

In the evolving digital marketing ecosystem, agencies and SEO professionals face growing challenges when managing client accounts, performing pitch audits, and handling new client outreach. Scrunch, a platform known for its advanced SEO analytics, offers a **prospecting license** designed to tackle these challenges effectively. But what exactly is the Scrunch prospecting license, and how does it fit into modern SEO workflows?

In this deep dive, we'll explore the key uses of the Scrunch prospecting license with a special focus on GEO versus traditional rank tracking, AI answer engines and large language models (LLM) coverage, agency pricing math including prompts, credits and seats, and the critical need for multi-client workflows and project separation.

What Is the Scrunch Prospecting License?

The Scrunch prospecting license is a specialized access tier within the Scrunch platform aimed primarily at agencies engaged in *new client outreach* and *pitch audits*. Unlike standard client-facing licenses, it allows marketing firms to conduct competitive research and SEO audits on **non-client brands** — that is, brands not yet under contract or management.

This capability is particularly useful during the sales process for uncovering SEO opportunities, validating the prospect's current status, and crafting data-driven pitches that resonate. By granting limited but highly strategic access to Scrunch's data and insights, the prospecting license reduces the overhead cost of auditing multiple external domains without full client onboarding.

Key Use Cases for the Prospecting License

- **Pitch Audits:** Quickly audit competitor vs prospect keywords, backlink profiles, and ranking trends to build compelling cases during sales conversations.
- **New Client Outreach:** Identify organic gaps and opportunities for agencies to prospect brands that fit their service model and strategic focus.
- **Competitive Analysis on Non-client Brands:** Obtain critical ranking intelligence on domains not yet onboarded as clients for efficient market mapping.

GEO Tracking vs Traditional Rank Tracking

Why GEO Tracking Matters

Traditional rank tracking tools provide keyword positions often aggregated at a broad geographical level (country or region), but many clients operate within or target specific localized markets where rankings can vary significantly. GEO tracking, which Scrunch supports as part of its platform, enables agencies to track keyword performances geographically—down to cities, postal codes, or even specific regions.

This localized data is crucial for pitch audits when demonstrating to prospective clients how their rankings differ across target geographies, a factor not adequately covered by traditional rank tracking solutions.

Limitations of Traditional Rank Tracking

- Aggregated rankings mask local variations, giving an incomplete picture.
- Hard to identify local SERP features or hyperlocal competitors.
- Limited insight into geo-specific content strategies or opportunities.

By contrast, the Scrunch prospecting license provides GEO tracking capabilities that offer much more granular insights for agencies performing multi-location audits during new client outreach or sales pitches.

AI Answer Engines and LLM Coverage

The rise of AI answer engines (like Google's MUM, or Bing's AI-enhanced SERP) and large language models (LLMs) has revolutionized SEO intelligence. Scrunch, including in its prospecting license, leverages these technologies to enhance coverage of how prospects and competitors perform in non-traditional search scenarios.

How AI and LLMs Affect SEO Audits

- **Beyond Keywords:** AI engines understand intent and context, so audits must extend beyond raw keyword rank positions to include topical relevance and snippet ownership.
- **Answer Box Tracking:** Identifying who ranks in featured snippets, People Also Ask, and other AI-driven SERP features is crucial.
- **Content Gaps From AI Perspectives:** Where LLMs find weak or incomplete content opportunities, agencies can pivot outreach strategies.

By incorporating AI and [AI citation tracking](#) LLM insights, Scrunch's prospecting license equips agencies with much richer pitch materials, emphasizing cutting-edge SEO aspects that traditional tools ignore. This differentiation is particularly valuable in new client outreach, where showcasing AI-savvy capabilities can tip the scales.

Agency Pricing Math: Prompts, Credits, and Seats

Understanding Pricing Variables

Pricing models for SEO and AI-driven tools can be complex and often opaque, especially when layered with additional costs like add-ons or seats. Here is where the Scrunch prospecting license needs close scrutiny by agency buyers.



