BROADCASTWELL RESEARCH · STUDY 2 · SEPTEMBER 2026

What AI search visibility costs in 2026

Prices, guarantees and checkout paths of 123 sellers

Public reading copy revised 5 November 2026

Page 23 replaces the publisher's old commercial appendix with current offers. The September seller observations, calculations and all other study pages remain unchanged. The original study is preserved at DOI 10.5281/zenodo.22982430.

56.9%

of sellers of AI search visibility publish a paid price on their own site. 49 publish no price at all; 4 more publish only a free tier.

Base: 70 of 123 companies with a verified in-category price row, seen live on 25 Sep 2026.

Author Broadcastwell Research · **Version** 1.0 · **Published** 26 Sep 2026 · **License** CC BY 4.0
Data What AI search visibility costs in 2026: prices, guarantees and checkout paths of 123 sellers (Version 1.0), DOI 10.5281/zenodo.22982430
Capture prices, guarantee wording, free tools and checkout paths read from each seller's own live pages on 25 Sep 2026
Source Broadcastwell Research's September 2026 seller-price survey: 137 seller profiles read live on 25 Sep 2026
This study Recomputed from the raw files by scripts/study2_pricing.py, kept with the dataset.

Summary

Eight findings, each with its base. Every figure is recomputed from the raw workbook by the script kept with the dataset.

1. 70 of 123 (56.9%) companies publish a paid price on their own site; 49 of 123 (39.8%) show nothing but Custom, Not published or Contact sales.

2. Tools publish far more often than services: 48 of 69 (69.6%) platforms and suites against 22 of 54 (40.7%) agencies and self-serve audit sellers.

3. 44 of 123 (35.8%) companies sell at least one paid offer without a sales call; among tools it is 42 of 69 (60.9%), among services 2 of 54 (3.7%).

4. The median monthly tool subscription is $199 (129 verified offers); the median monthly service retainer is $5,125 (34 offers); the most crowded band is $100 to 249 a month with 35 offers from 31 companies.

5. The median entry price (each company's lowest paid price) is $97 for tools (48 companies) and $3,749.50 for services (22 companies).

6. 40 of 70 (57.1%) entry offers state how many engines the price covers, and only 18 of 70 (25.7%) state how many AI answers it buys; where stated, the median is $0.0196 per answer.

7. Only 3 companies tie money to a measured visibility outcome, and 10 carry any guarantee wording at all, among 54 companies with verified guarantee rows.

8. Of 49 traced checkout paths, 1 reached a live payment page and 14 stopped at an account signup; meanwhile 66 companies offer a free checker, 30 of them with no email or account gate.

The headline number, explained

Numerator: 70 companies with at least one verified in-category offer whose price is a number above zero on the seller's own page. **Denominator:** 123 companies with at least one verified in-category price row; a row that verifies "Not published" or "Contact sales" counts in the denominator, because a page that shows no price is itself a verified fact. Another 4 companies publish only a free price, so 74 of 123 (60.2%) publish any price at all. The remaining 49 publish nothing but Custom, Not published or Contact sales.

Sensitivity: two firms whose pages verify no price were dropped by the strict label rule (their rows are labelled as reported first). Adding them back as no-price companies gives 70 of 125 (56.0%). The headline does not move by more than one point.

Why it matters

Buyers cannot compare what is not priced. 49 of 123 (39.8%) sellers in this market publish no price at all, and among service firms it is 32 of 54 (59.3%). A buyer who wants three quotes for an AI search visibility program has to book three calls before a single number is on the table. The price list that would let a marketing lead budget the work in an afternoon does not exist for most of the service side.

The gate shows up again one step later: of 49 checkout paths traced, 14 stopped at an account signup before any payment page, and only 1 reached a live payment page. Many sellers that publish a price still ask for an account before they show a payment page.

The market has two price shapes. Self-serve tools cluster under $250 a month: 77 of the 129 verified tool subscriptions sit there, with a median of $199 a month and a median entry price of $97. Services start around $3,749.50 at the entry point and run to a median retainer of $5,125 a month; 28 of the 34 verified service retainers are $3,000 a month or more. Between the two shapes, from $1,000 to $2,999 a month, there are 4 verified offers in the whole set.

Data and method

Source dataset

The source is Broadcastwell Research's September 2026 seller-price survey: 137 seller profiles read live on 25 Sep 2026. Two of the profiles are the publisher's own. Six of its tables feed this study: prices, price bands, offers, guarantees, checkout paths and free tools. Sellers entered the sample through directories, ranking lists, engine mentions and discovery during the read; the sample is not a census of every seller. Prices were read from the seller's own pages in a browser on that one day. No engine answers are used in this study.

What was measured

For each seller, every offer on its own site: the price as shown, the billing period, whether the offer can be bought without a call (the self-serve flag), the engines named, the number of AI answers the plan states per period, and any prompt, keyword, brand or seat limits. Separately: guarantee wording, with who measures, the window and the refund mechanics; the checkout path, followed in a browser to the payment page and no further; and free checkers or graders, with the gate they place before a result.

Evidence rule

Only rows whose price was seen on the seller's own live page on 25 Sep 2026 count. A price row counts as VERIFIED when its evidence label starts with "VERIFIED" and does not attribute the price itself to an earlier third-party or internal record rather than the live page; labels that attribute the

price to an earlier third-party or internal record rather than the live page are excluded. Example excluded: "REPORTED (price) / VERIFIED (limits)" and "VERIFIED (prompt counts today; plan prices from an earlier record)". Example included: "VERIFIED (pricing page USD; checker page EUR)". REPORTED, INFERRED and UNKNOWN rows are excluded. Rows marked in_category N or benchmark are excluded from every market statistic. Rows marked adjacent (a seller's product outside AI search visibility, such as a research membership or a course) are kept in the dataset and reported separately, never inside a market share.

Row accounting

STEP	ROWS	COMPANIES
Price rows in the survey	378	
Publisher's own rows, set aside and never counted	9	1
Other rows that fail the evidence rule (reported, inferred, unknown)	30	6 drop out entirely
Verified rows off category or benchmark, excluded	12	4
Verified adjacent rows, kept separate	26	13 (3 adjacent only)
Verified in-category rows: the universe	**301**	**123**

Base: every price row in the survey. The six companies that drop out have in-category rows in the survey, but none passes the rule; two of them (Go Fish Digital, Minuttia) verify that no price is shown on the homepage yet carry a reported-first label, so the strict rule drops them. The sensitivity figure in the summary adds them back.

Universe by type and segment

TYPE	COMPANIES	OFFERS	SEGMENT
Platform (AI visibility tracking product)	47	150	Tools
Suite (SEO or content suite with an AI visibility module)	22	54	Tools
Agency (service firm)	51	90	Services
Self-serve audit (one-time audit bought online)	3	7	Services
All	**123**	**301**	Tools 69, services 54

The three self-serve audit sellers (GEO Score, Pixelmojo, Wix Monster Studio) sit with services because every one of their offers is a service, not a subscription product. The type "other" has no company in the universe: its rows are off category, adjacent or reported. Offers by billing: monthly 154, custom 101, one time 17, per month billed annually 14, free 13, per result 2.

