

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

Elisa Estonia.

mobile and broadband telecommunications · HQ: Finland · Market: Estonia

MEAN ARI

49.5

RANK IN 66-BRAND COHORT

#44

How AI describes Elisa Estonia 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

+22.1

AI is materially more positive in Finnish (65.7) than in English (43.6). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.73

Highly concentrated: a few sources dominate the AI narrative. Controllable through 2-3 domain partnerships.

RECOMMENDATION SHARE

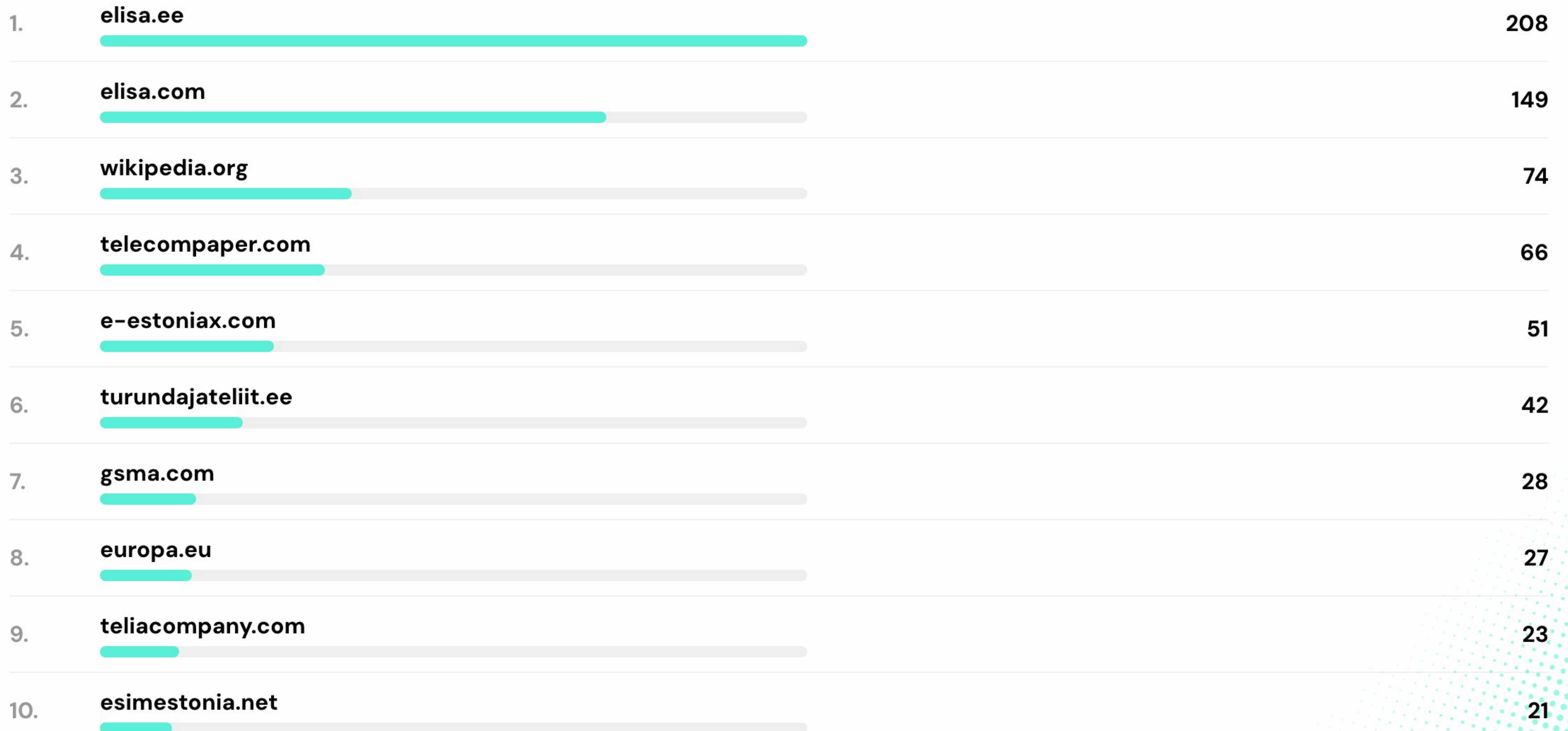
33%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.31.

Where AI gets Elisa Estonia's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

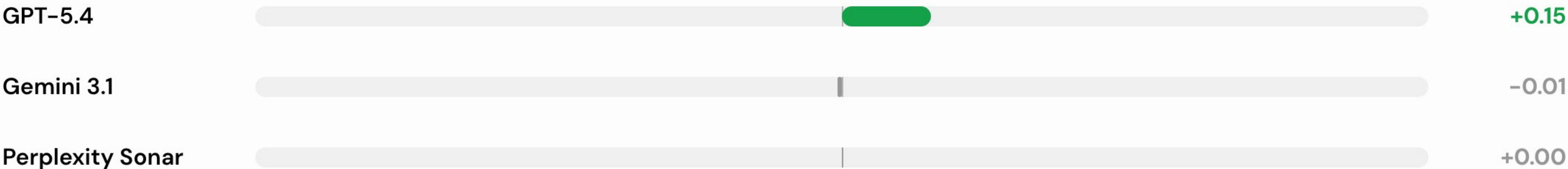
Distribution of source types in citations for Elisa Estonia. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Elisa Estonia 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: 0.074. Significant disagreement.

KEY TAKEAWAY

The so-what for Elisa Estonia.

Elisa Estonia is a local AI champion: ARI 65.7 in Finnish vs 43.6 in English. A +22.1-point home-language boost.

Distinctive strength

Highly concentrated AI narrative (HHI 0.73). A few authoritative sources control the story. Controllable through 2-3 domain partnerships.

Opportunity

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

RIGHT OF REPLY & CONTACT

Elisa Estonia 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

Citation: Žatuchin, D. (2026). The Rankfor® Index 2026: Nordic-Baltic Edition. Rankfor.AI Research Report.
open.rankfor.ai/index-2026/brands · © 2026 Rankfor.AI