

Adobe Digital Insights Quarterly Report

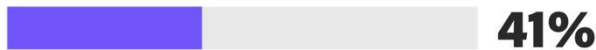
June 2025



🎯 Goal

Increase website traffic

Status: **Active**



Check in

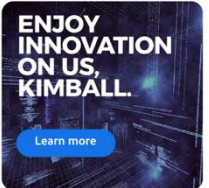
★ Text to image

Results

Data center in
the cloud



Assets



Adobe Digital Insights Quarterly Report

June 2025

Every quarter the Adobe Digital Insights team releases an analysis of market trends.

These insights offer the most comprehensive analysis of its kind based on trillions of visits and billions of transactions across the web. With the breadth and depth of our data, we are uniquely positioned to understand the economy, customer journeys, and the use of AI.

To further inform this analysis, we conducted surveys of 5,000 US respondents in both September 2024 and February 2025 on use of, and attitudes toward, generative AI.

Report Highlights

- **AI-driven traffic** is accelerating across Retail, Travel, Banking, Tech/Software, and Media/Entertainment.
- Retail **AI traffic** is skyrocketing — **up 3500% since July** — with Travel (3200%), Banking (2700%), Media/Entertainment (1500%), and Tech/Software (1200%) close behind.
- The fastest **AI visit share** gains are happening in complex categories like Tech/Software and Consumer Electronics, where AI helps users research nuanced information and build confidence before purchasing.
- US Retail AI traffic is now **outpacing growth in the UK and France**, with 2025 growth reaching 225% year-to-date, compared to 135% in the UK and 133% in France.
- AI-led traffic is driving **stronger engagement** across Retail, Travel, and Banking — with Retail's engagement lift reaching 9% in May 2025.

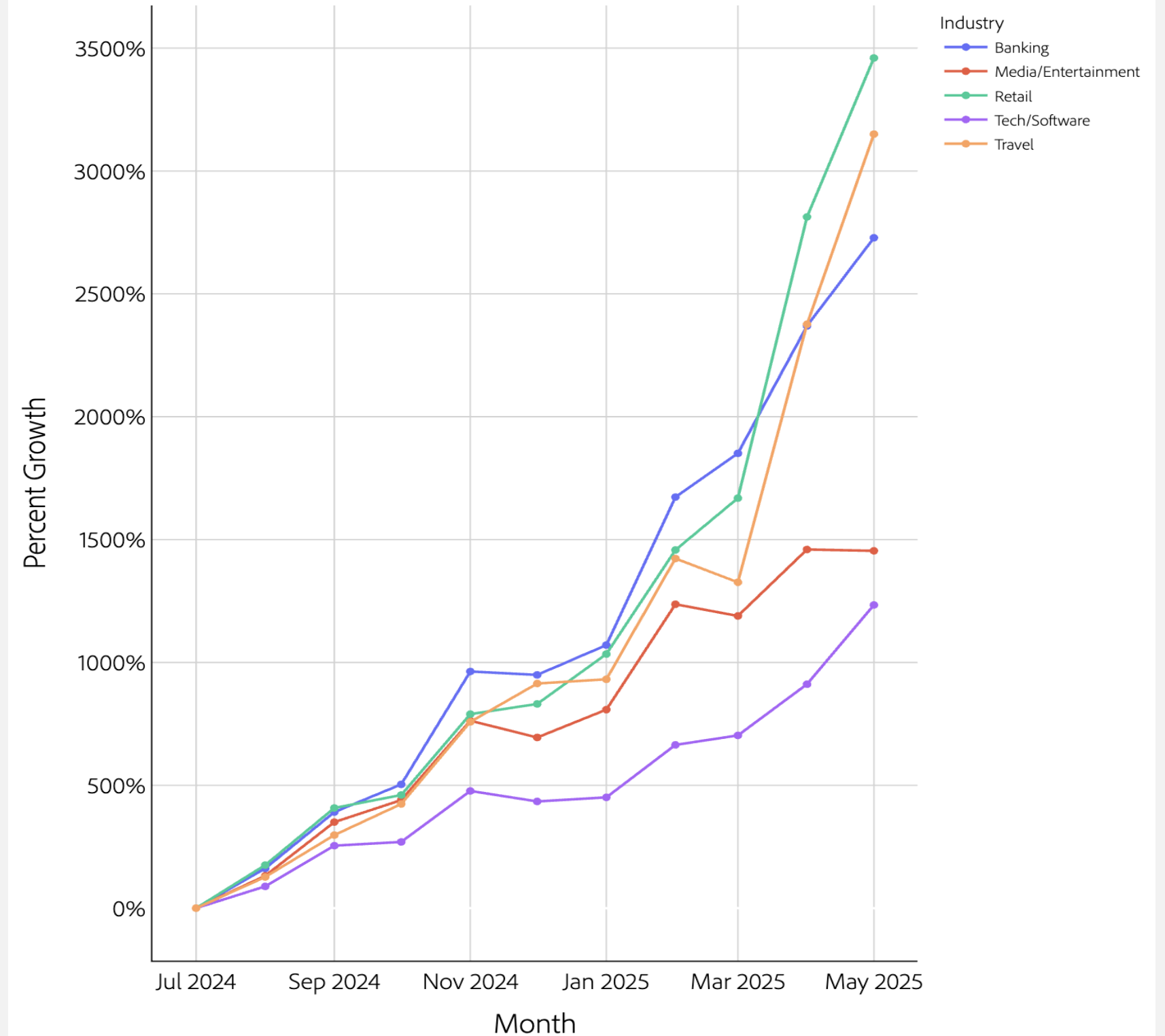
AI Growth Continues to Explode Across All Industries

Since July 2024, AI referrals have seen an **unprecedented surge** across industries. In May 2025:

- Retail grew nearly 3500%
- Travel followed with growth of nearly 3200%
- Banking saw an increase of 2700%
- Media/Entertainment grew nearly 1500%
- Tech/Software increased by 1200%

Growth in AI Visit Share by Industry

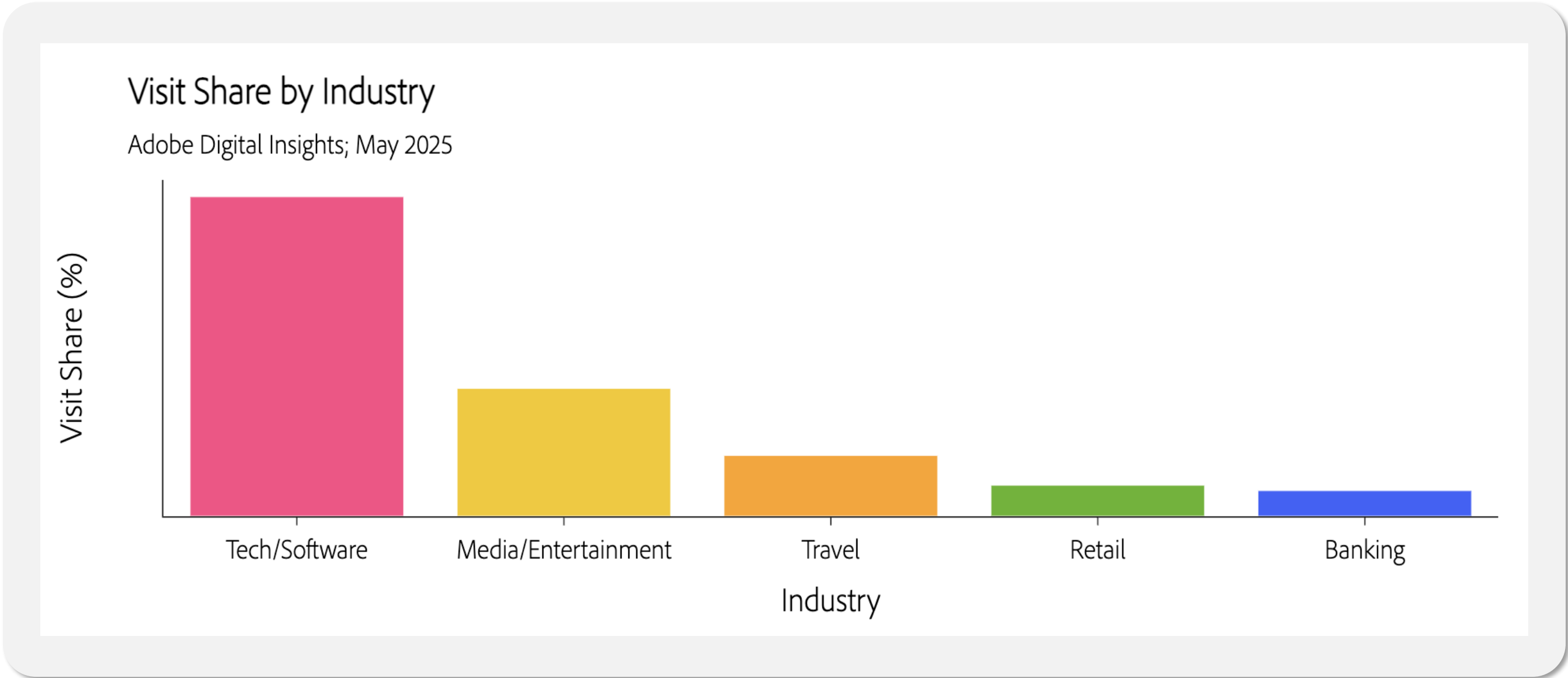
Adobe Digital Insights; August 2024 - May 2025



Tech/Software Led Other Industries in AI-driven Visit Share

In May 2025, Tech/Software **led the other industries** in AI-driven visit share, followed by Media/Entertainment, reflecting AI's use in more technical and complex industries.

