

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

ESET.

cybersecurity software · HQ: Slovakia · Market: Slovakia

MEAN ARI

51.2

RANK IN 66-BRAND COHORT

#34

How AI describes ESET 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

+1.9

Home-language ARI (62.0) and English ARI (60.1) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.45

Diverse citation base. Resilient to single-source bias. Requires broad-spectrum PR.

RECOMMENDATION SHARE

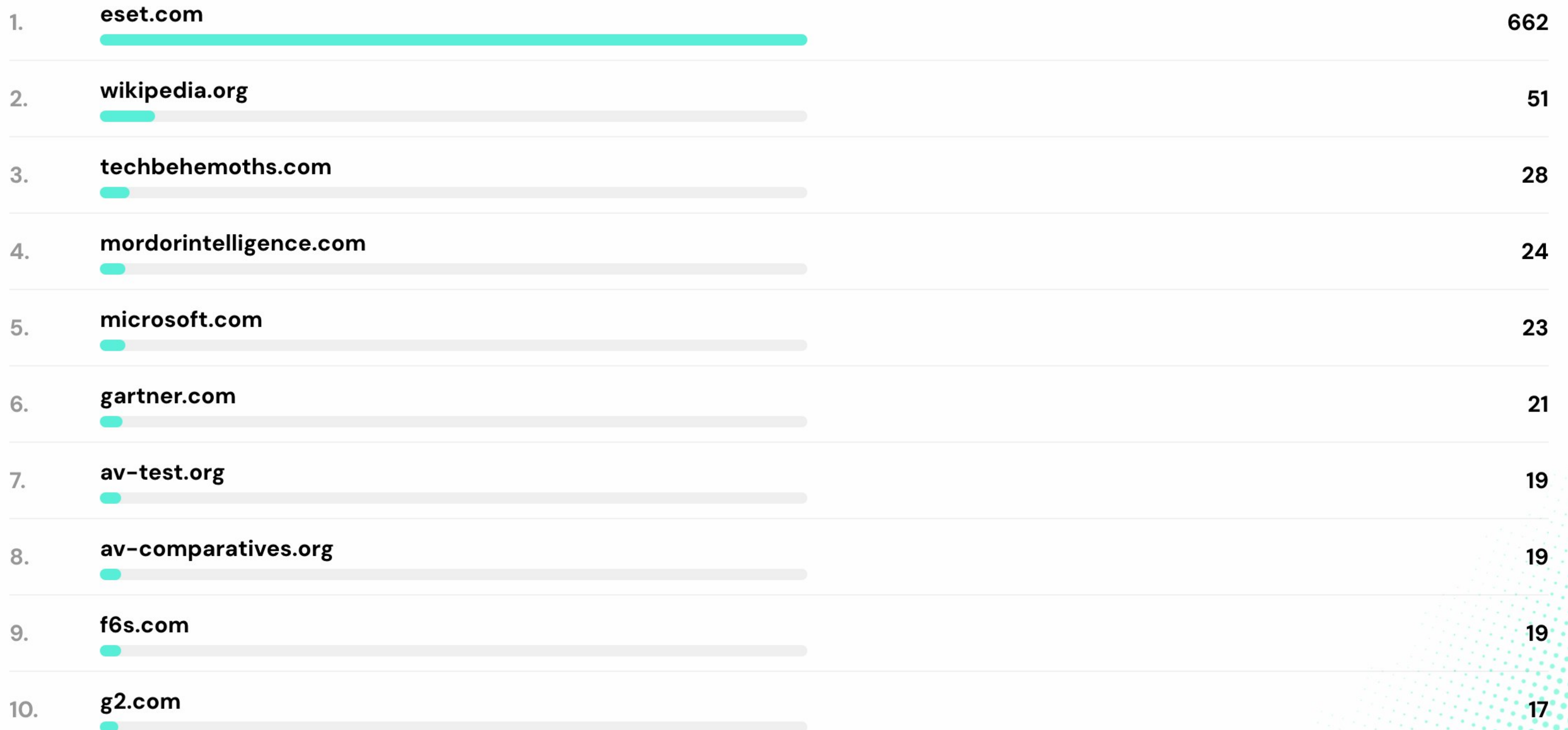
44%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.26.

