

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

DNB.

retail and corporate banking · HQ: Norway · Market: Norway

MEAN ARI

47.1

RANK IN 66-BRAND COHORT

#53

How AI describes DNB across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

+19.9

AI is materially more positive in Norwegian (63.5) than in English (43.6). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.70

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

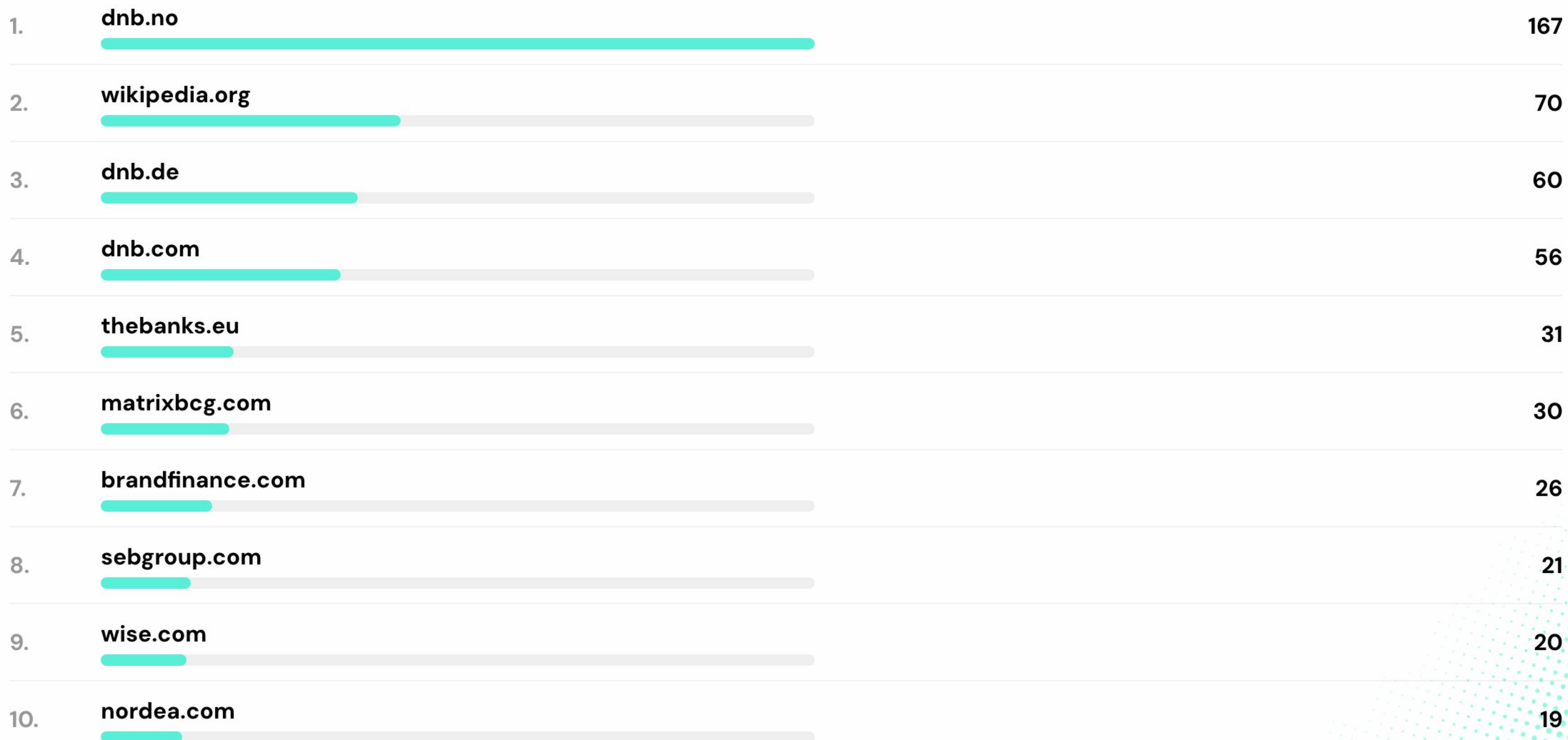
28%

Share of buyer-intent prompts where AI mentions DNB when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.25.

Where AI gets DNB's story.

Top 10 domains AI cited when asked about DNB, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

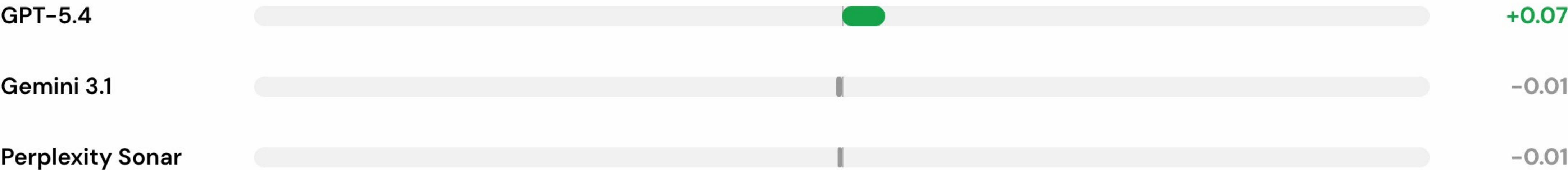
Distribution of source types in citations for DNB. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes DNB most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.039. Models broadly agree.

KEY TAKEAWAY

The so-what for DNB.

DNB is a local AI champion: ARI 63.5 in Norwegian vs 43.6 in English. A +19.9-point home-language boost.

Distinctive strength

Balanced citation profile (HHI 0.70). Mid-concentration sourcing.

Opportunity

International expansion will require dedicated English-language seeding. Home-market AI narrative does not translate.

RIGHT OF REPLY & CONTACT

DNB can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

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