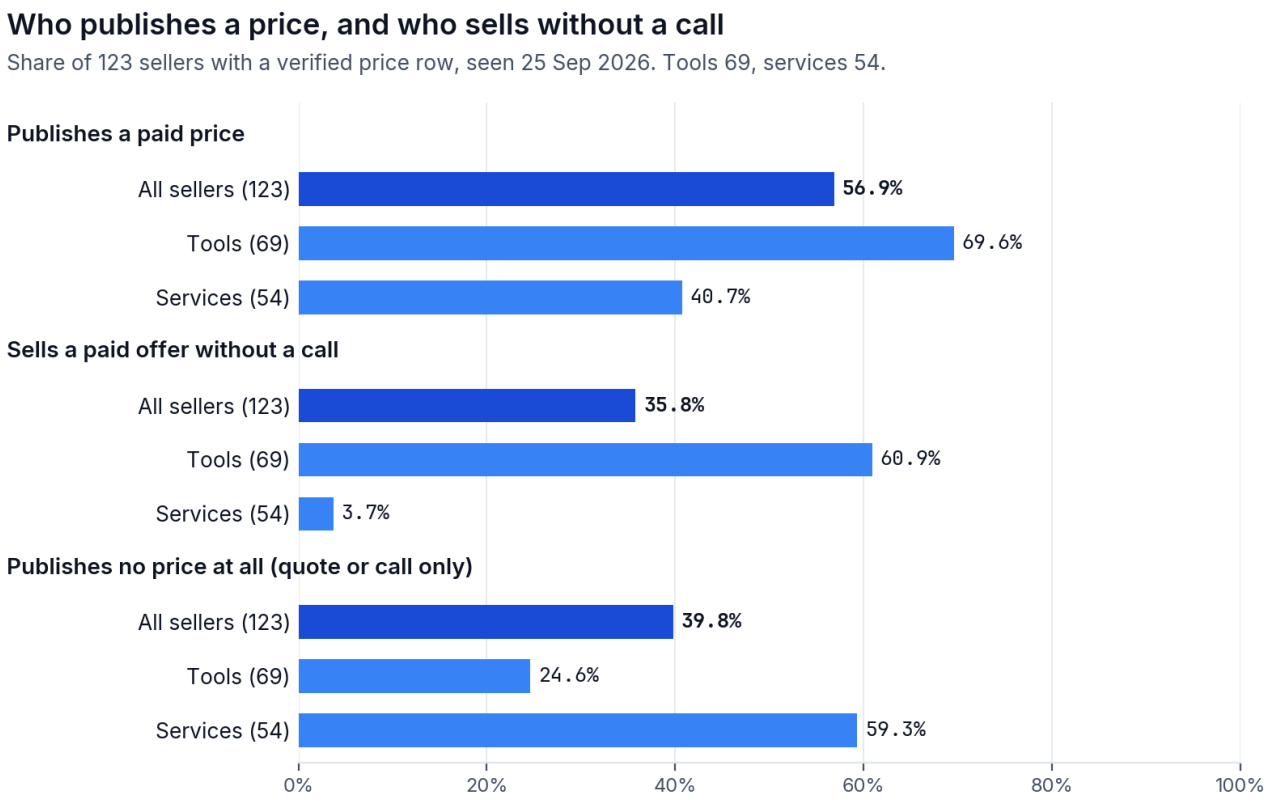
Definitions

- **Publishes a paid price:** at least one verified in-category row with a numeric price above zero.

- **Sells without a call:** at least one verified in-category paid offer flagged self-serve Y on the seller's page (a buy or start button that leads to payment or signup rather than a form or a call).
- **Entry price:** the lowest paid standalone price per company; add-ons that need a base plan are excluded. Monthly and one-time entries are mixed in the headline median and split in the tables.
- **Monthly series:** paid standalone offers billed monthly, or shown as a per-month figure on annual billing. **One-time series:** offers billed once. Free, custom and per-result rows are not banded.
- **Bands:** under $50, $50 to 99, $100 to 249, $250 to 499, $500 to 999, $1,000 to 2,999, $3,000 to 9,999, $10,000+. lower bound inclusive, upper bound exclusive; "under $50" is price < 50; "$10,000+" is price >= 10,000.
- **Percentiles:** median = statistics.median; p25 and p75 = statistics.quantiles(method="inclusive"), the same linear interpolation numpy uses by default.
- **EUR prices:** converted at a flat rate of 1.08 dollars per euro; the converted figures carry cents.

This study does not use the Absence Index matching rule or Wilson intervals: every share is a count over a fixed, fully enumerated universe of 123 companies, not a sample estimate. Recompute: `python3 scripts/study2_pricing.py` rebuilds every number in this report from the survey files; `python3 scripts/build_study2.py` rebuilds the charts and this document.

Who publishes a price



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Chart 1. Publishes a paid price, sells a paid offer without a call, and publishes no price at all, for all 123 sellers and split into tools and services.

Platforms publish a paid price 80.9% of the time; agencies 37.3% of the time. Suites, the SEO and content suites that added an AI visibility module, sit in between at 45.5%, and half of them show no price at all. By depth of profile the picture holds: 3 of 8 (37.5%) of the most cited sellers publish a paid price, against 17 of 25 (68.0%) of the full teardowns and 50 of 90 (55.6%) of the scan-level profiles.

TYPE	COMPANIES	PAID PRICE PUBLISHED	ANY PRICE (FREE COUNTS)	NO PRICE AT ALL
Platform	47	38 of 47 (80.9%)	40 of 47 (85.1%)	7 of 47 (14.9%)
Suite	22	10 of 22 (45.5%)	12 of 22 (54.5%)	10 of 22 (45.5%)
Agency	51	19 of 51 (37.3%)	19 of 51 (37.3%)	32 of 51 (62.7%)
Self-serve audit	3	3 of 3 (100.0%)	3 of 3 (100.0%)	0 of 3 (0.0%)
Tools	69	48 of 69 (69.6%)		17 of 69 (24.6%)
Services	54	22 of 54 (40.7%)		32 of 54 (59.3%)
All	123	70 of 123 (56.9%)	74 of 123 (60.2%)	49 of 123 (39.8%)

Base: 123 companies with a verified in-category price row. "Any price" counts a free tier as a price; the self-serve audit sellers all publish a paid price, so the two columns match for them and the segment rows repeat only the paid and no-price columns.

Who sells without a call

35.8%
sell a paid offer without a call (44 of 123)

60.9%
of tools (42 of 69)

3.7%
of services (2 of 54)

Selling without a call is a tools behaviour. 33 of 47 (70.2%) platforms and 9 of 22 (40.9%) suites let a buyer pay for a paid plan from the page. 0 of 51 (0.0%) agencies do; the one agency with any self-serve offer sells a free tier that way and nothing paid. The 2 self-serve audit sellers that take payment online are the whole of the services count.

TYPE	COMPANIES	SELLS A PAID OFFER SELF-SERVE	ANY SELF-SERVE OFFER (FREE TIERS COUNT)
Platform	47	33 of 47 (70.2%)	36 of 47 (76.6%)
Suite	22	9 of 22 (40.9%)	11 of 22 (50.0%)
Agency	51	0 of 51 (0.0%)	1 of 51 (2.0%)
Self-serve audit	3	2 of 3 (66.7%)	2 of 3 (66.7%)
Tools	69	42 of 69 (60.9%)	47 of 69 (68.1%)
Services	54	2 of 54 (3.7%)	3 of 54 (5.6%)
All	123	44 of 123 (35.8%)	50 of 123 (40.7%)

Base: 123 companies. Partial only (no self-serve offer, at least one marked partial): 2 of 123 (1.6%). Unknown only: 1 of 123 (0.8%). No self-serve and no partial offer: 71 of 123 (57.7%).

Price published and self-serve, together

	HAS A SELF-SERVE OFFER	NO SELF-SERVE OFFER	ROW TOTAL
Publishes a paid price	46	24	70
No paid price	4	49	53