Cost Variable	Description	Potential	Budget Impact	Prompts (API Calls)	Requests sent to AI engines for generating insights or content
		Increases with volume;	must be monitored carefully	Credits	Pre-paid or metered usage units

consumable on the platform Must track usage per client/project to avoid overruns Seats User licenses needed for team members or client access Common silent budget killer in agencies; encourage separation per client/project

Many pricing pages hide these add-ons until late in the sales process. A best practice is to **keep a spreadsheet of per-client monthly tool cost** and always *sanity-check prompt limits and credit math* before finalizing plans. This ensures that prospecting via Scrunch's license remains financially viable as agencies scale their outreach.

Multi-Client Workflows and Project Separation

Why Proper Separation Is Critical

Agencies working on multiple clients need to avoid data bleed, where metrics from one client might get confused or polluted by another. This is often a failing of many general-purpose SEO platforms that do not cleanly separate projects per client.

Scrunch's prospecting license is designed with agency multi-client workflows in mind. Its interface and data architecture allow:

- **Clear project separation:** Dedicated project spaces for prospects and clients minimize accidental cross-reporting.
- **White-label reporting:** The ability to generate pitch audits and SEO reports without Scrunch branding ensures professional client-facing materials.
- **Scalable seat management:** Allocate seats per project or team member precisely to control costs and optimize access.

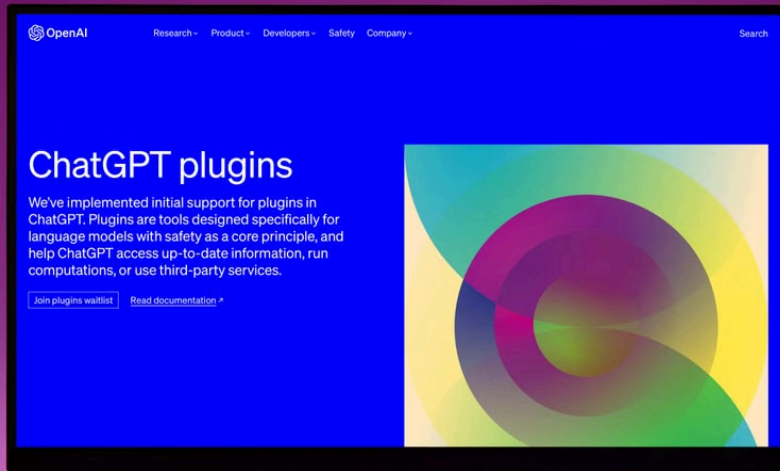
Why This Matters for Pitch Audits and New Client Outreach

Imagine running a pitch audit on a non-client brand but accidentally mixing data with an existing client or competitor. It not only hurts professionalism but can expose confidential insights. Scrunch's prospecting license mitigates these risks by supporting clean data partitioning, a crucial feature often undervalued.

Summary: Is Scrunch Prospecting License Right for Your Agency?

The Scrunch prospecting license offers powerful tools designed to help agencies optimize pitch audits, conduct competitive analysis on non-client brands, and enhance new client outreach with a focus on advanced GEO rank tracking and AI/LLM integration. Its pricing model requires careful management to avoid common pitfalls around prompts, credits, and seats, but when used correctly, it integrates cleanly into multi-client workflows.

If your agency frequently performs SEO pitch audits or is scaling new client outreach efforts and values granular geo-data and AI-driven insights, the Scrunch prospecting license could be a vital addition to your toolkit.



Final Tips for Agencies Considering Scrunch Prospecting License

1. **Perform a Trial Audit:** Use the license on a handful of non-client brands to validate the value before wide deployment.
2. **Monitor Costs:** Keep a running spreadsheet with usage details per client to avoid surprise billing.
3. **Require Clean Project Separation:** Set up distinct projects to prevent data confusion and maintain professionalism.
4. **Account for SEO Workflow Integration:** Combine Scrunch outputs with Looker Studio dashboards or GA4 for seamless reporting.
5. **Educate Your Sales Team:** Provide pitch templates leveraging AI/LLM insights for more compelling new client outreach.