



October, 2024

The AI for work landscape is accelerating again this month, with total traffic up by almost 15%, led by key gains in research (Perplexity) and chatbot (ChatGPT) categories.

This month's report reflects the practical value of [AI in the workplace](#), with standout growth in tools across purposes.

I've spotted new data shedding light on **whether Perplexity could realistically replace Google** and **which tools you should embrace now to stay productive and ahead** at work.

We created this monthly list to understand which tools are popular and, therefore, what you should check out if you're implementing AI in your workplace.

To get support from a thriving community of leaders responsible for AI in their organizations, join [Lead with AI](#) and build your team of AI employees, or check out our recommendations for the [best generative AI courses](#).

Here are highlights of the top 100 AI tools ranking in October, based on Similarweb website traffic and search traffic (by name) in September 2024.

1. Perplexity Continues to Win Users and Dominates AI Research Space

In recent months, Perplexity has faced scrutiny over its AI-driven scraping practices by major media outlets, [most recently with The New York Times](#). Many headlines were around whether Perplexity risks damaging its reputation.

However, from a consumer standpoint, the convenience and efficiency that Perplexity provides in researching have outweighed these controversies.

Evidence of its popularity is clear: monthly traffic has surged 25%, and searches have increased by 24%, boosting Perplexity's ranking by two spots in the top 10 AI tools for work.

Top 10 Generative AI for Work Tools - October 2024

FlexOS.work surveyed Generative AI for work platforms to reveal which gets used most. See for details about how we got to this list at flexos.work/ai-top-100.



	Name	Category	Up/Down
1	ChatGPT (incl. Dall-E)	GPT	0
2	Canva AI Suite	Image Generators & Editors	0
3	Quillbot	Writing & Editing	1
4	Google Gemini (ex Bard)	GPT	-1
5	Perplexity AI	Research	2
6	Suno	Audio Generator	-1
7	Claude	GPT	-1
8	GitHub Copilot	Programming & Coding	0
9	Poe	Social & Characters	0
10	Grammarly AI	Writing & Editing	0

For the full list and methodology, see: <https://www.flexos.work/ai-top-100>

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Since our first tracking in December, Perplexity has maintained steady growth, now boasting **one and a half times** the users it had nine months ago.

In comparison, Perplexity has surpassed and now more than triples its closest competitor, **Liner** (#11).

Though both offer similar features (live web browsing, structured answers, cited sources, suggested follow-up questions, and an academic paper filter), Perplexity appears to be the most preferred tool in the AI research category.

The screenshot shows the Liner AI search interface. At the top, the query "is remote work over?" is entered. Below the query, there are model selection options: Liner Basic, Liner Pro, GPT-4o, Claude 3.5 Sonnet, and Gemini 1.5 Pro. A "Solve in steps" button is visible. The main content area is divided into "Related Images" and "Answer". The "Answer" section states: "Remote work is not over and continues to be a significant aspect of the modern workforce. While there have been calls from some executives for a return to office settings, surveys indicate that many employees prefer the flexibility of remote and hybrid work models." Below this, there are sections for "Current Trends in Remote Work" and "Reasons for Continued Growth of Remote Work". The "Sources" panel on the right lists four search results with titles like "Survey: Remote Work Isn't Going Away — and...", "50 Eye-Opening Remote Work Statistics for 2024", "Remote Work Statistics and Trends in 2024 - USA...", and "2023 was the year return-to-office died. Experts...". At the bottom, there is a "Ask a follow-up question" input field.

