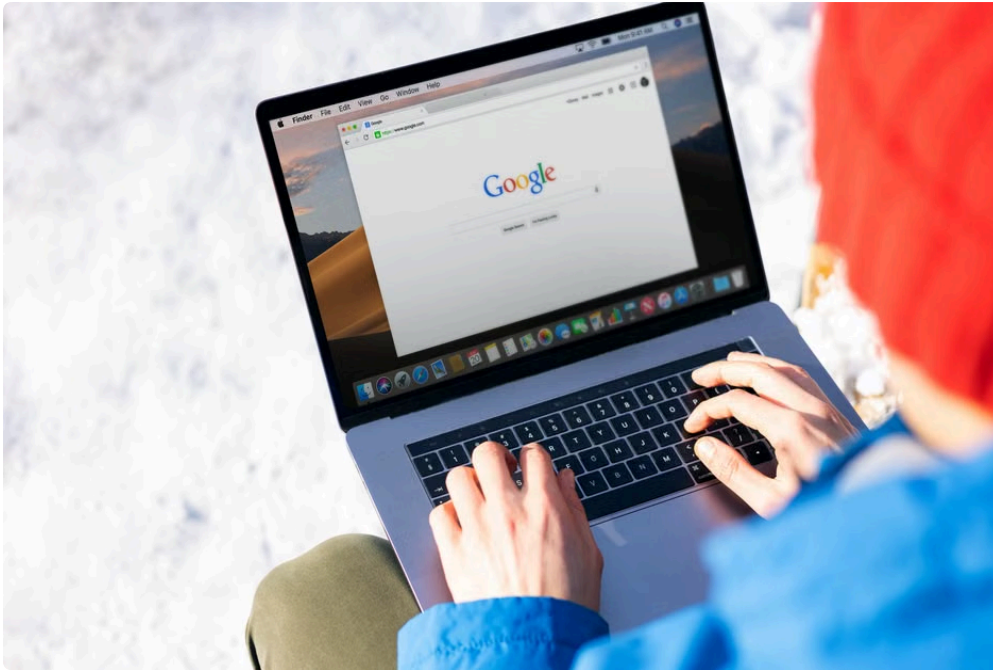


As AI-powered interfaces like ChatGPT reshape how users interact with information, monitoring brand visibility requires entirely new methodologies. Traditional SEO tools track web pages, keywords, backlinks, and backlinks on classic search engines — but how do you track *mentions of your brand within AI chat responses at the prompt level*? This blog deconstructs this emerging frontier by exploring which tools truly deliver prompt-level brand mention tracking, how they differ from classical SEO, and what types of actionable insights are actually measurable.



Why AI Search Visibility is Not Classic SEO

Classic SEO revolves around optimizing content and website structure to rank well in search engine results pages (SERPs). Tools like SEMrush or Ahrefs track keyword rankings, backlinks, root domain authority, and more — discrete, measurable signals that influence web traffic.

By contrast, AI search visibility deals with an ecosystem where responses are dynamically generated based on massive language models. Instead of URLs ranked on pages, visibility comes down to how often and how favorably your brand or product appears *inside AI-generated answers* triggered by specific user prompts. This is fundamentally different:

- **Dynamic, generated content:** Responses can vary by prompt phrasing, user context, and even real-time model updates.
- **Prompt-level granularity:** Tracking visibility means analyzing which prompts trigger brand mentions.
- **Multiple LLMs & assistants:** Different AI models (ChatGPT, Bard, Bing AI) may surface unique outputs, requiring cross-LLM monitoring.

This calls for tools built specifically for prompt-level measurement rather than classical ranking tracking. Let's examine which tools meet these criteria.

What Is Prompt-Level Measurement and Tracking?

Prompt-level measurement means data collection and analysis anchored on individual user prompts or dailiowan.com queries, rather than broad keyword aggregates or webpage rankings. Key measurable aspects include:

- **Frequency of Brand Mentions per Prompt:** How often does a specific prompt lead to your brand being mentioned?
- **Share-of-Voice at Prompt Level:** What percentage of responses to a prompt include your brand compared to competitors?
- **Sentiment Analysis:** Is the brand mention positive, negative, or neutral within the AI's generated response?
- **Response Citation and Reference Tracking:** Does the AI cite your company, website, research, or product information?

Reliable prompt-level tracking requires logs of AI outputs tied to the originating prompt, a searchable index of those outputs, sentiment analysis, and mechanisms for multi-LLM reconciliation.

