



Independent observability cost reference: Grafana, Datadog, Azure Monitor and peers priced. Operated by Digital Signet (UK).

Who reads it

Nine hundred visits a month pricing Grafana, Azure Monitor and the observability market. Monitoring bills are the second-most-resented line in cloud spend - and every resentful reader is a switching opportunity.

Notable: the site ranks position 7.7 on “grafana cloud pricing” (730 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
31,985	879	46
last 28 days; period-on-period 37.7%	225 engaged (26%), 1m 3s average	ChatGPT 22, Gemini 13, Claude 11

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/azure-monitor-cost	4,427	13
/aws-monitoring-cost	1,537	7
/aws-managed-grafana-pricing	856	6

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
amazon managed grafana pricing	9.4	24
grafana cloud pricing	7.7	730
azure monitor pricing	11.0	457
cloudwatch cost calculator	46.5	6
honeycomb pricing	9.2	232

The AI-citation layer

- **46 sessions/month arrive from AI assistants** (ChatGPT 22, Gemini 13, Claude 11): 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 observability category. Competing platforms stay unsponsored while you hold it.
- 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: monitoringcost.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.