

AI search visibility is quickly emerging as a new enterprise KPI for B2B SaaS and multi-location brands alike. As AI-driven tools reshape search, marketing leaders need reliable metrics and prompt-level tracking at scale to maintain a competitive edge. OtterlyAI recently caught my eye with its straightforward pricing starting at \$29/month for the Lite plan, capped at 10-15 prompts. But what does that mean in practice, especially compared to other AI visibility tools like Peec AI's Starter and Pro plans?

Why AI Search Visibility Is Becoming a Critical KPI

Traditional SEO success has revolved around keyword rankings and backlink metrics. However, the rise of large language models (LLMs) and AI-powered search engines calls for something more nuanced: **AI search visibility**. This KPI measures your brand's presence and performance across multiple AI search platforms and prompt scenarios, not just Google traditional SERPs. It captures:

- How visible your brand is in AI-generated search responses
- Performance across different LLMs powering search
- Prompt-level variations driving different search intents
- Source citation accuracy and influence

Tracking this data consistently enables brands to optimize prompt strategies and maintain voice and authority across evolving AI interfaces.

OtterlyAI Pricing Overview: The \$29 Lite Plan and Prompt Limits

At face value, OtterlyAI Lite costs \$29/month and includes 10-15 prompt tracking limits. For enterprise SEO leads and AI visibility auditors like myself, prompt limits are a red flag or a sanity checkpoint. The key is understanding exactly how prompt tracking is counted and how these limits affect real-world usage.

What Does a Prompt Represent in OtterlyAI?

A "prompt" in OtterlyAI is a unique AI search query tracked through their platform. Each prompt lets you see rankings, AI-overview excerpts, citations, and prompts' performance signals.

How Far Do 10-15 Prompts Go?

Let's break down typical scenarios:

- **Brand Monitoring Prompts:** Tracking your brand or product name variations — 2-3 prompts cover common brand queries.
- **Feature or Solution Queries:** Common SaaS feature queries—3-5 prompts here suffice initially.
- **Competitor Monitoring:** Slightly extending prompts to cover competitor brand terms—another 2-3.
- **High-Intent Conversion Prompts:** Specific "buy" or "get demo" prompts—2-4 more.

At 10-15 prompt limits, OtterlyAI Lite can work well for small teams focusing on hyper-targeted brand and product monitoring. But for enterprises, especially those running large multi-location brands or complex SaaS portfolios, this quickly starts feeling tight, especially when you want prompt variant testing or multi-LLM coverage.

Prompt-Level Tracking at Scale: The Real Enterprise Need

Prompt-level tracking is no longer a luxury but a necessity. Each prompt generates a different AI response, sometimes across multiple LLMs, so brands must track how performance and citations shift.

- **Variants and Intent Nuances:** Mid-size and large enterprises need 50-100+ prompts regularly to cover variations in intent, geo-targeting, and product lines.
- **Multi-User and Seat Limits:** Enterprise teams require multiple user seats with seamless collaboration and export capabilities.
- **Historical Prompt Tracking:** Tracking prompt performance trends month-on-month is necessary for strategic decision-making.

OtterlyAI's Lite plan at \$29/month doesn't mention seat limits publicly, but I highly recommend you "show me the prompts" when vendors claim "unlimited users" or data exports. OtterlyAI's prompt limits alone strongly delineate the Lite plan as an entry-level or proof-of-concept option rather than a fully scaled enterprise solution.

Multi-LLM Coverage: A Competitive Advantage

One of OtterlyAI's strengths is its integration with multiple LLMs, not just Google AI Overviews:



- ChatGPT (OpenAI GPT models)
- Gemini (Google's next-gen LLM)
- Perplexity AI
- Anthropic's Claude
- Google AI Overviews and Mode
- Microsoft Copilot

This multi-LLM coverage is vital since different platforms can surface varying responses and citation behaviors for the same prompt. **Tracking prompt-level visibility across multiple LLMs reveals gaps and opportunities hidden in single-LLM monitoring.**

Note: Many tools claim "AI visibility" but only track Google AI Overviews, which is **very limiting**. OtterlyAI's multi-LLM approach adds real strategic value, but again, scaling beyond 10-15 prompts per month will require [Claude citations](#) considering their higher tier pricing or alternative tools.

