

AI Search, Tracking, and Privacy Tools Are Becoming Must-Haves for Tech Teams in 2025

Over Half of Tech Firms (52.4%) Adopt AI for Brand Tracking; 5.7% Yet to Implement Privacy Tools

BERLIN, BERLIN, GERMANY, July 28, 2025 /EINPresswire.com/ --

[TechBehemoths](#), a leading platform that connects projects with top Tech Firms, surveyed 830 companies in 34 countries in June 2025 to reveal trends in AI tracking and the rise of privacy-focused analytics tools.

[According to the survey](#), 52.4% of teams are already using AI tools to track brand visibility in AI-generated search results, while privacy-compliant analytics tools are becoming a standard.

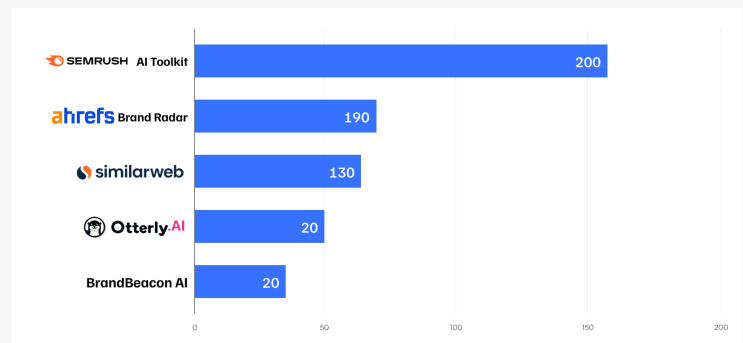
Among AI tracking tools, the SEMrush AI Toolkit leads, followed closely by Ahrefs Brand Radar, and Similarweb. These tools help teams monitor brand mentions, track rankings, analyze impressions, and even evaluate brand sentiment across AI-generated responses.

At the same time, teams are adopting tools like CookieYes (28.6%), Cookiebot (15.7%), and OneTrust to ensure full compliance with privacy laws like GDPR and CCPA. While the majority of teams are using some form of compliance technology, 5.7% are still not using any privacy tools – highlighting a gap that needs to be addressed.

“Tech teams today are balancing innovation with responsibility,” said a TechBehemoths analyst. “They want to appear in AI searches, but not at the cost of user privacy.”



Analytics tools used to track the visibility in AI chatbots and search?



© TechBehemoths. All rights reserved.

Teams are using AI-powered search tools more often to see where and how brands are mentioned. They also track impressions, rankings, and the keywords that lead users to their brand. Others use the tools to monitor competitors or analyze brand sentiment. However, more than 100 companies said they have not used these tools or seen clear results, noting that adoption is still evolving.

What Metrics Do Teams Want?

When it comes to tracking success, click-through rate (CTR) tops the list. Teams want to know if people are actually clicking after seeing their brand in AI results.

- Other key metrics include:
- Search rankings
- Conversion rate
- Engagement
- Trigger keywords
- Sentiment and AI citations

Some are still exploring what to track—underscoring the need for clearer standards in AI analytics. Brands want to know if they show up in AI search—and if that visibility is driving real results.

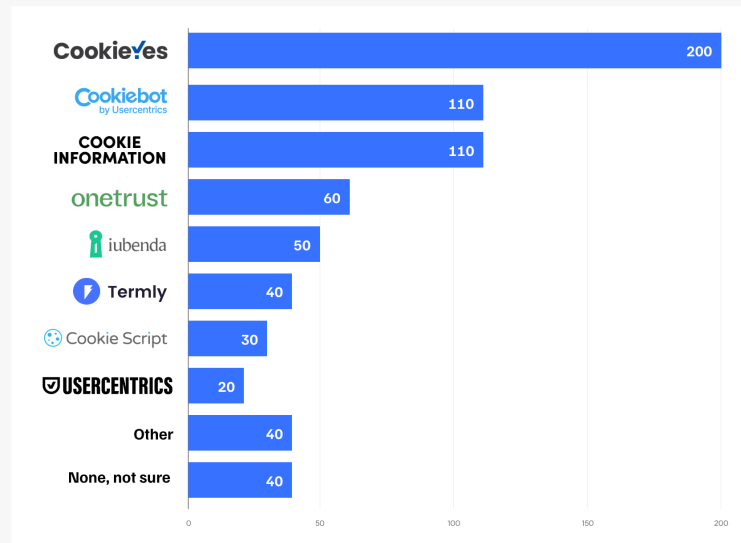
The most important factors when choosing an analytics tool, according to the survey, are:

- Cost (710 mentions)
- Ease of use (650)
- Data accuracy (630)

These results show teams value affordability, intuitive design, and trustworthy data above all.

