



Independent research on hiring costs: cost-per-hire benchmarks and assessment-platform pricing. Operated by Digital Signet (UK).

Who reads it

Visitors price cost-per-hire and assessment tools like Codility - talent teams auditing what hiring costs them. An assessment or interview platform is the direct answer to the number they compute.

Notable: the site ranks position 9.3 on “codility pricing” (102 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 11,847 last 28 days; period-on-period 8.3%	SESSIONS (GA4) 413 149 engaged (36%), 1m 55s average	AI-ASSISTANT SESSIONS 31 ChatGPT 10, Claude 10, Gemini 8, Perplexity 3
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/karat-cost	819	14
/by-industry	1,360	12
/shrm-cost-per-hire	2,060	8

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
average cost per hire by industry	21.8	49
codility pricing	9.3	102
shrm cost per hire	12.0	34
"codility" news or announcement or launches or pricing	9.9	8
afex bar raiser	43.0	2

The AI-citation layer

- **31 sessions/month arrive from AI assistants** (ChatGPT 10, Claude 10, Gemini 8, Perplexity 3): 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 assessment-platform category while the slot is held.
- 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: interviewcost.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.