



Independent MDR pricing reference: Sophos, Arctic Wolf, Huntress and peers compared. Operated by Digital Signet (UK).

Who reads it

The queries are the MDR market pricing itself: Sophos tiers, Arctic Wolf rates. Security leaders comparing managed detection quotes pass through here while the quotes are on the table.

Notable: the site ranks position 3.8 on “sophos mdr essentials vs complete” (115 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
17,988	565	18
last 28 days; period-on-period 4.6%	207 engaged (37%), 59s average	ChatGPT 11, Claude 3, Gemini 3, Perplexity 1

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/sophos-mdr-essentials-vs-complete	649	14
/sophos-mdr-pricing	1,696	13
/ (front door)	3,866	11

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
sophos mdr essentials vs complete	3.8	115
arctic wolf pricing	19.1	156
arctic wolf mdr pricing	17.8	49
arctic wolf vs huntress	15.8	20
huntress mdr pricing	4.0	23

The AI-citation layer

- **18 sessions/month arrive from AI assistants** (ChatGPT 11, Claude 3, Gemini 3, Perplexity 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 MDR category. Competing providers remain unsponsored comparison data.
- 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: mdrcost.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.