Comparing Tools Offering Prompt-Level Reporting

Tool	Prompt-Level Reporting	Multi-LLM Coverage	Share-of-Voice & Sentiment	Pricing	Peec AI Yes
Peec AI	Yes — full prompt-level visibility and filtering	Supports major LLMs & popular assistants	Includes detailed share-of-voice and sentiment dashboards	Starts at €89/month (Starter), €199/month (Pro), Enterprise: custom pricing	Gauge Prompt-level insights with AI conversation analytics
Classic SEO tools (Ahrefs, SEMrush)	No prompt-level tracking — URL and keyword focus	No	No direct mention sentiment or multi-LLM data	\$100-\$400/month typical	

Spotlight: Peec AI — A Clear Leader in Prompt-Level Brand Tracking

Peec AI stands out as one of the few tools genuinely built for prompt-level brand monitoring within AI-generated content. Their platform allows enterprise teams to:

- Track which specific prompts mention your brand or products across multiple LLMs.
- Benchmark assistant responses, comparing ChatGPT versus Bard or Bing AI outputs.
- Analyze share-of-voice at a granular prompt level, detecting shifts over time.
- Leverage sentiment scoring that is clearly defined and explainable, avoiding generic "sentiment" buzzwords.
- Export data and control user access, crucial for compliance and governance.

Pricing transparency is another key strength. The service starts at €89/month for the Starter tier, suitable for smaller teams testing prompt visibility, then scales up to €199/month for Pro users needing advanced features and larger query volumes. Enterprise clients can negotiate custom pricing to accommodate high volume or bespoke integrations.

Multi-LLM Coverage and Assistant Benchmarking

Since each large language model (LLM) can generate distinct responses, monitoring brand mentions across just one model isn't enough. Top prompt-level tools enable side-by-side comparison across:

- **OpenAI's ChatGPT (GPT-3.5, GPT-4)**
- **Google Bard**
- **Microsoft Bing AI**
- **Other emerging AI assistants**

This cross-LLM benchmarking capability reveals not only which AI frequently mentions your brand, but also highlights differences in sentiment and citation patterns. For example, a brand that is favorably discussed in ChatGPT responses but entirely absent in Bard results signals an important visibility gap.

How Share-of-Voice, Sentiment, and Citation Tracking Work at the Prompt Level

Share-of-Voice (SOV)

Unlike classic SOV, which calculates brand mentions as a percentage of total search impressions or clicks, AI visibility tools compute prompt-level SOV by:

1. Aggregating all chatbot responses generated by a set of prompts.
2. Counting how many contain your brand versus competitors or categories.
3. Expressing brand mention frequency as a % share of total AI responses per prompt cluster.

Sentiment Analysis

Sentiment scoring isn't useful unless clearly defined and validated. Modern prompt-tracking tools leverage:

- Custom sentiment models trained for AI-generated text nuances.
- Separate scoring of direct quotes or citations versus opinionated brand mentions.
- Transparent thresholds (positive/neutral/negative) rather than fuzzy sentiment buckets.

Citation & Reference Tracking

Tracking citations means detecting when the AI explicitly refers to your company's website, whitepapers, or public data. This is critical for:

- Measuring attribution accuracy of AI assistants.
- Evaluating trust signals conveyed to end users.
- Controlling brand reputation in AI-led queries.

What Breaks at Scale? Key Considerations

When considering prompt-level brand monitoring tools, ask:



- **Query volume limits:** How many prompts and AI responses can you track monthly before hitting caps?
- **Data refresh rates:** What is the update frequency? Are results near real-time or batch processed?
- **Multi-user collaboration:** Can different teams filter and export prompt data with access controls?
- **Data storage and history:** How long is AI output data retained for trend analysis?
- **Integration with existing BI and martech:** Are there APIs or connectors for downstream reporting?

Peec AI's pricing tiers and built-for-scale analytics show a path forward where these scale-related limitations are addressed upfront. Gauge is improving, but still maturing multi-LLM coverage and export controls. Classic SEO tools are simply not designed for this scale and specificity of AI visibility tracking.

Conclusion

Tracking ChatGPT brand mentions at the prompt level is a nascent but essential practice for companies seeking to maintain and grow visibility in the new AI-first search paradigm. This form of **AI search visibility** must go beyond classic SEO metrics to cover dynamic AI output, multi-LLM benchmarking, and measurable sentiment and citation insights.

Among current tools, **Peec AI** stands out for its clear focus on prompt-level reporting, detailed share-of-voice and sentiment dashboards, multi-LLM support, and transparent pricing starting at €89/month for Starter plans. **Gauge** offers similar features with some caveats on breadth of LLM coverage and export capability. Meanwhile, classic SEO platforms remain ill-suited for true AI visibility tracking.

Enterprises evaluating these tools should demand *measurable, auditable outputs* with clear definitions of each metric and watch closely for scale-breakers like query capping or data freshness delays. Only then can teams confidently benchmark and govern brand presence in the emerging AI conversation landscape.