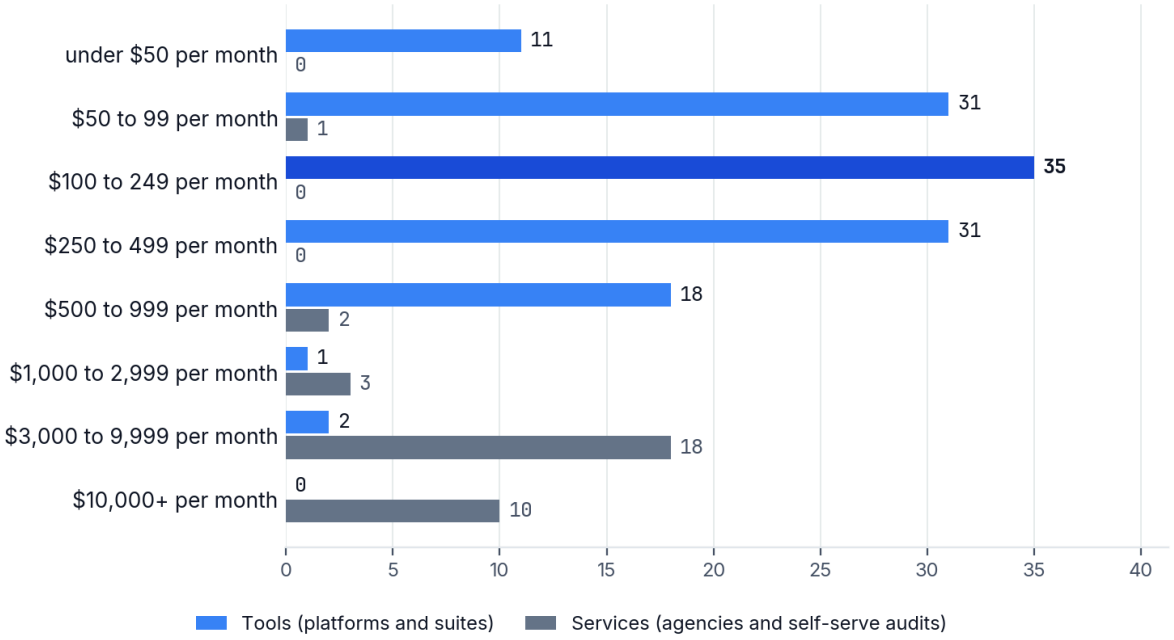
Base: 123 companies; the no-paid-price row combines the 4 free-only companies with the 49 that publish nothing. Among the 70 companies that publish a paid price, 46 of 70 (65.7%) have some self-serve offer and 44 of 70 (62.9%) sell the paid offer itself without a call. So publishing a price and taking payment online go together, but not always: 24 companies publish a price and still route the buyer to a form or a call.

Service firms do sell some things by card, but only adjacent products that are not AI search visibility work, so they stay out of the count: Blastra (Pulse $59 a month, Minimum Viable Presence $99 a month, listing packs $99 and $299 one time), Directive Consulting (a DIY course, $399 one time), Foundation Marketing (research memberships, $79 and $329 a month) and uSERP (a link retainer, $5,500 a month). Caveat: 13 of the 301 market rows carry a self-serve flag inferred from a sibling tier on the same pricing page rather than read from the offer's own button.

Price bands, monthly and one time

Monthly prices by band, tools versus services

163 paid monthly offers from 65 companies. Median: tools $199 per month, services $5,125 per month.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Chart 2. Verified paid monthly offers by price band, tools against services. Highlighted: the most crowded band.

BAND	MONTHLY OFFERS	COMPANIES	TOOLS	SERVICES	ONE-TIME OFFERS	TOOLS	SERVICES
under $50	11	10	11	0	2	1	1
$50 to 99	32	30	31	1	3	1	2
$100 to 249	35	31	35	0	2	1	1
$250 to 499	31	28	31	0	2	0	2
$500 to 999	20	18	18	2	0	0	0
$1,000 to 2,999	4	4	1	3	0	0	0
$3,000 to 9,999	20	13	2	18	5	0	5
$10,000+	10	6	0	10	3	0	3
All bands	**163**	65	129	34	**17**	3	14

The monthly series holds 163 paid standalone offers from 65 companies (14 of them per-month figures on annual billing). Tools fill the four bands under $500 and thin out fast above it: the highest verified tool subscription is $6,000 a month. Services begin at $99 (one re-run retainer from a self-serve audit seller) but 18 of the 34 service retainers sit in the $3,000 to 9,999 band and 10 at $10,000 or more, up to $68,250 a month. The most crowded band is $100 to 249 a month, with 35 offers from 31 companies, all of them tools.

Base: paid verified in-category standalone offers; 163 monthly and 17 one-time. Lower bound inclusive, upper bound exclusive. Five add-on rows that need a base plan are kept out of the bands and out of the entry price: Ahrefs (Brand Radar AI visibility module): Custom Prompts Basic $50 (monthly); Ahrefs (Brand Radar AI visibility module): Custom Prompts Growth $100 (monthly); Ahrefs (Brand Radar AI visibility module): Custom Prompts Scale $250 (monthly); Ayzeo: Engine add-on $29 (monthly); Obility: Add-on: Reddit Visibility (also Brand Mentions $1,000/mo, YouTube $1,500/mo, content $400/piece) $2500 (monthly).

Price statistics

SERIES	N	MIN	P25	MEDIAN	P75	MAX
Monthly, all	163	$9.80	$99	$299	$799	$68,250
Monthly, tools	129	$9.80	$99	$199	$399	$6,000
Monthly, services	34	$99	$3,249.75	$5,125	$10,000	$68,250
Monthly, platforms	101	$9.80	$99	$199	$490	$6,000
Monthly, suites	28	$34.90	$99	$199	$313	$999
Monthly, agencies	33	$599	$3,999	$5,250	$10,000	$68,250
One time, all	17	$5	$99	$499	$7,500	$500,000
One time, tools	3	$47	$72	$97	$173	$249

SERIES	N	MIN	P25	MEDIAN	P75	MAX
One time, services	14	$5	$296.75	$4,000	$7,781.25	$500,000
One time, all, without the three iPullRank range rows	14	$5	$97.50	$344.50	$4,250	$7,875
One time, services, without iPullRank	11	$5	$174	$499	$4,609.80	$7,875

Base: as stated per row. The one-time maximum comes from iPullRank, which publishes engagement ranges ($30K to $150K, $150K to $500K, $500K+) with the billing period not verified; the survey records the low end of each range as a one-time price and marks the billing inferred. The sensitivity rows repeat the statistics without those three rows: the one-time median falls from $499 to $344.50.

Entry prices and what they buy

$97
median entry price, tools (48 companies)

$3,749.50
median entry price, services (22 companies)

$0.0196
median price per AI answer where stated (18 offers)

70 companies have an entry price: their lowest paid verified standalone price. Every add-on seller also sells a standalone plan, so excluding add-ons removes no company. Entry billing: monthly 56, one time 9, per month on annual billing 5. For tools the entry point is a subscription (42 monthly, 5 annual per month, 1 one time); for services it is split between a retainer (14) and a one-time audit or diagnostic (8).

GROUP	N	MIN	P25	MEDIAN	P75	MAX
All companies	70	$5	$69	$99	$749.75	$30,000
Tools	48	$9.80	$53	$97	$106.25	$800
Services	22	$5	$1,250	$3,749.50	$5,337.50	$30,000
Platforms	38	$9.80	$55.25	$97	$118.75	$800
Suites	10	$34.90	$57.25	$90.50	$99	$199
Agencies	19	$440	$2,750	$4,500	$5,725	$30,000
Self-serve audits	3	$5	$37	$69	$84	$99

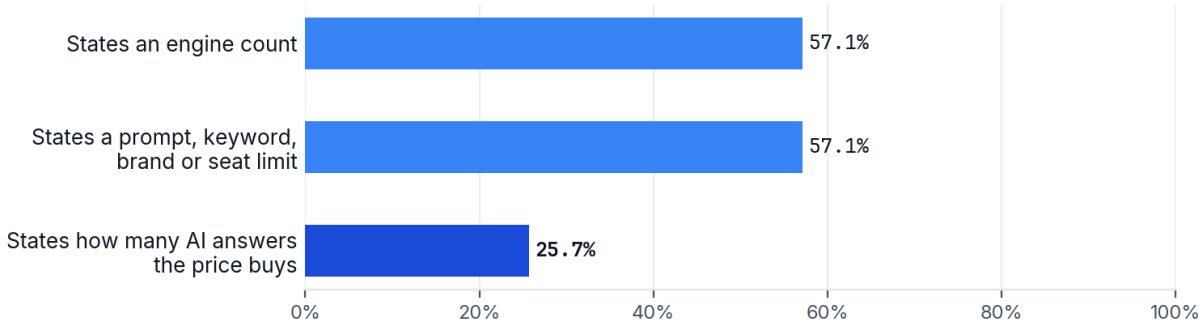
GROUP	N	MIN	P25	MEDIAN	P75	MAX
Monthly-billed entries, tools	47	$9.80	$56.50	$99	$112.50	$800
Monthly-billed entries, services	14	$599	$2,625	$4,499.50	$5,862.50	$20,000
One-time entries, services	8	$5	$91.50	$1,970	$4,554.90	$30,000

Base: one entry price per company, as stated per row. The tools one-time row has a single company (GEOHATS at $47) and is left out of the table.

