The 5 best AI brand mention tracking tools in 2026

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Someone asked you in a meeting what AI says about the company, and you didn't have an answer. That is how most of these conversations start, and it is a completely fair question with a genuinely annoying shape. There is no Search Console for it. Nothing turns up in your analytics either, because nobody clicked anything.

So you need something that goes and asks the models on your behalf, every day, and writes down what came back.

One engine is not enough any more

A year ago you could have argued that tracking ChatGPT was basically tracking AI Search. That is no longer true.

Similarweb's numbers for May 2026 put ChatGPT at 53.9% of AI chatbot visits, Gemini at 27.9% and Claude at 9.2%. ChatGPT was at roughly 76% in June 2025, so it has given up more than twenty points of share in a year.

For you that means your mentions are now spread across at least three places that answer differently. A tool watching one of them is watching about half the picture, and the half it misses is the half that grew.

Stop reporting the sentiment score

Nearly every tool here puts a sentiment score front and centre. It looks great in a slide. It is also the least useful number on the screen, and we would not put it in a board deck.

Here is why. The model isn't forming an opinion about you. It read some pages, those pages had a tone, and it repeated that tone. So the score is really a delayed summary of what other people have written about you. When it moves, you learn that something changed somewhere, and nothing about where or what to do.

The number worth watching instead is where your mentions come from. If most of them trace back to your own website, you are in a weaker spot than the chart suggests, because models like to find a claim in two places. If they trace back to editorial sites and community threads, somebody has done the hard work already, and the sentiment tends to look after itself.

At a glance

#	Tool	Best for	From
1	**Peec AI**	**The best all-in-one pick.** Detailed analysis, solid data and clear recommendations you can act on, so you get from insight to impact fastest	$95/mo
2	AthenaHQ	Seeing your numbers free first, then having the tool draft the follow-up	Free, then $295/mo

3	Omnia	Tracking mentions across several languages and markets	€79/mo
4	Nightwatch	AI mentions next to the keyword rankings you already track	$32/mo + $99 add-on
5	Keyword.com	The cheapest possible way to find out whether any of this matters for you	$3/mo + $24.50 add-on

Checked against each vendor's own pricing and documentation, 15 September 2026.

1. Peec AI

From $95/mo

The most complete picture here. You get how often you are named, and then what caused it.

- **Six engines on the entry plan:** ChatGPT, Google AI Overviews, Google AI Mode, Perplexity, Gemini and Copilot, so your mention count covers the places that actually answer
- **Every mention traced back to the pages behind it**, sorted into editorial, corporate, UGC, reference and your own site. That grouping is what turns a mention count into something you can hand to someone as a task
- **Fact-checking** against facts you supply. Models repeat old funding numbers, retired pricing and positioning you dropped two years ago, and in a mention count those all look like wins while quietly doing damage
- **A gap report** naming the pages where competitors are mentioned and you are not
- **Your AI traffic joined to Google Analytics**, so the visits sit next to the mentions rather than being guessed at
- **Server-log reading** through eight setups, so you can see whether the crawlers are reaching you at all
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase

2. AthenaHQ

Free tier, then $295/mo

- **Eleven engines on every tier**, including Meta AI and Amazon Rufus. If people talk about your brand where they buy things rather than where you market to them, that coverage is hard to get anywhere else
- **A free tier at 300 credits**, which will show you real numbers and usually settles the meeting that sent you looking
- **Sentiment monitoring and source attribution** on brand mentions
- **An agent that drafts the follow-up work**

3. Omnia

From €79/mo

The best pick here if you sell in more than one country.

- **Citation tracking in any language or region.** Your mentions in Germany and your mentions in the

US are often completely different, and a tool giving you one global number will hide a problem in your second-biggest market until it is a real problem
- **Fourteen days free, no card needed**
- **Prompt discovery** that surfaces the questions people actually ask about your category
- **Credits that never expire**

4. Nightwatch

$32/mo, plus $99/mo for the AI add-on

Pick this if you want your AI mentions sitting next to your keyword rankings and you are not already paying for one of the big suites.

- **An AI visibility score, share of voice, citation sources and sentiment**
- **A mature daily rank tracker underneath**, running for years
- **Both numbers on one screen**, which is more useful than either alone
- **A 14-day free trial** on the core product

5. Keyword.com

From $3/mo, plus $24.50/mo for the AI add-on

The cheapest genuine way into the category, full stop.

- **$3/mo for the core rank tracker**, and a free plan at ten keywords
- **$24.50 for fifty AI credits** on top
- **Four engines** in the AI module
- **Enough to find out whether AI Search matters in your category** before asking anyone for money

Questions we get asked

How many questions should we track? A hundred to a hundred and fifty. Start with what your sales and support teams already get asked, then add the comparisons buyers make between you and two named competitors.

How often should we look? Collect daily, read monthly. Day to day this data wobbles for reasons that have nothing to do with you, and teams who review it weekly spend their quarterly meetings explaining wobbles instead of progress.

Why does AI mention a competitor and not us? Usually because somebody else already described them clearly, more than once, in a place the model trusts. Models prefer a claim they can find twice. It is not about who is bigger or who has more pages.

Will tracking get us mentioned more? No. More mentions come from being on the pages the models read. The tool tells you whether that is working, and it is worth being clear about that split internally before anyone expects the chart to move on its own.

Want to know which pages are producing your AI mentions, and which ones are missing you? Get a free AI audit.