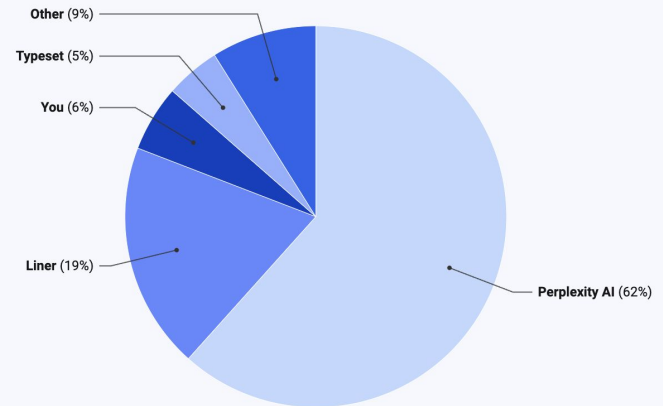
Liner AI research tool.

Perplexity Commands Over 60% of AI Research Traffic

Perplexity dominates the AI research tool category, capturing 61.64% of all traffic. This is no surprise, given its ability to deliver a faster, smarter search experience, marking it as a leader in AI-powered technology.

Perplexity Dominates the AI Research Category

Perplexity commands over 60% of AI research traffic and over triples its closest competitor Liner.



For full data and methodology, see <https://www.flexos.work/ai-top-100>.
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Perplexity's Appeal is Global, Especially in...Asia






While the US remains Perplexity's largest market by absolute number, almost 80% of its traffic comes outside the US.

Notably, **significant traffic sources are Asian countries**, including India (7.96%), Indonesia (7.65%), the Philippines (3.77%), and Japan (3.51%).

Considering the population and the percentage of those who have access to the internet, the Philippines and Indonesia — where the online population is about 75% and 40% smaller than the US — are close behind in adopting this cutting-edge search engine, with shares of 3.14% and 2.83%, respectively, compared to the US at 4.79%.

Perplexity's Global Adoption - Top 5 Countries

FlexOS surveyed the top Generative AI platforms for work. What are people actually using?

Country	Traffic Volume	Population	% Internet Users	Online Population	% Online Population Using Perplexity
 United States	16,040,576	345,426,571	97	335,063,774	4.79%
 Philippines	2,726,464	115,843,670	75	86,882,753	3.14%
 Indonesia	5,532,480	283,487,931	69	195,606,672	2.83%
 Japan	2,538,432	123,753,041	85	105,190,085	2.41%
 India	5,756,672	1,450,935,791	43	623,902,390	0.92%

For full data and methodology, see <https://www.flexos.work/ai-top-100>.

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Is Perplexity a Google killer? Data Says Otherwise.

Similarweb shows that Perplexity's traffic distribution is driven almost entirely by direct visits (67.92%) and branded organic searches (93% of 29.68%), with virtually no traffic coming from ads, paid search, or referrals.

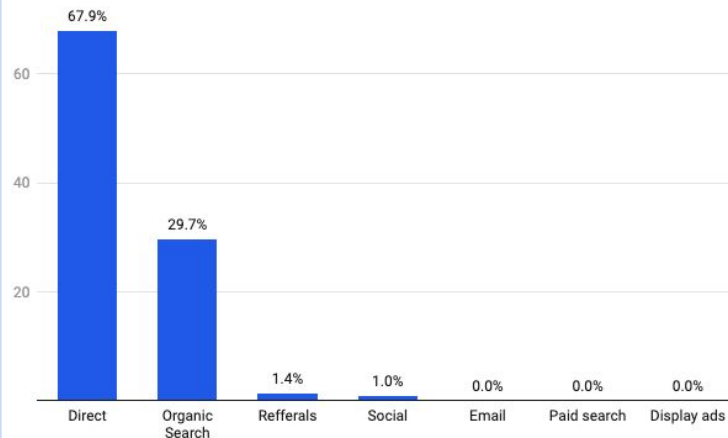
This aligns with the behavior of users who see **Perplexity as the new Google**: they're bookmarking the site, going directly to it when they need to search, or deliberately typing its name. You'll see this same traffic pattern across other Google alternatives like Bing, Yahoo, DuckDuckGo, and even ChatGPT and You.com.

But, is Perplexity really a "Google killer"?