What the entry price buys

What an entry price states

Share of 70 entry offers (each company's lowest paid price) whose page states the quantity.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Chart 3. Share of the 70 entry offers whose page states an engine count, a prompt or seat limit, and an answer count.

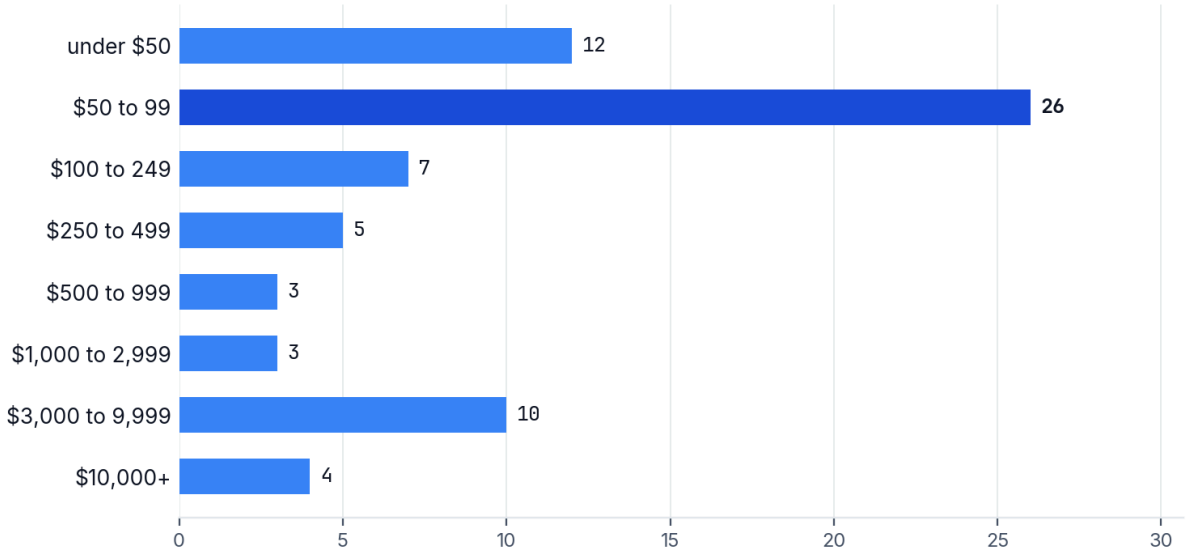
Engines: 40 of 70 (57.1%) entry offers state how many engines the price covers; among them the median is 4 engines (min 1, max 11). Distribution: 1 engine: 2; 2 engines: 4; 3 engines: 10; 4 engines: 8; 5 engines: 5; 6 engines: 4; 7 engines: 1; 8 engines: 2; 9 engines: 1; 10 engines: 1; 11 engines: 2.

Answers: only 18 of 70 (25.7%) entry offers state how many AI answers the price buys per period (prompts times engines times refreshes, as the page states them). Where stated, the median is 3,300 answers per period (min 32, max 108,000), and the price per answer runs from $0.0044 to $1.7556 with a median of $0.0196. Limits: 40 of 70 (57.1%) entry offers state a prompt, query, keyword, brand, competitor, user or seat limit; all 70 entry offers were matched to an offer row.

Across all 185 paid market offers, add-ons included, 48 of 185 (25.9%) state an answer count and 23 of 123 (18.7%) companies state one anywhere. Price per answer across those 48 offers: median $0.0181, p25 $0.0153, p75 $0.0636. 73 of 185 (39.5%) paid offers state an engine count. An offer states an engine count when its page gives a number of engines or a plain list of engine names, the same rule as the 40 of 70 entry figure; add-on wording on a higher tier ("adds Claude and Gemini") is not a count, and that one row is the difference between 73 and 74. A buyer comparing two $99 plans usually cannot tell how many answers each one checks.

Entry price by band

Lowest paid price per company, 70 companies; monthly and one-time prices mixed.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Extra figure. Entry price by band: the lowest paid price per company, 70 companies, monthly and one-time prices mixed.

Guarantees

3
companies tie money to a measured outcome

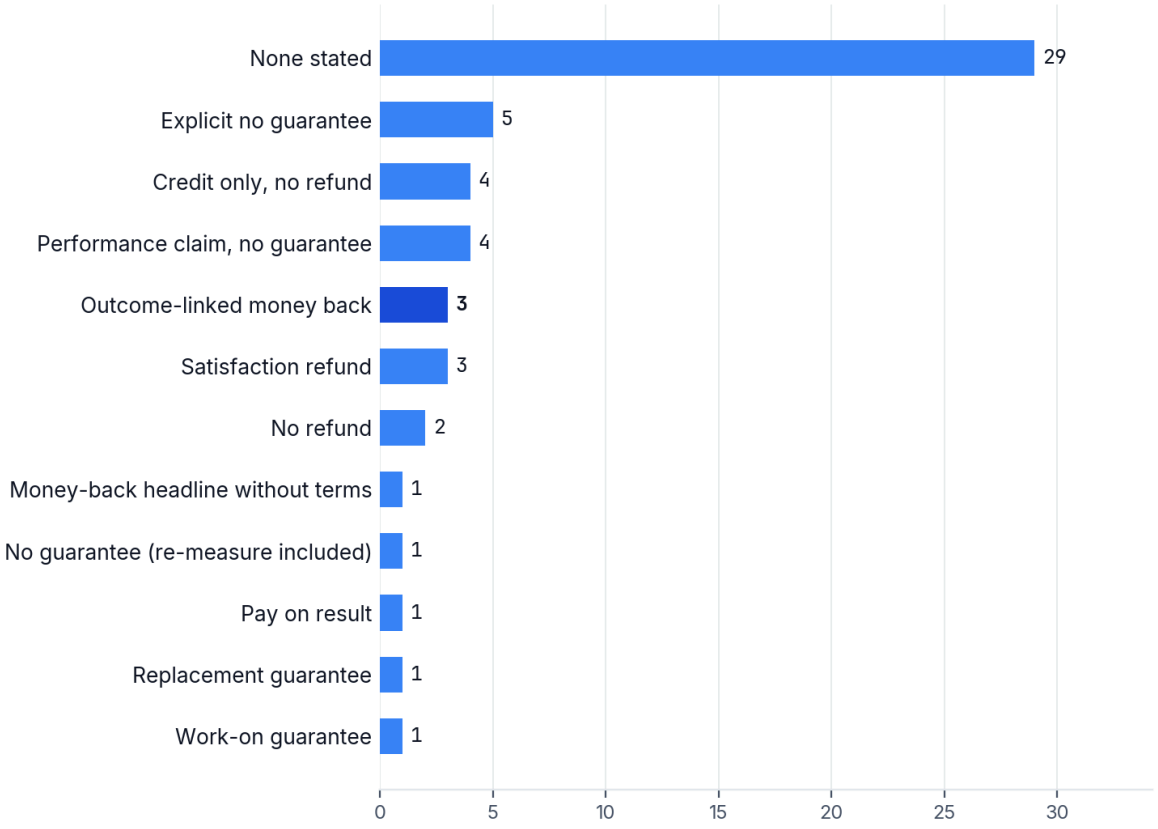
10
carry any guarantee wording, of 54 covered

6.5%
of the price universe carry guarantee wording (8 of 123)

The guarantee table covers 54 companies: 27 named verified rows plus two aggregate rows (24 companies with no refund or guarantee stated, 5 with cancel anytime and no refund). "Guarantee wording" means the seller promises money back, a withheld invoice, a replacement, pay on result, or continued work tied to an outcome or to satisfaction. Credit-only terms, explicit no-guarantee statements and performance claims are not guarantees. 10 companies carry such wording: Algomizer, Citant.ai, Embarque, GEO Score, GEOHATS, KKV Labs, RankZero, Semrush, citation.ly, uSERP. Two of them (Embarque, uSERP) sit outside the price universe, so against the 123 companies it is 8 of 123 (6.5%). Only three tie money to a measured visibility outcome: Citant.ai, KKV Labs, citation.ly.

