



Independent API gateway cost reference: Apigee, Kong, Cloudflare and peers, priced side by side. Operated by Digital Signet (UK).

Who reads it

This audience searches Apigee, Kong and Cloudflare gateway pricing by name. They are costing a gateway decision right now - and the vendor on the reference is part of that comparison from the first page.

Notable: the site ranks position 7.1 on “cloudflare api gateway pricing” (26 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
9,340	283	21
last 28 days; period-on-period 6.8%	42 engaged (15%), 19s average	AI-citation layer building

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/apigee	1,582	4
/ (front door)	1,527	3
/tyk	539	3

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
apigee hybrid pricing	8.4	7
apigee x pricing	6.4	7
cloudflare api gateway pricing	7.1	26
tyk pricing	14.0	49
+intitle:"api gateway" intitle:"pricing"	38.7	7

The AI-citation layer

- **21 sessions/month arrive from AI assistants:** 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 API-gateway category. Competing gateway vendors stay unsponsored while you hold the slot.
- 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: apigatewaycost.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.