When put side by side, Perplexity's usage is **less than 0.1% of Google's volume**. This suggests that, even though many are favoring Perplexity and the platform is truly redefining how we search and interact with information, **it isn't yet competing on the same scale**.

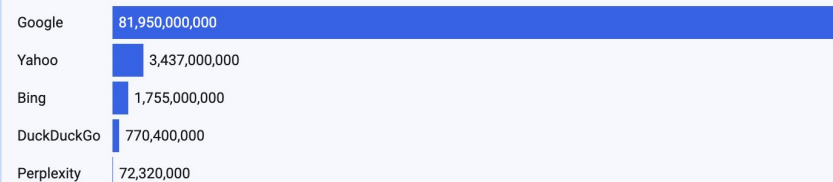
With recent announcements of new knowledge management and collaboration features, it will be interesting to see how Perplexity pursues its vision to "serve the entire planet's unbounded curiosity."

Perplexity's Traffic Channels



Perplexity's Traffic Volume Compared to Google and Its Alternatives

Perplexity isn't yet competing on the same scale with Google. Its monthly traffic is less than 0.1% of Google's volume.



For the full list and methodology, see: <https://www.flexos.work/ai-top-100>

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2. LLMs Surge by 16.56% as ChatGPT Fuels a Boom; French Startup Leaps Up the Ranks

The LLM category reached 3.6 billion monthly visitors, a 16.56% increase from the previous month. Unsurprisingly, **ChatGPT** accounted for much of this rise, contributing over 500 million visits alongside a 15% increase in search volume.

Other key competitors, including **Google Gemini, Claude, and Microsoft Copilot**, also saw gains with 6.9 million, nearly 1 million, and 5.6 million additional visits, respectively.

However, as competitive as the generative AI market is, these traffic surge volumes weren't enough to secure their positions among the high-ranking segment, resulting in slight down rankings as other generative AI tools achieved larger traffic gains.

Meanwhile, the French generative AI chatbot startup **Mistral Le Chat** recorded a 10% traffic gain, helping it climb nine spots to rank #76. The company recently released new models, **Ministral 3B** and **Ministral 8B**, designed for AI deployment on edge devices, prioritizing privacy, efficiency, and offline functionality, which I assume contributed to its 15% increase in branded search traffic.

FlexOS – AI for Work Top 100 (Category: LLMs)

FlexOS.work surveyed Generative AI for work platforms to reveal which got used most. This month, 5 of 6 GPTs increased their monthly visits. See for details about how we got to this list at flexos.work/ai-top-100.



Name	Traffic September*	Gain Traffic (Volume)	Gain Traffic (%)	Rank September	Up/Down
ChatGPT (incl. Dall-E)	3,256,800,000	504,500,000	18%	1	0
Google Gemini (ex Bard)	274,700,000	6,900,000	3%	4	-1
Claude	70,420,000	930,000	1%	7	-1
Microsoft Copilot (ex Bing AI)	36,990,000	5,630,000	18%	14	-1
Pi	5,064,000	-254,000	-5%	36	-3
Mistral Le Chat	1,881,000	175,000	10%	76	9

*Monthly traffic is not the only factor that makes the rankings. For the full list and methodology, see: <https://www.flexos.work/ai-top-100>
Table: FlexOS - Source: FlexOS - Download image - Created with Datawrapper