Tech/Software visit share was **more than double** that of Media/Entertainment, **5 times higher** than Travel, and **10 times more** than Retail.



AI Traffic Growth in the U.S. Outpaces France and the U.K.

Since January 2025, the United States, France, and the United Kingdom have all seen substantial growth in AI-driven traffic.

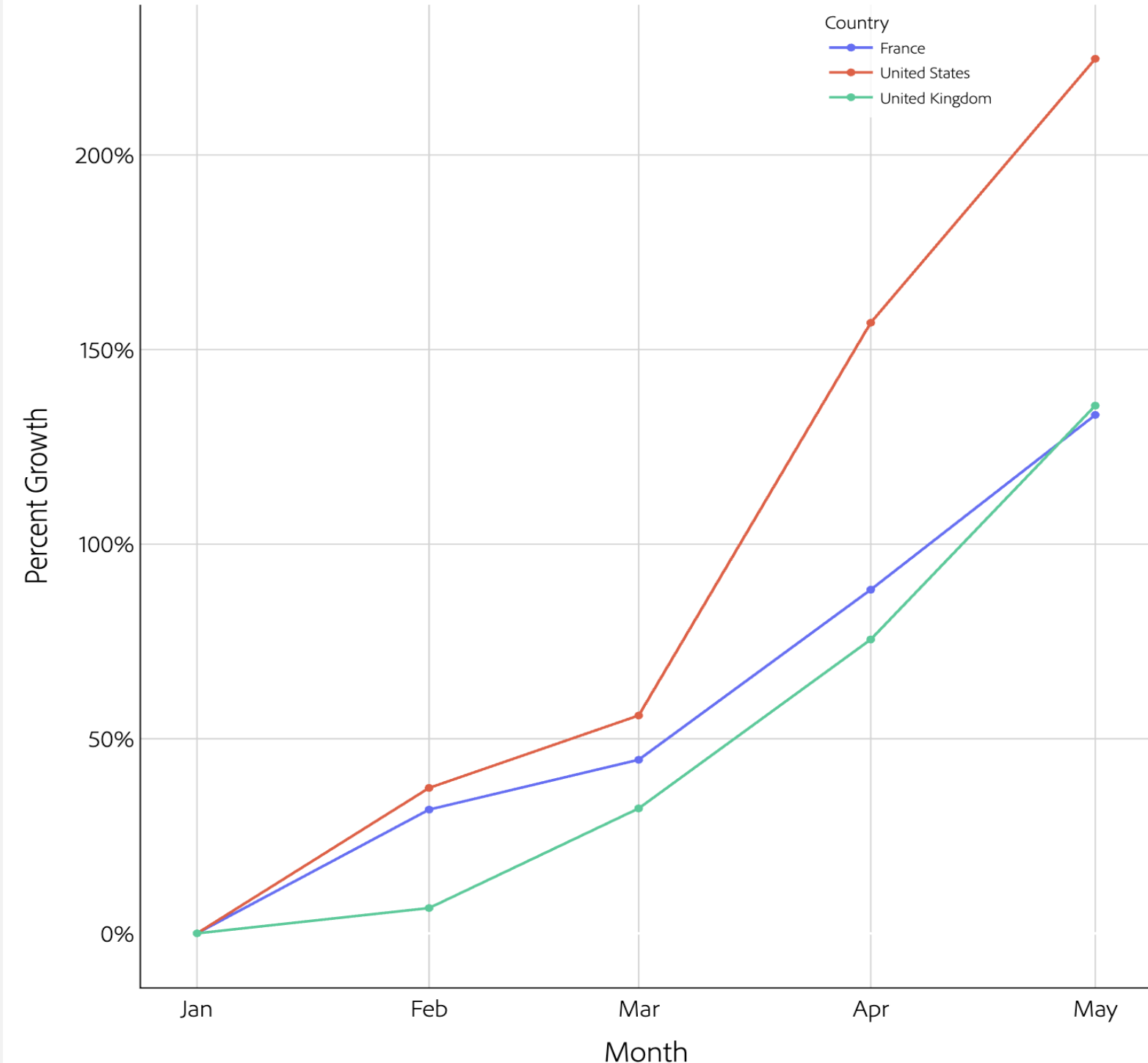
As of May 2025, the **U.S. leads with 225% year-to-date growth**, followed by the U.K. at 135% and France at 133%.

Survey results from February 2025 indicate that U.S. consumers are leading in both current AI adoption and future intent.

- 39% of U.S. respondents reported using AI Assistants for online shopping, with 53% planning to use them this year.
- In France, 28% reported current use and 49% expressed intent to adopt.
- In the U.K., 35% were using AI Assistants, with 47% planning to engage with them this year.

Growth in AI Visit Share by Country

Adobe Digital Insights; Jan 2025 - May 2025



“The integration of generative AI assistants — such as ChatGPT, Claude, CoPilot, and Perplexity — into the digital customer journey is revolutionizing consumer behavior across industries.”

– Abigail Winchell, Analyst, Adobe Digital Insights

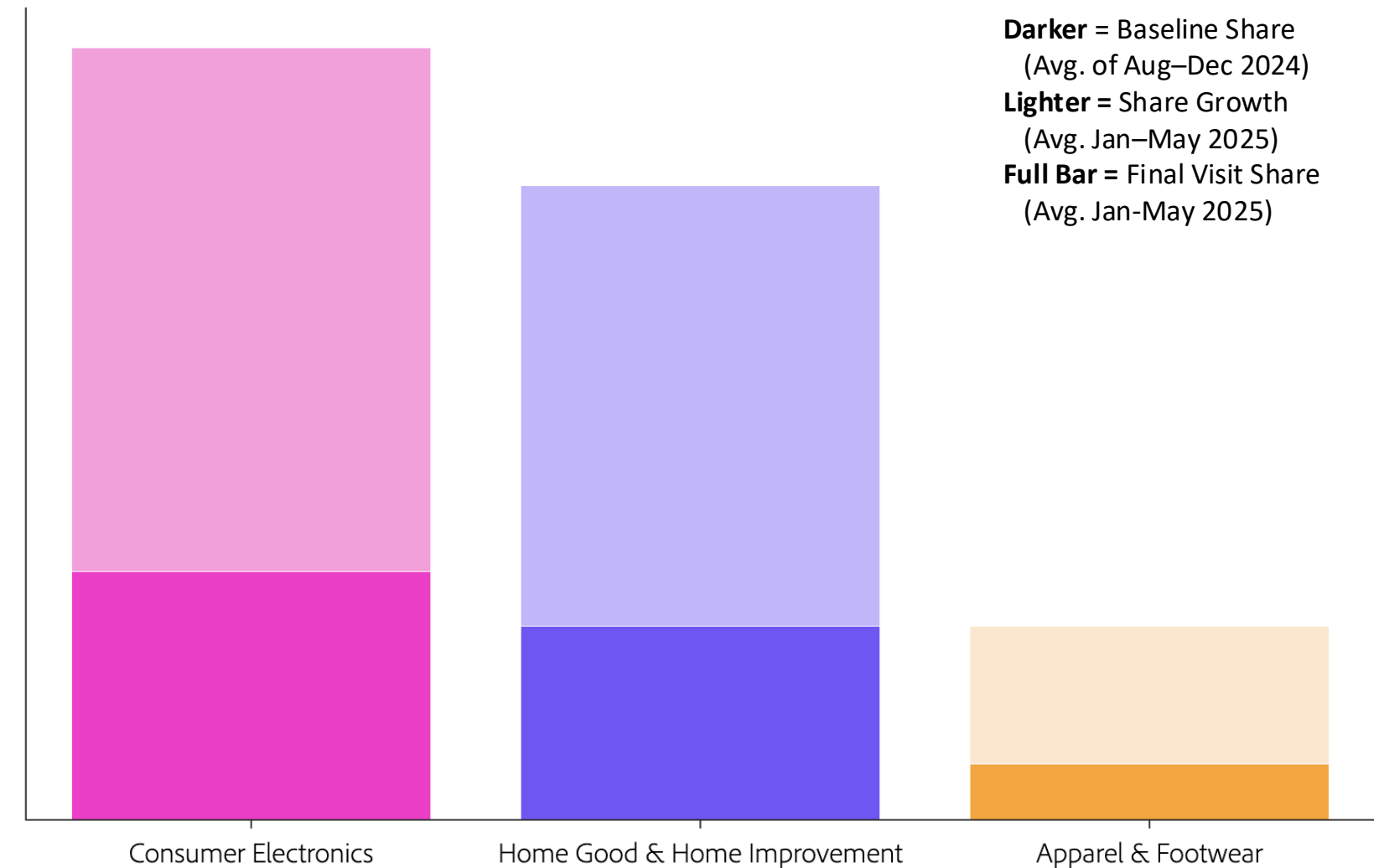
Consumer Electronics Expands AI Lead while Home Improvement Leads in Momentum

Consumer Electronics and Home Improvement lead in AI Visit Share, emerging as leaders within the retail AI space. These categories typically involve **higher price points and more considered purchases**, which drive greater reliance on AI for research and decision-making.

