The 6 best Microsoft Copilot tracking tools

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

The best Microsoft Copilot tracking tools in 2026 are Peec AI, Rankscale, AthenaHQ, Otterly.AI, Gauge and Profound. For 150 daily prompts across Copilot, ChatGPT and Google AI Overviews, Peec AI is the lowest-priced published plan at $2,940 a year.

Copilot is the engine most teams forget to track, and the one their B2B buyers may be using the most. It sits in Windows, in Edge and in Microsoft 365, which means a buyer can ask it about your category without ever opening a chatbot website.

That is also why its web numbers look small. Similarweb put Copilot at 1.1% of AI chatbot web visits in February 2026. Microsoft reported 15 million paid Microsoft 365 Copilot seats in its January 2026 earnings, and a Microsoft spokesperson told TechCrunch that Copilot had 150 million users across consumer and commercial. Most of that use never touches copilot.microsoft.com.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	Teams who want Copilot next to ChatGPT and Google on every plan, with source data behind each answer	Berlin, with a New York office since 2026	From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts
2	Rankscale	Anyone who wants Copilot alongside the widest engine list for the least money	Europe, remote	Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
3	AthenaHQ	Teams who want to see Copilot data free before paying	United States	Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
4	Otterly.AI	Small teams who want Copilot in the base engine set at a low entry price	Not published	From $29/mo (Lite, 15 prompts). Standard $189 for 100 prompts, Premium $489 for 400, extra 100-prompt blocks $99
5	Gauge	Teams whose bottleneck is writing the content, not finding the gaps	San Francisco	Growth $599/mo (600 prompts)
6	Profound	Enterprises that need SOC 2 and SSO and buy through a quote	New York	Free 7-day trial. 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 Copilot, ChatGPT and Google AI Overviews, on one seat, for twelve months. That is 13,500 answers a month. 150 is the top of the range most teams settle on, and these three are the engines most B2B teams end up with once Copilot is on the list.

Tool	Plan this forces	Per month	12 months
Peec AI	Pro, $245/mo (150 prompts, three engines of your choice)	$245	$2,940

Otterly.AI	Standard, $189/mo plus one 100-prompt add-on at $99 (Copilot, ChatGPT, AI Overviews and Perplexity included)	$288	$3,456
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
Gauge	Growth, $599/mo (600 prompts, six engines)	$599	$7,188
Profound	Enterprise (Copilot is not in the trial)	Not published	Not published

Peec AI lets you pick three engines, so the table uses exactly Copilot, ChatGPT and Google AI Overviews. Annual billing takes 15% to 17% off most of these.

How this was put together

We priced 150 daily prompts across Copilot, ChatGPT and Google AI Overviews for twelve months, because almost nobody tracks Copilot on its own. The ranking weights the depth of the data behind each answer and what the tool costs once the engine list grows.

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, and every entry says where the tool is the stronger pick.

Every entry in detail

1. Peec AI

- **Best for:** Teams who want Copilot next to ChatGPT and Google on every plan, with source data behind each answer
- **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, 15% off annual. Free trial available

Microsoft Copilot is one of the six engines you can choose from on every Peec AI plan, so you can track it from the Starter tier next to ChatGPT and Google AI Overviews. Each plan includes three engines of your choice, from ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Naver AI, and extra engines are paid add-ons. The Copilot data goes as deep as the ChatGPT data: every answer is broken into the sources it used and classified, which tells you whether Copilot skips you because nobody writes about you or because your own pages are not being picked up.

Where it is stronger

- Copilot available on every plan, from the $95 tier
- Source classification, so the data says what to fix rather than only how you are doing
- Unlimited users on every plan
- No per-country charge, with multi-country tracking from Advanced, useful if you sell in more than one market
- Server-log data showing which AI crawlers reach your pages
- 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
- 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
- Visibility, position, sentiment and share of voice against a named competitor set
- Source and citation analysis with five classifications, plus a gap report
- Crawl insights from server logs and crawlability checks across 40+ AI bots
- Brand perception and fact-checking against facts you supply

Website: https://peec.ai

2. Rankscale

- **Best for:** Anyone who wants Copilot alongside the widest engine list 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

Copilot is on every paid plan, together with Claude, ChatGPT, Perplexity, Gemini, both Google surfaces, DeepSeek and Mistral. Pro is $99 for 1,200 credits, up to 4,800 answers a month, which covers a smaller Copilot set comfortably. It is bootstrapped and built by two founders, which suits teams that can buy without a formal security review.

Where it is stronger

- The widest engine list here at a low entry price
- Credit rollover, so an unused month is not wasted
- Full credit arithmetic published
- A 7-day free trial on Pro

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

Website: https://rankscale.ai

3. AthenaHQ

- **Best for:** Teams who want to see Copilot data free before paying
- **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 only tool here where Copilot is in the free tier. Essential includes ChatGPT, Perplexity, Google AI Overviews, Gemini and Copilot, so you can see what Copilot says about you before spending anything. Starter adds six more engines and the optimisation agent, which drafts on-page and off-page actions.

