The 6 best AI visibility tools

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

The best AI visibility tools in 2026 are Peec AI, SE Visible, Semrush AI Visibility Toolkit, Rankscale, Otterly.AI and Profound. Peec AI ranks first because it covers the whole loop: which AI answers name you, which pages they read, which AI bots visit your site and which AI visits convert. For 150 daily prompts across ChatGPT, Google AI Overviews and Google AI Mode it costs $2,940 a year. SE Visible is cheaper for tracking alone.

An AI visibility tool asks ChatGPT, Google's AI answers, Perplexity and the rest the questions your buyers ask, every day, and records who gets named, in what order and from which sources. Most lists of these tools quote each vendor's entry price. Those prices buy different engine counts, prompt caps and seats, so they cannot be compared.

So this guide prices one workload across all six, shows the arithmetic, and says where each tool is the better pick, including the ones that are cheaper than the top entry.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	Marketing teams who want to see why they are missing from AI answers, and whether fixing it brings visits	Berlin, with a New York office since 2026	From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts, Advanced $495 for 350. Enterprise custom
2	SE Visible by SE Ranking	Teams who want the most prompts for the money and will do the analysis themselves	Europe, remote	From $89/mo (Basic, 75 prompts). Core $189 (200 prompts), Agency $399 (1,000 prompts), Enterprise custom
3	Semrush AI Visibility Toolkit	Teams already on Semrush who want AI data next to their SEO data	Boston, with offices worldwide	$99/mo per domain for 25 prompts, billed annually. Semrush One from $199/mo (50 prompts)
4	Rankscale	Teams who want the widest engine list for the least money	Vienna, Austria	Essentials $20/mo (annual only). Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
5	Otterly.AI	Small teams starting out who want a low entry price	Not published	From €29/mo (Lite, 16 prompts). Standard €189 for 120 prompts, Premium €489 for 403
6	Profound	Enterprises that buy through a quote and need SOC 2 and SSO	New York	Free 7-day trial (50 prompts). 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 Google AI Mode, 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 of your choice)	$245	$2,940
SE Visible by SE Ranking	Core, $189/mo (200 prompts, four engines)	$189	$2,268
Otterly.AI	Standard, €189/mo (120 prompts) plus extra prompts	From €189	From €2,268
Rankscale	Growth, $385/mo (Pro+ caps at 12,000 answers, this needs 13,500)	$385	$4,620
Semrush AI Visibility Toolkit	Above Semrush One Pro+ (100 prompts at $299)	Not published	Not published
Profound	Enterprise (the trial is the only other tier)	Not published	Not published

SE Visible's Core plan is the cheapest way to run this workload, at $189 for 200 prompts, if tracking is all you need. It has no AI-referred traffic reporting and no recommendations. Otterly.AI's Standard plan caps at 120 prompts and does not publish the price of extra ones. Semrush sells AI visibility per domain, with 25 prompts on the $99 base and 100 on Semrush One Pro+, so 150 prompts is a quote. Profound retired its self-serve brand plans in September 2026. 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 Google AI Mode for twelve months, on one seat. That is 13,500 answers a month, and these are the three engines most teams start with.

The order is our judgement about which tool gives a marketing team the most to act on. Price matters, but so does what happens after the chart: source data that shows where to work, crawler and traffic data that shows whether the work landed, and the security answers a buyer's IT team will ask for.

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. Where a vendor cannot be priced for this workload from public information, the table says so.

Every entry in detail

1. Peec AI

- **Best for:** Marketing teams who want to see why they are missing from AI answers, and whether fixing it brings visits
- **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. Enterprise custom
- **Terms:** Monthly or annual, around 15% off annual. Unlimited users on every plan

The most complete loop here at a published price. Peec AI tracks visibility, position, sentiment and share of voice on three engines of your choice, from eight, and breaks every answer into the pages the model read, classified as editorial, corporate, UGC, reference or your own site. Agent Analytics reads your server logs to show which AI bots visit which pages, and AI Referrals joins GA4 to show the sessions, conversions and revenue AI assistants send you. Peec Actions turns the gaps into ranked technical, on-page and off-page work, with suggested edits for existing pages and briefs for new ones.