With an **AOV 2x higher than Home Improvement** and **4x higher than Apparel & Footwear**, Consumer Electronics leads in visit share and saw the largest share gain, despite slower relative growth from a larger base.

AI Visit Share Gains by Category (Stacked on Prior Share)

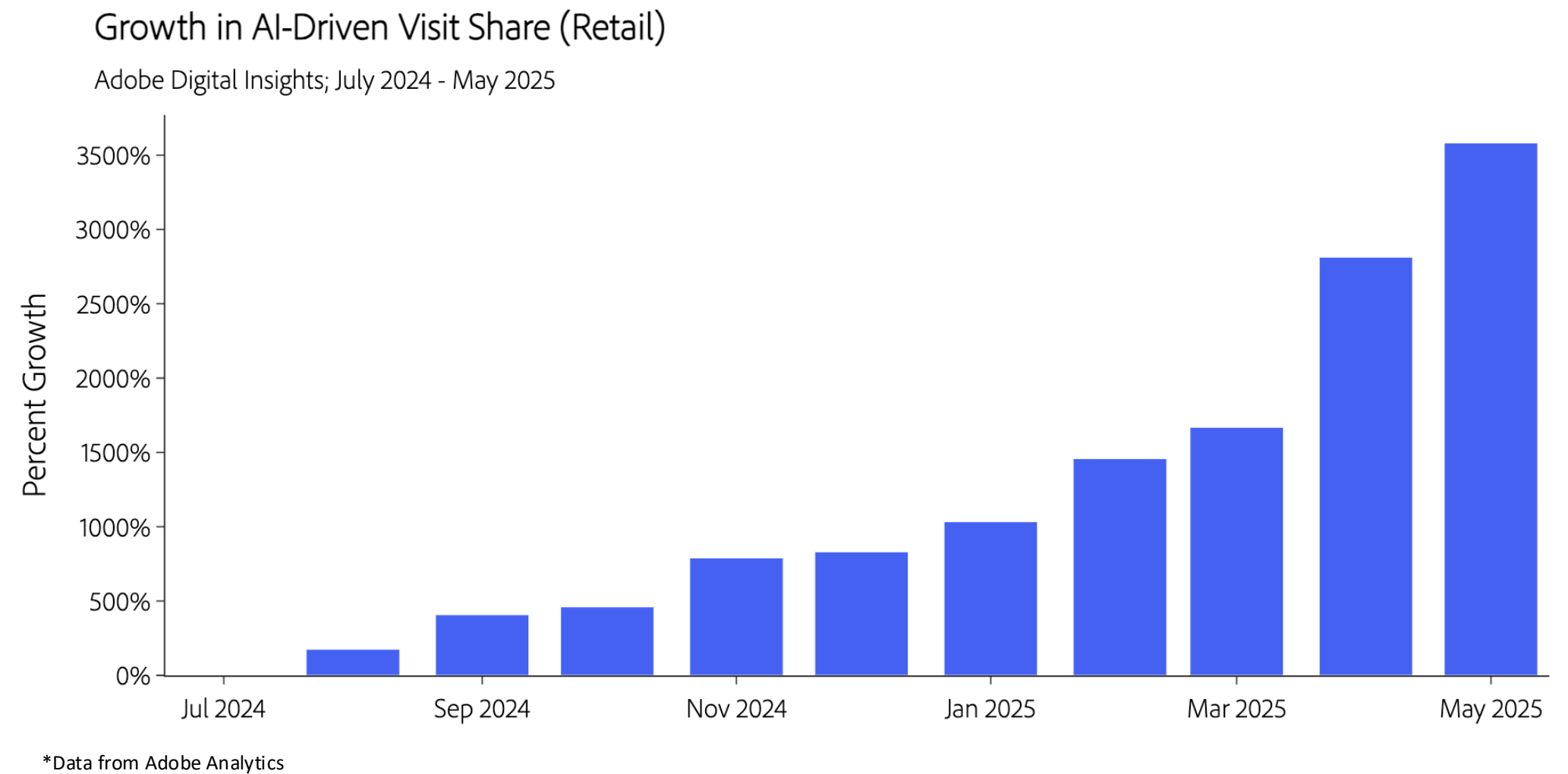
Adobe Digital Insights; Aug 2024 - May 2025



AI Growth Continues to Climb in Retail

AI referrals have skyrocketed, **growing nearly 3,500%** between July 2024 and May 2025.

Growth is accelerating fast—May 2025 volumes are **more than double** those seen just three months earlier in February.

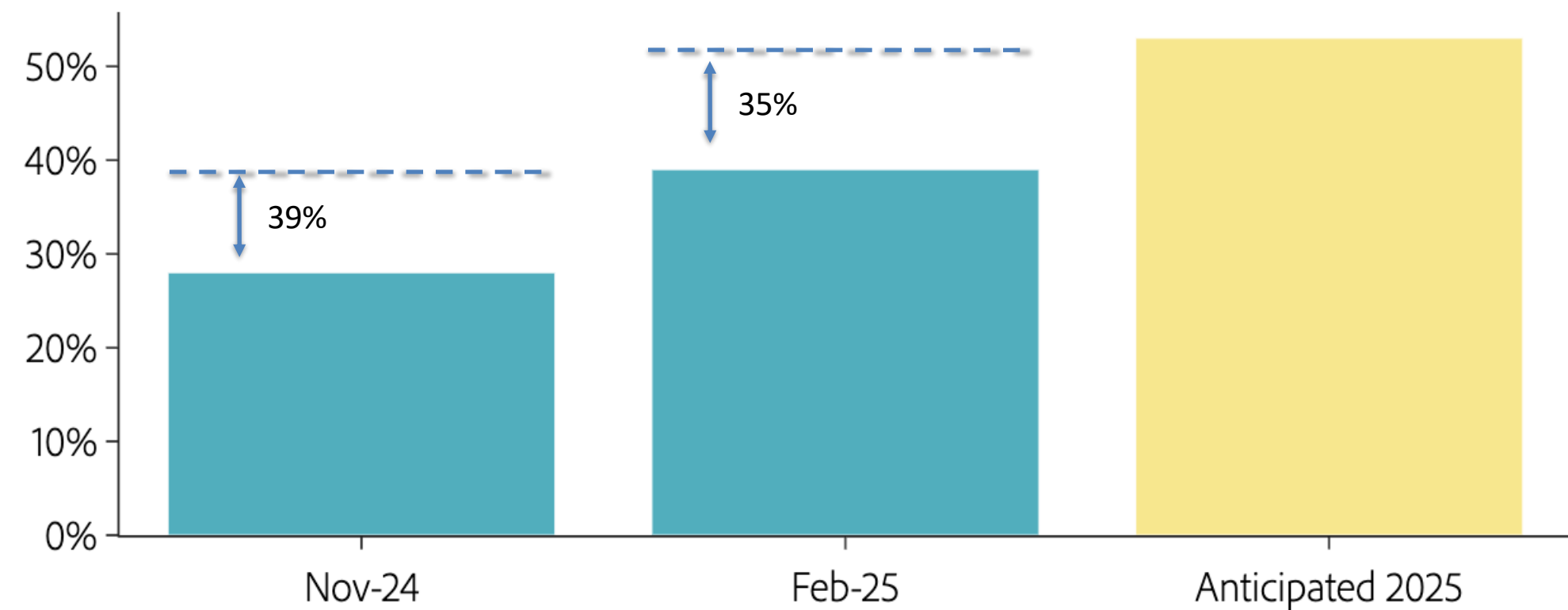


AI Growth Continues to Climb in Retail

Consumer adoption is keeping pace, with a **39% increase** in consumers reporting AI use for online shopping in February 2025, compared to responses from just three months earlier.

Survey Respondent Adoption of AI Shopping Assistants: Current Use and 2025 Expectations

Adobe Digital Insights; May 2025



*Data from Adobe February 2025 Consumer Survey

AI adoption in online shopping is expected to grow by at least another 35%, with 53% of consumers anticipating they'll use AI assistants for shopping by the end of 2025.

