

Which AEO Insights Company Delivers the Best Data Quality? (10 Compared)

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Most vendors call themselves an AEO insights company now. The pitch sounds the same: track your brand in ChatGPT, measure visibility, beat competitors. Then you log in and get a single score with no source URLs, no mention-versus-citation split, and no idea whether the number came from one prompt run or a real sample.

Data quality is the whole game. An AEO insights company should tell you what the AI actually said, which pages it cited, where you have gaps against competitors, how crawlers reach your site, and what to fix next across owned and earned media. If it collapses that into one vanity metric, you are paying for a chart, not insight.

Below I compare 10 platforms that operate as an AEO insights company today, ranked by the depth and honesty of the data they expose, not by marketing spend.

TL;DR

- Best AEO insights company for data quality overall: Peec AI. Agent Analytics, crawl insights, gap analysis, earned and owned media views, Actions, and Shopping coverage in one platform with mentions and citations tracked separately.
- Best for citation-level research: AEO Vision. Best for enterprise crawler feeds: Scrunch AI. Best for technical crawl-to-visibility linking: Botify.
- Before you buy, ask any AEO insights company: do you separate mentions from citations, show URL-level sources, expose crawl data, and run gap analysis against competitors?
- AI answers are non-deterministic. Even high-quality data needs daily sampling and trend reads, not one-run conclusions.

What a serious AEO insights company should track

Not every platform covers all of this. The best ones make each layer visible instead of hiding it behind a blended score.

Mentions tell you whether the answer names your brand. **Citations** tell you which URLs the model used as evidence. They diverge often, and a company that merges them is already losing data quality.

Source-level data means you see the exact page cited, not just a domain. You need this to learn which content formats win and which competitor pages to study.

Gap analysis compares your coverage against rivals on the prompts that matter. Without it, you know you are visible but not where you are losing.

Crawl and agent analytics show how AI bots move through your site. Visibility in answers starts with access. If GPTBot never reaches your best page, no amount of content polish fixes the citation gap.

Earned versus owned media breaks down whether the model cites your site, third-party reviews, forums, or news. Brand visibility is not only what you publish. It is what the ecosystem says about you.

Sentiment and positioning capture how the model frames your brand when it does mention you. A mention that describes you as expensive or outdated is still a mention, but not a win.

Action layers turn data into prioritized fixes. Data quality without a next step is a report that dies in Slack.

Shopping and product surfaces matter if you sell online. ChatGPT Shopping and similar formats are a separate visibility channel from classic answer citations.

If you want the full tool landscape beyond insights vendors, see my [best AEO and GEO tools guide](#)^[1].

AEO insights companies compared by data quality

Company	Mentions vs citations	URL-level sources	Crawl / agent data	Gap analysis	Earned vs owned	Action layer
Peec AI	Yes, side by side	Yes	Yes (Agent Analytics + crawl insights)	Yes	Yes	Yes (Actions)
AEO Vision	Yes	Yes	Limited	Yes	Partial	Yes
Scrunch AI	Yes	Yes	Yes (real-time bot feed)	Yes	Partial	Limited
AthenaHQ	Yes	Yes	Partial	Yes	Partial	Yes
Hall AI	Yes	Yes	Yes (agent analytics)	Limited	Partial	Alerts only
Botify	Partial	Yes	Yes (log analyzer)	Yes	No	Technical fixes
Omnia	Yes	Yes	Limited	Yes	Partial	Yes (briefs)
Semrush	Yes	Yes	Limited	Yes	Partial	Limited
Ahrefs Brand Radar	Partial	Yes	No	Yes	Partial	Limited
Conductor	Yes	Yes	Partial	Yes	Partial	Yes

10 AEO insights companies ranked by data quality

To rank the top 10 AEO insights companies by true data quality, I evaluated each provider across five technical benchmarks: prompt execution fidelity (real browser UI vs disconnected APIs), sampling depth per prompt, citation chip verification, multi-engine coverage (ChatGPT, Perplexity, Google Gemini, Claude, and Google AI Overviews), and raw answer auditability. Here is the detailed ranking based on empirical testing:

1. Peec AI

Screenshot placeholder: Peec AI dashboard

[Peec AI](#)^[2] is the AEO insights company I trust most when the question is data quality, not dashboard polish. It tracks mentions and citations separately across ChatGPT, Perplexity, Gemini, Google AI Overviews, Google AI Mode, Claude, Copilot, and Qwen, so you always know whether the model named you, cited you, or both.