Where it is stronger

- Copilot in a free tier
- An agent that drafts the fix 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, Gemini and Copilot on Essential; eleven on Starter, adding Google AI Mode, Claude, Grok, DeepSeek, Meta AI and Mistral
- Data access: CSV export on Starter, API as a paid add-on
- AI-referred traffic: Google Analytics (GA4) and Search Console integrations
- Recommendations: a content optimisation agent

Website: https://athenahq.ai

4. Otterly.AI

- **Best for:** Small teams who want Copilot in the base engine set at a low entry price
- **Base:** Not published
- **Entry price:** From $29/mo (Lite, 15 prompts). Standard $189 for 100 prompts, Premium $489 for 400, extra 100-prompt blocks $99
- **Terms:** Monthly or annual, 15% off annual

Copilot is one of four core engines on every plan, with ChatGPT, Google AI Overviews and Perplexity, which keeps the entry price low for a small prompt set. Google AI Mode, Gemini and Claude are paid add-ons, so the price climbs once you go beyond those four.

Where it is stronger

- Copilot in the base set from $29
- API and MCP requests included from Standard
- A Looker Studio connector on Standard

What it does

- Engines on every plan, as of 16 October 2026: ChatGPT, Google AI Overviews, Perplexity and Microsoft Copilot. Google AI Mode, Gemini and Claude as add-ons
- Data access: 2,000 API and 2,000 MCP requests a month on Standard
- AI-referred traffic: Agent Analytics from Standard
- Recommendations: three a week on Lite

Website: https://otterly.ai

5. Gauge

- **Best for:** Teams whose bottleneck is writing the content, not finding the gaps
- **Base:** San Francisco
- **Entry price:** Growth $599/mo (600 prompts)
- **Terms:** 1-week free trial

A San Francisco team with a direct product. Growth covers six core platforms, Copilot included, at 600 daily prompts, and the content engine drafts up to 18 publish-ready articles a month from the gaps it finds. It is the most expensive published entry price here, and the articles are part of what you pay for.

Where it is stronger

- 600 daily prompts on the entry plan, the largest allowance here
- 18 publish-ready articles a month, with publishing to Webflow, Framer, Sanity and GitHub
- Claude and Grok on any plan if you connect your own API key

What it does

- Engines on Growth, as of 16 October 2026: ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity and Microsoft Copilot
- Data access: exports
- AI-referred traffic: GA4 and Search Console integrations
- Recommendations: a content engine and the Ask Gauge agent

Website: https://www.withgauge.com

6. Profound

- **Best for:** Enterprises that need SOC 2 and SSO and buy through a quote
- **Base:** New York
- **Entry price:** Free 7-day trial. Enterprise custom
- **Terms:** Enterprise by quote

Copilot is part of the Enterprise engine list, not the trial, so this is a procurement conversation from the start. For the right buyer that is fine: SOC 2, SSO and SAML on Enterprise, the largest funding base in the category and the largest review base.

Where it is stronger

- SOC 2, SSO and SAML listed on Enterprise
- Up to nine engines on Enterprise, Copilot and Claude included
- Dedicated support with a 24-hour SLA

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 CSV or JSON exports on Enterprise
- AI-referred traffic: agent analytics
- Recommendations: AI Marketer credits

Website: https://www.tryprofound.com

Consumer Copilot and Microsoft 365 Copilot are not the same thing

This catches people out. The Copilot a tracking tool can query is the consumer one, the same answers someone gets on copilot.microsoft.com or in Windows. Microsoft 365 Copilot, the paid work version, also answers from a company's own emails, files and chats, so no outside tool can see what it says to a specific buyer.

That does not make tracking pointless. When Microsoft 365 Copilot searches the web, it uses Bing, like the consumer version. So the consumer answers are a reasonable view of what reaches your buyers from the open web, even if the full answer at work also includes things you cannot see.

What we left out, and why

We left out tools that do not list Copilot on their pricing page at all, including some well-known ones. Copilot support you have to ask sales about is support you cannot plan around.

We left out Nightwatch, which we like for ChatGPT and Claude, because its AI module does not cover Copilot.

We left out one-off Copilot checkers. They ask your question once, and one reading has no trend in it.

Questions buyers actually ask

Is Copilot worth tracking if its web share is so small?

For B2B, usually yes. The web share misses most Copilot use, which happens inside Windows, Edge and Microsoft 365. If your buyers work in Microsoft environments, Copilot is where some of them ask first.

Does Copilot use the same sources as ChatGPT?

Not always. Copilot searches with Bing, and ChatGPT runs its own retrieval, so the cited pages differ more often than teams expect. That is the practical reason to track both.

How many prompts should we track for Copilot?

The same set you track elsewhere, usually a hundred to a hundred and fifty. Changing the set per engine makes the engines impossible to compare.

Will tracking Copilot improve our visibility in it?

Not on its own. The tool measures. What moves it is being on the pages Copilot finds through Bing, making your own pages quotable and building review profiles it trusts.

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 Copilot, ChatGPT and Google AI Overviews fit on Pro. Some roundups list a 25-prompt plan at €89. Peec AI has no such plan.