

Bospar gears Audit*E service toward small, midsize clients

Audit*E evaluates brand visibility, prominence and accuracy across major AI platforms

Words **Jeremy Sodergren**



Bospar has introduced a subscription offering for its Audit*E service, geared toward small and midsize businesses.

The new offering strips the “bells and whistles” from the firm’s enterprise tier to provide quick feedback and answer generative engine optimization questions on demand, said Curtis Sparrer, principal at Bospar.

Bospar initially launched its GEO service last September.

“There are a lot of expensive models out there that give you so much, but they don’t give you what you need,” Sparrer said. “They don’t make it easy to fix. We thought we should give a clearer solution for people to be able to fix problems on GEO.”

Audit*E evaluates brand visibility, prominence and accuracy across major AI platforms, including Claude, ChatGPT, Copilot, DeepSeek, Gemini, Grok, Meta AI, Mistral and Perplexity.

Jennifer Devine, digital marketing specialist at Bospar, said Audit*E goes beyond external prompt tracking by inspecting a website’s underlying technical health to evaluate whether AI models can index and process brand content effectively.

“These tools and the value that we’re providing for our larger clients that have larger budgets is really out of reach for small and midsize businesses,” Devine said. “We started talking about how we can get a platform that can benefit these individuals as well, because they’re going to be completely missing out.”

Bospar’s Audit*E subscription for small and midsize businesses costs \$19 a month and allows for two monthly audits across the nine AI platforms. The firm is also offering a free tier that examines AI output from ChatGPT, Claude and Gemini through one monthly audit.

“We know the importance of a ‘freemium’ offer. You need to give people something to test and play with in order to see if they like it,” Sparrer said. “Everyone now knows that GEO is the livelihood of a lot of companies, big and small, and you need to have some way of measuring that pulse.”

According to PRWeek’s Agency Business Report 2026, Bospar reported revenue of \$13.2 million in 2025, reflecting growth of 18% from the year before.