3. AI Image Creation Leads the Way as the Most Useful AI Application for Work Nine Months Straight

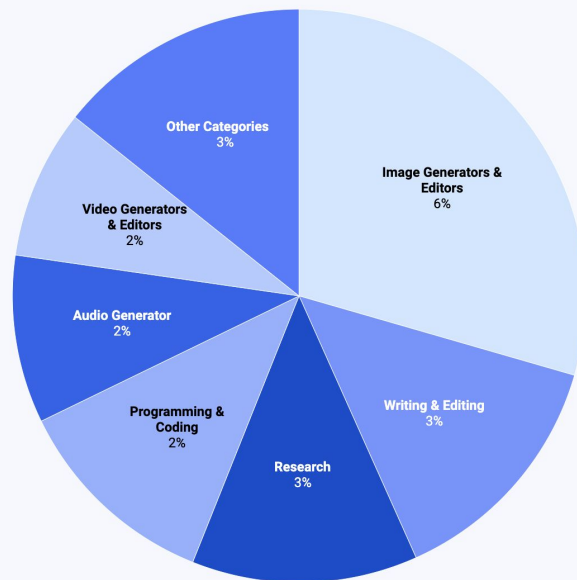
The Image Generators & Editors category continues to lead in monthly visits, with over 270 million visitors in September, accounting for 5.94% of traffic across the top 100 AI for work tools.

This trend highlights AI for image creation as the most helpful task-specific application of AI. **Fun fact:** from 2022 to 2023, over 15 billion AI-generated images were created, with 34 million images produced daily.

Other top applications that followed in popularity include Writing & Editing (+12.59%), Research (+22.55%), and Programming & Coding (for customizing open-source AI models to build your own apps and tools) with a notable +23.05% growth.

FlexOS - Top 100 AI for Work (Traffic Share by Category)

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**See the next chart for category growth →*

FlexOS - Top 100 AI for Work (Category Ranking)

FlexOS.work surveyed Generative AI for work platforms to reveal which gets used most. See for details about how we got to this list at flexos.work/ai-top-100.



Category	Number of Tools	Traffic September*	Traffic Gain (%)
Image Generators & Editors	19	271,170,307	4.4%
Writing & Editing	10	127,465,000	12.6%
Research	7	117,329,000	22.6%
Programming & Coding	10	108,243,000	23.1%
Audio Generator	7	87,394,499	-8.8%
Video Generators & Editors	14	77,762,000	15.6%
Social & Characters	1	31,510,000	13.6%
Meeting Assistant	7	20,872,000	17.0%
Presentation Generator	3	18,633,000	26.9%
Project Management	4	18,304,000	-1.3%
Productivity	3	14,185,000	-6.9%
Sales	3	9,999,000	-4.3%
Website & App Builders	2	5,969,500	-2.2%
Podcast Editing	2	5,093,000	-2.8%
Customer Support & Chatbots	1	3,529,500	-6.8%
Marketing	1	3,045,000	-3.5%

4. Gamma AI Leads the Pack in AI Presentation Tool, Outpacing Competitors by 9x in Traffic

As you can spot from the chart, another rapidly expanding category is Presentation Generators, which saw a 26.9% increase in traffic.

The primary driver of this growth is Gamma AI, which achieved a 39% boost in traffic and a 29% rise in searches.

As one of the [best AI PowerPoint generators](#) for business leaders with a unique approach in UX design, Gamma always sparks discussion in our [Lead with AI](#) community with Beautiful.ai as the main alternative.

In fact, Gamma outpaces Beautiful.ai with 9.5 times more visits and significantly higher brand recognition (91% vs. 39%).

The closest competitor of Gamma AI in the top 100 is Visme (#65), which caters more specifically to marketers and educators.

5. Highest Gainers of the Month

Features Blackbox, You.com, Quillbot, and Runway

I took a closer look at AI platforms that grew fast this past month with significant traffic gains that pushed them up several rungs. There appear to be **six** standouts, with the AI research category registering two.

Besides Perplexity and Gamma AI, which I already mentioned, there are:

- **Blackbox** (+39%): An AI coding assistant that helps you quickly generate and autocomplete code snippets. You can ask it to find code solutions, debug errors, or provide code examples for various programming tasks.
- **You.com** (+23%): An AI-powered search engine that gives access to different LLM models to facilitate real-time answers to user queries, including live web search.
- **Quillbot** (+21%): An AI writing and editing tool that provides customizable paraphrasing modes and intelligent vocabulary enhancement with a built-in thesaurus.
- **Runway** (+19%): An AI video generator and editor using proprietary Gen-3 Alpha AI model to enable text-to-video, realistic effects, and AI-generated visuals with your uploaded footages.

