ToolGPA

NOVEMBER 2026

The Prompting Company

The Insider's Guide

AI search visibility and agent experience for software products



Every plan, grade, refund rule and rival among AI search visibility tools, read from The Prompting Company's own pages.

Made by The Prompting Company · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



the PROMPTING COMPANY

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from The Prompting Company's own pages, its app-store listings and our grades. Every fact in it is on The Prompting Company's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 32 of the 168 other AI search visibility tools we grade

The Prompting Company tracks which prompts surface a product in AI answers and generates content meant to be cited by AI. It also offers an agent-experience audit that looks at how coding and personal AI agents find and use a product's docs, API or CLI.

To get you started, here are **9 things to know about The Prompting Company**, taken from its own pages and our grades.

> **No store rating on record, and it asks for your product, prompts and analytics connections before it is useful.**
>
> From our grade for ease of use

1 **Best for AI visibility for software products**

The Prompting Company tracks software products in AI answers and writes articles aimed at them.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 25 prompts and 1,000 credits, billing basis not stated.

3 **You can try it first**

Free trial offered; terms are not stated on the pricing page. A free AI visibility audit needs no credit card.

4 **It runs on Web**

Web.

5 **Question finding**

Finds the questions users ask AI assistants so tracked prompts match real demand.

6 **AI-optimized content**

Generates and optimizes articles written to be referenced by AI, with a monthly article allowance on Pro and above.

7 **Traffic and mention measurement**

Measures incoming traffic and mentions from AI bots, with Google Analytics and PostHog integrations.

8 **A 2.0 GPA, above 32 of 168**

That is against the other AI search visibility tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace The Prompting Company you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

The Prompting Company at a glance

PRICING
Free trial, from $99 per month for 25 prompts and 1,000 credits, billing basis not stated

FREE PLAN
No

FREE TRIAL
Free trial offered; terms are not stated on the pricing page. A free AI visibility audit needs no credit card.

RUNS ON
Web

MADE BY
The Prompting Company

CATEGORY
AI Search Visibility (AEO & GEO)

OUR GRADE
2.0 GPA, fair

The report card

Best for AI visibility for software products

The Prompting Company tracks software products in AI answers and writes articles aimed at them. Basic is $99 a month with no article writing, and the page does not say how that is billed.

TOOLGPA REPORT CARD	The Prompting Company	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	$99 a month for 25 prompts on Basic, just above the category's $95 dearer quarter.
Free plan and trial	D	A free trial is offered but its terms are not stated. A free audit needs no card, and it is one audit.

SUBJECT	GRADE	COMMENT
Features	C	Question finding, AI-optimized articles, traffic and mention measurement. Articles start on Pro, and the agent experience audit is Enterprise only.
Ease of use	C	No store rating on record, and it asks for your product, prompts and analytics connections before it is useful.
Platforms and integrations	B	Web app with Google Analytics, PostHog and Slack connections. No desktop or phone apps.
Grade point average		Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who The Prompting Company is for

- ✓ Fits if you sell software and want to see where ChatGPT, Perplexity and Gemini name you
- ✓ Works for a team that would pay for written articles on Pro at $299

Who it is not for

- ✕ Skip it if you want article writing on the cheapest plan, as Basic has none
- ✕ Not for you if you need Claude or DeepSeek tracked on Basic, as they start on Pro
- ✕ Tight if you track more than 25 prompts or want more than 1 seat on Basic
- ✕ Watch out: the pricing page does not say whether the monthly prices are billed monthly or annually
- ✕ Watch out: White-glove is $3,000 a month, and the trial terms are not stated

Good to know

Good for

- ✓ Developer-tool and software companies that want to be found and used by AI agents
- ✓ Teams that want content produced for them, not only dashboards

Worth knowing

- ⓘ The pricing page does not say whether prices are billed monthly or annually.
- ⓘ Basic includes no content generation; articles start on Pro.
- ⓘ The agent experience audit is listed for Enterprise only.
- ⓘ Claude and DeepSeek appear on Pro and above, not on Basic.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$99

A month to start

The Prompting Company is a paid product with a free trial, starting at $99 per month for 25 prompts and 1,000 credits, billing basis not stated.

