



Independent zero-trust cost reference: SASE and ZTNA pricing across vendors. Operated by Digital Signet (UK).

Who reads it

Eight hundred visits a month pricing Cloudflare Zero Trust and the SASE market. Zero-trust projects are funded, mandated and comparison-shopped - and the comparison happens on pages like this one.

Notable: the site ranks position 7.7 on “cloudflare zero trust pricing” (496 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
19,872	787	33
last 28 days; period-on-period 116.9%	244 engaged (31%), 1m 1s average	Gemini 16, ChatGPT 8, Claude 8, DeepSeek 1

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/cloudflare-zero-trust-pricing	8,732	19
/prisma-access-pricing	763	11
/zscaler-pricing	1,815	9

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
cloudflare dedicated ip price	9.0	3
cloudflare vpn pricing	6.6	7
cloudflare zero trust enterprise pricing	8.9	13
cloudflare zero trust price	9.5	41
cloudflare zero trust pricing	7.7	496

The AI-citation layer

- **33 sessions/month arrive from AI assistants** (Gemini 16, ChatGPT 8, Claude 8, DeepSeek 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 zero-trust category. Competing SASE vendors stay unsponsored 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: zerotrustcost.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.