GEO Tool Buyer's Guide for Marketing Teams

Quick picks with scores, what to buy at each budget stage, what each team should weight, and how to check AI share of voice.

01 Quick picks

BEST FOR	SHORTLIST	SCORE
Product marketing, all-round	Peec AI	4.5/5
Enterprise	Profound	4.8/5
Competitor benchmarking	Scrunch AI	4.2/5
Small teams	OtterlyAI	3.2/5
Existing SEO teams	Semrush AI Visibility Toolkit or Ahrefs Brand Radar	3.8/5 and 3.5/5

02 What to buy at each budget stage

IF YOU NEED	START WITH
To test GEO for the first time	Manual checks or lightweight monitoring
Repeatable prompt tracking	An entry-level platform such as OtterlyAI
Competitor benchmarking and citations	A mid-level platform such as Peec AI or Scrunch AI
Executive reporting and multiple teams	An enterprise platform such as Profound or Adobe LLM Optimizer

03 List prices checked October 2026

$29/mo
OtterlyAI Lite: 15 prompts, one workspace

$50/mo
HubSpot AEO, no HubSpot plan required

$99/mo
Semrush AI Visibility Toolkit: 25 prompts, $99 per extra user

04 What each team should weight

CAPABILITY	SMALL TEAM	GROWTH TEAM	ENTERPRISE OR AGENCY
Prompt tracking	Essential	Essential	Essential
Competitor benchmarking	Useful	Essential	Essential
Citation analysis	Useful	Useful	Essential
Source visibility	Useful	Essential	Essential
Content gap analysis	Can wait	Essential	Useful
Reporting depth	Useful	Essential	Essential

05 AI share of voice

Share of voice = your brand mentions ÷ (your mentions + competitor set mentions) × 100

HOLD CONSTANT	Keep the prompt list and the competitor list the same between periods.
SPLIT BY TOPIC	You may hold 30% on category prompts and 4% on comparison prompts, where deals are decided.
PROMPT SET	If half your prompts are branded, the number looks excellent and means nothing.
VALIDATE	Once a month, run ten tracked prompts yourself in ChatGPT, Perplexity and Gemini and compare.

06 Manual GEO check before you buy

1. **List buyer questions**
   Write the questions your audience is likely to ask AI tools.
2. **Test the same prompts**
   Run them in ChatGPT, Perplexity, Gemini, Claude and Copilot.
3. **Record your brand**
   Note whether you appear, in what context, and whether your positioning is described accurately.
4. **Record competitors and sources**
   Note which competitors appear in the same answers and which sources are cited.

5 **Repeat monthly**
Run the same set each month to track changes over time.

07 Before you buy any tool

> *Define the buyer prompts that matter first. Without them, any tool will produce noise.*

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