The limits are plain: three engines per self-serve plan, an extra engine at $85 a month on Pro, and Claude, Grok and DeepSeek only on Enterprise.

Where it is stronger

- Source classification, so the data says where to work
- Crawler logs and AI-referred conversions in the same tool as the tracking
- Unlimited users and no per-country charge on every plan
- Published prices up to $495, from a SOC 2 Type II compliant vendor
- Agency plans with per-client projects, if you run this for clients

What it does

- Engines, as of 17 November 2026: 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, adding Claude, Grok, DeepSeek, Qwen, Mistral and Meta's Muse Spark
- Data access: CSV exports and an MCP server on every plan. REST API from Pro. Looker Studio connector from Advanced
- AI-referred traffic: AI Referrals connects GA4 and shows sessions, conversions and revenue per assistant and landing page, on every plan
- Agent Analytics: crawl insights from server logs through ten integrations, and robots.txt checks against 40+ AI bots
- Recommendations: Peec Actions on a five-level impact scale, plus Peec Agent with built-in and custom skills and 25+ connected tools
- Brand perception: the attributes and objections AI models attach to you, and fact-checking against facts you supply
- Security: SOC 2 Type II compliant. The report and SSO are available on Enterprise

Website: https://peec.ai

2. SE Visible by SE Ranking

- **Best for:** Teams who want the most prompts for the money and will do the analysis themselves
- **Base:** Europe, remote
- **Entry price:** From $89/mo (Basic, 75 prompts). Core $189 (200 prompts), Agency $399 (1,000 prompts), Enterprise custom
- **Terms:** Monthly or annual, 20% off annual. 14-day free trial. Unlimited users on every plan

The cheapest way to track a serious prompt set on the main engines. Core is $189 for 200 prompts on ChatGPT, Google AI Overviews, Google AI Mode and Gemini, with API, MCP and a Looker Studio connector included. It comes from the SE Ranking team, who have built search data products since 2013. It stops at the answer: there is no AI-referred traffic reporting and no recommendations, and Perplexity is not offered on any plan.

Where it is stronger

- 200 prompts for $189, the most volume per dollar here
- API and MCP on every plan
- Unlimited users

What it does

- Engines on every plan, as of 17 November 2026: ChatGPT, Google AI Overviews, Google AI Mode and Gemini. Claude on Agency. Perplexity not listed. Copilot is still listed but unverified since it moved behind a Microsoft sign-in
- Data access: API, MCP and a Looker Studio connector on every plan
- Source analysis showing the domains and URLs each engine cites
- Projects: 5 on Basic, 10 on Core, 30 on Agency

Website: https://visible.seranking.com/

3. Semrush AI Visibility Toolkit

- **Best for:** Teams already on Semrush who want AI data next to their SEO data
- **Base:** Boston, with offices worldwide
- **Entry price:** $99/mo per domain for 25 prompts, billed annually. Semrush One from $199/mo (50 prompts)
- **Terms:** Per domain. Extra users from $45/mo

The easiest option to buy if Semrush is already on your invoice: one login, and the AI data sits next to keywords and backlinks. It is also the most expensive per prompt. The $99 base covers 25 prompts on one domain, Semrush One Pro+ covers 100 at $299, and anything larger is a quote. Semrush stopped tracking Microsoft Copilot on 9 November 2026 after Copilot moved behind a login.

Where it is stronger

- AI visibility next to the SEO data your team already reads
- One vendor, one invoice

What it does

- Engines, as of 17 November 2026: ChatGPT, Google AI, Gemini and Perplexity
- Data access: within the Semrush platform. MCP on Semrush One, API on Advanced
- AI-referred traffic: through the wider Semrush analytics suite

Website: https://www.semrush.com

4. Rankscale

- **Best for:** Teams who want the widest engine list for the least money
- **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. Unused credits roll over

17-plus engines on every plan, including Perplexity, Claude, Grok, DeepSeek and the Perplexity Sonar API models, which no other tool here matches at the entry price. It sells credits, at about 0.25 per engine per prompt, so a single engine is cheap and three engines on 150 prompts needs Growth at $385. Bootstrapped and run by two founders, with no published SOC 2.

