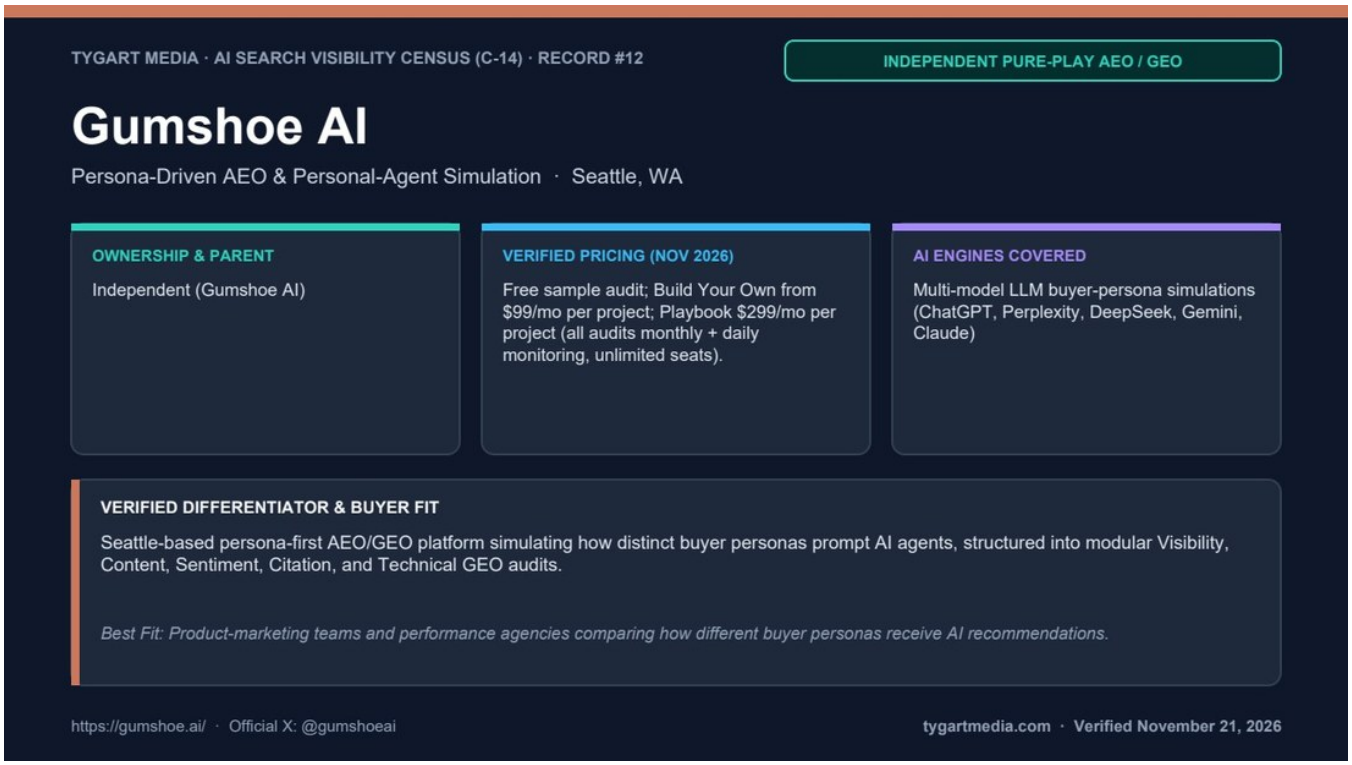
Gumshoe AI — Verified AEO / GEO Platform Profile

Persona-Driven AEO & Personal-Agent Simulation | Seattle, WA | Primary-Source Baseline Verified November 21, 2026



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	Gumshoe AI
Ownership Status	Independent pure-play SaaS (Gumshoe AI)
Headquarters	Seattle, WA
Published Pricing (Nov 2026)	Free sample audit; Build Your Own from $99/mo per project; Playbook $299/mo per project (all audits monthly + daily monitoring, unlimited seats).
Tracked AI Search Engines	Multi-model LLM buyer-persona simulations (ChatGPT, Perplexity, DeepSeek, Gemini, Claude)
Official Website	https://gumshoe.ai/
Verified Official X Handle	@gumshoeai (https://x.com/gumshoeai)

2. Core Capabilities & Technical Differentiation

Seattle-based persona-first AEO/GEO platform simulating how distinct buyer personas prompt AI agents, structured into modular Visibility, Content, Sentiment, Citation, and Technical GEO audits.

- Persona Engine modeling distinct buyer roles so teams see how identical buying questions diverge by persona
- Five modular audit tracks: Visibility Audit, Content Audit, Sentiment Audit, Citation Audit, and Technical GEO Audit
- Per-project transparent pricing ($99/mo modular or $299/mo Playbook) with unlimited seats on every plan
- Dedicated agency partner program, GEO Playbook, and public Narrative Bent teardown research

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Product-marketing teams and performance agencies comparing how different buyer personas receive AI recommendations.

Corporate & Ownership Verification: Independent Seattle startup founded in 2025 with Pioneer Square Labs backing.

4. Frequently Asked Questions

Q: What does Gumshoe AI measure and optimize?

Seattle-based persona-first AEO/GEO platform simulating how distinct buyer personas prompt AI agents, structured into modular Visibility, Content, Sentiment, Citation, and Technical GEO audits.

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

Free sample audit; Build Your Own from $99/mo per project; Playbook $299/mo per project (all audits monthly + daily monitoring, unlimited seats).

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

Independent Seattle startup founded in 2025 with Pioneer Square Labs backing.

5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://gumshoe.ai/
Pricing / Product Reference	https://gumshoe.ai/pricing/
Additional Primary Record	https://gumshoe.ai/customers/hawke-media/
Live Web Profile	https://tygartmedia.com/gumshoe-ai-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/gumshoe-ai-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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