> **A free trial is offered but its terms are not stated.**

From our grade for free plan and trial

BASIC

$99

per month for 25 prompts, billing basis not stated

1,000 monthly credits, ChatGPT, Perplexity and Gemini, 1 language, 1 seat, Google Analytics and PostHog integrations, email support.

PRO

$299

per month for 100 prompts, billing basis not stated

4,000 monthly credits, adds Google AI, 8 AI-optimized articles, content optimization, 3 seats, email and Slack support.

WHITE-GLOVE

$3,000

per month, billing basis not stated

Fully managed service with 12,000 credits, 50 AI-optimized articles, weekly and custom reports and a dedicated success manager.

ENTERPRISE

Custom

Custom credits, prompts and languages, the agent experience audit, SAML SSO and enterprise support. Sold through sales.

Trying it first

Free trial offered; terms are not stated on the pricing page. A free AI visibility audit needs no credit card.

Read from promptingcompany.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

AI search visibility and agent experience for software products. Here is what it does, as its own site describes it, and what it covers: AI agents, reports, AI search visibility, content optimization.

"

Question finding, AI-optimized articles, traffic and mention measurement.

From our grade for features

Question finding

Finds the questions users ask AI assistants so tracked prompts match real demand.

AI-optimized content

Generates and optimizes articles written to be referenced by AI, with a monthly article allowance on Pro and above.

Traffic and mention measurement

Measures incoming traffic and mentions from AI bots, with Google Analytics and PostHog integrations.

Agent experience audit

Maps tasks coding and personal agents run on a user's behalf and flags friction such as API setup, missing docs or unclear errors. Listed for Enterprise.

Engines covered

AI search coverage is ChatGPT, Claude, Gemini and Perplexity; Basic lists ChatGPT, Perplexity and Gemini, with more models on higher plans.

Where it runs

Web

What it works with

Google Analytics

PostHog

Slack

The Prompting Company is made by The Prompting Company.

Where it stands

Its grades against its category, and whether to keep it or make your own

32/168

Other AI search visibility tools it is graded above

The Prompting Company's GPA of 2.0 is higher than 32 of the 168 other AI search visibility tools we grade, and level with 43.

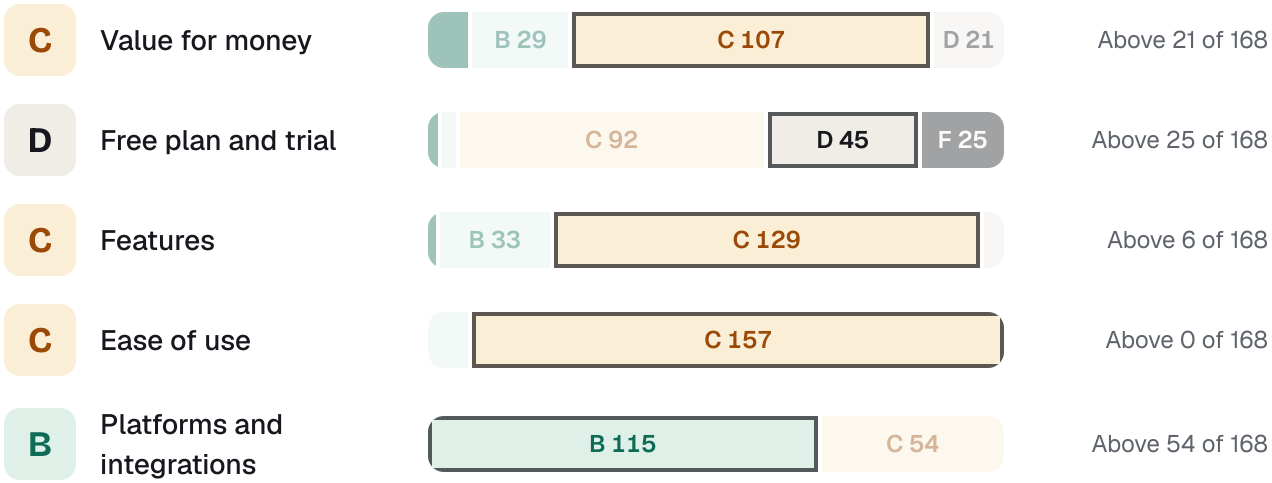
It stands best on platforms and integrations (B, above 54 of 168) and worst on free plan and trial (D, above 25).

