

As AI-driven search becomes a new frontier for enterprise marketers, especially in B2B SaaS and multi-location brands, understanding your AI visibility is rapidly transforming into a key performance indicator (KPI). The platforms promising to deliver this visibility are proliferating, but how can you separate the signal from the noise during vendor demos? What specific tests and criteria should you apply to **fingerlakes1.com** avoid costly pitfalls and ensure you get the data that matters?

In this comprehensive guide, I'll share a vendor demo checklist tailored for evaluating AI visibility platforms—covering prompt-level tracking at scale, multi-LLM coverage, citation accuracy, and more. I'll also include a real pricing snapshot from a notable example, Peec AI, to illustrate pricing transparency in this emerging market.

Why AI Visibility is an Essential New Enterprise KPI

Traditional SEO KPIs—rankings, traffic, backlinks—while still important, don't tell the full story in the era of AI-powered search engines and chatbots. Platforms like ChatGPT, Google's Bard, Microsoft Copilot, and Anthropic's Claude have introduced a new layer of complexity: the AI-driven delivery of answers, often outside of traditional organic search listings.

AI visibility tracks how your brand and content perform across these various Large Language Models (LLMs), how prompts referencing your content rank or surface, and whether the AI systems accurately cite your company as authoritative sources.

Enterprise marketers need tools to track AI visibility as:

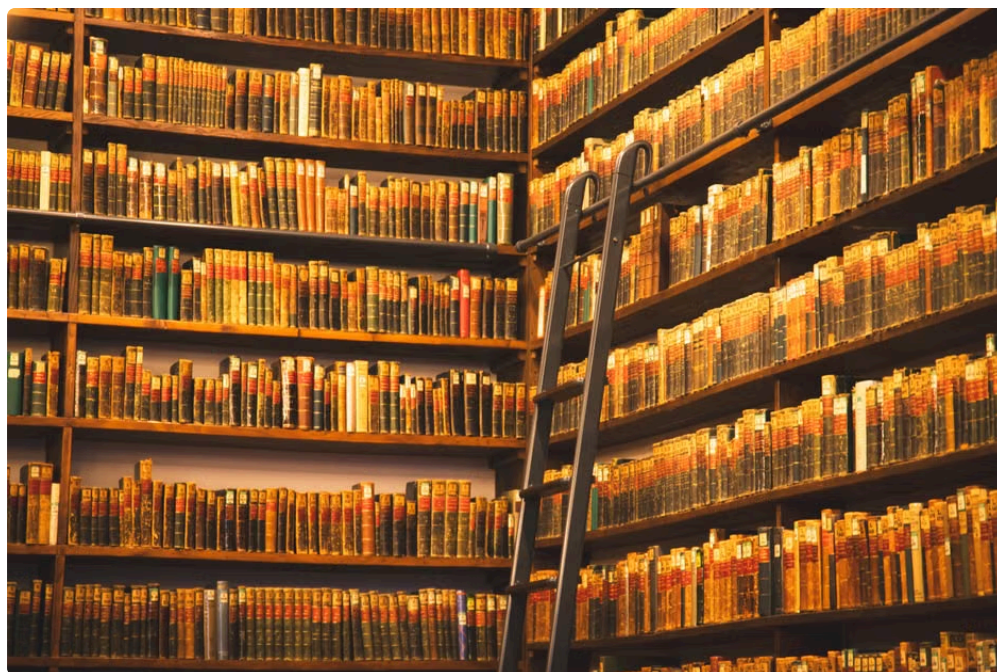
- A new KPI to measure how your content influences AI-generated answers and recommendations
- A way to detect lost impression share to competitors within AI responses
- A forward-looking metric to optimize content and query-targeting for AI platforms

Vendor Demo Checklist: What to Test During an AI Visibility Product Demo

Here's the checklist I personally use when vetting AI visibility solutions for large, complex organizations. Any platform that cannot satisfactorily address these tests should be a no-go or at least require significant follow-up questioning.

1. Prompt-Level Tracking at Scale

AI visibility isn't just about keyword-level tracking anymore. You need granular tracking of *prompts*—the actual questions or queries sent to AI models and whether your content is recognized or surfaced.