Guarantee wording by company

54 companies with verified guarantee rows; a company can sit in two groups. Wording, not enforceability.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Extra figure. Companies by guarantee group. Citant.ai sits in two groups (an outcome refund on one offer, a non-refundable audit on another).

GUARANTEE GROUP	COMPANIES
none stated	29
explicit no guarantee	5
credit only, no refund	4
performance claim, no guarantee	4
outcome-linked money back	3
satisfaction refund	3
no refund	2
money-back headline without terms	1
no guarantee (re-measure included)	1
pay on result	1
replacement guarantee	1
work-on guarantee	1

WHO MEASURES (11 WORDING ROWS)	ROWS
third-party tracker run by the seller	1
seller measures	3
not stated	3
client analytics	1
buyer judges	3

WINDOW (11 WORDING ROWS)	ROWS
9 weeks	1
90 days	2
per engagement	1
not published or not stated	3
6 months	1
7 days	3

REFUND MECHANICS (11 WORDING ROWS)	ROWS
full refund	5
no fee until threshold	1
revenue share	1
no refund, more work	1
replacement, no refund	1
refund on request	1
not stated	1

Base: 54 companies for the groups (55 memberships, one company in two groups); 11 guarantee-wording rows for who measures, window and refund mechanics. In 3 of the 11 wording rows the seller measures its own outcome; in 3 the buyer judges satisfaction; in 3 nobody is named. Loophole themes across the 27 named rows (a row can hit several): no money back, only a credit, more work or an invoice gate 8; terms unpublished or unenforceable 7; paid intake kept or prerequisite required 3; excluded buyers or channels 3; question selection by the seller 2; a low bar where one observation or a tie passes 2; attribution or metric unsolved 2; self-measured by the seller 1.

Guarantee wording, verbatim

COMPANY	OFFER (PRICE)	MODEL	EXACT WORDING AS SEEN	WHO MEASURES	WINDOW
Citant.ai	GEO Pilot ($7,875)	outcome refund (absolute threshold)	Named on at least 3 of the 10 agreed queries across at least 2 of the 6 tracked platforms within 9 weeks; one of the 2 must be ChatGPT, Claude or Google AI Overviews	Peec AI (third-party tracker) operated by Citant; records at day 0, week 4, week 9 plus raw export	9 weeks (about 10 weeks from order incl. 72-hour audit)
KKV Labs	GEO retainer (3-month minimum) ($1,000 per month ($3,000 over 3 months))	outcome refund (absolute threshold)	Named in at least 5 of 10 agreed questions on 2 of 3 platforms (ChatGPT, Perplexity, Google AI Mode) by day 90, or full refund of the 3 months; client keeps assets	KKV Labs (screenshot proof; runner and run count not stated)	90 days
citation.ly	GEO / GTM engagements (not published)	outcome refund (agreed result)	"100% REFUND GUARANTEE. Miss the agreed result by the agreed date. Get every fee back." Requires written baseline, timeframe and shared responsibilities	not stated; defined per client in writing	per engagement
Algomizer	Visibility Partnership (not published)	pay-per-result (threshold)	"Paid on your AI visibility score once you clear an agreed threshold across every major model." "$0 is what you pay while you are invisible in AI answers"	Algomizer (score method not published)	not published ("measurable lift ... within the first 90 days" claimed)
Algomizer	Growth Partnership (not published)	revenue share	"Paid a share of the incremental customers and revenue that AI visibility generates. You keep the majority and pay only from new business."	not stated	not published
RankZero	All three tiers (not published)	work-on guarantee (no refund)	"25%+ AI traffic lift in 90 days, or we keep working" (50%+ on top tier)	client GA4, AI traffic vs prior 90 days	90 days
uSERP	Link retainers Launch / Accelerate / Dominate ($5,500 to $15,000 per month)	replacement guarantee	Lost mentions replaced "within six months of a lost link at equal or better metrics"	uSERP	6 months
GEO Score	Starter / Standard / Strategy audits ($99 / $249 / $499)	satisfaction refund (time window)	"Full refund within 7 days if not useful"	buyer	7 days

COMPANY	OFFER (PRICE)	MODEL	EXACT WORDING AS SEEN	WHO MEASURES	WINDOW
GEOHATS	Lifetime tiers ($47 / $97 / $249)	satisfaction refund (time window)	"7-day money-back guarantee"	buyer	7 days
Semrush	Annual subscriptions only ($99+ per month)	limited money-back	7-day money-back only on first purchase of a 12-month-or-longer subscription or initial add-on; month-to-month and trials excluded; card purchases only; explicit request required	buyer	7 days
Embarque	GEO retainers $1,500 to $10,000/mo ($1,500 to $10,000 per month)	money-back claim without terms	"Money-back guarantee" in hero; no terms seen	not stated	not stated

Base: the 11 verified rows with guarantee wording, 10 companies. Prices are as recorded on the guarantee row; "not published" means the page shows no price. Wording is quoted as seen on 25 Sep 2026.

Refund and no-guarantee statements, verbatim

COMPANY	OFFER (PRICE)	GROUP	EXACT WORDING AS SEEN
Veza Digital	AI Search Visibility Audit ($4,500)	credit only, no refund	Fee credited in full to a WAIO engagement started within 60 days; "No lock-in"
DerivateX	One-Time Diagnostic + retainers ($3,500; $5,000 to $12,000 per month)	credit only, no refund	"Targets, not guarantees."; Diagnostic credited against month 1 if converted within 30 days
Citant.ai	AI Search Audit ($440)	credit only, no refund	"Non-refundable"; credited in full to the Pilot if signed within 30 days of delivery
Discovered Labs	All offers (Diagnostic EUR 4,370; retainers from EUR 6,995/mo) ($4,719.60 (EUR 4,370 x 1.08))	credit only, no refund	"No. AI search is probabilistic, so nobody can honestly promise a fixed ranking or citation."; Diagnostic 100% credited to first retainer month if signed within 14 days
Wix Monster Studio	AI Visibility Audit ($69)	no guarantee (re-measure included)	3 full checks (day 0, day 30, day 60) across ChatGPT, Gemini, Claude, Perplexity included in $69
Ahrefs	All plans ($29+ per month)	no refund	"Ahrefs does not issue refunds in general. For monthly subscriptions, you can request a refund if you haven't used the service"
Ubersuggest	Subscriptions and lifetime ($29 to $99 per month; lifetime $290 / $490 / $990 (REPORTED))	no refund	"Ubersuggest subscriptions are non-refundable once processed." "Lifetime plan purchases are final and non-refundable."
The Rank Masters	Starter / Growth / Aggressive ($3,000 / $5,000 / $7,500 per month)	explicit no guarantee	No ranking guarantee ("no honest agency can"); commits to output volume and KPIs published at Month 3 and Month 6
Victorious	Recommended minimum budget ($6,000 per month)	explicit no guarantee	"no SEO agency can guarantee you will rank for a particular keyword"
Thrive Internet Marketing Agency	Custom proposal ($2,500 to $5,000+ per month (form options))	explicit no guarantee	FAQ says no one can guarantee AI placement
Ignite Visibility	All services (not published)	explicit no guarantee	No formal guarantee; "If we aren't seeing the results you want, we'll always communicate that and pivot our efforts"

COMPANY	OFFER (PRICE)	GROUP	EXACT WORDING AS SEEN
First Page Sage	SEO + GEO retainer (not published (Clutch min project $10,000+, REPORTED))	explicit no guarantee	"everything runs month-to-month so we need to consistently prove our value"
NoGood	Monthly retainer (average above $20,000 per month)	performance claim, no guarantee	"Most NoGood clients see meaningful performance improvements within 90 days"
GrackerAI	Starter / Scale ($99 / $499 per month)	performance claim, no guarantee	"25% average AI visibility lift in 90 days" (own claim, unverified)
Pepper	Content services (not published)	performance claim, no guarantee	mentions "outcome-linked partnerships" without terms
LoudFace	Autopilot retainers (from $5,000 per month)	performance claim, no guarantee	performance-based deals "case-by-case"; 3-month minimum

Base: the 16 named verified rows without guarantee wording. Reported third-party minimums inside a price cell are marked as such and are not used in any statistic.