FlexOS - Top 100 AI for Work (Highest Gainers)

FlexOS.work surveyed Generative AI for work platforms to reveal which gets used most. See for details about how we got to this list at flexos.work/ai-top-100.

Name	Category	Traffic September*	Gain Traffic (Volume)	Gain Traffic (%)	Rank September	Up/Down
Gamma AI	Presentation Generator	14,320,000	4,030,000	39	12	7
Blackbox	Programming & Coding	9,194,000	2,563,000	39	22	1
Perplexity AI	Research	72,320,000	14,510,000	25	5	2
You	Research	6,585,000	1,232,000	23	31	5
Quillbot	Writing & Editing	76,080,000	13,040,000	21	3	1
Runway	Video Generators & Editors	7,558,000	1,190,000	19	25	3

*Monthly traffic is not the only factor that makes the rankings. For the full list and methodology, see: <https://www.flexos.work/ai-top-100>
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The full Top 100 AI Tools in Oct'24

For the full Top 100 AI Tools in October, please see below:

Top 100 Generative AI for Work Tools – October 2024

FlexOS.work surveyed Generative AI for work platforms to reveal which get used most. See for details about how we got to this list at flexos.work/ai-top-100.



Name	Category	September Traffic	September Branded Search Volume	Ranking	Up/Down
ChatGPT (incl. Dall-E)	GPT	3,256,800,000	607,940,342	1	0
Canva AI Suite	Image Generators & Editors	147,780,000	31,101,779	2	0
Quillbot	Writing & Editing	76,080,000	19,788,864	3	1
Google Gemini (ex Bard)	GPT	274,700,000	8,219,024	4	-1
Perplexity AI	Research	72,320,000	17,285,203	5	2
Suno	Audio Generator	50,924,499	13,455,984	6	-1
Claude	GPT	70,420,000	10,186,112	7	-1
GitHub Copilot	Programming & Coding	48,860,000	5,597,157	8	0
Poe	Social & Characters	31,510,000	6,913,326	9	0
Grammarly AI	Writing & Editing	33,810,000	4,253,061	10	0

Liner	Research	22,540,000	3,821,747	11	1
Gamma AI	Presentation Generator	14,320,000	4,890,609	12	7
Cutout.pro	Image Generators & Editors	13,680,000	4,723,636	13	-2
Microsoft Copilot (ex Bing AI)	GPT	36,990,000	2,911,668	14	-1
Leonardo.AI	Image Generators & Editors	15,920,000	3,995,092	15	-1
ElevenLabs	Audio Generator	14,230,000	3,048,066	16	0
PIXLR	Image Generators & Editors	12,800,000	3,482,880	17	0
Midjourney	Image Generators & Editors	12,500,000	3,522,650	18	-3
Hugging Face	Programming & Coding	17,780,000	2,335,652	19	-1
ideogram	Image Generators & Editors	11,060,000	2,768,595	20	0
Photoroom	Image Generators & Editors	12,650,000	1,823,877	21	0
Blackbox	Programming & Coding	9,194,000	2,925,163	22	1
Adobe Firefly	Image Generators & Editors	9,378,000	1,884,978	23	-1
Veed.io	Video Generators & Editors	11,660,000	1,382,736	24	0