Source: 2025 Adobe Digital Insights survey

The AI Conversion Gap Is Shrinking

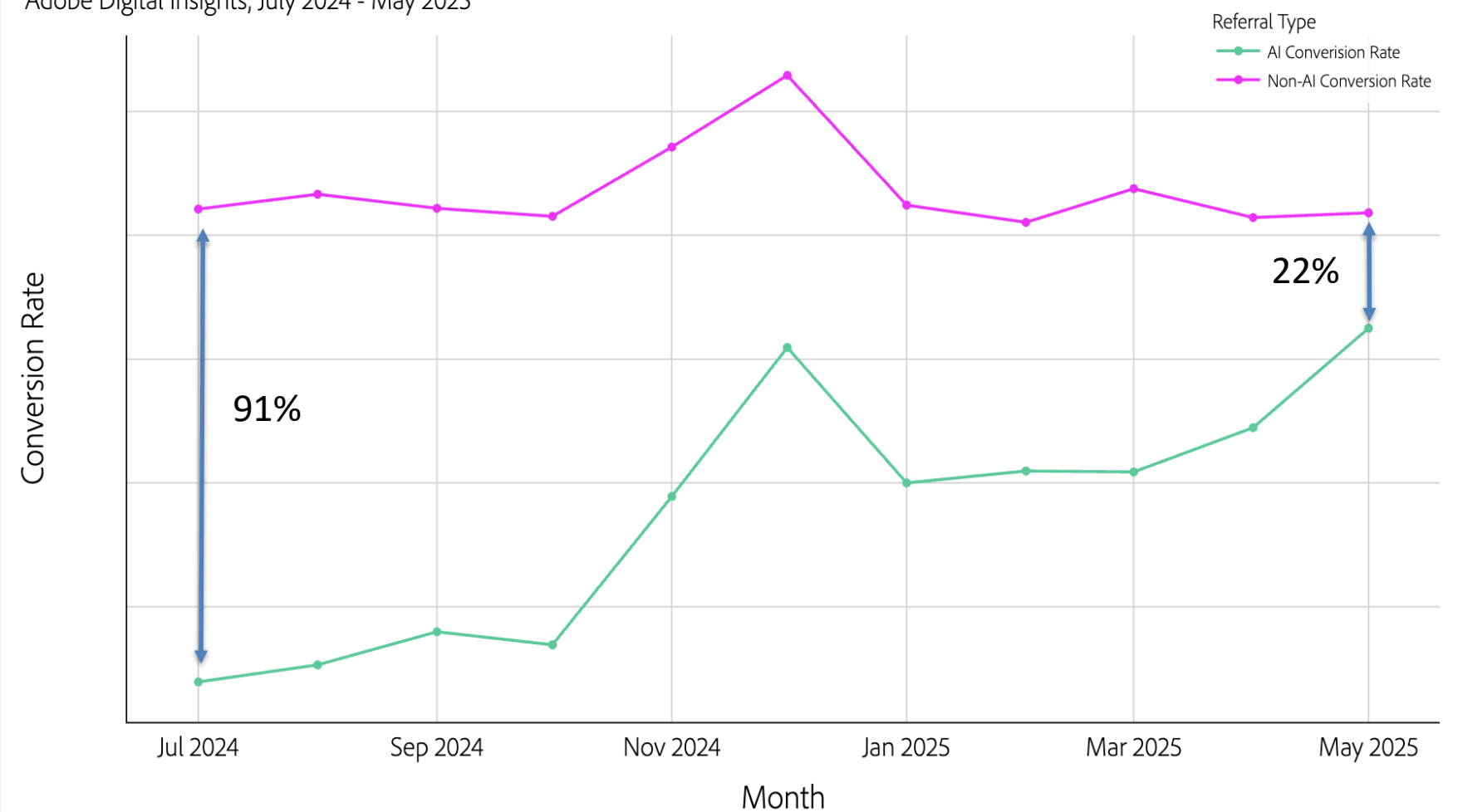
AI referrals **still convert 22% less** than other sources, **but the gap is closing fast** — **improving by 76%** since its July 2024 low, including a **55% lift** in the last quarter.

This progress is largely driven by built-in AI search adoption, rising consumer trust, and increased familiarity with AI assistants — with familiarity alone rising **from 59% in November 2024 to 73% in February 2025**, marking a **24% increase in just three months**, according to a February 2025 consumer survey.

AI is also expanding its role in shaping early purchase decisions, **with 34% of consumers** using it for product research **before turning to traditional search**.

Monthly AI vs. Non-AI Conversion Rate (Retail)

Adobe Digital Insights; July 2024 - May 2025

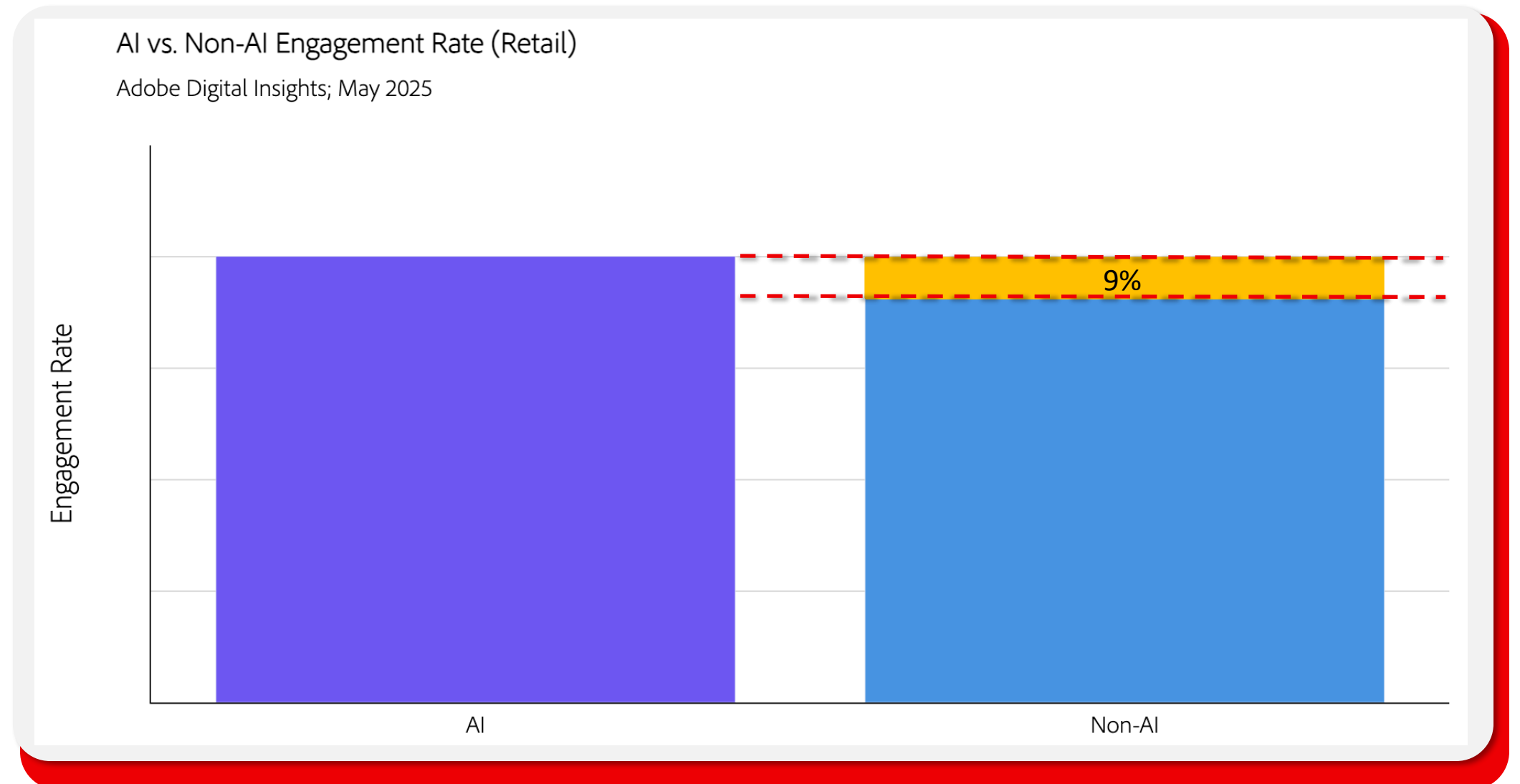


AI Engagement Continues to Outpace Non-AI Traffic

AI referrals are attracting more research-oriented and engaged users, with AI-driven traffic **showing 9% higher engagement** (measured as visits minus bounces) in May 2025 compared to non-AI sources — despite slightly lower conversion rates.

This engagement trend has remained consistent since September 2024, with AI-driven traffic **maintaining 9–12% higher engagement**, signaling a lasting shift in user behavior.

Higher engagement from AI-referred traffic suggests that users are spending more time exploring content, likely because AI-generated results are more relevant and closely aligned with their shopping intent.



AI Drives Longer, Deeper Sessions

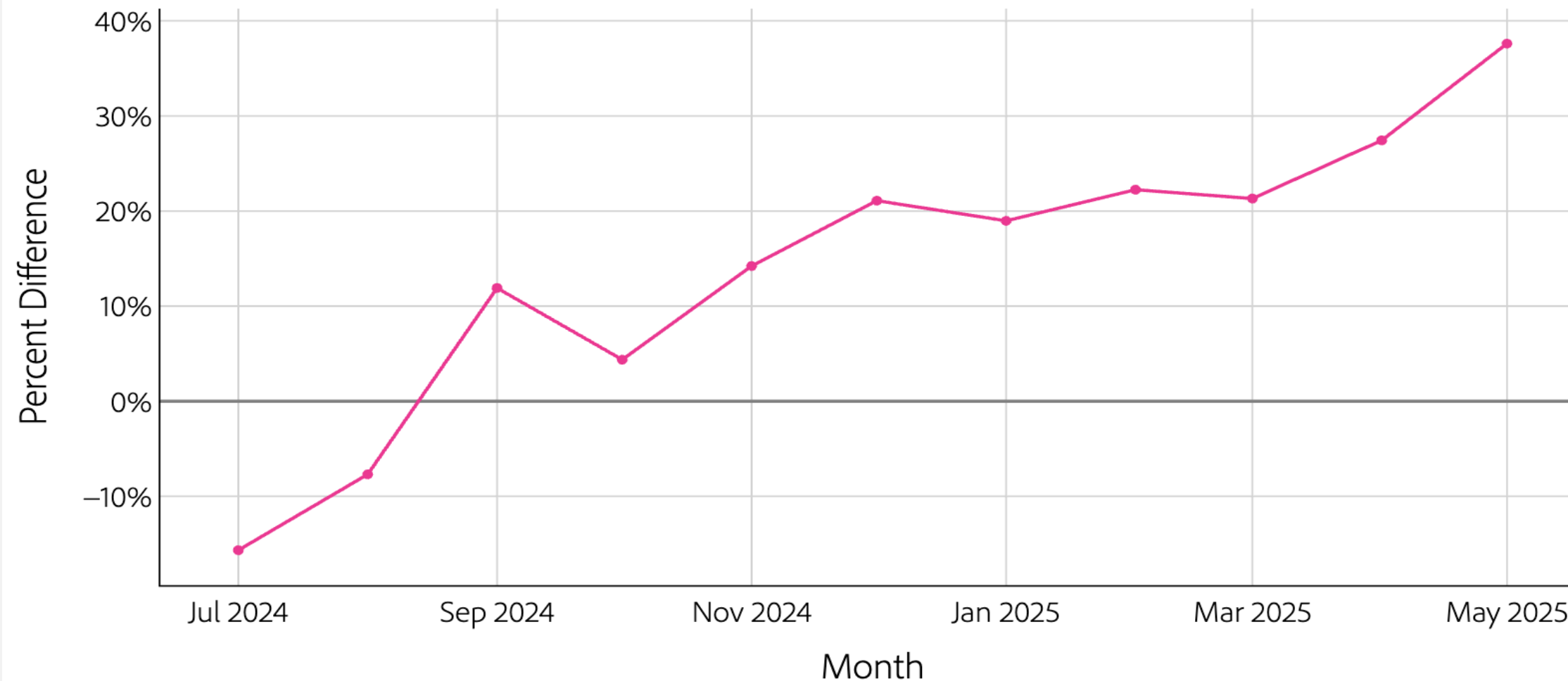
AI is not only attracting more engaged users but also improving over time, suggesting a lasting behavioral shift.

