The 5 best Gemini tracking tools in 2026

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Most teams start with ChatGPT, because that is the name everyone says in meetings. Then someone asks about Gemini, and it turns out to be a much bigger surface than anyone in the room expected.

Here is the number that usually ends that conversation.

Gemini is now second, and it got there fast

[Image: Share of worldwide AI chatbot web visits, May 2026: ChatGPT 53.9%, Gemini 27.9%, Claude 9.2%, DeepSeek 4.1%, Grok 2.4%, Perplexity 1.3%, Microsoft Copilot 1.3%]

Similarweb, worldwide AI chatbot web-visit share, May 2026. Web visits only, so this is the web slice rather than the whole picture.

In May 2025, Gemini was on 527.7 million visits a month. By May 2026 it was on 2.9 billion. That is roughly 450% growth in a year, and it took Gemini to 27.9% of the market, second only to ChatGPT. Over the same period ChatGPT's share of that market fell from about 76% to 53.9%.

So a year ago, tracking ChatGPT was near enough to tracking AI Search. Today it covers about half of it, and the half you are missing is the one that grew.

There is a second reason the real number is bigger than the chart. Similarweb's figures here count web visits, and Graphite's research found that 83% of AI use worldwide happens inside mobile apps. So treat 27.9% as the floor rather than the ceiling.

One thing worth knowing before you shop: Google also puts AI answers into ordinary search results, which is a related but separate thing to track. The five tools below all track the Gemini app itself, which is what this guide is about.

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	Rankscale	The widest engine coverage per euro	$99/mo
3	AthenaHQ	Seeing your Gemini data free first, then having the tool draft the follow-up	Free, then $295/mo
4	Scrunch AI	Bigger brands who want a ready-made prompt library	$300/mo
5	Gauge	Teams whose bottleneck is writing the content, not finding the gaps	$99/mo

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

1. Peec AI

From $95/mo

Gemini comes as part of a set rather than as a separate product, which is the right way round, because nobody tracks one engine for long.

- **Six engines on the entry plan:** ChatGPT, Gemini, Google AI Overviews, Google AI Mode, Perplexity and Copilot. So adding Gemini to a ChatGPT setup costs nothing and needs no plan change
- **Every cited page behind a Gemini answer**, sorted into five groups: editorial, corporate, UGC, reference, and your own site. That is what tells you whether to commission content or go and earn coverage
- **A gap report** naming the pages where competitors are cited and you are not
- **Server-log reading** through eight setups including Cloudflare and Vercel, so you can see whether Google's AI crawler is fetching your pages at all
- **Your AI traffic joined to Google Analytics**, so the visits sit beside 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

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

- **Ten engines on every plan**, more than 17 supported, with Gemini included from the cheapest tier
- **The full credit formula published**, so you can price a heavy setup before you sign
- **Scheduling from hourly to monthly**
- **A site audit running 94 technical checks**

3. AthenaHQ

Free tier, then $295/mo

Built by two engineers who worked on Google Search and DeepMind, which shows in how it handles retrieval.

- **A free tier at 300 credits**, so you can see your own Gemini numbers before spending anything
- **Eleven engines on every tier**, including Meta AI and Amazon Rufus
- **An agent that drafts the follow-up work**, which fits Google problems well because the fixes there are usually ordinary content jobs somebody has to sit down and do
- **Source attribution** showing which pages were referenced

4. Scrunch AI

From $300/mo

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

- **350 prompts of your own plus a library of about a thousand industry ones**, which fills in the questions you would never have thought to write down
- **Meta AI covered** alongside Gemini, which is rare
- **Crawler analytics and site audits** alongside the tracking, so it covers more of the workflow
- **Competitor tracking** across the same prompt set

5. Gauge

From $99/mo

A small San Francisco team, Y Combinator backed, with an unusually direct product.

- **600 tracked prompts a day on the Growth plan**, a large allowance for the money
- **Eight engines on Growth**, including Gemini, Claude and Grok
- **A content engine that drafts and publishes articles** straight from the visibility gaps it finds, so the output is a draft rather than a chart
- **The agent and content engine are included**, not priced as add-ons

Questions we get asked

Should we track Gemini or ChatGPT first? ChatGPT, if you can only do one, because it is still the larger share and the one your board will ask about. Add Gemini second, and sooner than feels necessary, because it is the piece that grew.

Why does the tool show something different from my own browser? Because a tool checks from a fixed location with a clean, signed-out session, and you are signed in, somewhere specific, with a search history behind you. That is the right way to get a number you can compare over time, and it will never match your laptop. Compare the tool against itself, not against your own screen.

Does Gemini answer differently from ChatGPT? Often, yes, and that is the practical reason to track both. Being named in one tells you very little about the other, so a single-engine number gives you false confidence in either direction.

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

Want to know where you stand in Gemini, and which pages are shaping the answer? Get a free AI audit .