



Independent research on downtime economics: outage histories and cost-of-outage benchmarks. Operated by Digital Signet (UK).

Who reads it

A thousand visits a month researching outage history and downtime economics. Outage-cost numbers are how reliability tooling gets funded - the business case is written from pages like these.

Notable: the site ranks position 6.6 on “gcp outages” (80 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 28,714 last 28 days; period-on-period 344.4%	SESSIONS (GA4) 1,012 350 engaged (35%), 1m 33s average	AI-ASSISTANT SESSIONS 33 Gemini 23, Claude 6, ChatGPT 4
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/aws-outages	2,011	32
/gcp-outages	3,006	29
/aws-vs-azure-vs-gcp-outages	1,309	16

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
gcp outage	7.4	695
aws outage history	11.9	142
gcp outages	6.6	80
aws outages history	15.6	32
azure outage	3.0	5

The AI-citation layer

- **33 sessions/month arrive from AI assistants** (Gemini 23, Claude 6, ChatGPT 4): 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 reliability 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: outagecost.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.