Other priorities include: Features (550), Integration with other tools (430), Privacy compliance (330). Scalability ranks lower (190 mentions), suggesting it matters more to enterprise teams. Only 10 respondents said they had no specific priorities—most teams know exactly what they

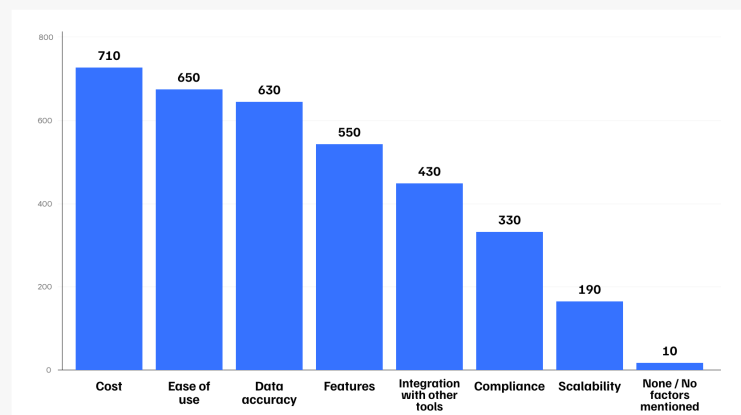
Tools Used for Tracking Users in Compliance with Privacy Laws



© TechBehemoths. All rights reserved.



What are your top three priorities when choosing an analytics tool?



© TechBehemoths. All rights reserved.



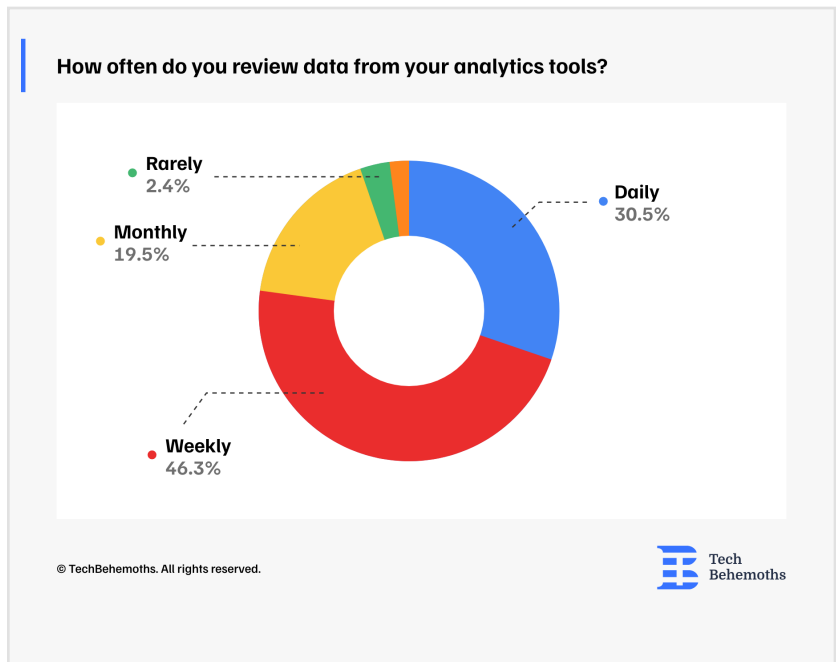
need.

Despite the variety of tools available, teams report ongoing challenges they face:

- 370 teams find tools too complex
- 330 teams mention accuracy problems with data
- 280 cite concerns about costs
- 270 wish for better integration with other tools

Other issues include scalability, limited dashboard functionality, and delayed reporting. Only 40 respondents reported no major challenges.

Interestingly, nearly half of the surveyed companies do not use a dedicated marketing dashboard, signaling a shift in analytics development.



In 2025, teams are looking for analytics tools that are simple, reliable, and affordable—tools that work with their existing systems and provide clear, actionable insights. This report provides a clear view of where companies currently stand and where they are heading.

What is TechBehemoths?

TechBehemoths is a German-made platform that connects IT companies with clients worldwide. With a focus on innovation, collaboration, and growth, TechBehemoths [helps businesses find the right partners](#) to succeed in the ever-changing digital landscape.

As of today, there are 53000 listed companies from 143 countries.

Marcel Sobieski

Mobiteam GmbH

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/833703791>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.