

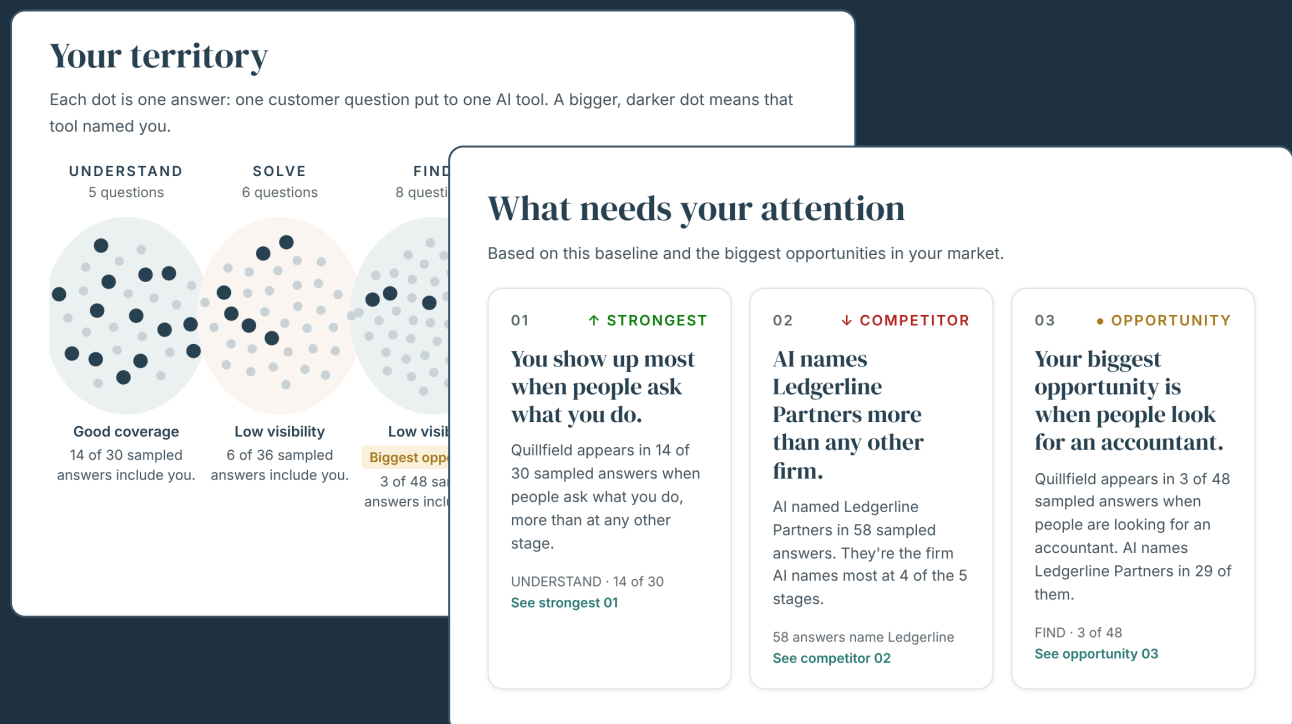
Turn AI visibility into a service you can sell.

Walk into the pitch already knowing what AI says about them.

When a prospect's customers ask ChatGPT, Gemini, Claude or Perplexity who to use, does their business appear? Ghostart lets you answer that with evidence.

Use a prospect report to show them where they're being recommended, where they're missing, which competitors appear instead and what deserves attention. Then, when you win the client, use Ghostart to deliver the ongoing work and show what's changing.

Win the client with evidence. Then run the work in the same place.

