



Independent EDR cost reference: per-endpoint pricing across the endpoint-security market. Operated by Digital Signet (UK).

Who reads it

The queries are the category: "edr pricing", "edr cost", vendor-named searches. Forty search clicks a month land directly on EDR price research - a buying signal endpoint vendors pay a lot to find elsewhere.

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

SEARCH IMPRESSIONS 5,137 last 28 days; period-on-period 72.0%	SESSIONS (GA4) 130 42 engaged (32%), 58s average	AI-ASSISTANT SESSIONS 5 Claude 4, Perplexity 1
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/cortex-xdr-pricing	610	20
/ (front door)	1,494	10
/bitdefender-gravityzone-pricing	700	6

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
edr pricing	27.6	235
edr cost	24.3	103
bitdefender edr price	13.6	7
palo alto cortex xdr pricing	7.0	14
"microsoft defender for endpoint plan 2" "\$5.20"	20.3	3

The AI-citation layer

- **5 sessions/month arrive from AI assistants** (Claude 4, 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 EDR category. Competing endpoint vendors appear only as unsponsored 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: edrcost.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.