AI-referred users consistently spend more time on site, with the percent difference rising steadily from July 2024 to May 2025.

Time spent per AI visit was 38% longer than visits from other channels in May 2025.

Monthly AI vs. Non-AI Time Spent per Visit Percent Difference (Retail)

Adobe Digital Insights; July 2024 - May 2025

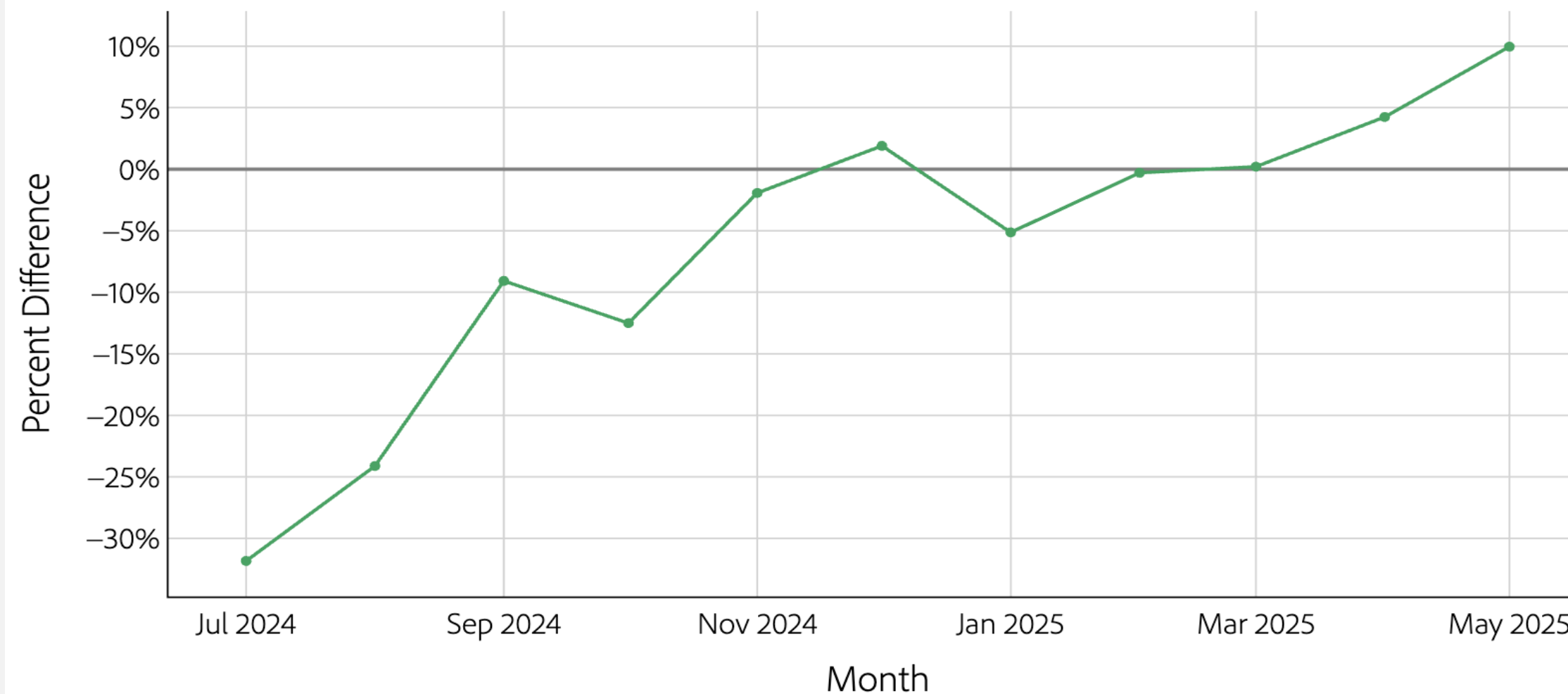


AI Drives Longer, Deeper Sessions

While initially lower, AI-driven sessions have surpassed non-AI sessions in browsing depth. In May 2025, users referred by AI viewed **10% more pages** per visit than those from other sources.

Monthly AI vs. Non-AI Pages per Visit Percent Difference (Retail)

Adobe Digital Insights; July 2024 - May 2025

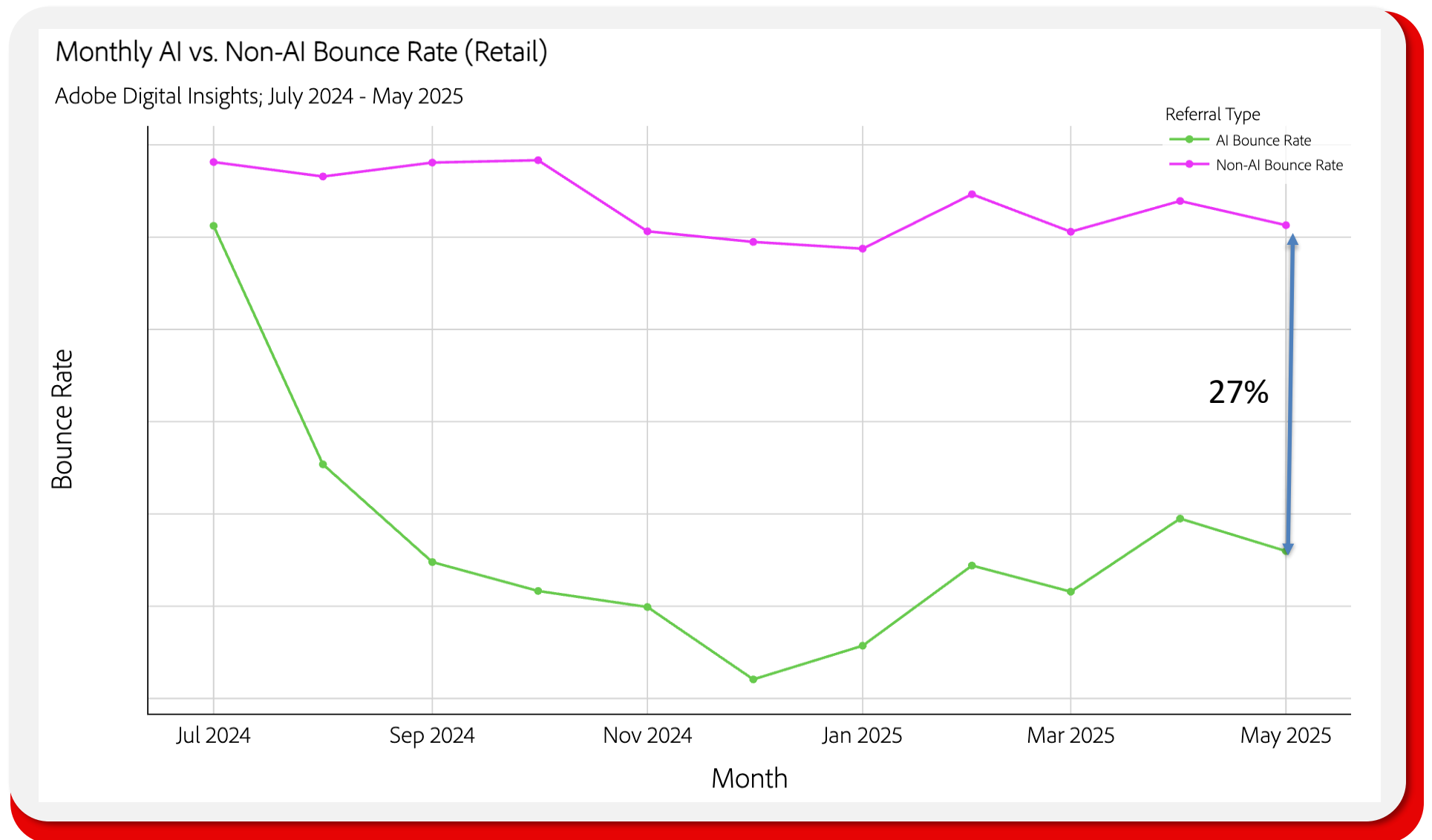


Consumers Referred by AI Assistants are 27% less Likely To Leave Immediately

AI referrals **consistently outperform in bounce rate**, indicating stronger content relevance and user intent.