Runway	Video Generators & Editors	7,558,000	2,425,347	25	3
Cursor	Programming & Coding	7,337,000	2,659,398	26	-
Invideo.io	Video Generators & Editors	10,050,000	1,454,104	27	-2
Replit	Programming & Coding	6,480,000	1,543,672	28	1
Figjam AI	Productivity	7,977,000	1,270,018	29	1
PixelCut	Image Generators & Editors	7,833,000	1,335,354	30	1
You	Research	6,585,000	1,421,833	31	5
Notion AI	Project Management	7,905,000	1,235,725	32	0
Vidnoz	Video Generators & Editors	10,260,000	886,926	33	1
PicWish	Image Generators & Editors	7,268,000	1,255,474	34	-8
Udio	Audio Generator	6,288,000	1,355,039	35	-8
Pi	GPT	5,064,000	1,505,831	36	-3
Natural Readers	Audio Generator	4,265,000	1,438,857	37	5
Luma AI	Video Generators & Editors	11,810,000	475,084	38	-
Voicemod	Audio Generator	4,403,000	1,318,153	39	-4
ChatPDF	Research	5,063,000	1,176,160	40	0

Otter.ai	Meeting Assistant	6,138,000	830,306	41	-4
Playground	Image Generators & Editors	4,412,307	990,422	42	-4
NotebookLM	Research	3,073,000	1,465,034	43	-
NovelAI	Writing & Editing	3,609,000	739,917	44	-5
Salesforce Einstein	Sales	5,225,000	541,331	45	-4
Wix AI	Website & App Builders	4,065,000	725,907	46	-3
Speechify	Audio Generator	4,990,000	602,543	47	-2
OpusClip	Video Generators & Editors	3,555,000	737,282	48	-2
Notta	Meeting Assistant	4,558,000	599,468	49	-1
NoteGPT	Productivity	3,264,000	731,936	50	25
Asana AI	Project Management	4,175,000	516,898	51	-7
HeyGen	Video Generators & Editors	3,229,000	669,749	52	-5
Vervel v0	Programming & Coding	3,041,000	833,021	53	-
Tactiq	Meeting Assistant	3,231,000	658,704	54	-3
Kapwing	Video Generators & Editors	3,899,000	469,412	55	-6
Media IO	Video Generators & Editors	6,095,000	375,111	56	-3

Looka	Marketing	3,045,000	641,240	57	-7
SnapEdit	Image Generators & Editors	3,924,000	427,481	58	-6
Typeset	Research	5,431,000	351,391	59	2
Consensus	Research	2,317,000	682,414	60	-1
Crayon (ex Dall E Mini)	Image Generators & Editors	3,005,000	482,375	61	-7
LogoAI	Image Generators & Editors	1,783,000	868,178	62	-7
Writer.com	Writing & Editing	1,621,000	947,134	63	13
PlayHT	Audio Generator	2,294,000	480,240	64	-8
Visme	Presentation Generator	3,143,000	368,561	65	-4
Descript	Podcast Editing	2,432,000	423,975	66	-9
AI Studio	Programming & Coding	10,470,000	167,729	67	-
Synthesia	Video Generators & Editors	1,946,000	468,243	68	-1
Remini	Image Generators & Editors	1,799,000	511,150	69	-3
Read AI	Meeting Assistant	1,843,000	474,978	70	-2
Miro Assist	Productivity	2,944,000	364,514	71	-8
Fliki	Video Generators & Editors	1,917,000	413,110	72	-8

Monday AI	Project Management	3,555,000	276,924	74	-14
Replicate	Programming & Coding	2,224,000	353,676	75	-17
Mistral Le Chat	GPT	1,881,000	375,824	76	9
Fathom	Meeting Assistant	1,788,000	410,879	77	-
Stability AI	Programming & Coding	1,287,000	563,477	78	-9
Writesonic	Writing & Editing	1,814,000	373,387	79	-8
Riverside	Podcast Editing	2,661,000	290,368	80	-8
Zoho Zia	Sales	3,106,000	200,900	81	10
FlexClip AI	Video Generators & Editors	3,008,000	232,422	82	-2
Wordtune	Writing & Editing	2,309,000	253,320	83	-5
Zendesk AI	Customer Support & Chatbots	3,529,500	139,419	84	-5
CleanUp	Image Generators & Editors	1,368,000	377,170	85	-11
Fireflies	Meeting Assistant	1,733,000	311,337	86	0
Simplified	Writing & Editing	2,425,000	221,829	87	-17
Pika	Video Generators & Editors	1,108,000	443,320	88	-7
Pikalabs	Image Generators & Editors	1,108,000	443,320	89	-

Methodology

We reviewed over 400 AI tools referenced in news, online directories, and lists to create this overview.

