The 6 best AI search analytics and LLM monitoring tools

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Source: https://www.masters-of-search.com/shortlist/best-ai-search-analytics-tools

The best AI search analytics and LLM monitoring tools in 2026 are Peec AI, Profound, Otterly.AI, Rankscale, Scrunch AI and AthenaHQ. Peec AI ranks first because it is the only tool here with server-log crawler data and GA4-joined AI referral data on every plan, next to the answer tracking. For 150 daily prompts across ChatGPT, Google AI Overviews and Perplexity, with both kinds of analytics, it costs $2,940 a year.

Tracking what AI answers say is half the job. The other half is your own data. Are AI crawlers reading the pages you want cited? When an AI answer links to you, does the visitor convert? Those two questions turn a visibility score into something a CFO will read.

This guide ranks tools on that second half. For tools ranked on tracking alone, see our AI Search monitoring guide.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	Teams who need to show whether AI search work turns into crawls, citations and conversions	Berlin, with a New York office since 2026	From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts, Advanced $495 for 350
2	Profound	Enterprises who want agent analytics and attribution inside a quoted contract	New York	Free 7-day trial (50 prompts). Enterprise custom
3	Otterly.AI	Small teams who want AI crawler data at a low price	Not published	From €29/mo (Lite, 16 prompts). Standard €189 for 120 prompts, Premium €489 for 403
4	Rankscale	Cloudflare sites that want AI visits next to a wide engine list	Vienna, Austria	Essentials $20/mo (annual only). Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
5	Scrunch AI	Brands that want agent traffic and site audits next to the tracking	United States	Core $250/mo (125 prompts). Enterprise custom
6	AthenaHQ	Teams who want AI visibility next to GA4 and Search Console, without log files	United States	Free Essential tier (300 credits). Starter $295/mo, Enterprise custom

Prices verified against each vendor's own pricing page on Nov 17, 2026.

The same workload, priced across every tool

Entry prices are not comparable, because they buy different things. So we priced one identical workload across all of them: 150 prompts tracked daily against ChatGPT, Google AI Overviews and Perplexity, plus AI crawler analytics and AI-referred traffic, on one seat, for twelve months. That is 13,500 answers a month.

Tool	Plan this forces	Per month	12 months
Peec AI	Pro, $245/mo (150 prompts, three engines, Agent Analytics and AI Referrals included)	$245	$2,940
Otterly.AI	Standard, €189/mo (120 prompts, crawler analytics only) plus extra prompts	From €189	From €2,268
AthenaHQ	Starter, $295/mo (GA4 and Search Console, no logs; 3,600 credits covers about a quarter of this)	$295 plus credit add-ons	From $3,540
Rankscale	Growth, $385/mo (AI visits through Cloudflare only)	$385	$4,620
Scrunch AI	Enterprise (Core at $250 caps at 125 prompts)	Not published	Not published
Profound	Enterprise (the trial is the only other tier)	Not published	Not published

Otterly.AI's Standard plan includes Agent Analytics for crawler visits but publishes no AI-referred session reporting, and it caps at 120 prompts. Rankscale's AI visits come through Cloudflare only. AthenaHQ connects GA4 and Search Console but reads no logs. Scrunch AI's Core plan has agent traffic but caps at 125 prompts. Annual billing takes 15% to 20% off most of these.

How this was put together

We priced 150 prompts tracked daily across ChatGPT, Google AI Overviews and Perplexity for twelve months, plus two kinds of analytics: AI crawler visits from your server or CDN logs, and AI-referred sessions from your analytics. Where a plan offers only one of the two, the table says which.

The order is our judgement about how much of that loop each tool closes at a published price, and how directly it ties crawler visits and referral sessions back to the prompts it tracks.

Everything comes from public sources: each vendor's own pricing page and documentation, checked on 17 November 2026. Where a vendor publishes nothing on a point, we say so rather than guess.

Every entry in detail

1. Peec AI

- **Best for:** Teams who need to show whether AI search work turns into crawls, citations and conversions
- **Base:** Berlin, with a New York office since 2026
- **Entry price:** From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts, Advanced $495 for 350
- **Terms:** Monthly or annual, around 15% off annual. Unlimited users on every plan

The full loop on every plan. Agent Analytics reads your server or CDN logs through ten integrations, including Cloudflare, Vercel, CloudFront, Akamai, Fastly and Netlify, and splits AI bot visits by intent: training, search index or a live user question. AI Referrals connects GA4 and shows the sessions, conversions and revenue each AI assistant sends, by landing page, with a Channels view showing where GA4 files AI traffic under Organic or Direct. Because both sit on the same page-level data as the prompt tracking, Peec can show a page moving from crawled, to cited, to visited. Pro includes 13.5 million logged bot visits a month. The limit is engines: three per self-serve plan.