As AI recommendations improve, bounce rates remain significantly lower — **27% lower than non-AI traffic in May 2025**.

The bounce rate gap has **remained consistently wide**, reinforcing AI's long-term advantage in driving **more engaged, high-quality visits**.



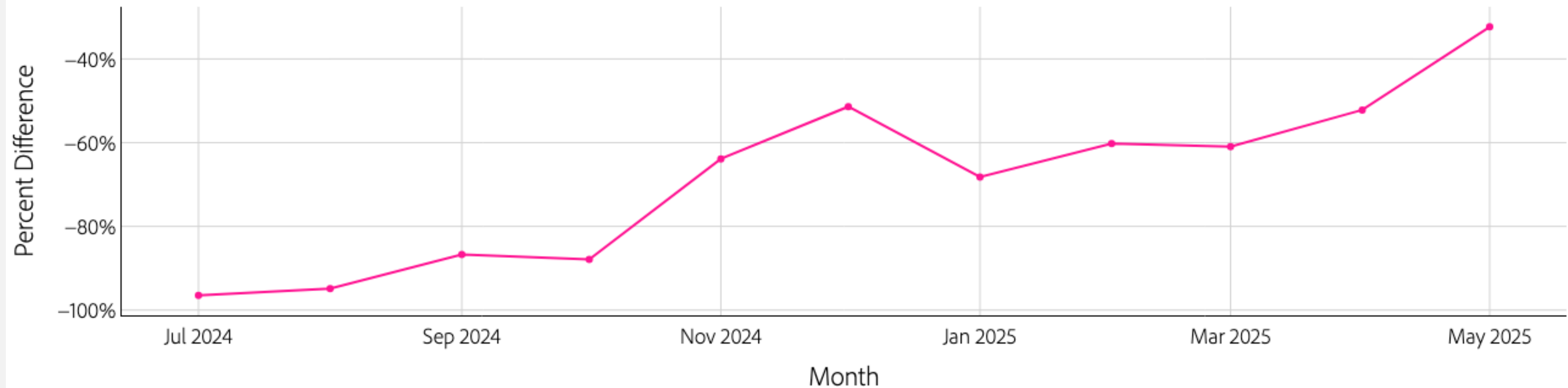
AI Revenue Per Visit Up 72% Since February

AI-driven RPV (Revenue Per Visit) has made major strides, **improving by 72%** since February 2025 and steadily closing the gap with non-AI traffic.

Since July 2024, the performance gap between AI and non-AI visits has **narrowed by 67%**, reflecting strong momentum as AI-powered journeys become more effective.

Monthly AI vs. Non-AI RPV Percent Difference (Retail)

Adobe Digital Insights; July 2024 - Present



As of May 2025, an AI-driven visit is worth just 30% less than a non-AI visit when it comes to revenue per visit — a dramatic improvement from the 97% gap less than a year ago.

Travel Industry Growth Shows No Signs of Slowing

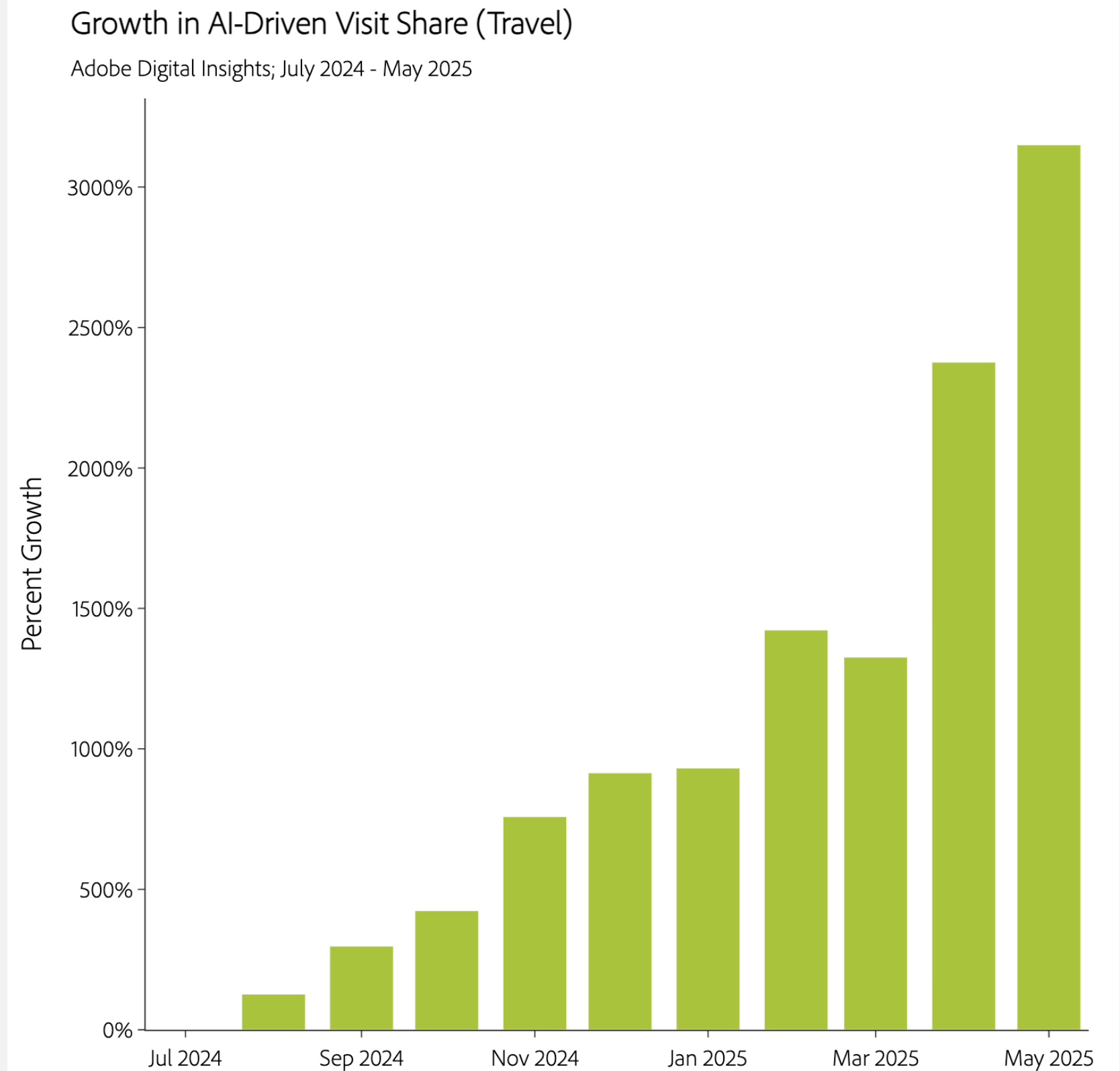
As AI research and recommendations become more widely adopted, consumers increasingly turn to AI for travel inspiration.

In May 2025, **AI-driven visits to travel sites grew nearly 3200%** since July 2024, with +116% growth in the last quarter alone.

This tremendous growth is expected to continue, according to February 2025 survey results, in which 87% of respondents expressed interest in future AI advancement in the industry.

Survey respondents reported using AI for a **wide range of travel-related tasks**, including:

- Research: 54%
- Inspiration and Recommendations: 43%
- Budgeting: 31%
- Packing Assistance: 20%



International Airlines See the Highest Visit Share Growth

International airlines make up approximately 60% of the High Visit Share segment, and are showing notable growth within AI-driven traffic.

From Jan–May 2025, the High Visit Share segment gained over 5x more visit share on average than the Low Visit Share segment — even though the Low segment grew faster, compared to July–Dec 2024 shares.

