



Independent corporate training cost research: program pricing from vendor sources. Operated by Digital Signet (UK).

Who reads it

Eleven hundred visits a month pricing sales training, development programs and vendor costs - L&D and revenue leaders with named budgets. The reference already ranks on the programs' own names.

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

SEARCH IMPRESSIONS 31,748 last 28 days	SESSIONS (GA4) 1,092 319 engaged (29%), 1m 28s average	AI-ASSISTANT SESSIONS 85 ChatGPT 32, Gemini 29, Claude 17, Perplexity 6
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/benchmarks	2,966	16
/elearning-development-cost	1,002	12
/by-type/leadership-training	2,440	10

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
sandler sales training cost	13.9	19
challenger sales training cost	18.3	25
chapman alliance	8.4	5
how much is sandler sales training	19.0	16
ispring lms pricing	21.0	2

The AI-citation layer

- 85 sessions/month arrive from AI assistants (ChatGPT 32, Gemini 29, Claude 17, Perplexity 6): 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 training category. Competing providers remain 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: trainingcost.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.