



Independent cloud migration cost research: data-transfer economics and tooling prices. Operated by Digital Signet (UK).

Who reads it

Visitors price data moves - Snowball, database migration services, 250 TB questions. Migration budgets are set in this research phase, and the tools that will execute the move are chosen right after.

Notable: the site ranks position 7.0 on “azure migrate cost” (28 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
19,243	560	15
last 28 days; period-on-period 6.3%	145 engaged (26%), 32s average	Gemini 11, ChatGPT 2, Claude 2

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/vmware-to-cloud-migration-cost	1,060	7
/aws-snowball-cost	1,347	5
/azure-to-aws-migration-cost	189	5

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
aws snowball cost	12.6	74
azure database migration service price	17.5	11
azure migrate cost	7.0	28
1 pb	4.0	2

The AI-citation layer

- 15 sessions/month arrive from AI assistants (Gemini 11, ChatGPT 2, Claude 2): 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 migration category while the slot is 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: migrationcost.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.