

In the evolving landscape of enterprise SEO and AI search visibility, one of the hottest topics is how to track AI-driven search performance at a prompt level. As an enterprise SEO lead with over a decade of experience sitting through countless vendor demos, I'm always cautious about vendor claims—especially when it comes to pricing transparency and limits on “unlimited” features.

Today, we'll dive deep into **OtterlyAI's Lite plan at \$29/month**, which promises AI search visibility and prompt-level tracking with a limit of 10-15 prompts. We'll examine how far that goes for brand monitoring and competitive SEO intelligence, benchmark it against offerings like Peec AI, and unpack why multi-LLM coverage and citation attribution matter now more than ever.

Why AI Search Visibility is the New Enterprise KPI

Enterprise SEO teams have traditionally measured visibility using keyword rankings, impressions, and click-through rates. But with the rise of AI-powered search assistants—ChatGPT, Google Bard, Gemini, Claude, and others—the landscape has shifted. The real question today is:

- **Which prompts does your brand rank for across multiple AI language models (LLMs)?**
- **How is your brand presence evolving in these AI-driven SERPs?**
- **Are you capturing the nuances of AI responses, such as citations and source attributions?**

This has led to the emergence of AI search visibility as a critical KPI for enterprises, particularly in B2B SaaS and multi-location brands where competitive intelligence fuels growth strategies.



OtterlyAI Lite at \$29 – What Do You Actually Get?

OtterlyAI's pricing page advertises their Lite plan at **\$29/month**, targeting smaller teams or individual SEO professionals interested in prompt-level monitoring. The key feature limits are:

- **Prompt limits:** 10-15 prompts per month
- **Multi-LLM coverage:** Includes ChatGPT, Google AI Overviews, Perplexity, and more
- **Brand monitoring:** Track keywords and brand mentions generated via AI searches

- **Citation & source tracking:** Capture AI response citations when available

But how far do 10-15 prompts really go? Let's break it down in practical terms.

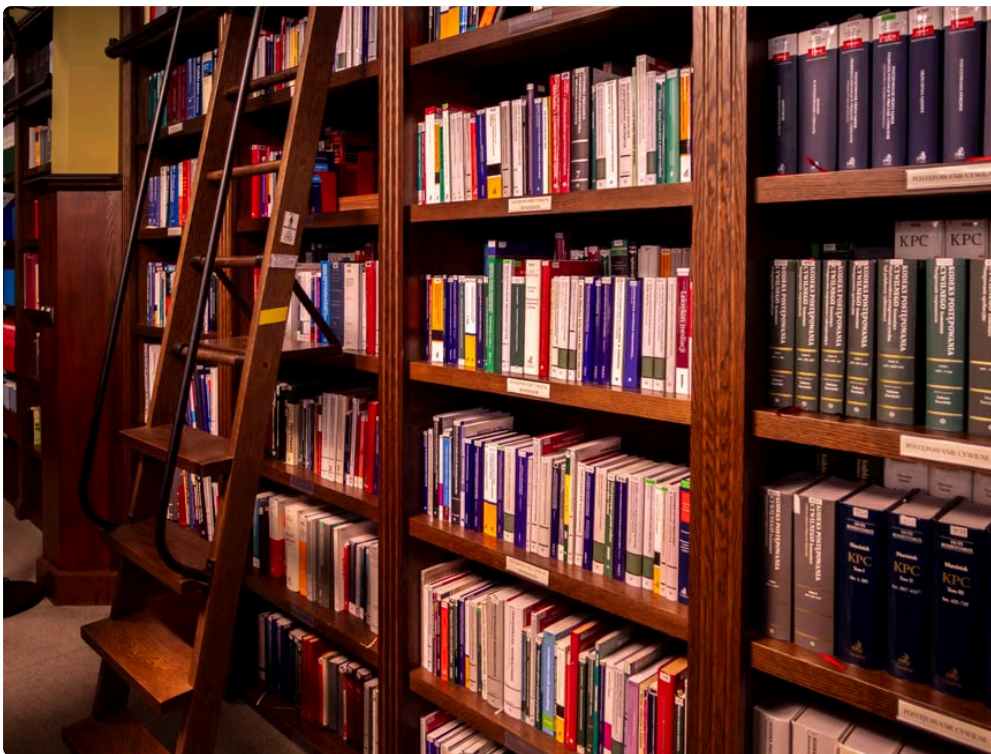
Understanding Prompts vs. Searches

A prompt is essentially a single search query or input sent to the AI engine. For example, if you create 10 distinct prompts focusing on different core services, products, or competitors, those represent your monitoring queries for the month.

If OtterlyAI's pricing limits you to 10-15 prompts per month, that means you can:

1. Create 10-15 unique search interrogations to track AI visibility
2. Monitor these prompts across multiple LLMs (more on that shortly)
3. Receive AI-generated results that include citations and source attributions, thus adding context

However, prompt limits directly restrict how many unique queries you can track—or how granular your tracking can be—especially for multi-location brands or SaaS enterprises with broad product lines.



