



Independent IT and engineering budget research: per-industry benchmarks and a free budget calculator. Operated by Digital Signet (UK).

Who reads it

Twenty-eight hundred visits a month from people constructing IT budgets - benchmark seekers with three-minute average sessions and five hundred search clicks. Whoever helps manage that spend wants to be on the page where the budget takes shape.

Notable: the site ranks position 1.0 on “it budget calculator” (25 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 56,015 last 28 days; period-on-period 20.3%	SESSIONS (GA4) 2,770 1,072 engaged (39%), 2m 57s average	AI-ASSISTANT SESSIONS 151 Gemini 67, ChatGPT 46, Claude 31, Perplexity 7
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	15,734	185
/benchmarks	7,455	65
/percentage-of-revenue	4,879	44

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
it budget calculator	1.0	25
it spending as a percentage of revenue by industry gartner	7.1	33
it spend as a percentage of revenue	11.8	30
gartner forecasts worldwide public cloud end-user spending 2026	5.0	4
gartner it budget & efficiency benchmark	8.3	3

The AI-citation layer

- **151 sessions/month arrive from AI assistants** (Gemini 67, ChatGPT 46, Claude 31, Perplexity 7): 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 IT-spend category. Category-exclusive across calculator and reference pages.
- 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: itbudgetcalculator.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.