

AI Discoverability Credits and Usage

A flexible, usage-based credit model for GEO, AEO, and AIO reporting.

METERED PROVIDER COST		BILLABLE USAGE		CREDITS CONSUMED
\$1.00	x 2.5	\$2.50	x 100	250

100 credits = \$1.00 of billable usage.
All eligible services draw from one annual credit pool, regardless of model or provider.

What credits cover

AI report generation Model input and output tokens used by GEO, AEO, and AIO workflows.	External search and AI calls Paid web search, answer-engine testing, maps, geolocation, and related services.	One shared pool Credits can be used across eligible models, providers, agents, and report types.
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Usage policy and annual plan allowances

How AI Discoverability credits work

Each eligible report records the paid services used during creation. ai12z totals the provider cost, applies the standard 2.5x pricing factor, and converts the resulting billable usage into credits.

1. CREDIT CALCULATION

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Measure provider usage Input tokens, output tokens, paid search calls, and other metered services.	Apply the pricing factor $\text{Provider cost} \times 2.5 = \text{billable usage}$.	Convert to credits $\text{Billable usage} \times 100 = \text{credits}$ deducted from the annual pool.

Complete formula

Credits consumed = metered provider cost x 2.5 x 100

This means each \$1.00 of metered provider cost consumes 250 credits.

2. WHAT CAUSES USAGE TO VARY

Usage driver	How it affects report creation
Content volume	More questions, pages, citations, markets, or source material can require more processing.
Model activity	Longer prompts and longer generated responses increase input and output token usage.
External testing	Reports that test third-party answer engines or search systems use additional metered calls.
Report complexity	Multi-step analysis, comparisons, summaries, and recommendations may require more processing.

The same pricing and conversion rules apply whether a workflow uses Claude, GPT, Gemini, web search, Google Search, or a combination of services.

Worked example: complete report run

This example uses the rates and usage totals in the supplied one-tab cost workbook. It shows the full path from provider cost to customer price and credit consumption.

PROVIDER COST	PRICING FACTOR	CUSTOMER PRICE	CREDITS USED
\$4.8713	2.5x	\$12.17825	1,217.825

COST BUILD-UP

Usage	Input cost	Output cost	Provider total
Claude Opus 4.7	\$1.1253	\$3.2298	\$4.3550
Claude Haiku 4.5	\$0.0024	\$0.0509	\$0.0534
GPT-5.4 Nano	\$0.0004	\$0.0313	\$0.0317
Gemini 3.1 Flash-Lite	\$0.0002	\$0.0246	\$0.0248
LLM subtotal	\$1.1283	\$3.3365	\$4.4648
Google Search: 15 x \$0.0071			\$0.1065
ChatGPT Web Search: 15 x \$0.020			\$0.3000
Grand provider cost			\$4.8713

Final calculation

$\$4.8713 \times 2.5 = \12.17825 of billable usage
 $\$12.17825 \times 100 = 1,217.825$ credits

Assumptions: Google and ChatGPT search rates are per request. The example does not include cached-token discounts or additional Bedrock charges.

Report-level examples

The same 2.5x pricing factor and credit conversion are applied to each report or service component. Values below use the supplied cost example.

Report or service	Provider cost	Customer price (2.5x)	Credits
Agent Readiness	\$0.1025	\$0.25625	25.625
Social Brand Audit	\$0.2354	\$0.58850	58.850
URL Analysis	\$0.3587	\$0.89675	89.675
Keyword Visibility #1	\$0.9580	\$2.39500	239.500
Citation Monitor	\$0.0520	\$0.13000	13.000
Citation Claude	\$0.0534	\$0.13350	13.350
Citation OpenAI	\$0.0317	\$0.07925	7.925
Citation Gemini	\$0.0248	\$0.06200	6.200
Search calls	\$0.4065	\$1.01625	101.625
Keyword Visibility #2	\$1.4796	\$3.69900	369.900
FAQ Draft	\$0.0491	\$0.12275	12.275
Sitemap	\$0.0957	\$0.23925	23.925
GEO Analysis	\$1.0241	\$2.56025	256.025
Total	\$4.8713	\$12.17825	1,217.825

Illustrative values are based on one measured run. Report rows are displayed at four-decimal precision; the total uses the unrounded underlying usage. Actual usage varies with scope, model choice, token volume, search volume, and processing complexity.

Annual plans and credit allowances

Each plan includes one annual credit pool. Eligible RAG/Q&A;, GEO/AEO/AIO, and other AI services draw from the same pool. The allowance determines the available usage budget; each service determines its own credit burn.

Plan	Annual price (USD)	Annual credit allowance
Growth	\$3,151	315,100
Business	\$6,840	684,000
Business Plus	\$13,320	1,332,000
Professional	\$25,920	2,592,000
Professional Plus	\$61,200	6,120,000
Enterprise	\$115,200	11,520,000
Enterprise Plus	\$216,000	21,600,000

KEY POLICIES	
One credit pool	All eligible usage draws from the same annual credit pool, regardless of model or service.
Usage determines burn	More expensive models, larger reports, and more external calls consume more credits.
Upgrade or add credits	Customers can move to a larger plan or purchase prepaid credit add-ons when available for their plan.
No pay-as-you-go	All usage is covered by annual credits or prepaid credit add-ons.
Expiration	Unused included and purchased credits expire at the end of the subscription term and do not roll over.

Plan pricing and allowances shown are the direct-customer values supplied for this credit model.

Frequently asked questions

Why can the same report type use a different number of credits?

Content volume and services can differ. More questions, pages, citations, markets, external tests, or generated output may require more tokens and calls.

Does the selected AI model affect credit usage?

Yes. ai12z totals actual metered cost across models and providers. More expensive models or longer outputs can increase provider cost and therefore credit consumption.

How do I convert provider cost into credits?

Multiply provider cost by 2.5 to determine billable usage, then multiply billable usage by 100. Equivalently, $\text{provider cost} \times 250 = \text{credits consumed}$.

Are search calls included?

Yes, when the workflow uses paid search or answer-engine calls. Those charges are included in metered provider cost before the 2.5x pricing factor is applied.

Can a report use zero credits?

Yes. A workflow that uses only stored platform data and triggers no new paid AI or external search activity has no metered provider cost and consumes zero credits.

What happens when the annual pool is exhausted?

The customer can upgrade to a larger plan or purchase a prepaid credit add-on when available for the plan.

Do credits roll over?

No. Included and purchased credits expire at the end of the subscription term.

Quick reference

100 credits = \$1.00 of billable usage

\$1.00 of metered provider cost = \$2.50 of billable usage = 250 credits