Checkout paths

1 of 49
traced paths reached a live payment page (2.0%)

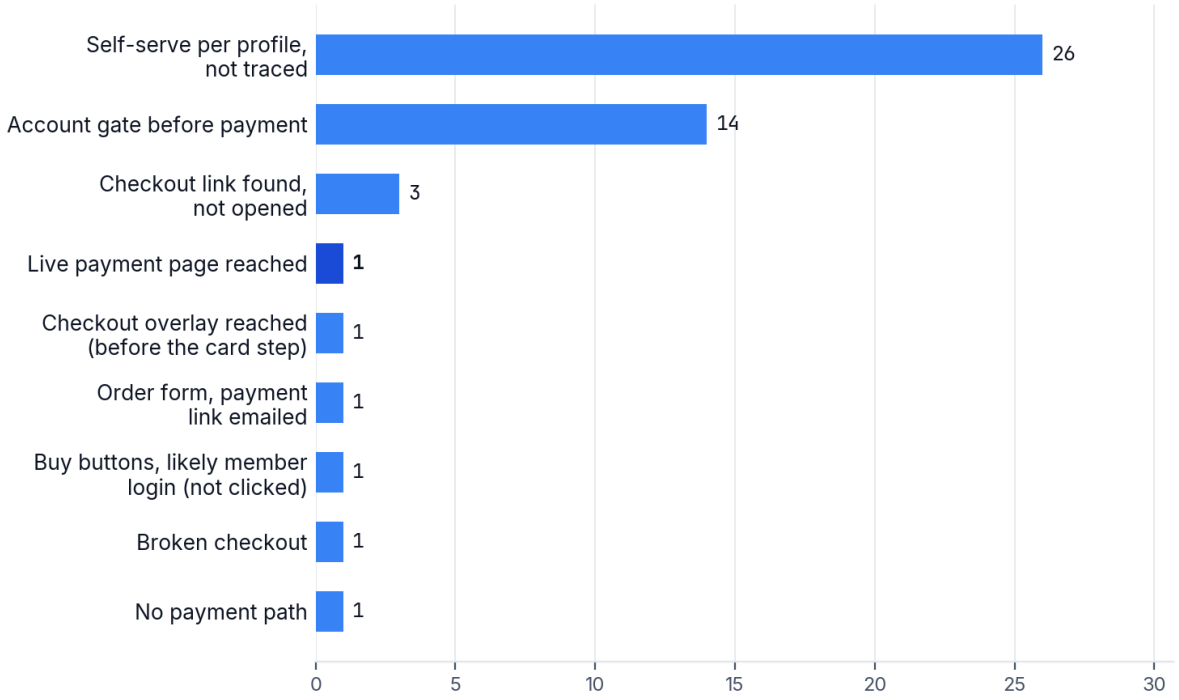
14 of 49
stopped at an account signup (28.6%)

26
paths not traced (self-serve per profile)

The checkout table holds 51 traced paths; 49 are market paths once the publisher's two rows are set aside. Each path was followed in a browser from the homepage toward payment and stopped at the payment page; no card was entered and no account was created. 1 market path reached a live payment page: GEO Score, 1 click from the homepage, Stripe Payment Links, no account. One more reached a checkout overlay before the card step: Pixelmojo, 3 clicks plus typing a domain, Paddle overlay, no account. 14 of 49 (28.6%) paths stopped at a signup step before any payment page: Trakkr, HubSpot (AEO), Ubersuggest, Profound, OtterlyAI, Rankscale, Peec AI, Promptwatch, Scrunch, Ahrefs, Semrush, Goodie, AthenaHQ, AirOps.

Where the checkout trace stopped

49 market checkout paths, followed in a browser to the payment page and no further.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Extra figure. Status of the 49 market checkout paths.

PATH STATUS	PATHS
self-serve per profile; checkout not traced	26
account gate	14
checkout link found, not opened or traced	3
live payment page reached	1
checkout overlay reached (before card step)	1
order form, payment link emailed	1
buy now buttons, likely member login (not clicked)	1
broken checkout	1
no payment path	1

PAYMENT PROVIDER SEEN	PATHS
Unknown or none	42
Stripe Payment Links	2
Wix	2
Paddle	1
Kajabi	1
Memberful (Stripe based, inferred)	1

Base: 49 market paths. Provider names are as observed on the seller's own checkout; "inferred" marks a provider read from the page code rather than a rendered checkout.

Card without an account: a small base

Of the 2 market paths the browser followed to a payment or details step, 2 took no account. That is a base of two, and it is why this study does not headline the figure. On the declared base, 6 of 49 (12.2%) market paths record "no account required" whatever the trace status, and 4 of 49 (8.2%) once the broken checkout and the emailed payment link are removed. The 26 untraced paths are all scan-level profiles marked self-serve; their account rule is unknown. Read together with the free-checker section: the market takes a domain freely and takes a card rarely, and in between it asks for an account.

Free tools

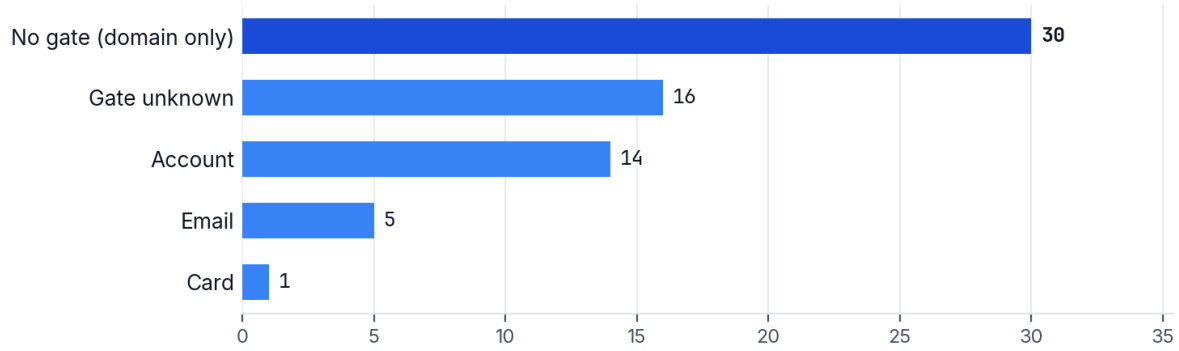
66
companies offer a free checker or grader

62 of 123
of the price universe (50.4%)

30
run it with no email or account

Free checker gates

66 companies with a free checker or grader, classed by their least restrictive gate.



Source: Broadcastwell Research, What AI search visibility costs in 2026, DOI 10.5281/zenodo.22982430. Prices seen 25 Sep 2026. CC BY 4.0.

Extra figure. Free checker gates by company, least restrictive checker per company.

66 companies offer a free checker or grader on a verified row, 62 of 123 (50.4%) of the price universe. Classed by the least restrictive checker each company runs, 30 ask for nothing but a domain, 5 ask for an email, 14 ask for an account and 1 asks for a card; 16 could not be classed because the tool was not run. The free checker is the real bottom rung of the price ladder: for half the market the first result costs nothing and the first paid step costs about $97 a month for a tool or about $3,749.50 for a service.

GATE BEFORE A RESULT	COMPANIES	CHECKER ROWS
No gate: a domain is enough	30	35
Gate unknown (not run)	16	26
Account	14	18
Email	5	6
Card	1	1
All	**66**	**86**

Base: 66 companies and 86 verified checker or grader rows; the publisher's own checker and off-category companies are removed.

Per-segment table: every seller with a verified paid price

Every company with a verified paid in-category price, with its entry offer (the lowest paid standalone price), billing, whether that offer can be bought without a call, and the engine count its page states. Sorted by segment, then by entry price. Base: 70 companies. Prices as seen on each seller's own page on 25 Sep 2026; EUR prices converted at 1.08.

