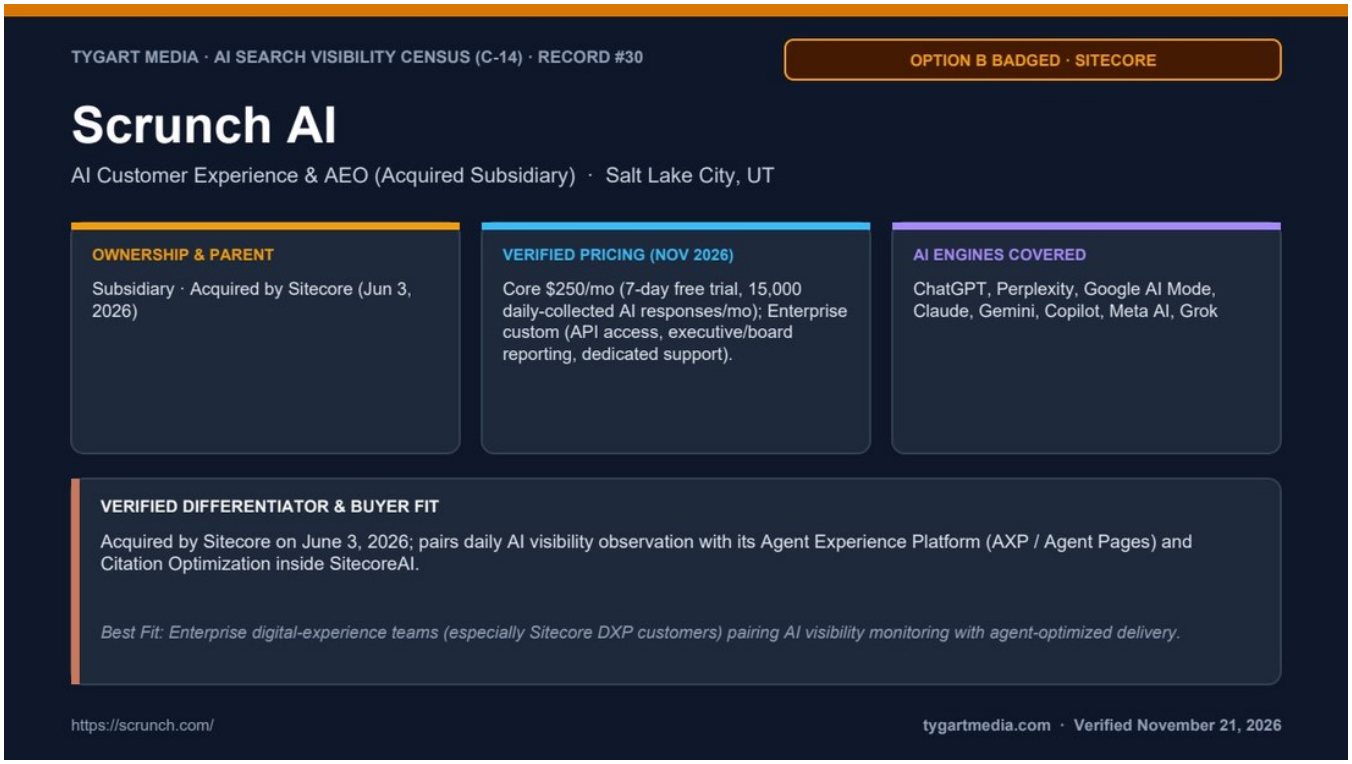
Scrunch AI — Verified AEO / GEO Platform Profile

AI Customer Experience & AEO (Acquired Subsidiary) | Salt Lake City, UT | Primary-Source Baseline Verified November 21, 2026

OPTION B OWNERSHIP BADGE: Subsidiary · Acquired by Sitecore (Jun 3, 2026) — Acquired by Sitecore on June 3, 2026 (confirmed via Sitecore newsroom and scrunch.com SitecoreAI integration announcement).



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	Scrunch (Subsidiary of Sitecore)
Ownership Status	Subsidiary · Acquired by Sitecore (Jun 3, 2026)
Headquarters	Salt Lake City, UT
Published Pricing (Nov 2026)	Core $250/mo (7-day free trial, 15,000 daily-collected AI responses/mo); Enterprise custom (API access, executive/board reporting, dedicated support).
Tracked AI Search Engines	ChatGPT, Perplexity, Google AI Mode, Claude, Gemini, Copilot, Meta AI, Grok
Official Website	https://scrunch.com/

2. Core Capabilities & Technical Differentiation

Acquired by Sitecore on June 3, 2026; pairs daily AI visibility observation with its Agent Experience Platform (AXP / Agent Pages) and Citation Optimization inside SitecoreAI.

- Core ($250/mo) and Enterprise tracking collecting 15,000+ monthly AI responses daily across 8 major platforms
- Agent Experience Platform (Agent Pages) serving structured, agent-readable versions of web content to AI crawlers
- Agent Traffic analytics and Citation Optimization built for 500+ enterprise brands and agencies
- Integrated directly into SitecoreAI ('observe, optimize, and ship in one place') while maintaining standalone access

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Enterprise digital-experience teams (especially Sitecore DXP customers) pairing AI visibility monitoring with agent-optimized delivery.

Corporate & Ownership Verification: Acquired by Sitecore on June 3, 2026 (confirmed via Sitecore newsroom and scrunch.com SitecoreAI integration announcement).

4. Frequently Asked Questions

Q: What does Scrunch AI measure and optimize?

Acquired by Sitecore on June 3, 2026; pairs daily AI visibility observation with its Agent Experience Platform (AXP / Agent Pages) and Citation Optimization inside SitecoreAI.

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

Core $250/mo (7-day free trial, 15,000 daily-collected AI responses/mo); Enterprise custom (API access, executive/board reporting, dedicated support).

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

Acquired by Sitecore on June 3, 2026 (confirmed via Sitecore newsroom and scrunch.com SitecoreAI integration announcement).

5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://scrunch.com/
Pricing / Product Reference	https://scrunch.com/pricing/
Additional Primary Record	https://scrunch.com/blog/scrunch-sitecoreai-observe-optimize-ship-in-one-place
Live Web Profile	https://tygartmedia.com/scrunch-ai-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/scrunch-ai-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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