

As AI-driven [AI visibility tracking](#) search reshapes the landscape of online visibility, enterprises face a new challenge: effectively tracking how their brand and content perform within AI-powered search experiences. Google's AI Overviews and Google AI Mode represent relatively new but critical components in this shift, creating a fresh KPI category — *AI search visibility*. In this post, we'll explore what it means to monitor **Google AI Mode** and **Google AI Overviews**, review the tools that provide robust tracking of these features, and cover key capabilities every enterprise SEO leader should evaluate.

Why AI Search Visibility Is the Next Enterprise KPI

Traditional SEO KPIs like organic rankings, CTR, and backlinks remain vital in 2024, but they no longer tell the full story. Google's increasing use of AI to summarize, answer, and surface insights from its index — known as AI Overviews and AI Mode — profoundly impacts how searchers interact with results. Here's what's different:



- **AI Overview Triggers:** These are moments in search where Google displays synthesized AI-generated summaries or conversational snippets rather than classic blue links.
- **Multi-modal response formats:** Google AI Mode can include text, images, and interactive dialogue-style answers, blending traditional results with conversational AI.
- **Prompt-level engagement:** Each AI-generated overview or answer is essentially a prompt return, with its own user engagement context — tracking must be granular enough to distinguish these prompts and their performance.

For an enterprise SEO team, simply knowing your Google rankings is no longer enough. Measuring how often your content appears in these AI-driven responses — and how users engage with these generated answers — is a must-have KPI to maintain competitive insight and adapt strategy.

Key Features to Look for in AI Overview and AI Mode Tracking Tools

Given this shift, you want tools that go beyond traditional rank tracking. Here are critical capabilities we insist on when vetting vendors for our enterprise audits:

1. **Google AI Mode Monitoring:** The tool must specifically detect when the SERP is displaying an AI Mode panel and attribute visibility to the brand's content behind the answer.
2. **Google AIO Tracking:** Ability to accurately identify and report on AI Overview triggers — capturing which prompts led to your content's inclusion in the AI summary.
3. **Prompt-level Tracking at Scale:** The solution should track performance and rank impact at the individual prompt or query level, not just aggregate metrics.
4. **Multi-LLM Coverage:** Enterprises often want visibility across multiple AI large language models (LLMs) — including ChatGPT, Gemini, Perplexity, Claude, Google AI Overviews/Mode, Microsoft Copilot — for a comprehensive view.
5. **Citation/Source Attribution Intelligence:** Since AI summaries rely on multiple sources, tools must show where citations lead, helping you understand the prominence and trust Google places on your content.

With these criteria in mind, let's review some notable tools and how they stack up.

Top Tools Tracking Google AI Overviews and Google AI Mode

Tool	Google AI Mode Monitoring	Google AIO Tracking	Multi-LLM Support	Citation Intelligence	Pricing (€/month)
Peec AI	Yes	Yes	ChatGPT, Gemini, Google AI Mode/Overviews	Attribution analytics with source URLs	Starter €89, Pro €199, Enterprise custom
PromptRank Pro	Yes	Yes	ChatGPT, Claude, Perplexity, Google AI	Basic citation tracking	\$150–\$400 (depending on user count)
AI SERP Monitor	Limited	(Google AI Mode only)	Limited	Google AI, Microsoft Copilot only	None
LLM Visibility Suite	Yes	Yes	Full Multi-LLM (ChatGPT, Gemini, Claude, Perplexity, Google AI)	Advanced citation & entity extraction	Enterprise custom pricing

Spotlight: Peec AI Pricing and Features

One standout option for enterprises actively exploring AI search visibility is **Peec AI**. Notably transparent on pricing, Peec AI offers plans starting at:

- **Starter:** €89/mo — good for small teams dipping into prompt-level tracking and Google AI Mode monitoring.
- **Pro:** €199/mo — includes multi-LLM coverage, advanced citation analytics, and higher query limits suitable for mid-sized enterprises.
- **Enterprise:** Custom pricing — full feature set, SLA-backed data access, API integration, and dedicated support.

Before recommending any AI search visibility tool like Peec AI, we always verify limits on query volume, seats, and export capacities — especially when vendors advertise "unlimited" seats or exports. Last month, I was working with a client who thought they could save money but ended up paying more.. In Peec AI's case, their pricing tiers are clear, and custom Enterprise tiers allow negotiation on scale, making them a reliable candidate for enterprise deployments.



Why Multi-LLM Tracking Matters

At first glance, it may seem sufficient to monitor only Google's AI Overviews/Mode since Google dominates search. However, B2B SaaS and other enterprise brands benefit from understanding visibility across several AI large language models, for these reasons:

- **Emerging traffic sources:** More users are adopting AI platforms like ChatGPT, Gemini, and Claude for direct answers, bypassing traditional search.
- **Diverse AI behaviors:** LLMs differ in citing sources, presenting summaries, and user engagement mechanics — tracking all helps customize content strategies.
- **Competitive intelligence:** Seeing where you rank or fail on each LLM uncovers new opportunities or threats.

Therefore, enterprise tools that provide data on Google AI Mode alongside other models (ChatGPT, Gemini, Perplexity, Claude, Microsoft Copilot) offer the most comprehensive and strategic overview.

Citation and Source Attribution: The Overlooked KPI

Another dimension gaining importance is **citation/source attribution intelligence**. Google's AI Overviews do not simply display content verbatim; rather, they synthesize information from multiple sources. Knowing how often your site is cited — and in what context — can reveal brand authority, trust signals, and content gaps.

Tools like Peec AI and LLM Visibility Suite have sophisticated citation analytics that track:

- Which URLs are cited within AI overview responses
- How citations correlate with prompt types and queries
- Ranking shifts after changes in citation prominence

Without capturing citation data, enterprises risk missing critical signals on why AI models prioritize or exclude their content.

Conclusion: Don't Let AI Overview Triggers Slip Through Your SEO Net

AI search visibility, epitomized by Google AI Mode and AI Overviews, represents the bleeding edge of search performance tracking and enterprise SEO KPIs. For survival and growth in this AI-first era, your team needs tools that:

- Precisely monitor Google AI Mode monitoring and *Google AIO tracking*
- Scale prompt-level tracking across thousands of queries
- Cover multiple LLM platforms beyond Google
- Provide deep insight into citation/source attribution
- Offer transparent pricing and clear usage limits (always sanity-check claims of “unlimited”)

Among current contenders, Peec AI stands out as a solid entry-point with clear tiered pricing (€89 Starter, €199 Pro, custom Enterprise), supporting several critical features for AI-driven search visibility. However, given the nascent market, it's essential to “show me the prompts” when vendors discuss AI monitoring capabilities — ask for exact datasets, examples of AI overview triggers detected, and multi-LLM support before signing up.

The future of enterprise SEO may be AI-dominated, but with the right tooling and strategic KPIs, your brand can not only keep up — it can lead.