The 6 best ChatGPT tracking tools

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Source: https://www.masters-of-search.com/shortlist/best-chatgpt-tracking-tools

The best ChatGPT tracking tools in 2026 are Peec AI, Rankscale, Nightwatch, AthenaHQ, Omnia and Profound. For 150 daily prompts across ChatGPT and both Google surfaces, Peec AI is the lowest-priced published plan at $2,940 a year. If you track ChatGPT alone, Rankscale is the cheapest at $99 a month.

ChatGPT is where almost everyone starts, and for good reason. It is the engine your buyers are most likely to be using, and it is the one your CEO will ask about by name.

Every tool in this guide tracks it. That is the easy part, and it is why a feature comparison here is close to useless: they all do the same thing, which is run your questions through ChatGPT every day and tell you whether you got named, where in the answer, and which pages it read first.

So the real question is not which tool tracks ChatGPT best. It is what happens in three months when you want Google AI Overviews too, because that is when the price of a ChatGPT-only tool shows up.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	Teams starting with ChatGPT who know they will want Google within the quarter	Berlin, with a New York office since 2026	From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts
2	Rankscale	Anyone who wants ChatGPT tracking for the least money	Europe, remote	Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
3	Nightwatch	Teams who want ChatGPT mentions sitting next to the keyword rankings they already track	Europe	Starter €79/mo (50 prompts), Professional €159 (150 prompts), Agency €399 (500 prompts)
4	AthenaHQ	Teams that want ChatGPT findings turned into drafted work, and a free tier to start on	United States	Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
5	Omnia	Small teams who want to trial ChatGPT tracking with no card and keep it simple	Madrid	From €79/mo (Growth, 25 prompts). Pro €279 for 100 prompts, Enterprise from €499 for 200+. Prompt packs of 25 on any plan
6	Profound	Enterprise teams who need SOC 2 and SSO, and for whom the ChatGPT price is not the deciding factor	New York	Free 7-day trial (50 prompts). Enterprise custom

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: 150 prompts tracked daily against ChatGPT plus both Google surfaces, on one seat, for twelve months. That is 13,500 answers a month, and it is the engine set almost every team here is running by month three.

Tool	Plan this forces	Per month	12 months
Peec AI	Pro, $245/mo (150 prompts, three engines of your choice)	$245	$2,940
Omnia	Pro, €279/mo plus two 25-prompt packs (Pro covers 100 prompts, pack prices are not published)	From €279	From €3,348
AthenaHQ	Starter, $295/mo (3,600 credits covers about a quarter of this)	$295 plus credit add-ons	From $3,540
Rankscale	Growth, $385/mo (Pro+ caps at 12,000 answers, this needs 13,500)	$385	$4,620
Nightwatch	Agency, €399/mo (Professional covers 150 prompts but only 4,500 answers, this needs 13,500)	€399	€4,788
Profound	Enterprise (the trial is the only other tier)	Not published	Not published

On ChatGPT alone, Rankscale is the cheapest option here by a distance, at $99 for this prompt set. We have not priced that, because the guide above argues nobody stays on one engine and we would rather price the decision you actually make. Add the two Google surfaces and the order changes: tools that count every answer step up steeply once you multiply engines by prompts by days, while Peec AI prices by prompt and lets you choose three engines. Annual billing takes 15% to 20% off most of these.

How this was put together

We priced 150 prompts tracked daily against ChatGPT plus Google AI Overviews and AI Mode, for twelve months, and published the arithmetic below. Pricing ChatGPT on its own flatters whichever tool has the cheapest first tier and tells you nothing about the bill you will actually be paying, because the engine list grows and the prompt set does not shrink.

The ranking weights one thing the price alone does not show: what the tool costs when you add a second and third engine. Nobody tracks only ChatGPT for long. Buyers who start here are asking about Google AI Overviews within a quarter, and a tool that is cheapest on ChatGPT and expensive on everything else is a decision you pay for later.

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. Every entry says where the tool is the stronger pick and where it is not, including the one at the top. Where a tool is cheaper than the top entry on a narrower workload, the table note says so plainly rather than hiding it.