High Visit Share Segment:

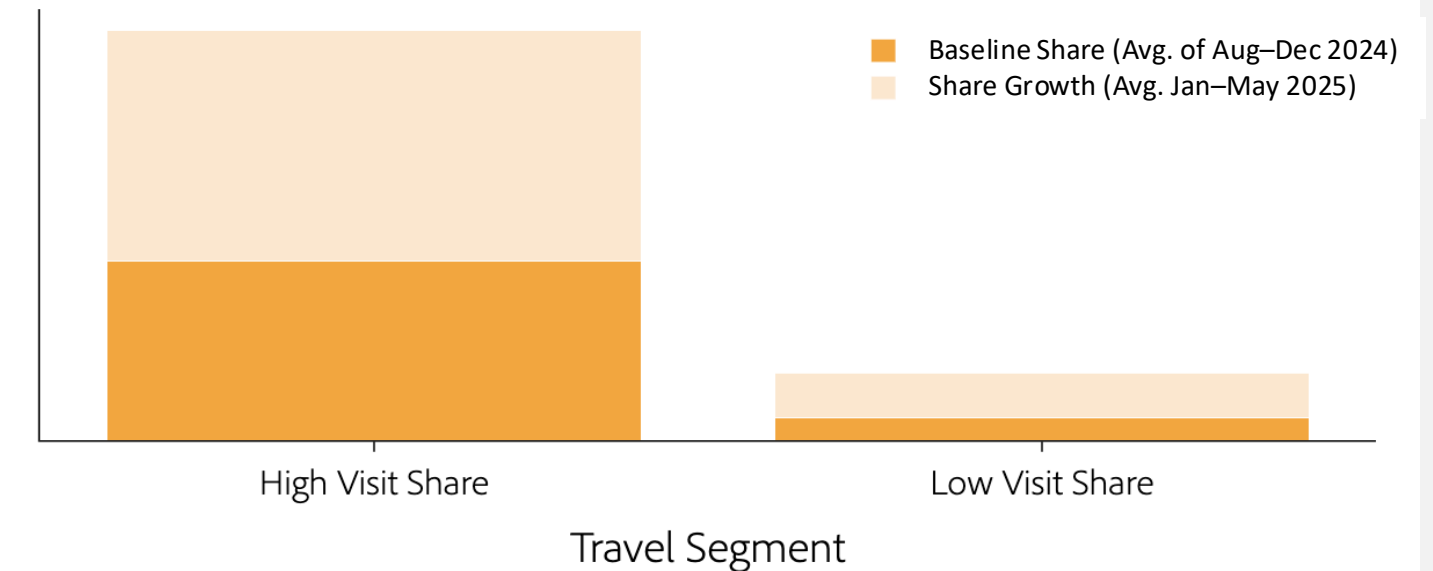
- Higher AOV (~10x higher than the low segment)
- Lower Conversion
- ~60% International Airlines

Low Visit Share Segment:

- Lower AOV
- Higher Conversion (~1.5x higher than the high segment)
- Primarily Hospitality companies

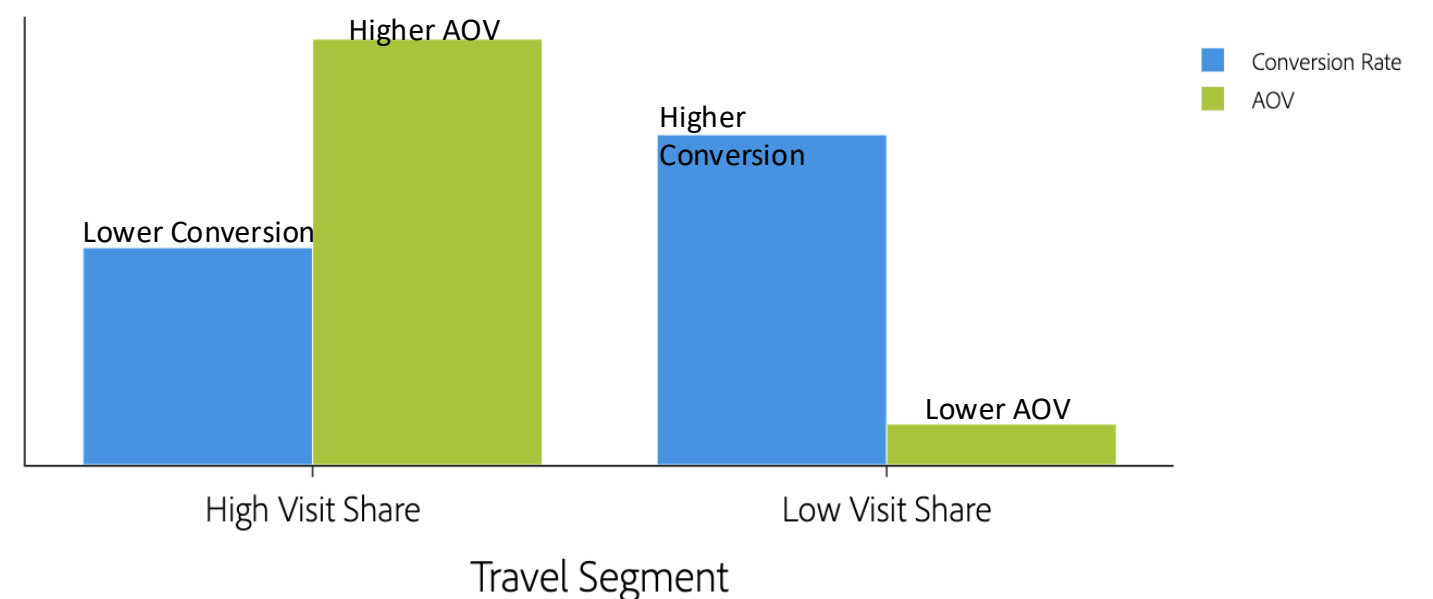
AI Visit Share Gains by Travel Segment (Stacked on Prior Share)

Adobe Digital Insights; Aug 2024 - May 2025



Conversion Rate and AOV by Travel Segment

Adobe Digital Insights; Jan-May 2025



AI-Driven Banking Grows 60% in the Last Quarter

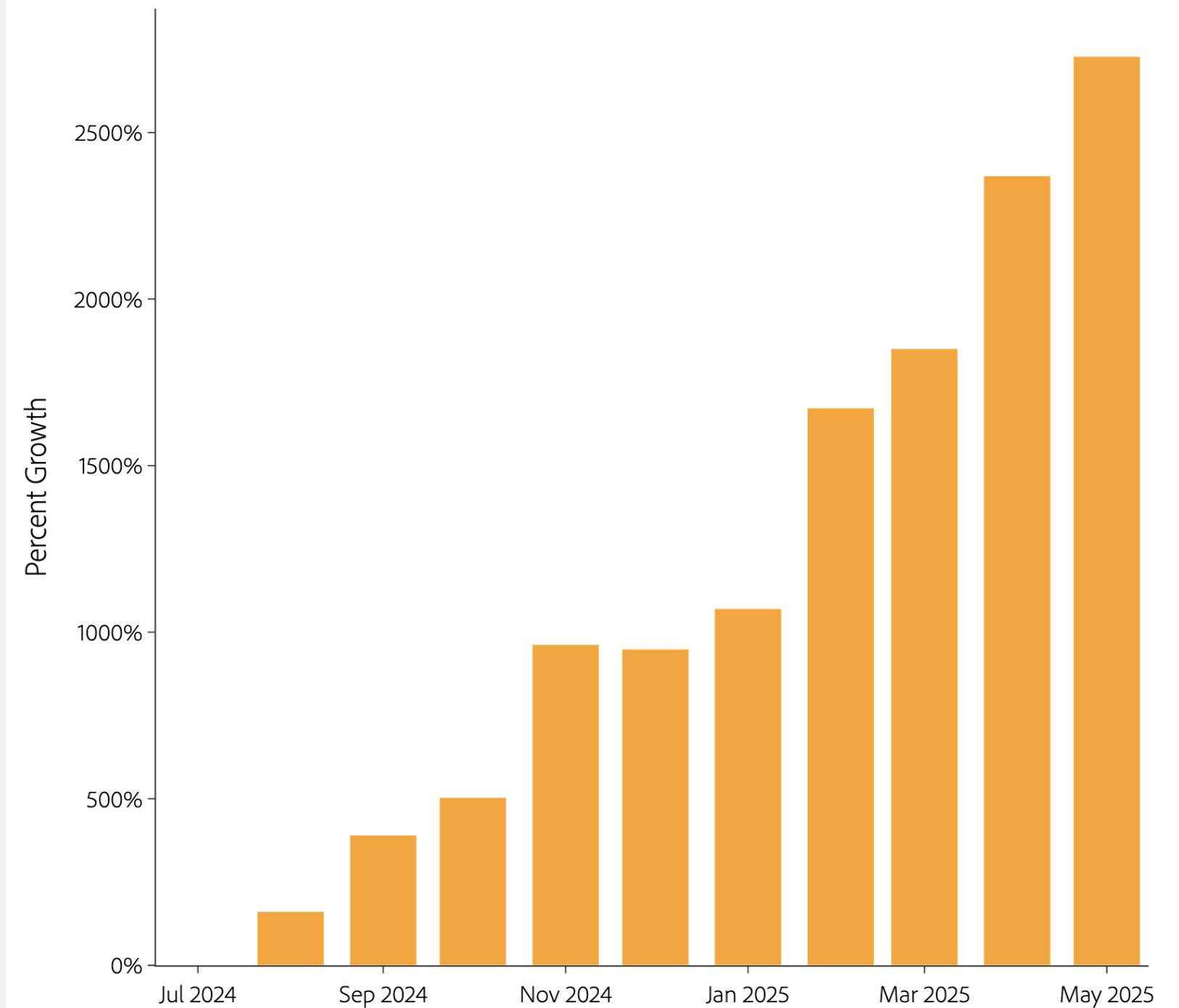
In May 2025, AI-driven visit share to Banking sites **increased nearly 2700% since July 2024.**

In the last 3 months alone, the industry has seen a **60% increase** in AI-driven traffic, reflecting its continued growth in the industry.

According to a February 2025 survey, this growth is expected to continue with **62% of respondents reporting positive anticipation** for its advancements within this sector.

Growth in AI-Driven Visit Share (Banking)

Adobe Digital Insights; July 2024 - May 2025



AI Continues to Drive Strong Engagement in Banking

In May 2025, AI users spent **35% more** time per visit than non-AI users — **more than doubling** the engagement gap since last quarter.

