The 5 best AI citation tracking tools in 2026

By Niklas Buschner, Radyant · Published 2026-09-14

Source: https://www.radyant.io/comparison/best-ai-citation-tracking-tools

You already know you are missing from some answers. What you probably cannot see is why, and that is where a citation tracker can help. It shows you which pages the model read on its way to an answer, so you can stop guessing about the gap and go and look at it.

A lot of AI Search tools only treat citation tracking as a footnote, and only a few actually make it a key part of their product. It is worth being picky here, because the source list is the one output that turns into a task somebody can do.

Why the source list is the whole job

Here is the situation you will be in within a month of starting.

You ask a model the question your best prospect asks. A competitor gets named. You do not. Now what?

There are only two answers, and they need opposite responses.

Maybe the pages the model read were other people's sites, and not one of them mentions you. Then the problem is that nobody writes about you, and you could rewrite your homepage ten times without changing anything. The fix is coverage: reviews, mentions, getting into the comparison posts and community threads the model keeps going back to.

Or maybe the model read your own pages and decided not to quote them. Then the problem is on your site, and outreach is the wrong place to spend. The fix is making those pages say what you do in a way a model can lift a clean sentence out of.

Those two cost different money and usually belong to different people. A visibility percentage cannot tell them apart. A list of the cited URLs tells you in about thirty seconds.

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 citations free first, then having the tool draft the follow-up	Free, then $295/mo
3	Rankscale	The widest engine coverage per euro	$99/mo
4	Nightwatch	Citation sources next to the keyword rankings you already track	$32/mo + $99 add-on
5	Semrush AI Visibility	Teams already living inside Semrush who want one login	$99/mo per domain

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

1. Peec AI

From $95/mo

The tool we reach for when the question is why rather than whether. It is the most complete answer here to "show me the pages behind this answer, and tell me what to do about them".

- **Every cited page, sorted into five groups:** editorial, corporate, UGC, reference, and your own site. One look at the mix tells you whether you have a coverage problem or a content problem
- **A gap report** naming the pages where competitors are cited and you are not. That list is a brief you can hand straight to whoever owns PR
- **Six engines on the entry plan:** ChatGPT, Google AI Overviews, Google AI Mode, Perplexity, Gemini and Copilot
- **Server-log reading** through eight setups including Cloudflare and Vercel, so you can see whether AI crawlers are fetching a page at all before you spend time rewriting it
- **Fact-checking** against facts you supply, which catches models repeating old funding figures, retired pricing and positioning you dropped two years ago
- **Your AI traffic joined to Google Analytics**, so the visits sit next to the citations rather than being estimated
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase

2. AthenaHQ

Free tier, then $295/mo

Two of the founders worked on Google Search and DeepMind, which is the relevant background for this job, and it shows in how carefully it attributes sources.

- **A free tier at 300 credits**, enough to pull a real citation list for your own brand before spending anything. That list is usually more persuasive internally than any business case you could write
- **Eleven engines on every tier**, including Meta AI and Amazon Rufus, which barely anyone else covers
- **An agent that drafts the follow-up work**, on your pages and off them, so the output is a draft rather than a chart
- **The Athena Citation Engine** on the paid tiers

3. Rankscale

From $99/mo

The widest coverage per euro in this comparison, and the most transparent pricing in the category.

- **Ten engines on every plan**, more than 17 supported, so your source list covers more of the market than anything else at this price
- **The full credit formula published**, so you can work out what a heavy citation-tracking setup costs before you commit
- **Scheduling from hourly to monthly**, which suits the surfaces that move fastest

- **A site audit running 94 technical checks**, recognisably the same shape of work as a technical SEO audit

4. Nightwatch

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

Worth a look if you want citation sources sitting beside keyword rankings you already watch, without paying for one of the big suites.

- **Citation sources and sentiment** in the AI layer
- **A mature daily rank tracker underneath**, running for years
- **Both numbers on one screen**, so you can see that a page ranks third and is never cited, which is a more useful fact than either number alone
- **A 14-day free trial** on the core product

5. Semrush AI Visibility Toolkit

$99/mo per domain

The tool most teams already have open, and its backlink data sits right next to the citation data.

- **Brand mentions from ChatGPT, Google AI, Gemini and Perplexity**
- **Backlink data alongside**, so when a domain keeps getting cited about your category you can check what else links to it without leaving the tab
- **25 prompts included per domain**, with more at roughly $60 per fifty
- **No new vendor, login or training** if Semrush is already your stack

Questions we get asked

What do we actually do with a citation list? Treat it as a brief for whoever owns PR, partnerships or content. The sites that keep appearing for your category are a short list, usually twenty or so, and getting mentioned on them is the work. It is far easier to ask for budget when you can name the sites.

Are the same sites cited across every engine? Broadly yes. The main exception is that Google reaches further into community content, so Reddit threads and YouTube videos show up there more than elsewhere. If your category has an active community, that is where to start.

How often do the sources change? Slowly enough to plan around. New coverage takes weeks to start appearing in answers, which is frustrating at the start and useful later, because a win keeps paying out rather than disappearing next week.

Can we just look at the citations by hand? For one question, yes, and you should, today. Ask a model something your buyer would ask and read the sources underneath. What you cannot do by hand is see the pattern across a hundred questions over three months, and the pattern is what tells you where to spend.

Want to see which pages are shaping your AI answers, and which ones are missing you? Get a free AI audit.