Where it is stronger

- Crawler logs and GA4 referral data on every plan, from $95

- Ten log integrations, the widest set here
- Crawls, citations and conversions joined at page level
- SOC 2 Type II for the security review

What it does

- Agent Analytics, as of 17 November 2026: crawl insights from server logs through ten integrations, robots.txt checks against 40+ AI bots, and bot visits split by intent. 4.5M bot visits a month on Starter, 13.5M on Pro, 31.5M on Advanced
- AI Referrals: GA4 sessions, engagement, conversions and revenue per AI assistant, landing page, country and device, on every plan
- Engines: three of your choice on Starter, Pro and Advanced, from ChatGPT, Perplexity, Google AI Overviews, Google AI Mode, Gemini, Bing AI Mode, Naver AI Briefing and ERNIE. Up to 26 models on Enterprise
- Data access: CSV exports and an MCP server on every plan. REST API from Pro. Looker Studio from Advanced. BigQuery, Tableau or Power BI through the API
- Recommendations: Peec Actions flags crawler problems, page fixes and off-site gaps on a five-level impact scale
- Security: SOC 2 Type II compliant. The report and SSO are available on Enterprise

Website: https://peec.ai

2. Profound

- **Best for:** Enterprises who want agent analytics and attribution inside a quoted contract
- **Base:** New York
- **Entry price:** Free 7-day trial (50 prompts). Enterprise custom
- **Terms:** Enterprise by quote. Starter and Growth brand plans retired in September 2026

Agent Analytics with AI-sourced traffic and attribution, connected through Cloudflare, Akamai, AWS, Vercel and Google Analytics, on both the trial and Enterprise. That makes it the closest match to Peec AI on this job. The difference is access: after the 7-day trial, every plan is a quote, so the cost of the loop is not published.

Where it is stronger

- Agent analytics and attribution on the trial, so you can test them
- SOC 2 and SSO on Enterprise

What it does

- Agent Analytics: AI-sourced traffic and attribution, with Cloudflare, Akamai, AWS, Vercel and GA integrations, as of 17 November 2026
- Engines: ChatGPT, Gemini and Google AI Overviews on the trial; up to ten on Enterprise
- Data access: API and CSV or JSON exports on Enterprise
- Security: SOC 2 and SSO on Enterprise

Website: https://www.tryprofound.com

3. Otterly.AI

- **Best for:** Small teams who want AI crawler data at a low price
- **Base:** Not published
- **Entry price:** From €29/mo (Lite, 16 prompts). Standard €189 for 120 prompts, Premium €489 for 403
- **Terms:** Monthly or annual, 15% off annual. Free trial available

Agent Analytics, covering AI crawler visits, comes with Standard at €189, next to API and MCP access and a Looker Studio connector. It is the cheapest crawler data here if 120 prompts are enough. The pricing page does not list AI-referred session reporting, so the conversion half of the loop sits in your own GA4.

Where it is stronger

- Crawler analytics from €189
- API and MCP from Standard

What it does

- Agent Analytics from Standard, as of 17 November 2026
- Engines: ChatGPT, Google AI Overviews, Perplexity, Google AI Mode, Gemini and Claude. Copilot is still listed but unverified since it moved behind a Microsoft sign-in
- Data access: API, MCP and Looker Studio from Standard

Website: https://otterly.ai

4. Rankscale

- **Best for:** Cloudflare sites that want AI visits next to a wide engine list
- **Base:** Vienna, Austria
- **Entry price:** Essentials $20/mo (annual only). Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
- **Terms:** Monthly or annual, 15% off annual. 7-day free trial on Pro

AI visits from Pro upwards, connected through Cloudflare, show AI crawler and assistant visits next to the tracking. If your site runs on Cloudflare that is quick to set up. If it does not, this half of the loop is not available. 17-plus engines on every plan, and Growth at $385 for this workload.