Its paid plans start at $99 a month, against a middle price of $56.87 for the category: 105 of the 137 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 20 tools score higher and cost less.

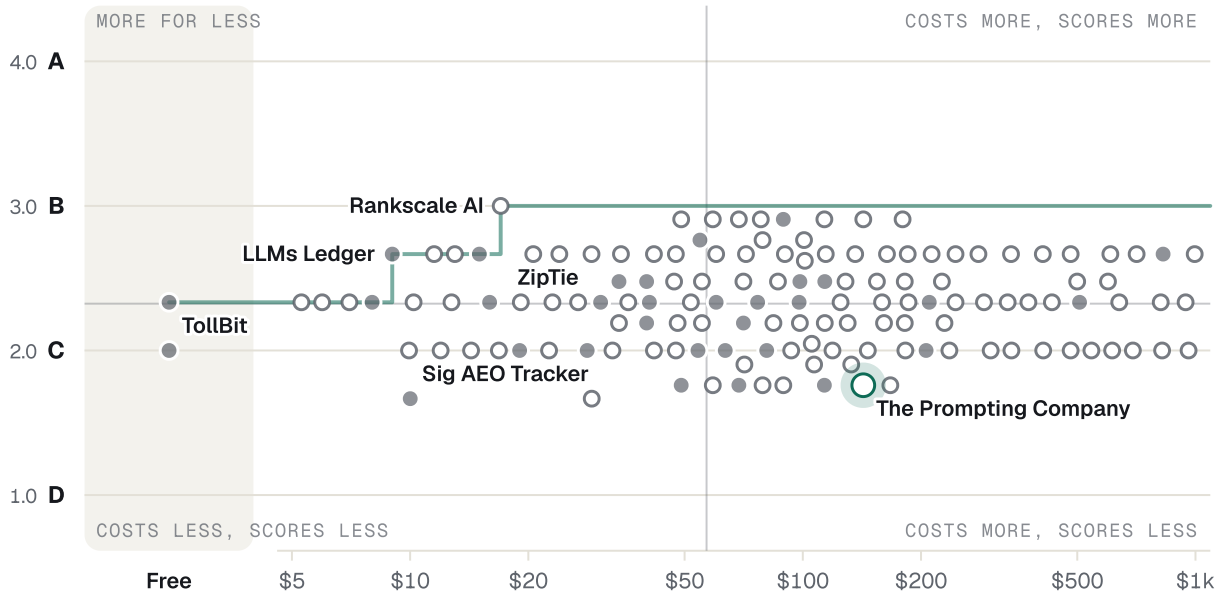
Each grade against the category

Every bar is all 169 AI search visibility tools we grade, cut by the letter each got. The Prompting Company's own letter is outlined.



Price against what you get

Each dot is one of 140 AI search visibility tools. Further left costs less; higher up scores better on features, ease of use and platforms. The Prompting Company is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace The Prompting Company you would be making an AI agent, with the models and the safeguards behind it. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 93 of the 168 other AI search visibility tools grade higher. It costs $1,188 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- An AI agent, with the models and the safeguards behind it.

- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- A score built from what the top results for each keyword cover.

What this rests on. The Prompting Company's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Profound, AthenaHQ, Peec AI, Scrunch and Bluefish

The 5 tools The Prompting Company is most often weighed against, with where each one differs from it.