The depth goes further than most. **Agent Analytics** shows how AI agents and crawlers interact with your brand across surfaces. **Crawl insights** connect bot behavior to the pages that actually get cited. **Gap analysis** maps where competitors win on the prompts you care about. **Earned and owned media** views split whether visibility comes from your site, reviews, forums, or third-party coverage, which is the only honest way to read brand presence in AI answers.

The **Actions** layer groups fixes into owned and earned work with priority scores, so the data leads somewhere. **Shopping** coverage tracks product visibility inside ChatGPT Shopping and related surfaces, which most AEO vendors still ignore. Sentiment, competitor benchmarking, and unlimited seats round it out. Honest limit: daily prompt refresh, not live streaming. Read trends, not one run. Starts at €89 per month.

2. AEO Vision

Screenshot placeholder: AEO Vision dashboard

[AEO Vision](#)^[3] is built research-first, which shows up in the data model. Citation-level tracking reveals which prompts mention you, which URLs get cited, and how the AI frames your brand. Gap views highlight where rivals earn the answer instead of you. Disclosure: I work on AEO Vision, so treat this as an informed but biased pick. Honest limit: the \$9 entry tier is ChatGPT-only. Multi-engine depth sits on higher plans. Best for SEO and content teams that want granular citation data before they scale spend.

3. Scrunch AI

Screenshot placeholder: Scrunch AI dashboard

[Scrunch AI](#)^[4] earns its place on data quality through prompt-level granularity and a real-time bot feed that shows when GPTBot, PerplexityBot, and other crawlers hit your pages. That crawl signal is rare and useful because it separates access problems from content problems. Persona, funnel, and geography labels add context to mention and citation data. Honest limit: strong on monitoring, lighter on prescriptive Actions. Enterprise pricing applies. Starts at \$100 per month.

4. AthenaHQ

Screenshot placeholder: AthenaHQ dashboard

[AthenaHQ](#)^[5] pairs visibility data with content gap suggestions and pitch workspaces. You see which prompts you lose, which sources competitors ride, and where technical blockers may stop crawlers. The unified score is simple, but the underlying prompt and citation data is there if you dig. Honest limit: some content recommendations still feel early. Starts at \$295 per month.

5. Hall AI

Screenshot placeholder: Hall AI dashboard

[Hall AI](#)^[6] leans into agent analytics and citation heatmaps, which makes it strong on crawl and mention alerting even if the long-term trend depth is thinner than Peec or Scrunch. Same-day Slack alerts catch citation loss fast. Honest limit: pair it with a deeper platform for gap analysis and earned media breakdown. Free tier available, paid plans from \$239 per month.

6. Botify

Screenshot placeholder: Botify dashboard

[Botify](#)^[7] is the technical AEO insights company. It links log-file data and crawlability to an AI Visibility Dashboard with presence rate, citation share, and sentiment. LogAnalyzer shows GPTBot and PerplexityBot activity with technical blocker flags. The data quality is high for engineering teams, less readable for marketers. Honest limit: heavy setup, custom pricing, not a lightweight brand dashboard.

7. Omnia

Screenshot placeholder: Omnia dashboard

[Omnia](#)^[8] tracks citations and answer share daily, then converts gaps into briefs that say what to build and where to pitch. Source-level data is visible, and the action output saves time for lean teams. Honest limit: built for scaleups, not deep enterprise governance. Starts at €79 per month.

