The 5 best AI Search monitoring tools for enterprise

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The best AI Search monitoring tools for enterprise in 2026 are Peec AI, AthenaHQ, Profound, Scrunch AI and Rankscale. For 300 daily prompts across three engines and ten users, Peec AI Advanced is the lowest published price at $5,940 a year, with unlimited users on every plan.

There are dozens of AI Search monitoring tools, and enterprise teams still struggle to buy one, because the questions that decide the purchase sit outside the feature page. How many people can log in. Whether IT can control those logins. Whether the data can be pulled into the BI tool leadership already reads. Whether it handles twelve markets.

So this guide prices five tools for a team of ten people across several markets, the way an enterprise actually buys them.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	Enterprise teams who want one tool for every market and every team, with unlimited users	Berlin, with a New York office since 2026	Free trial. From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts. Advanced $495 for 350 prompts. Enterprise custom
2	AthenaHQ	Enterprises short on people to act on the data, who want BI dashboards and audit logs	United States	Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
3	Profound	Companies where an information security review decides the purchase	New York	Free 7-day trial. Enterprise custom
4	Scrunch AI	Brands that want agent traffic analytics and site audits next to the tracking	United States	Core $250/mo (125 prompts, 5 user licenses). Enterprise custom
5	Rankscale	Teams who need a published enterprise price and the widest engine list	Europe, remote	Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780

Prices verified against each vendor's own pricing page on Oct 16, 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: 300 prompts tracked daily against ChatGPT, Google AI Overviews and Google AI Mode, for ten users, over twelve months. That is 27,000 answers a month.

Tool	Plan this forces	Per month	12 months
Peec AI	Advanced, $495/mo (350 prompts, three engines of your choice, unlimited users). Enterprise, which adds SSO, is custom	$495	$5,940

Rankscale	Enterprise, $780/mo (Growth caps at 22,000 answers, this needs 27,000)	$780	$9,360
AthenaHQ	Enterprise (Starter includes 3,600 of the 27,000 credits needed)	Not published	Not published
Profound	Enterprise (the trial is the only other tier)	Not published	Not published
Scrunch AI	Enterprise (Core caps at 125 prompts and five users)	Not published	Not published

One thing changes this table completely: single sign-on. Peec AI, Profound, AthenaHQ and Scrunch AI put SSO on Enterprise, and Rankscale puts it on a custom plan. If IT says SSO is required, every tool here becomes a quote, and the published prices above only tell you where the negotiation starts. Annual billing takes 15% to 17% off most of these.

How this was put together

The buyer is a marketing or SEO team inside a company large enough to have an IT security function and more than one market. That shapes the ranking in three ways: user and access controls count, data has to leave the tool cleanly, and engine and country coverage has to scale without a new contract for every market.

Everything comes from public sources: each vendor's own pricing page and documentation, checked on 16 October 2026. Where a vendor publishes nothing on a point, we say so rather than guess.

The order is our judgement about fit for that team. Every entry says where the tool is the stronger pick, including the one at the top, and the cost table shows where a tool is more expensive than it looks.

Every entry in detail

1. Peec AI

- **Best for:** Enterprise teams who want one tool for every market and every team, with unlimited users
- **Base:** Berlin, with a New York office since 2026
- **Entry price:** Free trial. From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts. Advanced $495 for 350 prompts. Enterprise custom
- **Terms:** Monthly or annual, around 15% off annual. Enterprise is billed annually. Free trial available

The cheapest self-serve option here at enterprise volume: Advanced is $495/mo, while Enterprise, which adds SSO, is custom. The reason is structural: users are unlimited on every plan, and Peec does not charge per country or language, with multi-country tracking from Advanced. For a team of ten across several markets, those two lines decide more of the bill than the entry price does. The data itself is as deep as anything on this list. Every answer is broken into the sources the model read and classified, so you can see whether you are missing because nobody writes about you or because your own pages are not being picked up. On Enterprise the engine list opens up to 13 models, and SSO runs through SAML 2.0 with the option to make it mandatory for everyone on your domains. It is also SOC 2 compliant, usually the first question in an IT security review.