2.2 GPA

Profound

Free trial · from $99/mo

AI search visibility tracking with an AI marketing agent built in.

- The Prompting Company also covers reports.
- Profound also covers web analytics.

The Prompting Company and Profound compared in full

2.2 GPA

AthenaHQ

Free plan · from $245/mo

Credit-based AI search tracking with content optimization agents.

- AthenaHQ has a free plan. The Prompting Company does not, though it has a free trial.
- The Prompting Company also covers reports.

The Prompting Company and AthenaHQ compared in full



2.2
GPA

Peec AI

Free trial · from $95/mo

AI search analytics that tracks brand prompts across AI models.

- The Prompting Company also covers AI agents and content optimization.
- Peec AI also covers web analytics.

The Prompting Company and Peec AI compared in full



1.8
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Scrunch

Free trial · from $250/mo

AI search monitoring plus pages served to AI agents.

- The Prompting Company also covers AI agents and reports.
- Scrunch also covers site audit and web analytics.

The Prompting Company and Scrunch compared in full



2.0
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Bluefish

Paid

Enterprise AI marketing platform for brand visibility in AI answers.

The Prompting Company and Bluefish compared in full

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is The Prompting Company free?

No, The Prompting Company is a paid product, but you can try it first.

How much does The Prompting Company cost?

The Prompting Company lists 4 plans. Basic: $99 per month for 25 prompts, billing basis not stated.

What platforms does The Prompting Company work on?

The Prompting Company is available on Web.

Does The Prompting Company have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. The Prompting Company is listed for Web.

Does The Prompting Company have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. The Prompting Company is listed for Web.

Is The Prompting Company open source?

The Prompting Company is not described as open source on its own site, as read on Nov 13, 2026.

What does The Prompting Company integrate with?

The Prompting Company's listing names Google Analytics, PostHog and Slack.

Who makes The Prompting Company?

The Prompting Company is made by a company of the same name.

What are the alternatives to The Prompting Company?

The closest alternatives to The Prompting Company in our directory are Profound, AthenaHQ, Peec AI, Scrunch and Bluefish.

How does The Prompting Company compare with other AI search visibility tools?

The Prompting Company's GPA of 2.0 is higher than 32 of the 168 other AI search visibility tools we grade, and level with 43.

Is The Prompting Company good value for money?

ToolGPA grades The Prompting Company C for value for money. Its paid plans start at $99 a month, against a middle price of $56.87 for the category: 105 of the 137 others that charge start lower.

Could I make my own version of The Prompting Company?

To replace The Prompting Company you would be making an AI agent, with the models and the safeguards behind it.

Where this guide comes from

The prices, plans, platforms and features were read from The Prompting Company's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from The Prompting Company's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by The Prompting Company. Prices change, so check promptingcompany.com before you buy.

promptingcompany.com/pricing

promptingcompany.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

The Prompting Company, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/the-prompting-company

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "The Prompting Company: The Insider's Guide", checked Nov 13, 2026. https://toolgpa.com/tools/the-prompting-company
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Know someone choosing between AI search visibility tools?

Send them this guide: toolgpa.com/tools/the-prompting-company/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI search visibility tools after The Prompting Company, each with an Insider's Guide of its own.

AI Search Visibility (AEO & GEO) Insider's Guide

Every one of the 169 AI search visibility tools we grade, compared

geoSurge Insider's Guide

Free AI visibility tracking that runs on your own AI subscriptions

3.0 GPA

llms-txt.io Insider's Guide

llms.txt generator, validator, API and auto-updating managed files

3.0 GPA

Rankscale AI Insider's Guide

Credit-based AI visibility tracker covering 17+ AI engines

3.0 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what The Prompting Company's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. The Prompting Company is a trademark of its owner, and this guide is not made, paid for or approved by The Prompting Company. Prices and plans change: check promptingcompany.com before you buy.