

When diving into the landscape of SEO and AI-driven marketing tools, it's crucial to understand which products are truly standalone and which necessitate a costly foundational subscription. Recently, many marketers have inquired about the **Ahrefs Brand Radar**, particularly concerning its pricing model and whether it can function independently. Spoiler alert: Ahrefs Brand Radar *is not standalone*. It requires the Base Plan, which starts at **\$129/month**.

Let's unpack what this means, why this matters for your SEO and AI citation tracking strategy, and explore how Ahrefs Brand Radar stacks up in a market where alternatives like Semrush, Otterly.AI, and Peec AI are also offering different solutions targeted at generative engine optimization (**GEO**) and share of voice insights.

What Does Ahrefs Brand Radar Offer?

Ahrefs Brand Radar is pitched as an advanced tool for *AI citation tracking*, delivering insights into where your brand is being mentioned across a broad set of web sources. Unlike traditional SEO rank tracking—which primarily focuses on keywords and positions on Google—Brand Radar seeks to monitor how your brand appears in the increasingly important AI-generated overviews and knowledge panels powered by engines like ChatGPT and Google AI Overviews.

But here's the catch: you can't buy Brand Radar on its own. It comes as an add-on to the Ahrefs Base Plan, which costs **\$129 per month**. So, anyone looking to employ Brand Radar's unique AI-focused citation tracking must first subscribe to the base plan.

Why Is This Base Plan Necessary?

The base plan enables access to the core Ahrefs database, SEO rank tracking features, and domain analytics. Brand Radar then builds upon this by layering AI citation tracking capabilities. This bundling ensures users can not only see citations but can also benchmark them effectively against traditional SEO metrics, providing comprehensive *competitor benchmarking* and *share of voice* insights.

Comparison with Semrush Pricing and Features

Since we're discussing base plans, here's a quick benchmark using **Semrush** pricing and offerings, which is often the first comparison for teams evaluating SEO and AI visibility tools:

Product/Plan	Starting Price	Features
Semrush Base Plan	\$99/mo	Basic keyword tracking, domain analysis, SEO reporting
SEO Plan (Annual)	\$117.33/mo (billed annually)	Expanded keyword & backlink research, on-page SEO
Visibility Toolkit from Pro+	\$248.17/mo (billed annually)	AI-generated insights, predictive analytics, GEO features
AI Visibility + SEO Combo	\$199/mo	Combined AI citation tracking + traditional SEO tools

Semrush boasts a comprehensive SEO toolkit powered by a massive database: more than 28 billion keywords, 142 geographic databases, and over 808 [SOC 2 Type II compliant AI tool](#) million domain profiles. You can benchmark against up to nine named competitors, which is crucial for **competitor benchmarking** and assessing **share of voice**.

Why Citation Attribution Depth Matters: Mentions vs Linked URLs

One common annoyance in AI citation tracking tools is the prevalence of "mentions" without actual cited URLs, leading to questions about attribution accuracy. Many tools indiscriminately count mentions as citations, but

without linked URLs, it's tough to verify the source or evaluate impact.

- **Mentions without links** can lead to inflated citation counts.
- **Linked URLs** provide credible sources, enabling accurate validation.
- Ahrefs Brand Radar aims to raise the bar by focusing on *linked* citations rather than mere mentions, improving attribution trustworthiness.

This approach contrasts with some alternatives like Otterly.AI and Peec AI, which are focusing more on raw AI mentions and summarization without strong URL citation linkages yet.

Engine Coverage: ChatGPT, Perplexity, and Google AI Overviews

Modern SEO and GEO strategies must consider multiple AI engines, not just Google's classic SERPs. Ahrefs Brand Radar explicitly integrates coverage for:

- **ChatGPT** – Mining citations in conversational AI answers.
- **Perplexity** – Monitoring citation sources in AI-powered search results.
- **Google AI Overviews** – Tracking brand mentions in Google's AI-powered knowledge panels.

This multi-engine approach is essential for forward-looking marketing teams as traditional rank tracking increasingly becomes insufficient on its own.

What You Need to Subscribe for Ahrefs Brand Radar

Here's a concise breakdown of what Ahrefs Brand Radar requires:

1. **Ahrefs Base Plan Subscription** – \$129 per month minimum (monthly or annual billing).
2. **Brand Radar Add-On** – Available only with the base plan; exact add-on pricing varies, sometimes bundled.
3. **Access To Core Metrics** – Keyword rankings, backlink database, domain statistics.
4. **Ability to Track Competitors** – Up to the base plan's limits, useful for benchmarking share of voice.

Without the base plan subscription, you cannot access Brand Radar functionalities. This is consistent with industry practice, where advanced AI citation or GEO tools piggyback on traditional SEO data pipelines.

Best For

- Marketers with existing SEO subscriptions at Ahrefs seeking AI citation depth.
- Teams needing combined visibility across traditional SEO and generative AI engines.
- SMBs and enterprises benchmarking share of voice against multiple competitors across Google and emerging AI platforms.

Summary: Is Ahrefs Brand Radar Worth the Investment?

Ahrefs Brand Radar's promise rests on improved **AI citation tracking** that goes beyond classic rank tracking, blending data from ChatGPT, Perplexity, and Google AI Overviews. But marketing teams must factor in that it's *not standalone* — you need the base Ahrefs subscription at **\$129/month** just to gain access.

Alternatives like Semrush offer tiers that bundle AI and SEO tools starting around \$199/month if you want a comparable combined experience. Meanwhile, Otterly.AI and Peec AI are growing players focusing on raw AI-

powered mentions but currently rely on more limited citation depth.

Finally, never overlook the importance of genuine **citation attribution depth**. Tools showing mentions without verifying linked URLs don't provide the citation proof needed for credible benchmarking or AI-driven optimization.



In short, if you want a robust SEO + AI citation stack who values both quality and comprehensive coverage across traditional and emerging AI engines, Ahrefs Brand Radar paired with the base \$129 subscription might work well — but it's not a plug-and-play, standalone solution. Always check the underlying base plan costs before committing.