Multi-LLM Coverage – Why It Matters

A critical factor that distinguishes OtterlyAI is its multi-LLM coverage. Unlike tools that only scrape Google AI Overviews, OtterlyAI covers:

- ChatGPT (OpenAI's GPT models)
- Google AI Overviews and Modes
- Gemini (Google's newer LLM)
- Perplexity AI
- Claude (Anthropic's AI assistant)
- Copilot and potentially others depending on integration updates

This breadth is vital because enterprise AI search visibility isn't monolithic—these models differ significantly in how they interpret prompts, rank results, and show citations. Tracking visibility across multiple LLMs yields deeper competitive insights and reduces reliance on Google AI alone.

How Does This Compare to Competitors?

Feature	OtterlyAI Lite	Peec AI Starter	Peec AI Pro	Peec AI Enterprise
Cost	\$29/mo	€89/mo (~\$95)	€199/mo (~\$210)	
Prompt Limits	10-15 prompts	Not publicly listed	Not publicly listed	Custom Multi-LLM
Coverage	Yes (ChatGPT, Gemini, Claude, Google AI, Perplexity)	Primarily ChatGPT & Google AI	Expanded; includes some other LLMs	Full coverage + customization
Citation/Source Attribution	Yes	Limited	Limited	Full
Brand Monitoring	Included	Included	Custom	Seats/Users Verify caps (likely 1-3)
Unknown; likely limited	Unknown; likely limited	Unknown; likely limited	Unknown; likely limited	Unknown; likely limited
larger teams	Custom			

Note: I've always insisted vendors show me the exact prompt limits and user seats. Peec AI's pricing hides prompt caps behind sales conversations, which raises a red flag for transparency.

Prompt Limits and Brand Monitoring: How to Maximize Your \$29 Plan

With only 10-15 prompts per month, you'll want to be strategic about your brand monitoring approach on OtterlyAI Lite. Here are some tips:

- **Focus on high-value brand keywords:** Track company and product-specific prompts that matter most to revenue.
- **Combine competitor and category terms:** Use multi-part prompts to cover both competitor mentions and broader category queries.
- **Prioritize multi-location or region-specific queries:** If you operate locally, allocate prompts to top cities or regions.
- **Monitor recent launched products or features:** Use the prompts to track how new offerings appear in AI results.
- **Review citation data closely:** This helps verify the accuracy and trustworthiness of AI search visibility.

Why Citation/Source Attribution Cannot Be Overlooked

Most tools claim "AI visibility." But without proper **citation or source attribution tracking**, you miss a critical layer of intelligence. AI Chatbots often produce convincing answers — but if those responses don't cite authoritative sources, brand reputation and SERP intelligence suffer.

OtterlyAI stands out here by including citation capture, enabling SEO teams to:

- Understand which high-authority pages are surfacing in AI results
- Identify gaps where your key pages aren't being referenced
- Improve content and link strategies to boost AI-driven SERP quality

Sanity-Checking "Unlimited" Claims – A Few Final Words

Always be wary when vendors slap "unlimited seats" or "unlimited prompts" on their pricing pages. In my years of enterprise SEO and AI auditing, the devil is in the details:

- Are there backend caps on exports or API calls?
- Is multi-LLM support truly out-of-the-box or requires add-ons?

- Are citation features available on basic plans or only enterprise tiers?
- What support turnaround and onboarding services are included?

OtterlyAI offers a <https://www.fingerlakes1.com/2026/02/09/7-best-ai-search-visibility-tools-for-enterprises-2026/> transparent \$29/month entry point with clear prompt limits. This makes it appealing for small teams testing AI search visibility, but ambitious enterprises looking for more scale and deeper LLM coverage might find it limiting.

Summary: Who Should Consider OtterlyAI Lite at \$29?

If your priorities include:

- Hands-on prompt-level monitoring of brand and competitor visibility
- Tracking presence across multiple AI language models — not just Google's AI
- Capturing citation and source attributions for better SEO intelligence
- Operating with a relatively small number of critical prompts (10-15)
- Keeping monthly costs low and predictable

Then **OtterlyAI Lite \$29/month** is a compelling starter option worth exploring.

For larger teams and enterprises requiring extensive prompt volumes and broader AI coverage, competitors like Peec AI Pro and Enterprise tiers, while pricier (€199 and custom pricing), might offer the necessary scale and customization—provided you verify exact limits and multi-LLM support during your demo.

Final Tip: Show Me the Prompts!

When evaluating any AI search visibility tool, insist on seeing your exact prompt limits and examples of how multi-LLM data is presented. Does the tool provide transparent export data? Can you automate tracking for dozens or hundreds of prompts in the future? Without answers to those questions, you risk seller hype and incomplete insights.

In conclusion, OtterlyAI's Lite plan—a \$29/month package with 10-15 prompts—is a valuable entry point for specific use cases but requires careful planning and prompt selection to squeeze out maximum value.

If you want help running sanity checks on AI search visibility tools or need an unbiased audit to ensure your investment matches your needs, feel free to reach out. 12 years in SEO enterprise and AI visibility audits means I've seen the good, the bad, and the overly hyped.