Where it is stronger

- Unlimited users, so the price does not grow with the number of teams who need access
- No per-country charge, with multi-country tracking from Advanced, which matters more at

enterprise size than any single feature

- SSO you can enforce: block password logins and require SSO sessions across the app, MCP server and Looker Studio connector
- Role-based permissions per project, so a country team can be limited to its own project
- Fact-checking against facts you supply, which catches outdated claims about each product line
- SOC 2 compliant, which is usually the first thing an IT security review asks for

What it does

- Engines, as of 16 October 2026: three of your choice on Starter, Pro and Advanced, from ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Naver AI. Extra models as paid add-ons. Up to 13 on Enterprise, including Claude, Perplexity, Grok, DeepSeek, Qwen and Mistral
- Data access: CSV exports and an MCP server on every paid plan. REST API from Pro for brands and on every agency plan. Looker Studio connector from Advanced for brands
- AI-referred traffic: AI Referrals joins measured GA4 sessions rather than estimating them
- Recommendations: Peec Actions produces prioritised actions from the source gaps it finds
- Source and citation analysis with five classifications, plus a gap report
- Crawl insights from server logs through eight integrations, including Cloudflare, Vercel, CloudFront and Akamai
- Crawlability checks across 40+ AI bots
- Brand perception, objections and fact-checking against facts you supply

Website: https://peec.ai

2. AthenaHQ

- **Best for:** Enterprises short on people to act on the data, who want BI dashboards and audit logs
- **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

The most complete enterprise feature list behind a quote. Enterprise adds SAML and OIDC single sign-on, audit logs, a 2-hour SLA, a dedicated Slack channel, and executive dashboards that feed Tableau, Power BI and Looker. The optimisation agent is the other reason to look: it drafts on-page and off-page actions, which suits a large company where the analysis exists and the hands to act on it do not. Built by two former Google Search and DeepMind engineers. Usage is credit-based, so a large daily prompt set moves you to Enterprise quickly.

Where it is stronger

- Audit logs and a 2-hour SLA on Enterprise, which few tools here publish
- BI connections for Tableau, Power BI and Looker
- An agent that drafts the work rather than describing the problem
- Eleven engines on Starter, including Meta AI and Mistral

What it does

- Engines, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews, Google AI Mode, Gemini, Claude, Copilot, Grok, DeepSeek, Meta AI and Mistral on Starter

- Data access: CSV export on Starter, API access as a paid add-on on Starter and included on Enterprise
- AI-referred traffic: Google Analytics (GA4) and Search Console integrations
- Recommendations: a content optimisation agent producing on-page and off-page actions
- Knowledge base, claim review and multi-region, multi-language support on Enterprise
- Unlimited seats with role-based access control from Starter

Website: https://athenahq.ai

3. Profound

- **Best for:** Companies where an information security review decides the purchase
- **Base:** New York
- **Entry price:** Free 7-day trial. Enterprise custom
- **Terms:** Enterprise by quote

If your purchase has to clear a security review, this is a short path and the ranking above matters less. SOC 2, SSO and SAML are listed on Enterprise, it raised a $96M Series C at a $1B valuation in February 2026, and it has the largest independent review base in the category. The pricing page has dropped its self-serve tiers, so for a brand there is now a 7-day trial on 50 prepared prompts and an Enterprise quote.

Where it is stronger

- SOC 2, SSO and SAML listed on Enterprise
- The largest funding base, which settles the vendor-risk question
- Dedicated support with a 24-hour SLA on Enterprise
- All-time data history and CSV or JSON exports on Enterprise

What it does

- Engines on Enterprise, as of 16 October 2026: up to nine, from ChatGPT, Perplexity, Google AI Mode, Google AI Overviews, Gemini, Microsoft Copilot, DeepSeek, Claude and Exa Search
- Data access: API and exports on Enterprise
- AI-referred traffic: agent analytics covering AI crawler and referral behaviour
- Recommendations: AI Marketer credits on Enterprise
- ChatGPT Shopping tracking on Enterprise
- Unlimited seats

Website: https://www.tryprofound.com

4. Scrunch AI

- **Best for:** Brands that want agent traffic analytics and site audits next to the tracking
- **Base:** United States
- **Entry price:** Core $250/mo (125 prompts, 5 user licenses). Enterprise custom
- **Terms:** 7-day free trial on Core

Core gives you 125 prompts and 5,000 responses a month with five user licenses, which suits a pilot on one brand. At enterprise size the next step is a quote. Enterprise adds nine engines, Google AI Mode and Gemini among them, single sign-on through SAML and OIDC, API access and a dedicated account

team.

