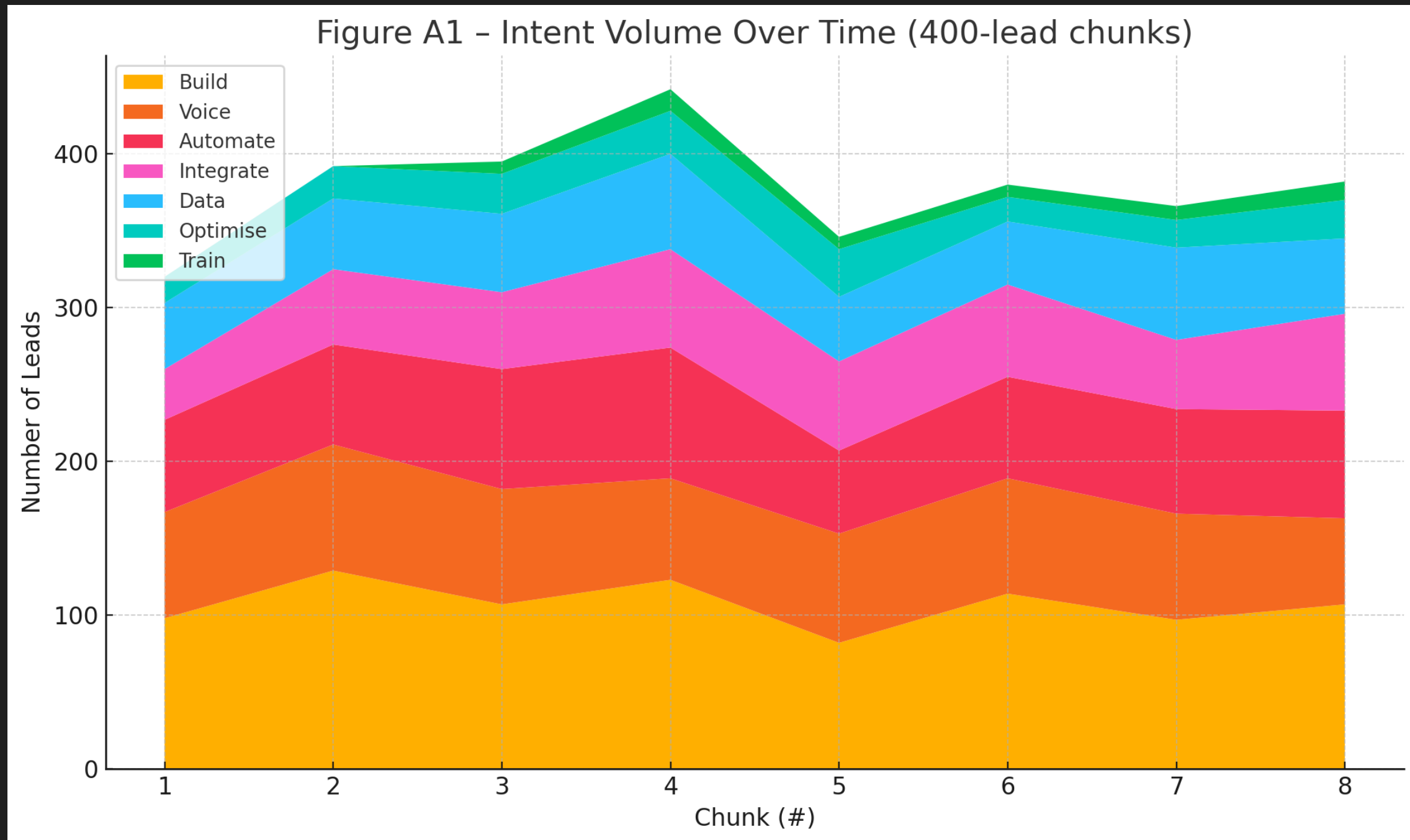


6. Personas & Go-To-Market Plays

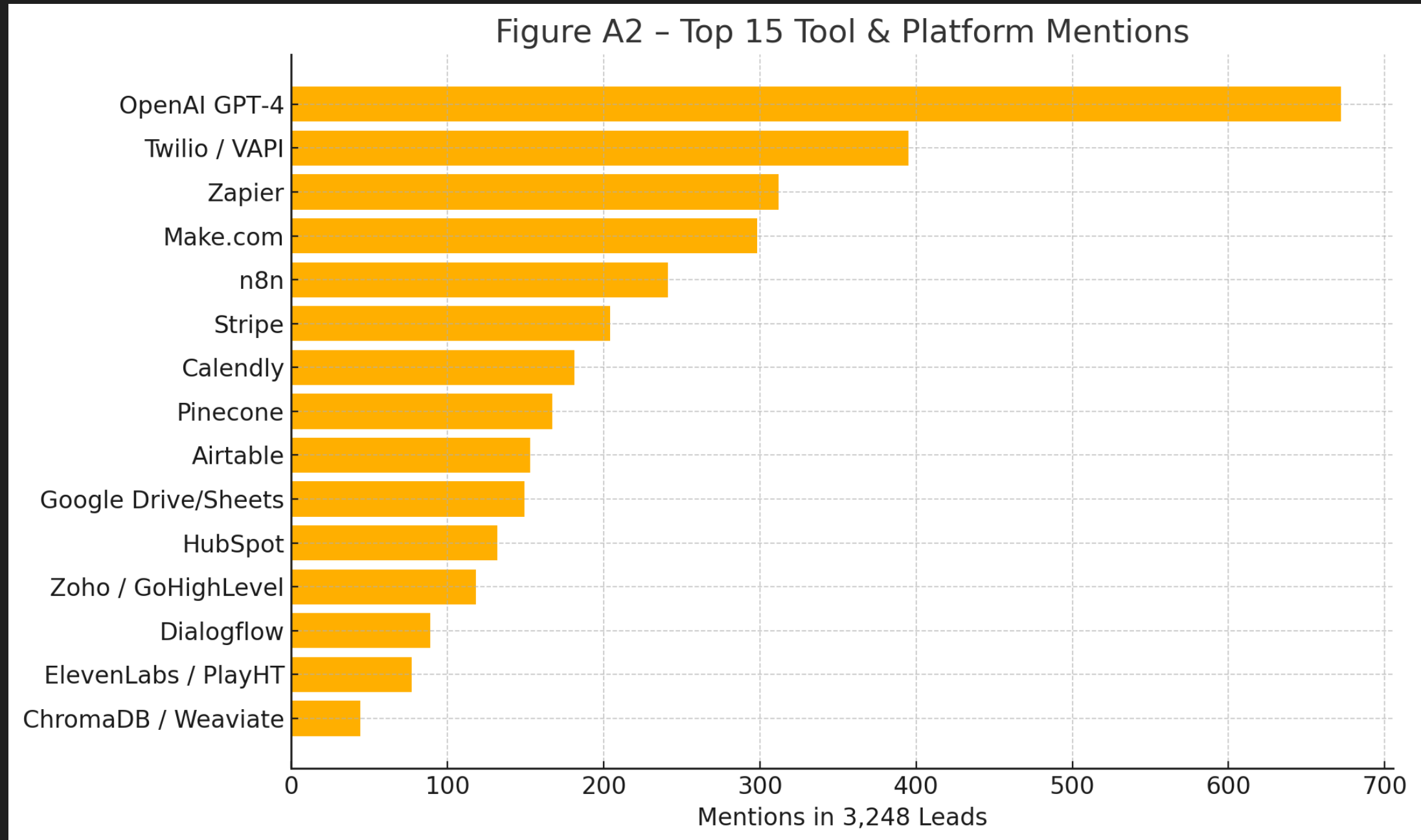
Persona	Volume	Pain point	Service angle	Ticket size
Solo founder	High	Need MVP today, low dev resources	Productised chatbot + automation starter	\$500-\$2k
SMB Ops lead	Med	Manual data entry, CRM silos	Workflow rebuild, CRM integrations	\$3-8k
Growth marketer / Creator	Med	Personal brand scaling, voice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