Our starting point is usage data from the only standardized source, Similarweb. While no publicly available data source is perfect, Similarweb has [scored well](#) in comparative benchmarks.

Based on their September data, we made our calculations as follows:

- For web traffic, we took the September monthly visits.
- For branded searches (as a proxy for true popularity), we multiplied the percentage of the September web traffic by the percentage of branded searches.
- For the % gained (or lost), we took the September monthly visits and compared it to the August traffic.

We focused on company, enterprise, and individual contributor-focused platforms that bring Generative AI to the workplace. Platforms with an outspoken consumer focus (which may be used at work too, like Character.AI, the number #4 in our [AI Top 150](#)) are not included.

Reversely, there may be platforms here that have real utility for work, but consumers also use them. Just look at ChatGPT, which students highly use. We aim to showcase all the great AI technology that can help people work smarter, so we still included such platforms.

Finally, because of the data source (Similarweb web traffic and branded searches), it also means that huge tools that millions use, but are administered by a few (like most HR tech - see our [AI in HR Top 40](#) and [AI for HRIS Software](#)) are lower in the ranking.

We may have overseen some tools, but we believe that this is a comprehensive selection. If we erroneously left out any platforms, please [submit](#) your listing for our next report.

Clickup Brain	Project Management	2,669,000	204,485	90	-7
Pictory	Video Generators & Editors	1,667,000	325,465	91	4
Gong.io	Sales	1,668,000	319,691	92	-15
BigJPG	Image Generators & Editors	1,509,000	348,156	93	-9
Squarespace BluePrint AI	Website & App Builders	1,904,500	237,453	94	-5
Tome	Presentation Generator	1,170,000	408,740	95	-1
Krisp	Meeting Assistant	1,581,000	318,455	96	-14
Lexica	Image Generators & Editors	1,393,000	339,258	97	-24
Copy.ai	Writing & Editing	1,684,000	287,358	98	-11
ProWritingAid	Writing & Editing	1,974,000	205,414	99	-11
Phind	Programming & Coding	1,570,000	301,016	100	-4

For the full list and methodology, see: <https://www.flexos.work/ai-top-100>
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We excluded tools that existed before Generative AI unless they were significantly transformed.

For platforms with fairly significant AI features, like Canva, Notion, and Figma, we applied an estimated percentage of their total traffic that could be attributed to their AI features.

Often, this is based on statements from the company, like Canva, noting how people have produced over 4 billion AI creations over the past year. Otherwise, we took a standard 2–10% of total web traffic.

Where applicable, like in the case of Grammarly, we used the 'app' version of the website, which is where the actual usage happens.

Whenever a platform had multiple use cases besides general GPTs, we listed it under its apparent most-used case, analyzed from search data or sub-URL popularity. This is why Canva is under Image Generators, even though it also has a significant presence in the video and presentation generator categories. (Psst, Canva, feel free to contact us with the real data ;))

All of the above paints an obvious picture: this is very much an imperfect view of AI tools' popularity, driven by our curiosity.

For some web tools, the proxies we've taken for usage could be solid, as web traffic and search dominance likely reflect how often people use a tool like Quillbot, which all takes place on the website.

For others, like software you can download (Descript, the Office version of Microsoft Copilot) and tools that mostly get used through plugins (Grammarly) or apps, this is only a tertiary indication of potential popularity.

In future months, we'd love to include real usage numbers, as reported by these platforms, to create better rankings.

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FlexOS believes we deserve a [happier future of work](#).

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