



Independent cloud cost research: cross-cloud price comparisons and FinOps economics. Operated by Digital Signet (UK).

Who reads it

Visitors arrive comparing cloud platform costs - AKS vs EKS vs GKE, storage pricing. Cost-conscious cloud teams are the top of every FinOps funnel, and this reference catches them mid-comparison.

Traffic and trajectory (28 days to 14 September 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS 2,818 last 28 days; period-on-period 177.9%	SESSIONS (GA4) 81 8 engaged (10%), 3s average	AI-ASSISTANT SESSIONS 0 AI-citation layer building
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	422	2
/aws	168	0
/compute	296	0

The sponsorship strip sits on every one of them.

Search visibility (Google, last 28 days, top intent queries)

QUERY	POSITION	IMPRESSIONS
"finops tools"	62.5	10
aks vs eks	58.5	2
aks vs eks vs gke	71.5	2
automate cloud spend reduction	82.1	7
aws azure gcp commitment discounts	41.5	2

Sponsorship

- **One slot, category-exclusive.** One sponsor in the FinOps category. No competing cost-management platform is placed while you hold the slot.
- A single disclosed strip across the reference - never inside the results, no other advertising on the site.
- Sponsorship has no influence on pricing data, rankings or conclusions; competitors remain in the coverage, computed identically.
- Monthly measured report: placement impressions, clicks, page-level traffic and AI-citation monitoring.
- Current rate and terms: cloudfinopscost.com/sponsorship.

Precedent

- Category-exclusive founding sponsorship is live on our sister site siemcostcalculator.com (Cribl, signed 4 August 2026, reporting monthly). The same structure is available here.