



Independent cloud egress cost research: per-GB fees and a bill calculator across AWS, Azure and GCP. Operated by Digital Signet (UK).

Who reads it

A hundred thousand search impressions a month from people computing egress bills - AWS, Azure, GCP, by calculator. Egress pain is the single strongest switching trigger in cloud storage, and this reference is where the pain gets a number.

Notable: the site ranks position 4.7 on “aws egress cost per gb” (55 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

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

SEARCH IMPRESSIONS 103,390 last 28 days; period-on-period 11.8%	SESSIONS (GA4) 2,187 742 engaged (34%), 1m 29s average	AI-ASSISTANT SESSIONS 135 Gemini 71, Claude 39, ChatGPT 20, Perplexity 3
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/aws/	11,757	52
/ (front door)	5,166	45
/aws/calculator/	2,261	35

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
aws egress cost	13.9	615
aws egress cost calculator	19.2	292
azure egress cost calculator	6.0	51
azure front door pricing	7.3	783
aws cross region data transfer cost	3.6	7

The AI-citation layer

- **135 sessions/month arrive from AI assistants** (Gemini 71, Claude 39, ChatGPT 20, Perplexity 3): buyers who asked an AI engine and were sent to this reference.
- AI engines increasingly answer pricing questions from independent editorial. Sponsorship buys association with that neutrality, never influence over it.

Sponsorship

- **One slot, category-exclusive.** One sponsor in the egress-reduction category - storage and transfer vendors locked out 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: egresscost.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.