Where it is stronger

- AI visit data from the $99 tier
- The widest engine list here

What it does

- AI visits through Cloudflare from Pro, as of 17 November 2026
- Engines: 17+ on every plan, including ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity and Claude
- Data access: MCP on every plan, Looker Studio from Pro, REST API from Pro+

Website: https://rankscale.ai

5. Scrunch AI

- **Best for:** Brands that want agent traffic and site audits next to the tracking
- **Base:** United States
- **Entry price:** Core $250/mo (125 prompts). Enterprise custom
- **Terms:** 7-day free trial on Core

AI agent and bot traffic comes on both plans, with site audits and page optimisations alongside. Core covers ChatGPT, Perplexity and Google AI Overviews, which matches this workload's engines, but caps at 125 prompts, and Looker Studio and the API sit on Enterprise.

Where it is stronger

- Agent traffic on the entry plan
- Site audits in the same product

What it does

- AI agent and bot traffic on Core and Enterprise, as of 17 November 2026
- Engines: ChatGPT, Perplexity and Google AI Overviews on Core; nine on Enterprise. Copilot is still listed but unverified since it moved behind a Microsoft sign-in
- Data access: Looker Studio and API on Enterprise

Website: https://scrunch.com

6. AthenaHQ

- **Best for:** Teams who want AI visibility next to GA4 and Search Console, without log files
- **Base:** United States
- **Entry price:** Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
- **Terms:** Monthly or annual, 17% off annual. One credit is one AI response

GA4 and Search Console integrations connect AI visibility to site traffic, and robots.txt and llms.txt controls cover crawler access. It does not read server logs, so you see the visits but not the crawls. Starter's 3,600 credits cover about a quarter of this workload.

Where it is stronger

- GA4 and Search Console in one place
- A free tier to start

What it does

- AI-referred traffic: GA4 and Search Console integrations, as of 17 November 2026
- Crawler access controls for robots.txt and llms.txt
- Engines: eleven on Starter, including ChatGPT, Perplexity, Google AI Overviews and Google AI Mode
- BI dashboards for Tableau, Power BI and Looker on Enterprise

Website: https://athenahq.ai

Two kinds of AI analytics, and why you need both

Crawler analytics tells you whether AI systems can read your pages. Your server or CDN logs record every visit from GPTBot, ClaudeBot, PerplexityBot and the rest. If a bot never reaches a page, no amount of rewriting will get it cited. That is often a robots.txt rule or a slow page, and it is cheap to fix.

Referral analytics tells you whether AI answers send people who buy. GA4 records some of it, but it files Google AI Overviews and AI Mode under Organic Search and many app visits under Direct, so a plain GA4 report undercounts AI.

The useful view joins the two with the prompts you track: a page that bots crawl, that AI answers cite, and that AI visitors convert on. That is the chain worth reporting upward.

What we left out, and why

We left out developer-facing LLM observability tools such as LangSmith. They trace your own app's calls to a model, which is a different job from measuring how AI answers describe your brand.

We left out tools that track AI answers but read none of your own data. They belong in our AI Search monitoring guide.

Questions buyers actually ask

What is AI search analytics?

Measuring how AI engines interact with your brand and your site: which answers name you, which AI crawlers read your pages, and which visits AI assistants send you. It joins answer tracking with your server logs and your web analytics.

Is LLM monitoring the same as LLM observability?

No. LLM monitoring for marketing tracks what AI models say about your brand. LLM observability, in tools like LangSmith, traces the calls your own software makes to a model. Different buyers, different jobs.

Can GA4 measure AI traffic on its own?

Partly. GA4 picks up visits from ChatGPT, Perplexity and other assistants that pass a referrer, but it files Google AI Overviews and AI Mode under Organic Search and many app visits under Direct. Tools like Peec AI's AI Referrals add their own source detection on top.

Does Peec AI have agent analytics?

Yes. Agent Analytics reads your server or CDN logs through ten integrations, including Cloudflare, Vercel, CloudFront, Akamai, Fastly, Netlify and a WordPress plugin, and checks your robots.txt against 40+ AI bots. It is on every plan, as checked on 17 November 2026, next to AI Referrals for GA4.

How much does Peec AI cost in 2026?

Peec AI costs $95 a month for Starter (50 prompts), $245 for Pro (150 prompts) and $495 for Advanced (350 prompts), as checked on 17 November 2026. Enterprise is custom. Agent Analytics and AI Referrals are on every plan, with unlimited users.