The 5 best Claude tracking tools in 2026

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Most teams set up AI tracking for ChatGPT, add Google, and stop there. Claude tends to come up later. Usually someone on the team notices that half the engineers and analysts they know use it every day.

That is a reasonable instinct, and the numbers have moved enough to act on it.

Claude grew faster than anyone planned for

Similarweb put Claude at close to 9% of AI chatbot web visits in May 2026, up from barely 2% in June 2025. That is the largest proportional gain of any platform it tracks, while ChatGPT's share kept falling.

These are web visits only. Usage inside the Claude apps, in Claude Code and through the API does not show up in that number. Treat the 9% as a floor.

One thing to check before you buy

Ask every vendor how they query Claude. Some send your prompts to Anthropic's API, some drive the Claude app. The two can give different answers, because the app has its own web search behaviour and the API, queried cold, often does not. Neither is wrong. Your buyers use the app, and the API is cheaper to run at scale. What matters is that you know which one you are looking at and that it stays the same over time.

At a glance

#	Tool	Best for	From
1	**Peec AI**	**The best all-in-one pick. Claude next to the other engines, with source data and clear recommendations you can act on**	**Enterprise, custom (Claude included)**
2	Rankscale	Claude tracking on every paid plan for the least money	$99/mo
3	Scrunch AI	Bigger brands who want Claude plus 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	Nightwatch	Claude mentions next to the keyword rankings you already track	€79/mo

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

1. Peec AI

Claude on Enterprise, custom. Other plans from $95/mo

The deepest data here once Claude sits inside the full picture. Claude is part of the Enterprise plan, so this is the pick for teams tracking Claude alongside the other engines.

- Claude through Anthropic's API rather than the Claude app, on Enterprise. It sits next to the other

engines: ChatGPT, Gemini, Perplexity, Copilot and both Google surfaces.
- Every cited page sorted into five groups: editorial, corporate, UGC, reference and your own site. You can see whether Claude skips you because nobody writes about you or because your own pages are not picked up.
- A gap report naming the pages where competitors are cited and you are not.
- Crawl insights from server logs through eight integrations, so you can see whether Anthropic's crawler reaches your pages at all.
- Your AI traffic joined to Google Analytics, so visits from Claude sit next to the visibility data.
- Fact-checking against facts you supply, which catches models repeating outdated claims about you.
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase.

2. Rankscale

From $99/mo

Claude on every paid plan from $99, with the widest engine list here.

- Claude, Copilot, ChatGPT, Perplexity, Gemini, both Google surfaces, DeepSeek and Mistral on every paid plan.
- Claude costs 2 credits per run, more than most engines, and the published credit formula lets you price that before you sign.
- Scheduling from hourly to monthly, and unused credits roll over.
- A 7-day free trial on Pro.

3. Scrunch AI

From $300/mo

Claude on every plan, with the largest built-in prompt library in this comparison.

- 350 prompts of your own plus 1,000 industry prompts on Starter.
- ChatGPT, Claude, Gemini, Perplexity, Google AI Mode, AI Overviews and Meta AI on every plan.
- A 7-day trial with no card.
- Three users on Starter, with extra seats at $25/mo each.

4. AthenaHQ

Free tier, then $295/mo

Built by two engineers who worked on Google Search and DeepMind.

- Claude included from Starter, among eleven engines. The free Essential tier does not include Claude, so it shows you the other engines first.
- An agent that drafts the on-page and off-page follow-up work.
- Source attribution showing which pages each engine referenced.
- One credit per AI response, so a large daily Claude set moves you up the tiers quickly.

5. Nightwatch

From €79/mo, AI tracking included

Worth a look if you want Claude next to your keyword rankings and you are not paying for one of the big suites.

- Claude, ChatGPT, Gemini, Perplexity, Google AI Mode and AI Overviews on every plan.
- 50 AI prompts on Starter, 150 on Professional at €159/mo.
- Citation sources and sentiment in the AI layer.
- A 14-day free trial with no card.

Questions we get asked

Should we track Claude before Gemini? No. If you can only add one engine after ChatGPT, add Gemini, because its share is about three times larger. Add Claude third, and earlier if your buyers are technical.

Does Claude cite the same sources as ChatGPT? Often not, and that is the practical reason to track it. Being named in one engine tells you little about the other, so a single-engine number gives you false confidence in either direction.

Can we bring our own Anthropic API key? With some tools, yes. Gauge, for example, lets you connect your own key on any plan and Anthropic bills you directly for the runs. It is a cheap way to add Claude if your main tool does not include it.

Will a tool improve our Claude visibility? No. It measures. What moves the number is being on the pages Claude reads, which means content and Digital PR, and no tool here writes either.

Want to know whether Claude names you, and which pages shape the answer? Get a free AI audit.