COMPANY	TYPE	ENTRY OFFER	ENTRY PRICE	BILLING	SELF-SERVE	ENGINES STATED
Keyword.com	Platform	AI Visibility	$9.80	per month	yes	not stated
Rankscale	Platform	Essentials	$20	per month	yes	not stated
Geolify	Platform	Starter	$23	per month	yes	not stated
OtterlyAI	Platform	Lite	$29	per month	yes	4
Mangools (AI Search Watcher)	Suite	AI Search Watcher	$34.90	per month, billed annually	unknown	not stated
Ayzeo	Platform	Starter	$39	per month	yes	2
Rank Prompt	Platform	Starter	$39	per month, billed annually	yes	not stated
Geoptie	Platform	Starter	$41	per month, billed annually	yes	4
ZipTie	Platform	ziptie.ai Starter	$42.75	per month	yes	6
GEOHATS	Platform	3 sites	$47	one time	yes	5
Frase	Suite	Starter	$49	per month	yes	2
HubSpot (HubSpot AEO and AI Search Grader)	Suite	HubSpot AEO (standalone)	$50	per month	yes	3
AmICited	Platform	Starter	$54	per month	yes	not stated

COMPANY	TYPE	ENTRY OFFER	ENTRY PRICE	BILLING	SELF-SERVE	ENGINES STATED
AIclicks	Platform	Starter	$59	per month	yes	3
IQRush	Platform	Discovery	$59	per month	yes	2
Knowatoa	Platform	Starter	$59	per month	yes	3
Truffle	Platform	Starter	$69	per month	yes	not stated
LLMrefs	Platform	All in One	$79	per month	yes	8
Visby AI	Platform	Starter	$79	per month	yes	3
Writesonic	Suite	Starter	$79	per month	yes	3
Surfer (AI Tracker)	Suite	AI Search Analytics	$82	per month, billed annually	yes	5
Qwairy	Platform	Starter	$85.32	per month	yes	10
Peec AI	Platform	Starter	$95	per month	yes	3
Promptwatch	Platform	Essential	$95	per month	yes	4
GEO Toolbox	Platform	Starter	$99	per month	yes	3
GrackerAI	Platform	Starter	$99	per month	yes	3
Gumshoe AI	Platform	Starter	$99	per month	yes	not stated
HeyAmos	Platform	Starter	$99	per month	unknown	2
Moonrank	Platform	Standard	$99	per month	yes	not stated
Outrigger AI (Direct Rank LLC)	Platform	Lite	$99	per month	no	not stated
Rankry	Platform	Base	$99	per month	yes	not stated
SE Ranking (SE Visible / AI Search add-on)	Suite	SE Visible Basic	$99	per month	yes	5
Search Atlas	Suite	Starter	$99	per month	yes	not stated
Semrush (AI Visibility Toolkit, Semrush One, Enterprise AIO; an Adobe company)	Suite	AI Visibility Toolkit (Base)	$99	per month, billed annually	yes	4
Topify	Platform	Starter	$99	per month	yes	4
Trakkr	Platform	Growth	$100	per month	yes	8
Searchable	Platform	Professional	$125	per month	yes	not stated
Pondral	Platform	SMB	$127	per month	yes	5
Similarweb (AI Search Intelligence)	Suite	AEO Intelligence	$129	per month	yes	not stated
Ahrefs (Brand Radar AI visibility module)	Suite	Brand Radar AI, select platforms (per index)	$199	per month	yes	1
Dageno AI	Platform	Growth	$199	per month	yes	9
Hall	Platform	Starter	$199	per month	unknown	not stated
Goodie	Platform	Growth (Agencies)	$275	per month	no	3
AthenaHQ	Platform	Starter	$295	per month	yes	11

COMPANY	TYPE	ENTRY OFFER	ENTRY PRICE	BILLING	SELF-SERVE	ENGINES STATED
Scrunch	Platform	Starter	$300	per month	yes	7
Cognizo	Platform	Growth	$499	per month	no	5
Gauge	Platform	Growth	$599	per month	yes	6
Evertune	Platform	Pro	$800	per month	no	11
Pixelmojo	Self-serve audit	AI Citation Tracker check	$5	one time	yes	4
Wix Monster Studio	Self-serve audit	AI Visibility Audit	$69	one time	partial	4
GEO Score	Self-serve audit	Starter	$99	one time	yes	3
Citant.ai	Agency	AI Search Audit	$440	one time	partial	6
GetCito	Agency	Growth	$599	per month	unknown	not stated
KKV Labs	Agency	GEO retainer	$1,000	per month	no	not stated
The Rank Masters	Agency	Custom	$2,000	per month	no	not stated
Thrive Internet Marketing Agency	Agency	Custom proposal (incl. ChatGPT, Gemini, AI Mode, AIO optimization)	$2,500	per month	no	4
Optimist	Agency	Advisory	$3,000	per month	no	not stated
WebFX	Agency	Bronze	$3,000	per month	no	not stated
DerivateX	Agency	One-Time Diagnostic	$3,500	one time	no	not stated
Bay Leaf Digital	Agency	Authority Builder (GEO/AEO package)	$3,999	per month	no	not stated
Veza Digital	Agency	AI Search Visibility Audit	$4,500	one time	no	6
Discovered Labs	Agency	Search Visibility Diagnostic	$4,719.60	one time	no	not stated
LoudFace	Agency	Solo Autopilot	$5,000	per month	no	not stated
TripleDart	Agency	Organic Growth / GEO retainer	$5,000	per month	no	not stated
Obility	Agency	SEO & GEO Core	$5,450	per month	no	1
Victorious	Agency	Recommended minimum budget	$6,000	per month	no	not stated
Omniscient Digital	Agency	Full-service engagement (SEO, GEO, content)	$10,000	per month	no	not stated
Siege Media	Agency	Retainer (GEO / content / digital PR)	$10,000	per month	no	not stated
NoGood	Agency	Monthly retainer (custom squad)	$20,000	per month	no	not stated
iPullRank	Agency	Emerging	$30,000	one time	no	not stated

What does Broadcastwell offer now?

This replacement commercial appendix is dated 5 November 2026. It does not change the September study, its seller observations or its calculations.

Work	Current price
Answer Repair	$490 once
Agency Deadline Audit	$490 per client report
Fix Sprint	$3,900; $3,410 after the $490 credit
Care	$490 a month
Program	$5,500 a month
150-page build	$6,000 plus $250 a page

One live buyer question

One buyer question of your choosing: five engines (ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode), three repeats and 15 planned answers with receipts, delivered within 24 hours of payment.

$19 once, credited in full against Answer Repair within 30 days of payment for the same account, so the repair then costs $471.

If we do not deliver within 24 hours of payment, we refund the $19 in full.

Read current scope and terms at broadcastwell.com/pricing. Start a repair at broadcastwell.com/answer-repair.

The original appendix listed seven publisher rows excluded from every study count, band, median and chart. This reading copy withdraws that dated commercial table. The original September record remains at DOI 10.5281/zenodo.22982430. None of the competitor observations has changed.