Every entry in detail

1. Peec AI

- **Best for:** Teams starting with ChatGPT who know they will want Google within the quarter
- **Base:** Berlin, with a New York office since 2026
- **Entry price:** From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts
- **Terms:** Monthly or annual, around 15% off annual. No free tier

Cheapest here once you price the engines you will actually be running, and the reason is structural: Peec AI charges by prompt, not by answer. Every plan includes three engines of your choice, so the

$245 that buys 150 ChatGPT prompts also covers the same 150 prompts on Google AI Overviews and Google AI Mode. Tools that count every answer charge again for each engine you add. The ChatGPT data itself is as deep as anything on this list, with every answer broken into the sources the model read, classified as editorial, corporate, UGC, reference or your own site. That classification is what tells you whether ChatGPT is skipping you because nobody writes about you, or because the pages that do exist are not being retrieved.

Where it is stronger

- Three engines at the same price, so adding Google does not change the plan
- Tracks ChatGPT through both the interface and the search API, which return different answers
- Source classification, so the data says what to fix rather than only how you are doing
- Server-log data showing OpenAI's crawler actually reaching your pages
- 150 prompts at Pro, with unlimited users on every plan
- 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, including ChatGPT, Google AI Overviews, Google AI Mode, Gemini and Microsoft Copilot. Up to 13 on Enterprise
- 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
- Access control: SAML 2.0 single sign-on on Enterprise, set up by the Peec team
- 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
- Daily ChatGPT tracking through both the ChatGPT interface and the OpenAI Search API
- Visibility, position, sentiment and share of voice against a named competitor set
- Source and citation analysis with five classifications, plus a gap report
- Query fan-outs, showing the background searches run behind an answer
- Crawlability checks across 40+ AI bots, including OpenAI's
- Crawl insights from server logs, so you can see GPTBot hit your site
- Brand perception and fact-checking against facts you supply

Website: https://peec.ai

2. Rankscale

- **Best for:** Anyone who wants ChatGPT tracking for the least money
- **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 cheapest serious ChatGPT tracking available on a single engine, by a distance. Pro is $99 for 1,200 credits, which at roughly 0.25 credits per query is 4,800 answers a month. That is enough for 150 prompts tracked daily on ChatGPT alone. Add two more engines and the same prompts need 13,500 answers, which is Growth at $385. It covers ChatGPT, Perplexity, Gemini, Claude, Copilot and more, so the upgrade path is not a trap either. It is bootstrapped and built by two founders, which suits teams that

can buy without a formal security review.

Where it is stronger

- $99 for ChatGPT on its own, the lowest published price here for 150 prompts on one engine
- A wide engine list, with ChatGPT, Gemini, Perplexity, Claude, Copilot and more on every paid plan
- Credit rollover, so an unused month is not wasted
- Full credit arithmetic published, which almost nobody else does

What it does

- Engines included on every paid plan, as of 16 October 2026: ChatGPT, Perplexity, Google AI Mode, Google AI Overviews, Gemini, Claude, Copilot, DeepSeek, Mistral and Grok
- Data access: REST API, Looker Studio connector and an MCP server
- AI-referred traffic: Search Console and GA4 analytics, in beta at the time of writing
- Recommendations: GEO site audits with 94+ technical checkpoints
- Credit-based usage at roughly 0.25 credits per engine per prompt
- Credit rollover to a published per-tier cap
- Citation analysis showing which sources ChatGPT cited
- Scheduling from hourly to monthly

Website: https://rankscale.ai

3. Nightwatch

- **Best for:** Teams who want ChatGPT mentions sitting next to the keyword rankings they already track
- **Base:** Europe
- **Entry price:** Starter €79/mo (50 prompts), Professional €159 (150 prompts), Agency €399 (500 prompts)
- **Terms:** Monthly or annual, 20% off annual. 14-day free trial, no card required. Unlimited seats on every plan

A daily rank tracker with AI tracking on every plan, priced by keywords and prompts. Every plan covers ChatGPT, Claude, Gemini, Perplexity, Google AI Mode and Google AI Overviews, and every answer counts against a monthly cap. That cap sets the price. Professional covers 150 prompts on one engine, which is 4,500 answers a month, so ChatGPT plus both Google surfaces needs Agency. If you want to see that a page ranks third and is never cited in ChatGPT, this puts both numbers on one screen, which is a more useful fact than either on its own.