Where AI gets ESET's story.

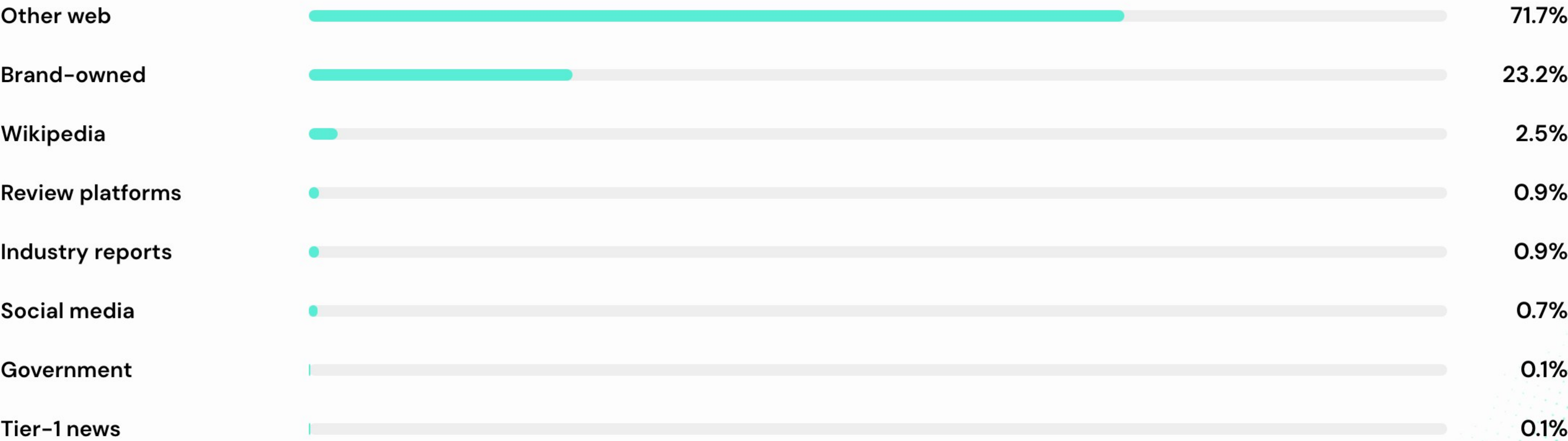
Top 10 domains AI cited when asked about ESET, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

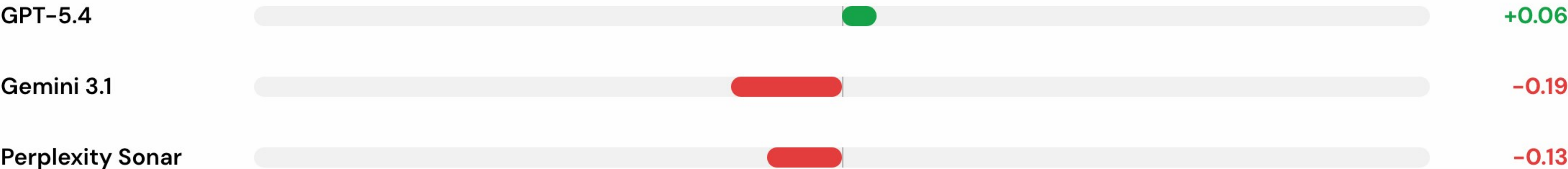
Distribution of source types in citations for ESET. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes ESET 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: 0.105. Significant disagreement.

KEY TAKEAWAY

The so-what for ESET.

Tech brand in Slovakia, mean ARI 51.2 across 12 languages.

Distinctive strength

Diverse citation base (HHI 0.45). No single source dominates.
AI narrative is broad and resilient to single-source bias.

Opportunity

Mean sentiment-vs-recommendation gap is 0.26. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

ESET 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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