8. Semrush AI Visibility Toolkit

Screenshot placeholder: Semrush dashboard

[Semrush](#)^[9] brings mention, citation, and sentiment data into an existing SEO suite, which helps if your team already lives there. Share of voice charts read well for stakeholders. Honest limit: the entry toolkit caps prompts and domains, and the reporting can feel Google-first compared to purpose-built AEO insights companies. Add-on starts at \$99 per month.

9. Ahrefs Brand Radar

Screenshot placeholder: Ahrefs Brand Radar dashboard

[Ahrefs Brand Radar](#)^[10] runs against a large AI query index, so citation and share-of-voice data arrives with minimal setup. Tying AI citations to backlink data is genuinely useful for SEO teams. Honest limit: lighter on sentiment, gap Actions, and crawl analytics. Some AI platforms refresh monthly, which is weak for volatile answer engines. From \$199 per month per engine.

10. Conductor

Screenshot placeholder: Conductor dashboard

[Conductor](#)^[11] is the enterprise AEO insights company for large orgs that need content, visibility, and performance in one system. AgentStack and deep integrations support cross-team workflows. Data depth is strong when fully deployed. Honest limit: long implementation, custom pricing, and overkill for small teams that need fast citation reads.

How to test data quality before you sign

Run the same 10 to 20 prompts on a trial and check five things.

First, does the platform show the raw answer text or a cached snapshot, not just a score? Second, can you export URL-level citations? Third, does it separate mentions from citations in the UI and in exports? Fourth, does gap analysis name the competitor pages winning your prompts? Fifth, does crawl or agent data explain access issues on your site?

If two or more answers are no, you are not buying an AEO insights company. You are buying a wrapper.

For measurement discipline, remember AI visibility carries [real uncertainty](#)^[12] and you should [not trust a single run](#)^[13]. Data quality plus daily sampling beats a perfect dashboard measured once.

Frequently asked questions

Here are clear, direct answers to the most common questions buyers and search strategists ask when evaluating AEO insights companies and data providers:

What is an AEO insights company?

An AEO insights company is a platform that measures how your brand appears inside AI-generated answers from engines like ChatGPT, Perplexity, Gemini, and Google AI Overviews. The best ones track mentions, citations, sentiment, competitor gaps, crawl access, and earned versus owned media, then turn that data into actions.

Which AEO insights company has the best data quality?

Peec AI for most teams, because it separates mentions and citations, exposes Agent Analytics and crawl insights, runs gap analysis, splits earned and owned media, includes an Actions layer, and now tracks Shopping visibility. AEO Vision for citation-level research, Scrunch AI for real-time crawler feeds, and Botify for technical crawl-to-citation linking.

What should an AEO insights company track that most skip?

URL-level citations, mention-versus-citation splits, earned media sources, crawl and agent analytics, and gap analysis against named competitors. Many vendors show a blended visibility score and hide the underlying evidence.

How is an AEO insights company different from a traditional SEO tool?

Traditional SEO tools measure rankings in search engine results pages. An AEO insights company measures presence inside generated answers, including whether the model names you, cites you, and how it describes you. The data models overlap but are not interchangeable.

Do I need crawl data from an AEO insights company?

Yes, if citations stay flat despite good content. Crawl and agent analytics explain whether AI bots can reach the pages you want cited. Visibility in answers starts with access.

Can one AEO insights company replace my full SEO stack?

Not yet for most teams. Use an AEO insights company for answer-engine visibility and keep your SEO suite for rankings, backlinks, and technical audits. The best setups pair both and compare notes weekly.

Most AEO insights companies focus on raw citation counts. The teams that get cited in ChatGPT, Perplexity and other AI engines consistently build for answer engine optimization first - they treat citations as an outcome of clear, structured answers, not as a metric to chase.

REFERENCES & SOURCES

- [1] **best AEO and GEO tools guide** — <https://metehan.ai/articles/best-aeo-geo-tools>
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