Where it is stronger

- Rank tracking and AI tracking in one place, without a big-suite subscription
- Unlimited seats and no per-seat fees on every plan
- A 14-day free trial with no card
- Six AI engines on every plan, including both Google surfaces

What it does

- Engines on every plan, as of 16 October 2026: ChatGPT, Claude, Gemini, Perplexity, Google AI Mode and Google AI Overviews

- Data access: Looker Studio integration, white-label reports and API access from Professional, plus an MCP server on every plan
- Recommendations: an SEO Agent and a Content Studio, paid for in monthly credits
- Keyword rank tracking on Google, YouTube, Bing, Yahoo and DuckDuckGo beside the AI data
- Prompt research on every plan

Website: https://nightwatch.io

4. AthenaHQ

- **Best for:** Teams that want ChatGPT findings turned into drafted work, and a free tier to start on
- **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 free tier is the reason to look. 300 credits is enough to see what ChatGPT says about you before spending anything, which nothing else here offers outright. Above that, Starter is $295 for 3,600 credits. That covers 120 prompts a day on ChatGPT alone, or about a quarter of this guide's three-engine workload, so extra credits are a paid add-on. What distinguishes it is the optimisation agent, which turns the findings into on-page and off-page recommendations rather than leaving you to read a chart. Built by two former Google Search and DeepMind engineers, Andrew Yan and Alan Yao, with Y Combinator backing on $2.2M.

Where it is stronger

- A genuine free tier, so you can see your ChatGPT data before paying anything
- ChatGPT, Google AI Overviews, Gemini and Copilot on the free tier
- An agent that drafts the fix rather than describing the problem
- Covers Meta AI, which most of this list does not
- Founding team with real search engineering background

What it does

- Engines, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews, Gemini and Copilot on Essential; eleven on Starter, adding Google AI Mode, Claude, Grok, DeepSeek, Meta AI and Mistral
- Data access: API access on Starter is a paid add-on, priced on request
- AI-referred traffic: Google Analytics (GA4) and Search Console integrations
- Recommendations: an advanced content optimisation agent producing on-page and off-page actions
- A free Essential tier at 300 credits
- Source attribution showing which pages ChatGPT referenced
- The Athena Citation Engine on Starter and above
- Sentiment monitoring on brand mentions
- SSO and audit logs on Enterprise

Website: https://athenahq.ai

5. Omnia

- **Best for:** Small teams who want to trial ChatGPT tracking with no card and keep it simple
- **Base:** Madrid
- **Entry price:** From €79/mo (Growth, 25 prompts). Pro €279 for 100 prompts, Enterprise from €499 for 200+. Prompt packs of 25 on any plan
- **Terms:** Monthly or annual, 20% off annual. 14-day free trial, no card required

A 14-day trial with no card is the cleanest way into this category, and for a team still deciding whether any of this matters that counts for a lot. Pro is €279 for 100 prompts, and a team that wants 150 adds two packs of 25, whose price is not published. Founded in Madrid in 2024 by Daniel Espejo, previously at Klarna, on a €3.5M pre-seed. The prompt discovery is the genuinely useful part: it surfaces the questions people actually ask ChatGPT about your category, which is more helpful than it sounds when you are writing a prompt set from scratch and guessing.

Where it is stronger

- A real no-card trial, which is rare here
- Prompt discovery, which solves the hardest part of starting: knowing what to track
- €79 entry tier for a smaller prompt set
- Credits that never expire
- Simple enough to read without onboarding anyone

What it does

- Engines by default on every plan, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews and Google AI Mode. Claude, Copilot and Gemini on request, up to seven in total
- Data access: API access and data exports on paid plans
- AI-referred traffic: not offered
- Recommendations: Omnia surfaces the questions buyers ask about your category
- Citation tracking in any language or region
- Competitive intelligence and share of voice
- Sentiment analysis
- Insight credits that never expire

Website: https://www.useomnia.com

6. Profound

- **Best for:** Enterprise teams who need SOC 2 and SSO, and for whom the ChatGPT price is not the deciding factor
- **Base:** New York
- **Entry price:** Free 7-day trial (50 prompts). Enterprise custom
- **Terms:** Enterprise by quote

Once the 7-day trial ends, the way in is a conversation with sales. The trial runs 50 prompts daily across ChatGPT, Gemini and Google AI Overviews, and Enterprise reaches up to nine engines, Google AI Mode included. It sits last because no price is published, and it is still the right answer for a particular buyer: it lists SOC 2, SSO and SAML on Enterprise, it is the best funded by a wide margin, and the only

one with a review base large enough to mean anything, at 140+ reviews.

