



Independent FinOps cost reference: practice costs, platform pricing, salaries. Operated by Digital Signet (UK).

Who reads it

An early reference on FinOps costs and careers with long, engaged reads. Teams researching what FinOps costs are teams about to fund it - the moment a platform vendor wants its name planted.

**Notable:** the site ranks position 7.2 on “finops salary” (89 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<br><b>1,353</b><br>last 28 days; period-on-period 43.0% | SESSIONS (GA4)<br><b>95</b><br>33 engaged (35%), 1m 25s average | AI-ASSISTANT SESSIONS<br><b>5</b><br>Gemini 2, Perplexity 2, Claude 1 |
|----------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------------|

The pages the audience returns to

| PAGE           | IMPRESSIONS / 28D | CLICKS |
|----------------|-------------------|--------|
| /team-cost     | 838               | 12     |
| / (front door) | 183               | 2      |
| /savings       | 63                | 0      |

The sponsorship strip sits on every one of them.

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

| QUERY                       | POSITION | IMPRESSIONS |
|-----------------------------|----------|-------------|
| finops salary               | 7.2      | 89          |
| "fin ops"                   | 40.2     | 10          |
| cloud cost roi              | 79.5     | 2           |
| cloud cost savings          | 40.3     | 36          |
| cloud finops analyst salary | 7.0      | 3           |

The AI-citation layer

- **5 sessions/month arrive from AI assistants** (Gemini 2, Perplexity 2, Claude 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 FinOps category across the reference.
- 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: [finopscost.com/sponsorship](https://finopscost.com/sponsorship).

Precedent

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