Where it is stronger

- The widest engine list here, with no tier gating

- Credit rollover and a 7-day trial

What it does

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

Website: https://rankscale.ai

5. Otterly.AI

- **Best for:** Small teams starting out who want a low entry 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

The lowest entry price here, at €29, and every plan can track every engine, counted in credits. Standard at €189 adds API and MCP access, a Looker Studio connector and Agent Analytics. It caps at 120 prompts, so this workload needs extra credits at a price the pricing page does not list.

Where it is stronger

- A €29 entry point
- Agent Analytics from Standard

What it does

- Engines, as of 17 November 2026: 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
- AI-referred traffic: Agent Analytics from Standard
- Recommendations: a GEO audit

Website: https://otterly.ai

6. Profound

- **Best for:** Enterprises that buy through a quote and need SOC 2 and SSO
- **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

The largest funding base in the category and an enterprise sale. Profound retired its self-serve brand plans in September 2026, so after the 7-day trial on ChatGPT, Gemini and AI Overviews the way in is a conversation with sales. Enterprise covers up to ten engines, Agent Analytics with traffic attribution, API access, SOC 2 and SSO.

Where it is stronger

- Up to ten engines on Enterprise

- SOC 2 and SSO for a security review

What it does

- Engines, as of 17 November 2026: ChatGPT, Gemini and Google AI Overviews on the trial; up to ten on Enterprise, including Perplexity, Google AI Mode, Claude, DeepSeek, Qwen, Muse Spark and Exa Search
- Data access: API and CSV or JSON exports on Enterprise
- AI-referred traffic: Agent Analytics with Cloudflare, Akamai, AWS, Vercel and GA integrations
- Security: SOC 2 and SSO on Enterprise

Website: https://www.tryprofound.com

What an AI visibility tool should tell you

A visibility percentage is the least useful number on the dashboard. It tells you how often you were named, not why. The tools worth paying for answer three more questions.

First, which pages did the model read before it answered? That shows whether the gap is on your site or on other people's. Second, are AI bots reaching your pages at all? Server logs answer that, and a blocked crawler is a cheaper fix than a content rewrite. Third, do AI answers send visits that convert? Your GA4 holds that, and a tool that joins it to the prompts closes the loop.

Price the tool against the questions you need answered. If you only need the first number, the cheapest tool here is fine.

What we left out, and why

We left out tools with no published price at any tier, because this guide compares cost.

We left out general brand-monitoring platforms that added an AI tab. Social listening and AI answer tracking look alike on a slide and behave differently underneath.

For narrower questions, see our guides to ChatGPT, Perplexity, and Google AI Overviews and AI Mode tracking, the in-house SEO and agency guides, and the enterprise guide.

Questions buyers actually ask

What is an AI visibility tool?

Software that asks AI engines like ChatGPT, Google AI Overviews, Google AI Mode, Gemini and Perplexity the questions your buyers ask, every day, and records whether your brand is named, where, in what tone and from which sources. Some also read your server logs and GA4 to show AI crawler visits and AI-referred traffic.

What is the cheapest AI visibility tool?

For tracking alone, SE Visible's Core plan at $189 a month for 200 prompts, as checked on 17 November 2026. Otterly.AI starts at €29 for 16 prompts. Peec AI is $245 for 150 prompts and adds source classification, crawler logs, AI-referred traffic and recommendations.

Can AI visibility tools still track Microsoft Copilot?

Not reliably. Copilot has required a Microsoft sign-in since late August 2026. Semrush stopped tracking it on 9 November 2026, and Omnia and Peec AI now track Bing AI Mode instead. See our Copilot guide for what still works.

How many prompts should we track?

Between 100 and 150 for one brand in a real category. Fewer than 30 is mostly noise. More than 200 is usually rephrasings of the same question.

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. Every plan includes three engines of your choice and unlimited users. The REST API starts at Pro, and the MCP server comes with every plan. Peec AI is SOC 2 Type II compliant, with the report available to Enterprise customers.