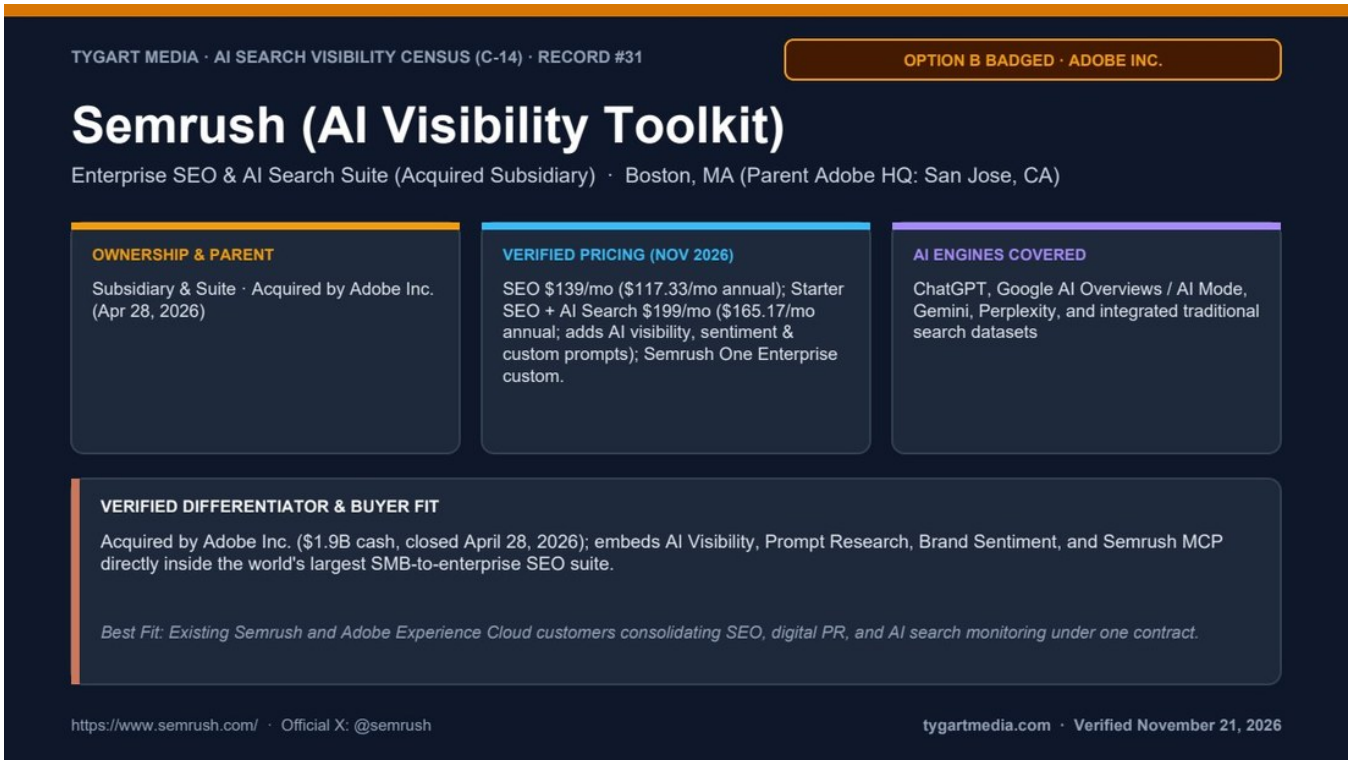
Semrush (AI Visibility Toolkit) — Verified AEO / GEO Platform Profile

Enterprise SEO & AI Search Suite (Acquired Subsidiary) | Boston, MA (Parent Adobe HQ: San Jose, CA) | Primary-Source Baseline Verified November 21, 2026

OPTION B OWNERSHIP BADGE: Subsidiary & Suite · Acquired by Adobe Inc. (Apr 28, 2026) — Semrush Holdings, Inc. was acquired by Adobe Inc. for ~$1.9B in cash (announced Nov 19, 2025; completed April 28, 2026 per news.adobe.com).



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	Semrush Holdings, Inc. (Subsidiary of Adobe Inc.)
Ownership Status	Subsidiary & Suite · Acquired by Adobe Inc. (Apr 28, 2026)
Headquarters	Boston, MA (Parent Adobe HQ: San Jose, CA)
Published Pricing (Nov 2026)	SEO $139/mo ($117.33/mo annual); Starter SEO + AI Search $199/mo ($165.17/mo annual; adds AI visibility, sentiment & custom prompts); Semrush One Enterprise custom.
Tracked AI Search Engines	ChatGPT, Google AI Overviews / AI Mode, Gemini, Perplexity, and integrated traditional search datasets
Official Website	https://www.semrush.com/
Verified Official X Handle	@semrush (https://x.com/semrush)

2. Core Capabilities & Technical Differentiation

Acquired by Adobe Inc. ($1.9B cash, closed April 28, 2026); embeds AI Visibility, Prompt Research, Brand Sentiment, and Semrush MCP directly inside the world's largest SMB-to-enterprise SEO suite.

- Unified SEO + AI Search bundle ($199/mo monthly / $165.17/mo annual) combining classic keyword/backlink tools with AI prompt tracking
- AI Brand Sentiment, domain AI visibility reports, Prompt Library, and AI Visibility Index benchmarks
- Semrush MCP server exposing Semrush traffic, keyword, and AI visibility datasets directly inside AI assistants
- Enterprise integration roadmap with Adobe Experience Cloud / Adobe CX Enterprise following the April 2026 close

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Existing Semrush and Adobe Experience Cloud customers consolidating SEO, digital PR, and AI search monitoring under one contract.

Corporate & Ownership Verification: Semrush Holdings, Inc. was acquired by Adobe Inc. for ~$1.9B in cash (announced Nov 19, 2025; completed April 28, 2026 per news.adobe.com).

4. Frequently Asked Questions

Q: What does Semrush (AI Visibility Toolkit) measure and optimize?

Acquired by Adobe Inc. ($1.9B cash, closed April 28, 2026); embeds AI Visibility, Prompt Research, Brand Sentiment, and Semrush MCP directly inside the world's largest SMB-to-enterprise SEO suite.

Q: What is Semrush (AI Visibility Toolkit)'s published pricing as of November 21, 2026?

SEO $139/mo ($117.33/mo annual); Starter SEO + AI Search $199/mo ($165.17/mo annual; adds AI visibility, sentiment & custom prompts); Semrush One Enterprise custom.

Q: Is Semrush (AI Visibility Toolkit) an independent company or part of a larger suite?

Semrush Holdings, Inc. was acquired by Adobe Inc. for ~$1.9B in cash (announced Nov 19, 2025; completed April 28, 2026 per news.adobe.com).

5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://www.semrush.com/
Pricing / Product Reference	https://www.semrush.com/pricing/seo-ai-search/
Additional Primary Record	https://news.adobe.com/news/2026/04/adobe-completes-semrush-acquisition
Live Web Profile	https://tygartmedia.com/semrush-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/semrush-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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