Citation and Source Attribution Intelligence

Another critical feature for enterprises is intelligent tracking of how AI-powered responses cite your brand or content sources. OtterlyAI audits citations by:

- Extracting source URLs and organizations referenced in AI responses
- Quantifying citation volume and quality across multiple AI engines
- Identifying citation sentiment (positive, neutral, negative)

This level of citation intelligence goes beyond simple rank tracking and gives brands insight into how their content influences AI-generated answers in the wild.

How Does OtterlyAI Compare to Peec AI Pricing?

To put OtterlyAI \$29 Lite plan pricing and limits in context, here's a quick price comparison with Peec AI, a notable competitor:

Tool Plan	Monthly Price	Prompt Limits / Features
OtterlyAI Lite	\$29	10-15 prompts, Multi-LLM, citation intelligence
Peec AI Starter	€89 (~\$95)	Higher prompt caps, seat limits unknown, multi-LLM coverage
Peec AI Pro	€199 (~\$215)	Enterprise-grade prompt volumes, collaboration, advanced reporting
Peec AI Enterprise Custom	pricing	Full customization, white-glove service, API access

Peec AI's Starter plan costs over three times as much as OtterlyAI Lite, with presumably higher prompt allowances and user seats—but pricing is murky without detailed public caps. OtterlyAI's transparent \$29 entry-level price with neat prompt caps makes it accessible for small teams or proof-of-concept testing.

Pro tip: Always sanity-check vendor claims of "unlimited seats" or "unlimited prompts." Export limits or API quotas often bottleneck true scale. I keep a running list on this and recommend serious buyers do the same.

Who Should Consider OtterlyAI Lite at \$29/Month?

1. **Small marketing teams or startups** building initial AI visibility reports with 10-15 prompt queries.
2. **Enterprises piloting AI search visibility metrics** validating prompt-level insights before scaling up investment.

3. **Brands focusing on brand monitoring prompts** around 1-3 core brand terms plus select high-intent queries.
4. **Auditors or consultants** running spot-check AI visibility audits for clients with straightforward needs.

If your SEO strategy demands prompt testing in the dozens or hundreds, or you need broader collaboration, deeper analytics, or customized citation reports, OtterlyAI's Lite plan will feel constrained.

Final Thoughts: Is OtterlyAI Lite Worth \$29 for 10-15 Prompts?

In conclusion, OtterlyAI offers a clear, transparent entry point into AI search visibility with multi-LLM prompt tracking and citation intelligence—all at a low \$29/month price tier. For small teams aiming to monitor brand health across the latest AI platforms with just 10-15 prompts, it's a solid choice.

But as an enterprise SEO lead who's seen countless tools and hidden pricing caps, I'm cautious about scaling on this plan without clarity on user seats, exports, and prompt expansion options. AI visibility is now a strategic KPI requiring prompt-level granularity at scale, with multi-LLM breadth and trusted source attribution. For those needs, investigating Peec AI's Starter (€89) and Pro (€199) tiers or interviewing vendors to "show me the prompts" and API/export caps is essential.

Remember: Don't buy "AI visibility" software that only tracks Google AI Overviews. Ensure your tool covers a wide LLM ecosystem to stay ahead.

Summary:

- OtterlyAI Lite \$29/mo is a great proof-of-concept for 10-15 prompt limits
- Multi-LLM coverage (ChatGPT, Gemini, Claude, etc.) differentiates OtterlyAI
- Prompt-level brand monitoring feasible but limited for enterprise scale
- Peec AI pricing (Starter €89/mo+) offers higher capacities but less transparent limits
- Always verify seat, export, and aggregation caps before committing

Interested in detailed AI visibility audits or scaling prompt tracking across your enterprise? *Feel free to reach out — I have a curated list of tools vetted for real-world limits and multi-LLM support.*