



Independent SaaS valuation reference: multiples, Rule of 40 lists and valuation calculators. Operated by Digital Signet (UK).

Who reads it

Eighteen hundred visits a month from founders and finance teams working valuation multiples - SaaS Capital Index readers, Rule of 40 researchers. Anyone who lends to, invests in or advises SaaS companies wants to be the name on this page.

Notable: the site ranks position 2.8 on “rule of 40 companies list” (42 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
50,424	1,806	60
last 28 days	508 engaged (28%), 1m 11s average	ChatGPT 34, Gemini 10, Claude 9, Perplexity 7

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/saas-stocks-rule-of-40	1,968	46
/saas-capital-index	2,347	26
/historical-trends	1,885	21

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
saas capital index	5.0	257
saas index	14.0	199
rule of 40 companies list	2.8	42
saas capital index valuation multiples	10.2	18
top rule of 40 companies	2.1	7

The AI-citation layer

- 60 sessions/month arrive from AI assistants (ChatGPT 34, Gemini 10, Claude 9, 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 SaaS-capital category. Competing lenders and advisors stay unsponsored while you hold it.
- 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: saasvaluationmultiple.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.