Limitations

- **Prices were seen once, on one day.** Every price was read on 25 Sep 2026 and can change the next day; the dataset is a snapshot, not a series. Sellers that were mid-repricing on that day are recorded as they showed.
- **EUR prices are converted at a flat rate.** Three sellers with verified rows price in euros (AmICited, Discovered Labs, Qwairy); their prices were converted at a flat rate of 1.08 dollars per euro. The converted figures carry cents and can land in a band the seller's own euro figure would not.
- **Some sellers show different prices by region.** Ahrefs, for example, shows one figure in dollars and another in euros to European visitors; the dollar page is the recorded one, and a buyer elsewhere may see a different number.
- **26 of 49 checkout paths were not traced.** They are scan-level profiles marked self-serve by their page; the browser-verified card-without-account share rests on a base of 2 paths, which is why it is reported and not headlined. Traces stopped at the payment page, so what happens after a card is entered was never observed.
- **The self-serve flag is partly inferred.** 13 of the 301 market rows carry a flag copied from a sibling tier on the same pricing page rather than read from the offer's own button; the self-serve shares should be quoted with that caveat.
- **The universe is a sample.** The 137 profiles came from directories, ranking lists, engine mentions and discovery during the read; they are not every seller of AI search visibility, and the 123 companies with a verified price row are those the profile read reached. Shares describe this set, not the market as a whole, and no interval is attached because the set is fully enumerated rather than sampled at random.
- **Ranges are recorded at the low end.** iPullRank publishes three engagement ranges with the billing period not verified; the survey records the low end of each as a one-time price and marks the billing inferred. They set the one-time maximum, and the statistics are repeated without them.
- **Labelling is not perfectly consistent.** Two firms (Go Fish Digital, Minuttia) verify that no price is shown yet carry a reported-first label and are dropped; two others with the same fact (Growth Plays, First Page Sage) are kept. Peec AI's prices come from the company's own fact sheet because its pricing page did not render; Hall's free tier is verified live with its availability after an acquisition unknown.
- **The guarantee and checkout tables mix granularities.** The guarantee table has one row per guarantee plus two aggregate rows, so company counts are de-duplicated by slug; Embarque appears in the guarantee list and not in the price universe. Guarantee wording was read, not tested: no refund was requested and no term was enforced.
- **No causal claim.** Publishing a price, selling without a call and carrying a guarantee are described, not linked to outcomes; nothing here says that pricing openly wins or loses business.
- **The publisher is a seller in this market.** Broadcastwell's own rows are set aside, never scored and never counted, and are shown once in their own table for completeness. Readers should weigh that the publisher has an interest in how this market prices.

How to cite

APA

```
Broadcastwell Research. (2026). What AI search visibility costs in 2026: prices,
guarantees and checkout paths of 123 sellers (Version 1.0) [Data set and report].
Broadcastwell. https://doi.org/10.5281/zenodo.22982430
```

BibTeX

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@misc{broadcastwell2026costs,
  author       = {{Broadcastwell Research}},
  title        = {What AI search visibility costs in 2026: prices, guarantees and checkout
paths of 123 sellers},
  year         = {2026},
  month        = {9},
  publisher    = {Broadcastwell},
  version      = {1.0},
  doi          = {10.5281/zenodo.22982430},
  url          = {https://doi.org/10.5281/zenodo.22982430},
  note         = {Data set and report. CC BY 4.0. Prices seen on sellers' own pages on 25
Sep 2026.}
}
```

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Appendix

Data dictionary: prices_2026-09-25.csv (dataset.csv)

One row per verified price point: 301 in-category rows from 123 companies plus 26 adjacent rows from 13 companies. The publisher's rows are in bw_prices.csv with the same columns plus notes and disclosure.

COLUMN	MEANING
company	Seller name as shown on its site, with a qualifier in brackets where the product name differs from the company name.
slug	Stable short key per company; one company can have several rows.
type	platform (AI visibility tracking product), suite (SEO or content suite with an AI visibility module), agency (service firm), twin_self_serve_audit (one-time audit bought online; sits with services), other (none in the universe).
tier	Profile depth in the source workbook: 1 the most cited sellers, 2 full teardowns, 3 scan-level profiles.
offer	Offer or plan name as shown.
price_usd	Price in US dollars as a number; blank when the page shows no number (Custom, Not published, Contact sales). 0 for a free tier. EUR converted at a flat 1.08.

COLUMN	MEANING
price_original	The price text as shown on the page, including currency notes.
billing	monthly, annual_per_month (a per-month figure shown on annual billing), one_time, free, custom, per_result.
self_serve	Y when the offer can be bought without a call (a buy or start button that leads to payment or signup); N when the button leads to a form, a demo or a call; partial when payment is possible only after a form or an emailed link; unknown when the page did not show.
engines	Engines named for the offer, as the page states them (a count, a list, or wording).
answers_observed	Number of AI answers (checks) per billing period the offer states, or that follows from the prompt, engine and refresh counts it states, as recorded in the source workbook; blank when the page gives no such count.
price_per_answer_usd	price_usd divided by answers_observed where both are known.
in_category	Y for AI search visibility offers; adjacent for a seller's product outside the category (kept, reported separately, never inside a market share).
offer_kind	plan, service, add_on (needs a base plan; kept out of bands and entry price), free, usage.
source_url	The seller's own page where the price was seen.
access_date	2026-09-25 for every row.
label	Evidence label from the source workbook; every row in this file passes the VERIFIED rule.

Data dictionary: guarantees.csv

COLUMN	MEANING
company, slug, offer, price_usd	Seller, key, the offer the wording applies to, and the price as recorded (a number, a range or "not published").
model_type	The survey's fine-grained model (outcome refund, pay-per-result, work-on guarantee, satisfaction refund, credit only, explicit no guarantee, performance claim and so on).
study_group	The study's coarser grouping used in the charts and tables.
counts_as_guarantee_wording	True when the seller promises money back, a withheld invoice, a replacement, pay on result, or continued work tied to an outcome or to satisfaction.
exact_terms, who_measures, what_counts_as_success, window, refund_mechanics	The wording as seen and its parts.
loophole_or_risk, loophole_themes	The analyst's reading of how the promise can fail to pay, and its theme tags.
aggregate_row, company_count	True when one row stands for several companies with the same finding (two rows: 24 companies with no refund or guarantee stated, 5 with cancel anytime and no refund), and how many companies it stands for.
source_url	The seller's public page read for the same company's price row, where the survey has one; blank for aggregate rows and for a seller without a price row.
evidence	VERIFIED: the wording was seen on the seller's own live page on 25 Sep 2026. Market rows only; the publisher's rows are not in this file.

Data dictionary: checkout.csv

COLUMN	MEANING
rank, company, slug, tier, offer, price	Row order, seller, key, profile depth, the offer traced and its price text.
path_status, study_status	Where the trace stopped, as recorded and as grouped by the study.

COLUMN	MEANING
reached_payment_or_checkout	True when a live payment page or a checkout overlay was reached.
clicks_home_to_payment, clicks_numeric	Clicks from the homepage to the payment step, as text and as a number where numeric.
account_required, account_flag	Whether an account was required before payment, as recorded and as a flag (yes, no, likely, unknown, n/a).
provider, provider_family	Payment provider seen and its family (Stripe Payment Links, Paddle, Kajabi, Wix, Memberful, unknown).
wallets, coupon, tax, terms_or_guarantee_at_checkout, friction_notes	What the payment page showed; free text.
source_url	The seller's public pricing or checkout page read for the same company, where the survey has one; blank otherwise.
evidence	Evidence label: VERIFIED when the path was followed in the browser on 25 Sep 2026; qualified where only a link target was verified, or the step was inferred or reported rather than seen. Market rows only; the publisher's rows are not in this file.

Recompute

```
cd <repo root>
python3 scripts/study2_pricing.py      # rebuilds study2_numbers.json, the four CSVs,
FINDINGS.md and one_liners.md from the workbook
python3 scripts/build_study2.py        # rebuilds the charts, this PDF, web_draft.md,
embed.html, press_lines.md, numbers_used.json and dataset/
```

SHA256 of the input files

FILE	SHA256
seller-price survey workbook, 25 Sep 2026 (.xlsx)	9ac0716a1e12f477dd466ba3f0138e80c7b55fbbabae9b29bcbf6731de85c1fe
out/study2/dataset.csv	08d481343335ca297291d5aac0a46f9e34965b9540d254081baafbe95e9e7f50
out/study2/bw_prices.csv	ebcac9a35136d4f4a486fb7034be0f84bc109584cfeb16161aed5fd7c84e8cfb
out/study2/guarantees.csv	ec04a591287e4fe6f6eb3600c5bc1c2bde60bc782220537f02bb6246c082f86b
out/study2/checkout.csv	8cf2707bf445ba17f76f41eee41232e8d4644c3d6eca7a029597da89a954cee7
out/study2/study2_numbers.json	2710643bc594f2b829c29b909104f6e6c6148cb5e852499df8dc7e26e9298c54

Computed with sha256sum on the files as they were when this report was built. The workbook is the raw input; the four CSVs are its recomputed derivatives and ship with the dataset, and the numbers JSON is the recompute script's output.