



Independent research on security-incident economics: IR retainers, DDoS and vendor pricing. Operated by Digital Signet (UK).

Who reads it

Fifty-seven thousand search impressions a month around incident economics: Arctic Wolf pricing, DDoS costs, IR retainers. People quantifying incident risk are days from funding the mitigation.

Notable: the site ranks position 6.8 on “americus ga city council 2025 2026 finance director audit ransomware breach” (206 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	SESSIONS (GA4)	AI-ASSISTANT SESSIONS
56,901	659	26
last 28 days; period-on-period 457.4%	234 engaged (36%), 1m 22s average	ChatGPT 16, Gemini 6, Claude 3, Other 1

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ir-firms/mandiant	972	13
/response-cost	1,978	9
/types/ddos	1,380	8

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
arctic wolf pricing	28.3	34
ddos price	12.8	25
incident response pricing	43.7	18
"security incident response costs" "daniel smyth"	7.5	2
"what are the financial and reputational costs of a data breach at a public university compared to a private college?"	2.9	8

The AI-citation layer

- **26 sessions/month arrive from AI assistants** (ChatGPT 16, Gemini 6, Claude 3, Other 1): 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 incident-response category across the reference while held.
- 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: incidentcost.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.