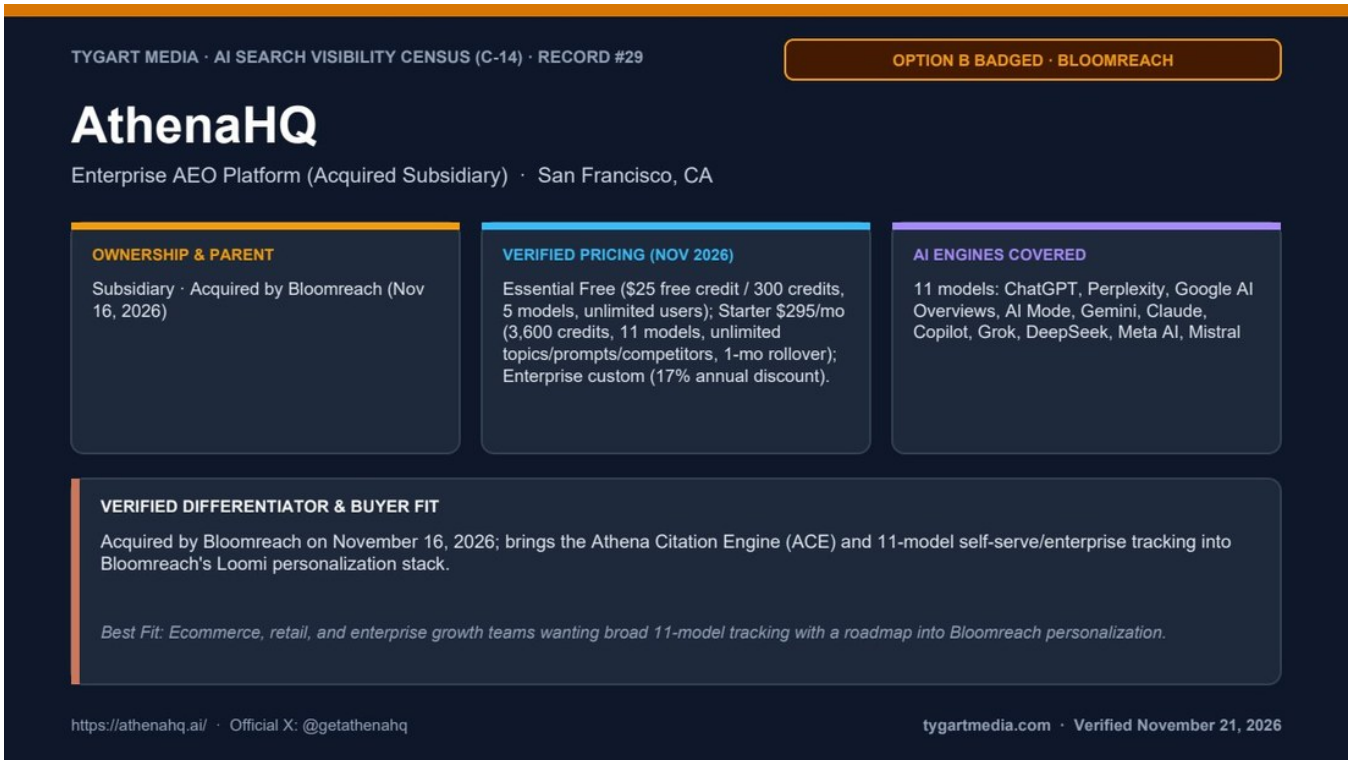
AthenaHQ — Verified AEO / GEO Platform Profile

Enterprise AEO Platform (Acquired Subsidiary) | San Francisco, CA | Primary-Source Baseline Verified November 21, 2026

OPTION B OWNERSHIP BADGE: Subsidiary · Acquired by Bloomreach (Nov 16, 2026) — Acquired by Bloomreach on November 16, 2026 (confirmed via athenahq.ai homepage banner and Bloomreach official press release); continues operating standalone plans.



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	AthenaHQ (Subsidiary of Bloomreach)
Ownership Status	Subsidiary · Acquired by Bloomreach (Nov 16, 2026)
Headquarters	San Francisco, CA
Published Pricing (Nov 2026)	Essential Free ($25 free credit / 300 credits, 5 models, unlimited users); Starter $295/mo (3,600 credits, 11 models, unlimited topics/prompts/competitors, 1-mo rollover); Enterprise custom (17% annual discount).
Tracked AI Search Engines	11 models: ChatGPT, Perplexity, Google AI Overviews, AI Mode, Gemini, Claude, Copilot, Grok, DeepSeek, Meta AI, Mistral
Official Website	https://athenahq.ai/
Verified Official X Handle	@getathenahq (https://x.com/getathenahq)

2. Core Capabilities & Technical Differentiation

Acquired by Bloomreach on November 16, 2026; brings the Athena Citation Engine (ACE) and 11-model self-serve/enterprise tracking into Bloomreach's Loomi personalization stack.

- 11-model visibility tracking with unlimited topics, prompts, competitors, and seats starting at $295/mo Starter
- Athena Citation Engine (ACE) forecasting citation probability alongside on-page and off-page action agents
- Self-learning content optimization agent, country-level tracking, CSV export, and optional API add-on
- Post-acquisition continuity: existing customer plans remain active while combined Bloomreach Loomi products launch early 2027

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Ecommerce, retail, and enterprise growth teams wanting broad 11-model tracking with a roadmap into Bloomreach personalization.

Corporate & Ownership Verification: Acquired by Bloomreach on November 16, 2026 (confirmed via athenahq.ai homepage banner and Bloomreach official press release); continues operating standalone plans.

4. Frequently Asked Questions

Q: What does AthenaHQ measure and optimize?

Acquired by Bloomreach on November 16, 2026; brings the Athena Citation Engine (ACE) and 11-model self-serve/enterprise tracking into Bloomreach's Loomi personalization stack.

Q: What is AthenaHQ's published pricing as of November 21, 2026?

Essential Free ($25 free credit / 300 credits, 5 models, unlimited users); Starter $295/mo (3,600 credits, 11 models, unlimited topics/prompts/competitors, 1-mo rollover); Enterprise custom (17% annual discount).

Q: Is AthenaHQ an independent company or part of a larger suite?

Acquired by Bloomreach on November 16, 2026 (confirmed via athenahq.ai homepage banner and Bloomreach official press release); continues operating standalone plans.

5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://athenahq.ai/
Pricing / Product Reference	https://athenahq.ai/plans
Additional Primary Record	https://www.bloomreach.com/en/news/2026/as-ai-reshapes-how-consumers-discover-brands-bloomreach-acquires-aeo-leader-athenahq-to-turn-ai-visibility-into-measurable-revenue/
Live Web Profile	https://tygartmedia.com/athenahq-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/athenahq-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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