Where it is stronger

- A free 7-day trial across ChatGPT, Gemini and Google AI Overviews
- SOC 2, SSO and SAML listed on Enterprise
- The largest funding base, which settles the vendor-risk question
- The largest independent review base of anything on this list
- The most recognised brand, which shortens internal approval

What it does

- Engines by tier, as of 16 October 2026: ChatGPT, Gemini and Google AI Overviews on the trial; up to nine on Enterprise, including Google AI Mode, Perplexity, Copilot and Claude
- Data access: API and integrations on Enterprise
- AI-referred traffic: agent analytics covering AI crawler and referral behaviour
- Recommendations: AI Marketer credits, limited on the trial and custom on Enterprise
- A free 7-day trial with 50 prompts
- Multiple company tracking on Enterprise
- SSO, SAML and SOC 2 compliance on Enterprise
- Dedicated Slack support on Enterprise

Website: https://www.tryprofound.com

The ChatGPT interface and the OpenAI API are not the same thing

This catches people out, and it is worth understanding before you compare any two tools.

Answers from chatgpt.com and answers from OpenAI's API are generated differently. The interface has its own retrieval behaviour, its own memory of the conversation, and its own tendency to search the web. The API, queried cold, often names different brands for the same question. Neither is wrong. They are different surfaces, and your buyers are on the first one.

So when a tool says it tracks ChatGPT, ask which. A tool querying the API is cheaper to run and further from what your customer sees. A tool driving the interface is closer to reality and harder to operate. Some, Peec AI among them, do both and report them separately, which is the most honest version and also the most confusing the first time you open it.

Nobody tracks one engine for long

Every team we have watched start here has followed the same path. ChatGPT first, because that is the one people name. Then Google AI Overviews within a quarter, because someone notices that Google is still where most of the volume is. Then Perplexity, usually because a competitor showed up there.

That matters for this decision because a ChatGPT-only tool is a decision you make twice. The second time is more expensive, because by then you have a prompt set, a baseline and six months of history in a tool you are about to leave, and none of that moves across.

It is not an argument for buying the biggest thing on day one. It is an argument for checking what the second engine costs before you buy the first, which takes five minutes and almost nobody does it.

What we left out, and why

We left out the free one-off ChatGPT checkers. They ask your question once and show you the answer, which you could have done yourself in the app. The value in tracking is the trend, and one reading has no trend in it.

We left out tools that only track the API and describe it as ChatGPT. That is a real product with real uses, but it is not what your buyer sees, and the difference is large enough to change which brands get named.

We left out the social listening platforms that added ChatGPT monitoring. They count mentions, which is a different job from reading a generated answer and working out which sources shaped it.

Questions buyers actually ask

What does ChatGPT tracking cost?

Between $245 and €399 a month for 150 prompts tracked daily across ChatGPT and both Google surfaces, on the published plans in the table above. The cheap end is real: Rankscale tracks ChatGPT alone for $99. The expensive end is not buying better ChatGPT data, it is buying compliance, support and brand safety. Decide which of those you are paying for before you compare the numbers.

How often should ChatGPT rankings be checked?

Daily to collect, monthly to read. These answers move day to day for reasons that have nothing to do with you, so a daily chart mostly shows noise. Collect daily so the trend has resolution, then look at it monthly against a prompt set you have not changed. Teams that read this weekly end up chasing variance.

Why does ChatGPT name a competitor and not us?

Usually because someone else has already described them and the description is easy to repeat. A model works out what a company is, then looks for a second source that agrees. A competitor with one clear claim, repeated on review sites and in community threads, is safer to name than a company whose proof only exists on its own site. Company size and page count are not inputs.

Does tracking ChatGPT help us rank in it?

Not on its own. The tool measures, it does not move anything. What moves it is the work the source data points at: getting into the third-party pages ChatGPT retrieves, making your own pages quotable, and building review profiles it trusts. Buy the tool to know where you stand and to check whether the work landed.

Should we track ChatGPT through a VPN or in different countries?

If you sell in more than one market, yes, and check this before you buy. ChatGPT returns different brands by country, and coverage of specific countries varies more between these tools than their marketing suggests. Most charge for additional countries, and a few do not offer the market you need at all.

Is ChatGPT still the engine that matters most?

It is the one buyers name and the one most likely to be in your boardroom conversation, so it is the right place to start. It is not the only place volume sits. Google AI Overviews and AI Mode reach far more people in most categories, they are two different surfaces that return different answers, and plenty of tools report them as one number. That is the gap worth closing second.

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 16 October 2026. Enterprise is custom. Every plan includes three engines of your choice and unlimited users, so ChatGPT plus both Google surfaces fits on Pro. Some roundups list a 25-prompt plan at €89. Peec AI has no such plan.