- **Test:** Can the platform track thousands of prompts simultaneously across multiple LLMs?
- **Sanity-check:** Does it really scale? How many prompts can you test on each pricing tier? Look for hidden caps in demos.
- **Ask:** Can you deep dive into prompt performance data? Export capabilities? Do they show the exact prompt-query and AI responses?
- **Beware:** “Unlimited” seats or prompts often have fine print caps or throttling after certain thresholds.

2. Multi-LLM Coverage: More Than Just Google AI Overviews

AI is not a monolith. Different platforms use different LLMs, each with its own ranking algorithms and citation behaviors. A credible AI visibility vendor must support broad coverage:

- OpenAI GPT (ChatGPT, ChatGPT-4)
- Google’s Bard, AI Overviews, and Mode
- Anthropic’s Claude
- Google Gemini (soon to be dominant)
- Perplexity AI
- Microsoft Copilot and integration points

Test: During the demo, ask to see data pulled from at least 3 or 4 different LLMs. Specifically, probe if the data includes answers, citation data, and how prompt-level rankings differ across LLMs.

Keep in mind: Some platforms only track Google AI Overviews and claim “AI visibility,” which is a huge limitation and easy marketing spin.

3. Citation and Source Attribution Intelligence

Accurate citations and source attribution remain key. AI visibility platforms should surface which citations AI models include, how often your brand is cited, and importantly, context on citation quality and trust signals.

- **What to look for:** Can the platform parse citations automatically and link directly to your content?
- **Does it provide intelligence:** Alerts on lost or gained citations, trends over time, competitor citations?

- **Test:** Request to see a live run demonstrating citation tracking, ideally with a known prompt querying your content.
- **Warning:** If citation data is only declarative or you must verify citations manually, that platform is unlikely to scale efficiently.

4. Transparency on Pricing and Usage Limits

Many vendors advertise “unlimited seats” or “unlimited exports” but bury critical caps in fine print or leave you guessing until contract negotiations. Always request upfront clarification.

Example from Peec AI Pricing

Plan Monthly Price (EUR) Notes Starter €89 Limited prompts and LLM coverage Pro €199 Higher prompt limits, full multi-LLM support Enterprise Custom pricing Custom limits and SLAs

What to ask Peec AI or any vendor during demo:

- What are the exact prompt limits and refresh frequencies for each tier?
- Are there export limits on tracked prompt and citation data?
- What does “custom” Enterprise pricing include in terms of usage and support?
- Are all LLMs available at all plans or gated only to higher tiers?

5. Show Me the Prompts

I've seen this play out countless times: was shocked by the final bill.. Think about it: this is my go-to phrase for cutting through marketing jargon during demos. Vendors frequently get hand-wavy about prompt tracking but fail to show the real queries, AI responses, and how their platform processes that data.

- **Request:** Real examples of prompt tracking dashboards, including raw prompt texts.
- **Ask for exports:** Can you export raw prompt/query data with AI responses and citations included?
- **Verify:** Do reports include time stamps, model versions, and prompt metadata?

Bonus: Integration and Workflow Fit

AI visibility data is valuable only if it fits into your broader marketing and analytics tech stack.

- Does the platform integrate with your existing SEO tools, BI platforms, or data lakes?
- Are API access and webhooks supported for continuous data synchronization?
- Does the platform allow role-based access and reporting for both enterprise and distributed teams?

Summary: The Essential Tests for an AI Visibility Platform Demo

1. **Prompt Scale Testing:** Verify true scale and export capabilities for granular prompt-level tracking across thousands of prompts.
2. **Multi-LLM Support:** Confirm coverage beyond Google AI Overviews to include ChatGPT, Gemini, Perplexity, Claude, Copilot, and others.
3. **Citation Accuracy:** See real-time source attribution intelligence with alerts and the ability to drill into lost/gained citations.

4. **Pricing Transparency:** Push vendors for EXACT usage limits, export caps, and tier restrictions—don't accept "unlimited" at face value.
5. **Prompt Visibility:** Demand to see the raw prompts and AI responses powering the platform, not just summary dashboards.

Choosing the right AI visibility platform might feel daunting, but armed with this vendor demo checklist and informed by real pricing examples like Peec AI, you'll have the confidence to separate substantive toolsets from hype-layer sales demos. AI search visibility is the KPI your enterprise marketing team needs to master in 2024, and rigorous vendor evaluation is your first step.

