The 5 best AI visibility tools for enterprises in 2026

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Source: https://www.radyant.io/comparison/best-ai-visibility-tools-for-enterprises

At a large company, the hard part of buying an AI visibility tool is procurement. IT asks about single sign-on. Legal asks where the data sits. The marketing team that wanted the tool waits weeks to log in.

So this list looks at the tools a little differently. All five track how often ChatGPT, Gemini and Google's AI answers name your brand. At enterprise size, what separates them is everything around the tracking. How many people can log in. How logins are controlled. Whether the data can leave the tool. Whether it copes with ten markets instead of one.

Why enterprise teams need more than one engine

Similarweb's numbers for May 2026 put ChatGPT at 53.9% of AI chatbot web visits, Gemini at 27.9% and Claude at 9.2%. In June 2025 ChatGPT was at roughly 76%. For a brand with several product lines and markets, the answers about you are now spread across at least three engines. Each describes you a little differently.

That is also why the question "what does AI say about us?" usually lands on the desk of someone senior. The answer is different per engine, per country and per product, and a single visibility number hides most of it.

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, with unlimited users on every plan and SSO on Enterprise**	**Free trial, then $95/mo. Enterprise custom**
2	Profound	Companies where a security review decides the purchase	Free trial, then Enterprise custom
3	Scrunch AI	Bigger brands who want a ready-made prompt library	$300/mo
4	AthenaHQ	Teams that want the tool to draft the follow-up work	Free, then $295/mo
5	Rankscale	The widest engine coverage at a published enterprise price	$99/mo, Enterprise $780/mo

Checked against each vendor's own pricing and documentation, 12 October 2026.

1. Peec AI

Free trial, then from $95/mo. Enterprise custom, billed annually

The tool we use ourselves across our client work. It is the most complete answer here to the two questions an enterprise team has: where we stand, and what to do about it.

- Unlimited users on every plan. The brand team, the SEO team and three country managers can all log in without a seat discussion.
- Single sign-on through SAML 2.0 on Enterprise. You can also block password logins for your domains. SSO sessions can be required across the app, the MCP server and the Looker Studio

connector.

- Role-based permissions, company-wide and per project, with full or read-only access.
- Up to 13 AI engines on Enterprise, including Claude, Perplexity, Grok, DeepSeek and Mistral. The self-serve plans let you pick three, from ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Microsoft Copilot and Naver AI.
- Every cited page sorted into five groups: editorial, corporate, UGC, reference and your own site. A gap report names the pages where competitors are cited and you are not.
- Fact-checking against facts you supply, which catches models repeating retired pricing or old positioning. At enterprise size, with several product lines, that list gets long quickly.
- An MCP server on every plan, a Looker Studio connector from Advanced and REST API access on Enterprise. The data can sit in the reporting your leadership already reads.
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase.

Peec has raised around $29M, including a $21M Series A led by Singular, and names Zalando, Hugo Boss, Squarespace and Wix as customers. Useful if someone senior asks who else is using it.

2. Profound

Free trial, then Enterprise custom

If your purchase has to clear an information security review, this is a short path on the list, and Peec AI now shares it.

- SOC 2, SSO and SAML on Enterprise.
- Up to nine engines on Enterprise, including ChatGPT, Perplexity, Google AI Mode, Gemini, Microsoft Copilot and Claude.
- Dedicated support on Enterprise, including Slack and a specialist with a 24-hour SLA.
- The largest funding base in the category, after a $96M Series C at a $1B valuation in February 2026. That settles the vendor-risk question fast.

Anything beyond the 7-day trial is a sales conversation, because the self-serve tiers are gone from the pricing page.

3. Scrunch AI

From $300/mo, or $250/mo billed annually

The most enterprise-shaped tool here that still publishes a price.

- 350 prompts of your own on Starter plus a library of 1,000 industry ones. The library fills in the questions you would never have thought to write down.
- ChatGPT, Claude, Gemini, Perplexity, Google AI Mode, AI Overviews and Meta AI on every plan.
- SAML and OIDC single sign-on and an Enterprise Data API on Enterprise.
- Three users on Starter and five on Growth, with extra seats at $25/mo each, which adds up for a larger team.

4. AthenaHQ

Free tier, then $295/mo

Built by two engineers who worked on Google Search and DeepMind. It is the pick when the constraint is people to do the work rather than data.

- Eleven engines on Starter, including Claude, Copilot, Meta AI and Mistral.
- SAML and OIDC single sign-on, audit logs, a 2-hour SLA and a dedicated Slack channel on Enterprise.
- Executive dashboards with BI support for Tableau, Power BI and Looker on Enterprise.
- An agent that drafts the on-page and off-page follow-up work, so the output is a draft rather than a chart.

5. Rankscale

From $99/mo. Enterprise $780/mo

The only tool here that publishes a full enterprise price, and the widest coverage per euro.

- Claude, Copilot, ChatGPT, Perplexity, Gemini, both Google surfaces, DeepSeek and Mistral on every paid plan.
- Enterprise at $780/mo for 12,000 credits, up to 48,000 tracked answers, with REST API access and a dedicated partner.
- The full credit formula published, so you can price a heavy setup before you sign.
- SSO sits on the custom plan rather than the published Enterprise tier, so check that early if it is a hard requirement.

Questions we get asked

Do we really need SSO? If more than a handful of people will log in, IT will usually ask for it. Every tool here puts SSO on its top tier or a custom plan. Budget for an enterprise contract from the start rather than finding out in month three.

How many prompts does an enterprise need? A hundred to a hundred and fifty per brand and market is a realistic starting point. Start with what your sales team gets asked, then add the comparisons buyers make between you and two named competitors. Multiply by your markets, not by your product pages.

Who should own the tool internally? SEO usually owns the measurement, and that works. What breaks is the fix. A large part of it is getting mentioned on sites you do not control, which sits with PR or comms. Agree that split before you buy.

Will a tool improve our visibility? No. It measures. What moves the number is being on the pages the models read. That means content and Digital PR, and no tool here writes either. Buy one to find out where you stand, then budget separately for the work.

Want to see where your brand stands across ChatGPT, Gemini and Google's AI answers before you buy anything? Get a free AI audit.