



Independent pen-test pricing research: consultancies and PTaaS platforms compared. Operated by Digital Signet (UK).

Who reads it

Visitors research pen-test costs and the PTaaS market by name - Cobalt among the queries. A quarter-thousand visits a month, 79-second reads, and AI assistants already citing the reference to buyers.

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

SEARCH IMPRESSIONS 7,322 last 28 days; period-on-period 23.0%	SESSIONS (GA4) 254 97 engaged (38%), 1m 19s average	AI-ASSISTANT SESSIONS 15 ChatGPT 10, Claude 3, Gemini 2
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	3,028	4
/day-rates/	183	4
/vendors/cobalt-pricing/	1,192	4

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
cobalt ptaas	4.9	14
ai penetration testing cost	90.8	8
amazon bug bounty price	27.7	3
api pentest cost	90.0	2
application security testing pricing	91.3	3

The AI-citation layer

- 15 sessions/month arrive from AI assistants (ChatGPT 10, Claude 3, Gemini 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 pen-testing category. Competing PTaaS platforms 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: pentestingcost.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.