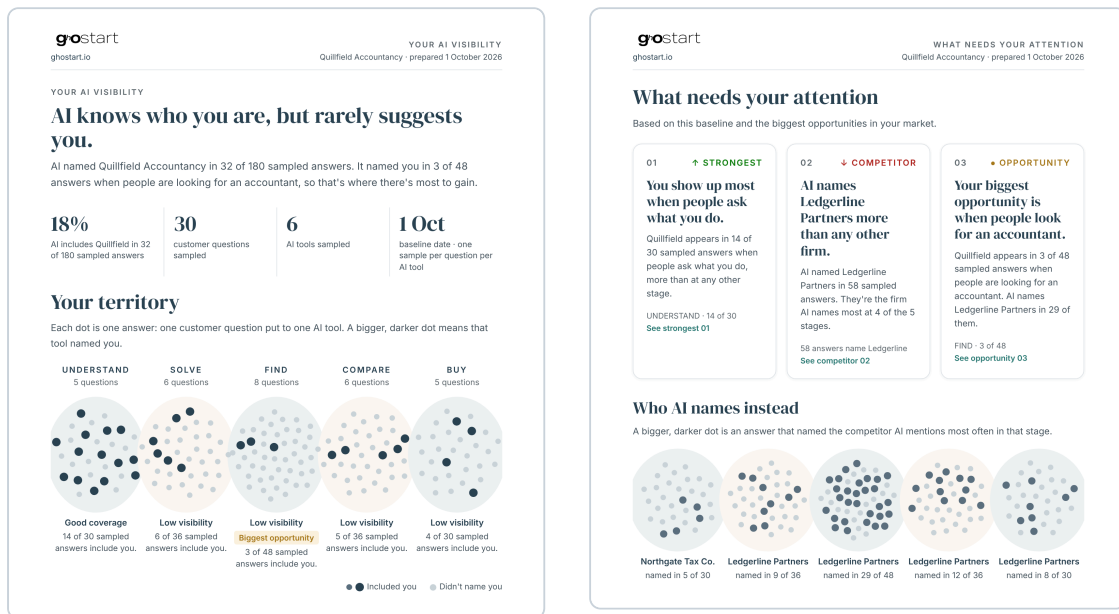


Give your next prospect something they haven't seen before.

Your Agency Plan includes **six one-off prospect reports every month**.

Choose a business you're trying to win. Ghostart creates a snapshot of how that business appears when its customers ask AI, using public information and the questions those customers are likely to ask.

What your prospect sees



Fictional example: Quillfield Accountancy and its competitors are invented, and the figures are illustrative.

Where they appear

The customer questions and AI platforms where the business already comes up.

Where they're missing

The important questions where they aren't appearing.

Who appears instead

The competitors being recommended in those opportunities.

What deserves attention

The areas worth working on first.

The evidence

The underlying AI answers and sources behind the findings.

Prospects don't need a Ghostart account, and you don't pay a client subscription for businesses you're pitching.

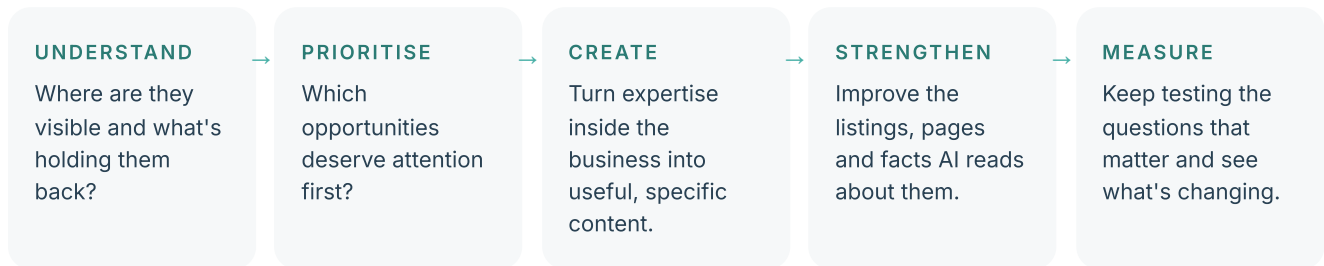
A dated snapshot

Each report records the questions tested, the AI platforms checked and the answers returned at that point in time.

AI answers can change between runs, so a report shows where a business stood on the day it was tested. It can't guarantee what AI will say next month.

When the pitch lands, you're already underway.

If the prospect becomes a client, you don't start again. Add their business to Ghostart and use what you've already learned as the starting point for their ongoing AI visibility work.



How the Agency Plan works

01

Pitch

Use one of your six included prospect reports. No client subscription required.

02

Win

Use the report to turn AI visibility into a concrete conversation about their business.

03

Add

When you win them, add the appropriate Ghostart client subscription at your agency rate.

