The 5 best AI visibility tools for agencies in 2026

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Most comparisons of these tools price them for one brand. An agency buys them for ten clients, or forty, and the pricing model decides whether that works or slowly eats into the retainer.

We run AI Search work for our own clients every day, so this list is written from the agency side of the table. The feature lists look similar across the category. For an agency, three things separate the tools. How the bill grows with each new client. How fast you can put a prospect's own data in front of them. Whether the reporting fits the deck you already send.

Per domain or per pool

There are two pricing models in this category, and for an agency the difference matters more than any feature.

Per domain means a fixed price for every brand you track. The cost grows in a straight line with your client list. Every new client brings a software cost before you have done any work.

Per pool means you buy a quantity of usage and spread it across clients as you like. A client on a small prompt set costs very little. A prospect can sit in the tool during a pitch without adding a line to the bill. For most agencies, the pool model is the one that scales.

At a glance

#	Tool	Best for	From
1	**Peec AI**	**The best all-in-one pick for agencies. One credit pool across client projects, free pitch projects and clear recommendations you can hand to a client**	**$245/mo (Essential, 3 client projects)**
2	Rankscale	The widest engine coverage per dollar, and the cheapest option for a light client book	$99/mo
3	AthenaHQ	Agencies that want the tool to draft the optimisation work	Free, then $295/mo
4	Otterly.AI	Small agencies who want unlimited client workspaces at a low price	$29/mo
5	Keyword.com	Showing a prospect the problem before you sell them a programme	$3/mo

Checked against each vendor's own pricing and documentation, 12 October 2026. Buying for a single brand instead? See our list of AI brand mention tracking tools.

1. Peec AI

From $245/mo on the agency plans. Comprehensive custom

The only tool here with a plan line built for agencies rather than adapted from brand pricing. It is also the tool we use across our own client work.

- Four agency plans. Essential is $245/mo with 3 client projects, Growth $495 with 10 and Scale $795 with 25. Comprehensive is a custom annual contract with unlimited projects.
- One credit pool shared across all clients. The formula is easy to check: one prompt, on one model, for one day, is one credit. Credits are allocation slots, so they do not reset or expire.
- Pitch projects included, from 3 on Essential to 10 on Comprehensive. Run an audit for a prospect before they sign, then turn it into a paid client project.
- Unlimited team users and unlimited client users, so every client can log in to their own project.
- All six core engines on every agency plan: ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Naver AI. Scale adds Claude, Grok, DeepSeek, Mistral and more through the API.
- Every cited page sorted into five groups: editorial, corporate, UGC, reference and your own site, plus a gap report. That grouping is what turns a client chart into a brief somebody can work on.
- An MCP server on every plan, so client reports can be built and sent on a schedule. Looker Studio templates you clone per client.
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase.

Peec names several agencies as customers on its agency page. Useful if a client asks who else is using it.

2. Rankscale

From $99/mo

The widest coverage per dollar, and the cheapest option if your clients run small prompt sets.

- Claude, Copilot, ChatGPT, Perplexity, Gemini, both Google surfaces, DeepSeek and Mistral on every paid plan, with more than 17 engines supported.
- Brand dashboards per tier: 10 on Pro, 25 on Pro+ at $229, 50 on Growth at $385 and 100 on Enterprise at $780.
- Enterprise caps at 48,000 answers a month. Ten clients at 35 prompts across six engines run past the top published tier and into a quote.
- Credit rollover, and the full credit formula published.

3. AthenaHQ

Free tier, then $295/mo

Built by two engineers who worked on Google Search and DeepMind. It is the pick when your team is short on people to write up the work.

- A free tier at 300 credits, which you can use to pilot a client before putting them on a plan.
- Eleven engines on Starter, including Meta AI and Mistral, which helps with retail clients.
- An agent that drafts on-page and off-page recommendations, so the client report arrives half-written.
- One credit per AI response, so ten clients sit well above the Starter allowance of 3,600 credits.

4. Otterly.AI

From $29/mo

The lowest entry price here with room for several clients.

- Unlimited workspaces from Standard at $189/mo, with 100 prompts shared across them.
- ChatGPT, Google AI Overviews, Perplexity and Microsoft Copilot on every plan. Google AI Mode, Gemini and Claude are paid add-ons.
- API and MCP requests and a Looker Studio connector from Standard.
- Premium at $489/mo raises the shared allowance to 400 prompts, which is tight for ten clients.

5. Keyword.com

From $3/mo

Here because of what it costs. In a pitch, a prospect's own data beats any slide.

- $3/mo for the core rank tracker, billed annually.
- An AI Visibility plan from $7.83/mo billed annually, with credit tiers from 20 to 2,000.
- Nine engines in the AI module, including Copilot, Claude and Google AI Mode.
- A 14-day trial with no card, enough to show a prospect where they are missing.

Questions we get asked

What does this cost per client? On Peec AI Scale, ten clients at 35 prompts across six engines use 63,000 of the 65,000 credits. That works out at about $80 per client a month. On per-domain pricing, every new client adds the same fixed amount again.

How many prompts should we track per client? Twenty-five to fifty for most clients. Start with the comparisons their buyers make between them and two named competitors. Then add the category questions where they would want to be one of three names. Below fifteen you are reading noise.

Can we white-label the reporting? Mostly through export rather than the dashboard itself. Looker Studio, an API, an MCP server or a clean CSV lets you put the data into your own template. That template is what your client sees every month.

Will the tool improve our clients' visibility? No. It measures. What moves the number is getting clients onto the pages the models read, which means content and Digital PR. Sell the tool as the measurement layer under the retainer, not as the retainer.

Want to see how we run AI Search for our own clients? See the cases.