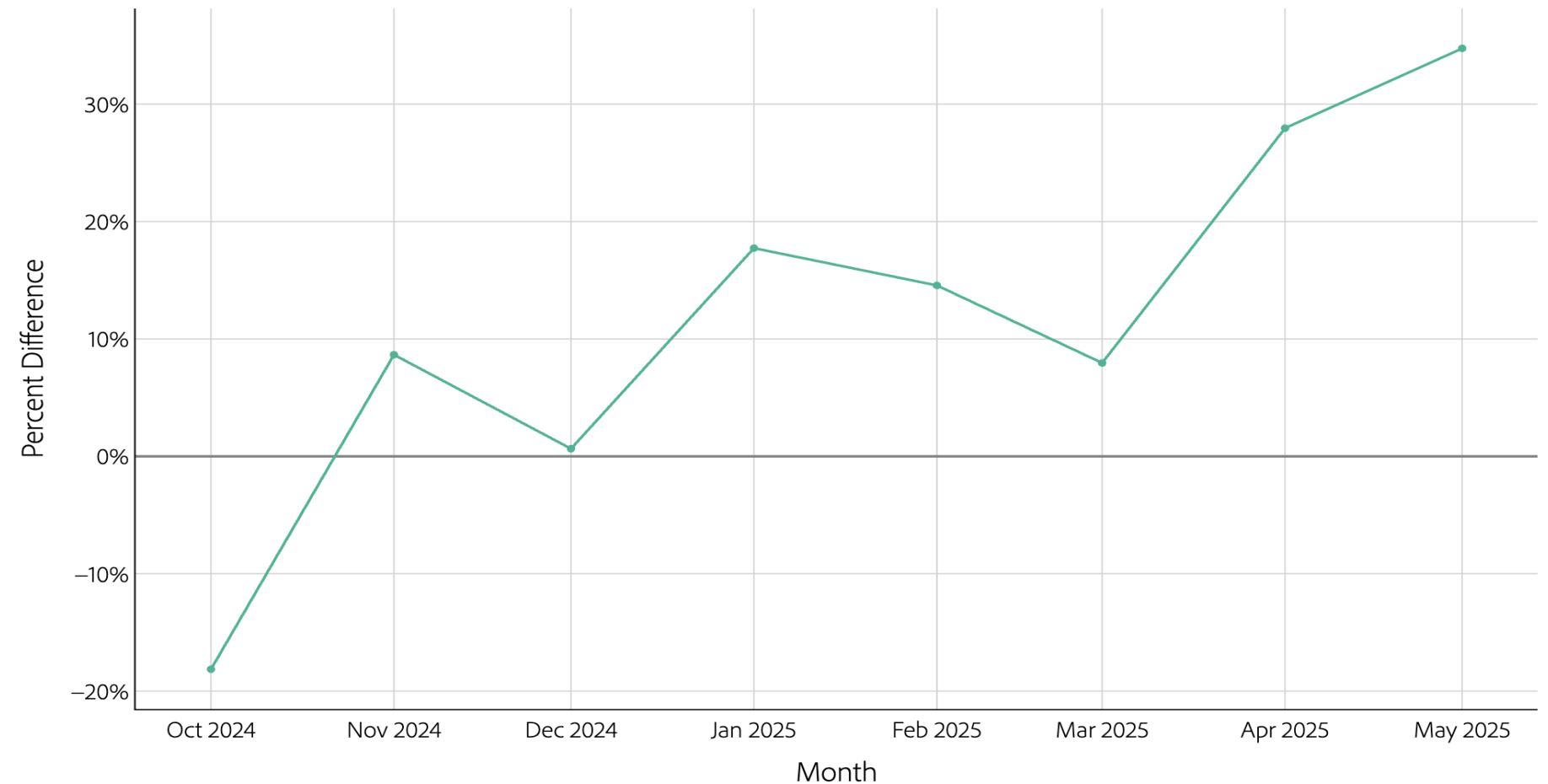
This upward momentum suggests that users are beginning to find **accelerating value** in AI-powered banking experiences.

According to the February 2025 survey, respondents report using AI for a wide breadth of financial activities, including:

- Banking recommendations for Checking and Savings Accounts: 45%
- Personalized Budgeting: 39%
- Investment Recommendations: 37%
- Understanding Complex Topics (Strategies, Concepts, Products): 40%

Monthly AI vs. Non-AI TimeSpent per Visit Percent Difference (Banking)

Adobe Digital Insights; October 2024 - May 2025

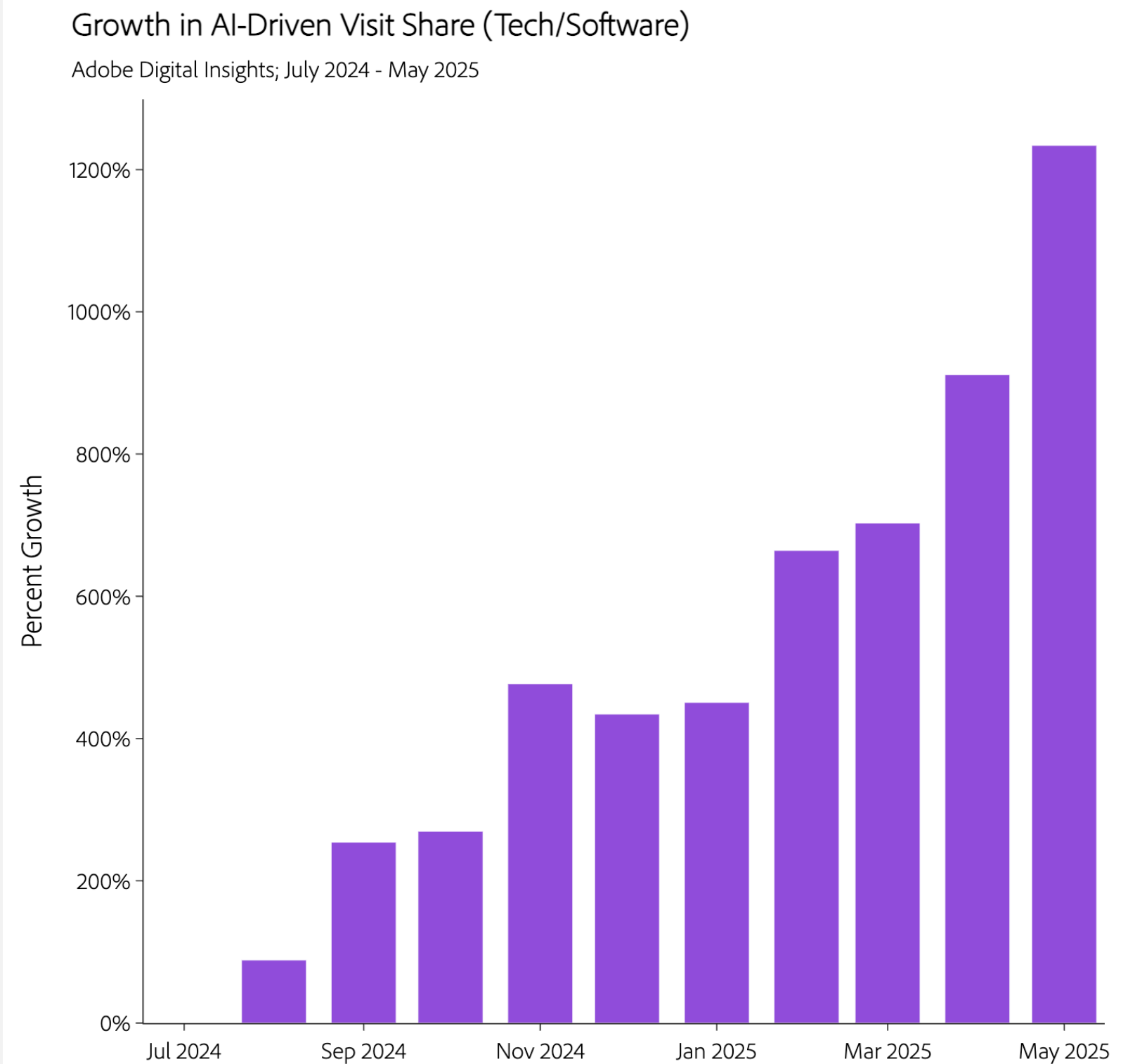


Tech/Software Industry Sees Incredible Growth – 1200% Since July 2024

In May 2025, AI-driven visit share to Tech/Software sites **increased 1200% since July 2024**.

Growth has **sustained momentum across every quarter**, reflecting **steady adoption and compounding gains** over time.

In just the past 3 months, AI-driven traffic in the industry **has surged by 74%**, highlighting its accelerating momentum and growing impact.



Looking Forward

The rapid growth of AI-driven traffic across retail, travel, and banking highlights the transformative role of AI assistants in digital customer experiences.

AI referrals now rival or surpass traditional channels in engagement. Generative AI is fostering a research-oriented, high-value consumer base, leading to lower bounce rates, longer visit durations, and deeper platform interactions.

Brands must closely track traffic from AI referrals and understand how consumers are behaving. We see in survey responses that, across industries, appearing in generative AI responses is becoming a prerequisite to being in a consumer's consideration set.

As tricks to be included in answers emerge, generative engine optimization (GEO) may become the new search engine optimization. We are at the beginning of what is likely to be a major change, and getting an edge on the competition early can be a massive advantage for brands.



More from Adobe Digital Insights



Article: The explosive rise of generative AI referral traffic.

Learn more [here](#).



Research: 71% of marketers say the demand for content will grow 5X or more between now and 2027.

Read [here](#).



Resources: Adobe Digital Insights

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