04

Grow

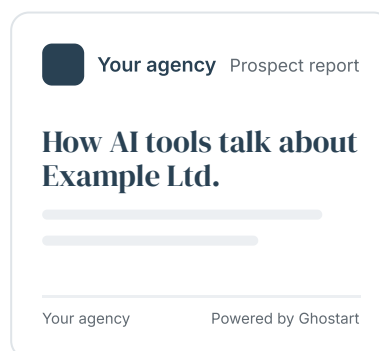
Manage the ongoing work in Ghostart while continuing to use your prospect allowance to win more clients.

Your brand on the work

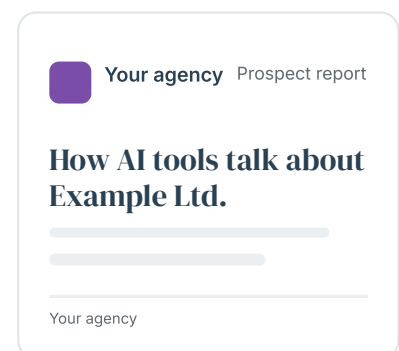
Add your agency's name and logo to reports you share with prospects and clients.

Ghostart appears discreetly as **Powered by Ghostart**.

White-label reporting is available if you want to remove Ghostart branding completely.



Agency branded (included)



White-label (add-on)

Ghostart is the platform. You decide what you sell around it.

A Ghostart client subscription gives you the platform for delivering AI visibility work. What you charge your client can also reflect the strategy, expertise, content, consulting and account management you provide around it.

One way an agency could package it

	Essentials	Ongoing	Full service
AI visibility monitoring	✓	✓	✓
Priorities and recommendations	✓	✓	✓
Regular review		✓	✓
Content support		✓	✓
Strategy and consultancy			✓
PR and wider visibility work			✓

Illustrative only. How you package and price your service is up to you.

Where it fits

Ghostart gives you a way to open the conversation with evidence, find work the client would benefit from and show what's changed over time.

It can sit alongside your SEO, content, PR or social work, or become a service in its own right.

Start pitching AI visibility for £187 a month.

AGENCY PLAN

£187 a month + VAT
or **£149 a month billed annually** (£1,793 a year)

- **Your own Ghostart Basic account**
Use Ghostart on your agency's own visibility.
- **6 one-off prospect reports every month**
Use them on businesses you're trying to win. Extra reports are £29 each.
- **Your agency branding on reports**
With discreet Powered by Ghostart attribution.
- **Agency pricing for active clients**
You only add a client subscription when you want to manage their ongoing work in Ghostart.
- **One place to manage your Ghostart clients**

Client plans

PER CLIENT, PER MONTH + VAT	STARTER	BASIC	GROWTH
Standard monthly price	£75	£187	£375
Agency monthly price	£59	£149	£300
From your 10th client	£56	£140	Same price

Agency prices are about 20% below standard monthly prices. Once you pay for 10 or more clients, Starter and Basic drop to about 25% below. Client plans billed to you are monthly, with no free trial. All prices exclude VAT.

Starter

For one person getting started: one seat, four AI tools and 20 pieces of content a month.

Basic

For a small team: five seats, all six AI tools and 150 pieces of content a month.

Growth

For a larger team: 15 seats, all six AI tools and 500 pieces of content a month.

BEYOND THE STANDARD PLANS

Working with an enterprise client?

Standard plans won't suit every organisation.

For clients needing larger teams, more extensive question sets, multiple brands or markets, or more complex reporting requirements, talk to us about an **Enterprise plan**.

We price Enterprise plans around what the client needs.

Want Ghostart entirely under your brand?

White-label reporting is available as an add-on, at £37 a month + VAT.

If you want the whole Ghostart platform under your brand, talk to us.

Start with your next prospect.

Tell us about your agency, the services you already provide and the types of clients you work with. We'll help you work out where Ghostart fits.

[Talk to us about the Agency Plan](#)

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Prices as at October 2026, set separately in GBP, USD and EUR rather than converted. Prices exclude VAT and sales tax. Where they apply, we add them at checkout. Client plans billed to an agency are per company, per month, billed monthly. The 10+ price applies to Starter and Basic once an agency pays for 10 or more clients; clients it already pays for move to it at their next renewal. Prospect reports are built from public information, with one sample per question per AI tool, and describe how AI tools talked about a business on the date tested. They aren't a guarantee of any future result. Ghostart Ltd · ghostart.io