Appendix A – Intent Volume

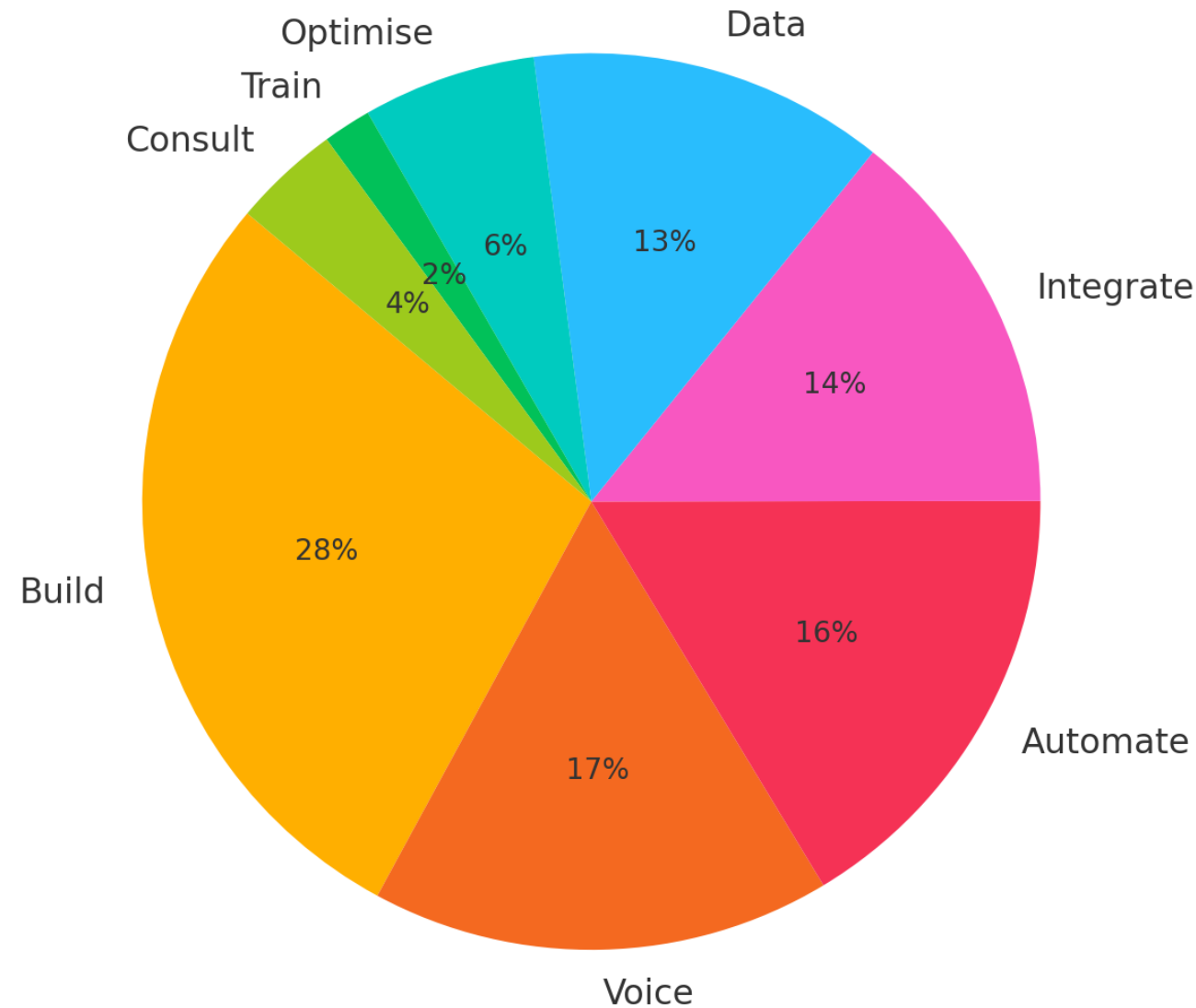


Appendix B – Top Tooling Mentions

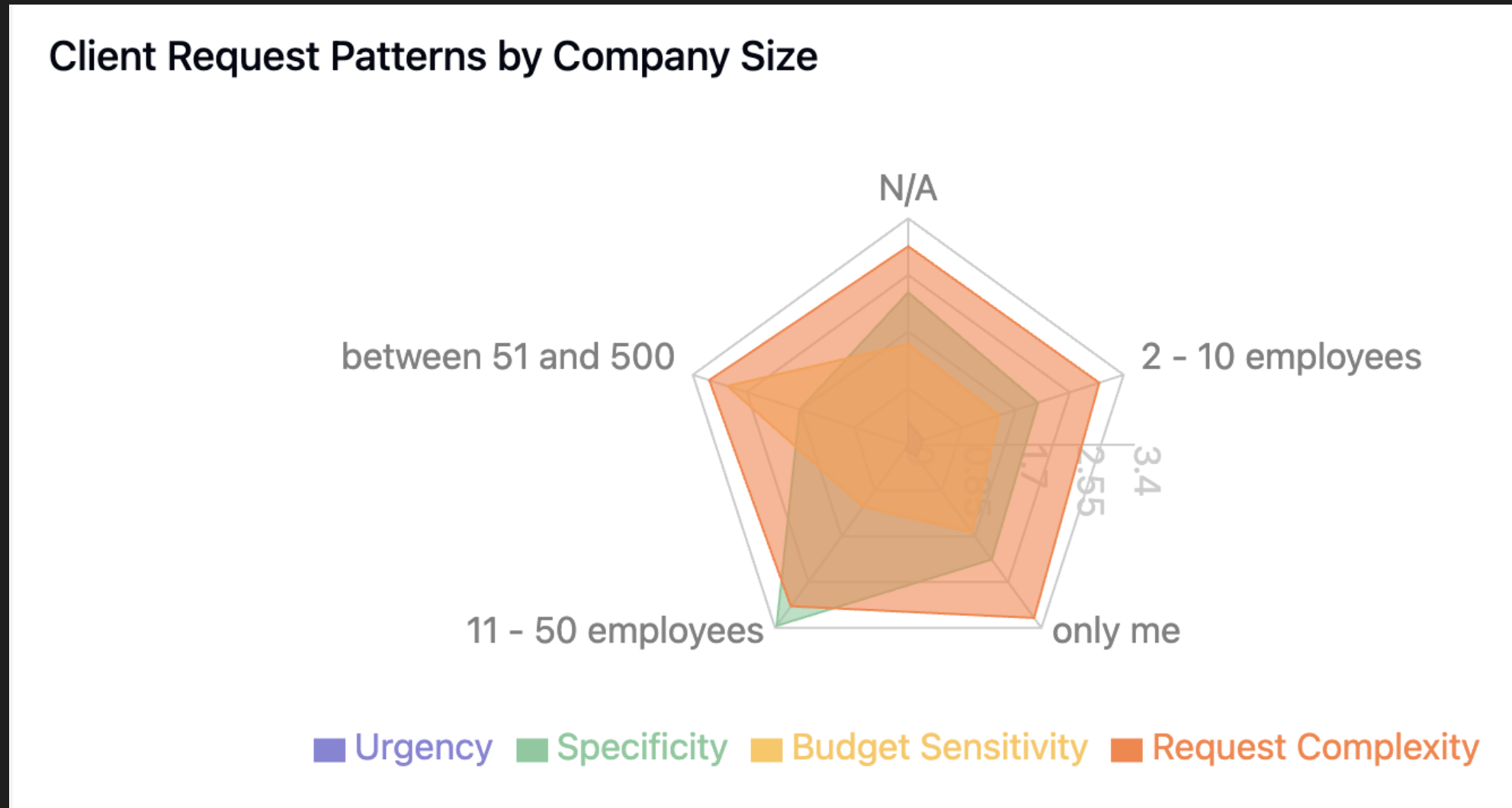


Appendix C – High-Level Intent Trend

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
- Bundle Strategy: Combine Custom AI Chatbot Development with Prompt Engineering services