Where it is stronger

- Agent traffic analytics and site audits in the same product as the tracking
- Nine engines on Enterprise, including Claude and Meta AI
- SAML and OIDC single sign-on and API access on Enterprise
- A 7-day free trial

What it does

- Engines, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews and Copilot on Core; nine on Enterprise, adding Claude, Gemini, Meta AI, Google AI Mode and Grok
- Data access: API access and integrations on Enterprise
- AI-referred traffic: agent traffic analytics
- Recommendations: site audits, five a month on Core
- Custom prompts, responses, brand workspaces and user licenses on Enterprise

Website: https://www.scrunchai.com

5. Rankscale

- **Best for:** Teams who need a published enterprise price and the widest engine list
- **Base:** Europe, remote
- **Entry price:** Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
- **Terms:** Monthly or annual, 15% off annual. Unused credits roll over to a per-tier cap

The only tool here where you can read the enterprise price off the website. Enterprise is $780 for 12,000 credits, up to 48,000 answers a month, with REST API access and a dedicated partner. Every paid plan covers Claude and Copilot as well as the usual engines. It sits last because SSO, SLAs and training live on a separate custom plan, and because it is bootstrapped and run by two founders, which some procurement teams will ask about.

Where it is stronger

- A published enterprise price, which makes the business case easy to write
- The widest engine list here with no tier gating
- Credit rollover, so a quiet month funds a busy one
- The full credit formula published

What it does

- Engines on every paid plan, as of 16 October 2026: ChatGPT, Perplexity, Google AI Mode, Google AI Overviews, Gemini, Claude, Copilot, DeepSeek and Mistral
- Data access: REST API on Enterprise
- AI-referred traffic: Search Console and GA4 analytics
- Recommendations: GEO site audits, 200 a month on Enterprise
- SSO, SLA guarantees and a dedicated success manager on the custom plan

Website: https://rankscale.ai

What enterprise buyers get wrong

The most common mistake is buying for the pilot. A team runs a trial on one brand and one market, picks the tool with the friendliest entry price, and finds out in month four that adding the other markets, the other teams and SSO moves them to a quote that looks nothing like the trial.

Before you start a trial, write down three numbers: how many people will need to log in in a year, how many markets you sell in, and whether IT will require SSO. Then ask every vendor to price that, not the pilot.

What we left out, and why

We left out the classic SEO suites' AI modules. They are the easiest option to buy if you already pay for the suite, and most of them report a presence flag against a keyword list rather than the sources behind an answer.

We left out tools that publish neither a price nor a trial. An enterprise team has to build a business case before it buys, and a tool you cannot price or test is a business case you cannot start.

We left out agencies. Several now appear in tool roundups, and ranking a services firm next to software makes a hard decision harder.

Questions buyers actually ask

What does an enterprise AI Search monitoring tool cost?

Between $495 and $780 a month for 300 daily prompts on the published self-serve plans: Peec AI Advanced at $495 and Rankscale Enterprise at $780. Once SSO is required, every tool here is a custom quote, Peec AI Enterprise included. The spread is driven by users and markets more than by features.

Do we need SSO from day one?

If more than a handful of people will log in, IT will usually ask for it. Every tool here puts SSO on Enterprise or a custom plan, so plan the budget for that contract instead of the self-serve tier.

How many prompts does an enterprise need?

A hundred to a hundred and fifty per brand and market. Start with the questions your sales team hears, then the comparisons buyers make between you and named competitors. More markets multiply the set. More product pages usually should not.

Who owns this internally?

SEO owns the measurement in almost every team we see. What breaks is the fix, because much of it is getting mentioned on sites you do not control, which sits with PR or comms. Agree that split before you buy.

Will a tool improve our AI visibility?

Not on its own. It measures. What moves the number is the work the source data points at: third-party coverage, quotable pages of your own and review profiles the models trust.

Does Peec AI support single sign-on?

Yes. Peec AI supports SAML 2.0 single sign-on on Enterprise, set up by the Peec team, with the option to require it for everyone on your domains. It does not offer OIDC or SCIM.

How much does Peec AI cost for an enterprise team?

Peec AI Advanced costs $495 a month for 350 prompts, with multi-country tracking, a Looker Studio connector and unlimited users, as checked on 16 October 2026. Enterprise adds single sign-on and is custom. Peec AI does not charge per user or per country.