Appendix G – Market Potential Analysis

Market Potential Analysis by Category					
Analysis based on 3243 leads					
CATEGORY	VOLUME	COMPLEXITY	URGENCY	QUALITY	TOTAL SCORE
Custom AI Chatbot Development	93.2 (233 leads) <div></div>	6.0 (avg len: 298) <div></div>	0.1 (score: 0.0) <div></div>	0.4 (score: 0.1) <div></div>	99.7 <div></div>
Prompt Engineering for Content Generation	0.4 (1 leads) <div></div>	11.7 (avg len: 586) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	20.1 <div></div>
AI Prompt Engineering for Content Generation	0.4 (1 leads) <div></div>	11.1 (avg len: 557) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	19.5 <div></div>
Custom AI Development for Sports Analytics	0.4 (1 leads) <div></div>	10.6 (avg len: 529) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	19.0 <div></div>
AI Chatbot Development for Event-Based Travel Booking	0.4 (1 leads) <div></div>	10.3 (avg len: 517) <div></div>	8.0 (score: 2.0) <div></div>	0.0 (score: 0.0) <div></div>	18.7 <div></div>
Token-Gated AI Web App Request (Declined)	0.4 (1 leads) <div></div>	10.0 (avg len: 502) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	18.4 <div></div>
AI Prompt Engineering, SaaS Development, Real Estate Tools	0.4 (1 leads) <div></div>	13.6 (avg len: 682) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	18.0 <div></div>
Cybersecurity Automation & Data Reporting	0.4 (1 leads) <div></div>	9.5 (avg len: 477) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	17.9 <div></div>
AI Tool Consultation & Feasibility (Image Diffusion & Apparel Mockup Generator)	0.4 (1 leads) <div></div>	13.4 (avg len: 671) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	17.8 <div></div>

Appendix H – Market Potential Analysis (cnt'd)

Prompt Optimization for LLM APIs	0.4 (1 leads) <div></div>	5.3 (avg len: 267) <div></div>	0.0 (score: 0.0) <div></div>	12.0 (score: 3.0) <div></div>	17.7 <div></div>
Influencer Identification Automation	0.4 (1 leads) <div></div>	13.2 (avg len: 660) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	17.6 <div></div>
AI-driven Booking & Scheduling Systems for Specialized Services	0.4 (1 leads) <div></div>	13.1 (avg len: 656) <div></div>	4.0 (score: 1.0) <div></div>	0.0 (score: 0.0) <div></div>	17.5 <div></div>
AI Vision & Prompt Engineering for Fitness Applications	0.4 (1 leads) <div></div>	13.0 (avg len: 651) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	17.4 <div></div>
AI Assistant Development, Email Automation	0.4 (1 leads) <div></div>	12.9 (avg len: 646) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	17.3 <div></div>
Custom GPT for Webinar Structuring	0.4 (1 leads) <div></div>	8.8 (avg len: 440) <div></div>	4.0 (score: 1.0) <div></div>	4.0 (score: 1.0) <div></div>	17.2 <div></div>
Startup AI Consultation – Social Platform Concept Review	0.4 (1 leads) <div></div>	8.5 (avg len: 426) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	16.9 <div></div>
AI Callers and Automation Solutions	0.4 (1 leads) <div></div>	8.4 (avg len: 420) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	16.8 <div></div>
AI Voice Agent Development for Healthcare	0.4 (1 leads) <div></div>	8.2 (avg len: 409) <div></div>	8.0 (score: 2.0) <div></div>	0.0 (score: 0.0) <div></div>	16.6 <div></div>
Custom GPT Development for Business Consulting in the Beauty Industry	0.4 (1 leads) <div></div>	12.1 (avg len: 606) <div></div>	0.0 (score: 0.0) <div></div>	4.0 (score: 1.0) <div></div>	16.5 <div></div>
AI agent and API integration for complex workflow automation.	0.4 (1 leads) <div></div>	8.0 (avg len: 398) <div></div>	0.0 (score: 0.0) <div></div>	8.0 (score: 2.0) <div></div>	16.4 <div></div>