

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

Klarna.

buy-now-pay-later payments · HQ: Sweden · Market: Sweden

MEAN ARI

63.6

RANK IN 66-BRAND COHORT

#11

How AI describes Klarna 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

-0.1

Home-language ARI (65.4) and English ARI (65.6) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.47

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

RECOMMENDATION SHARE

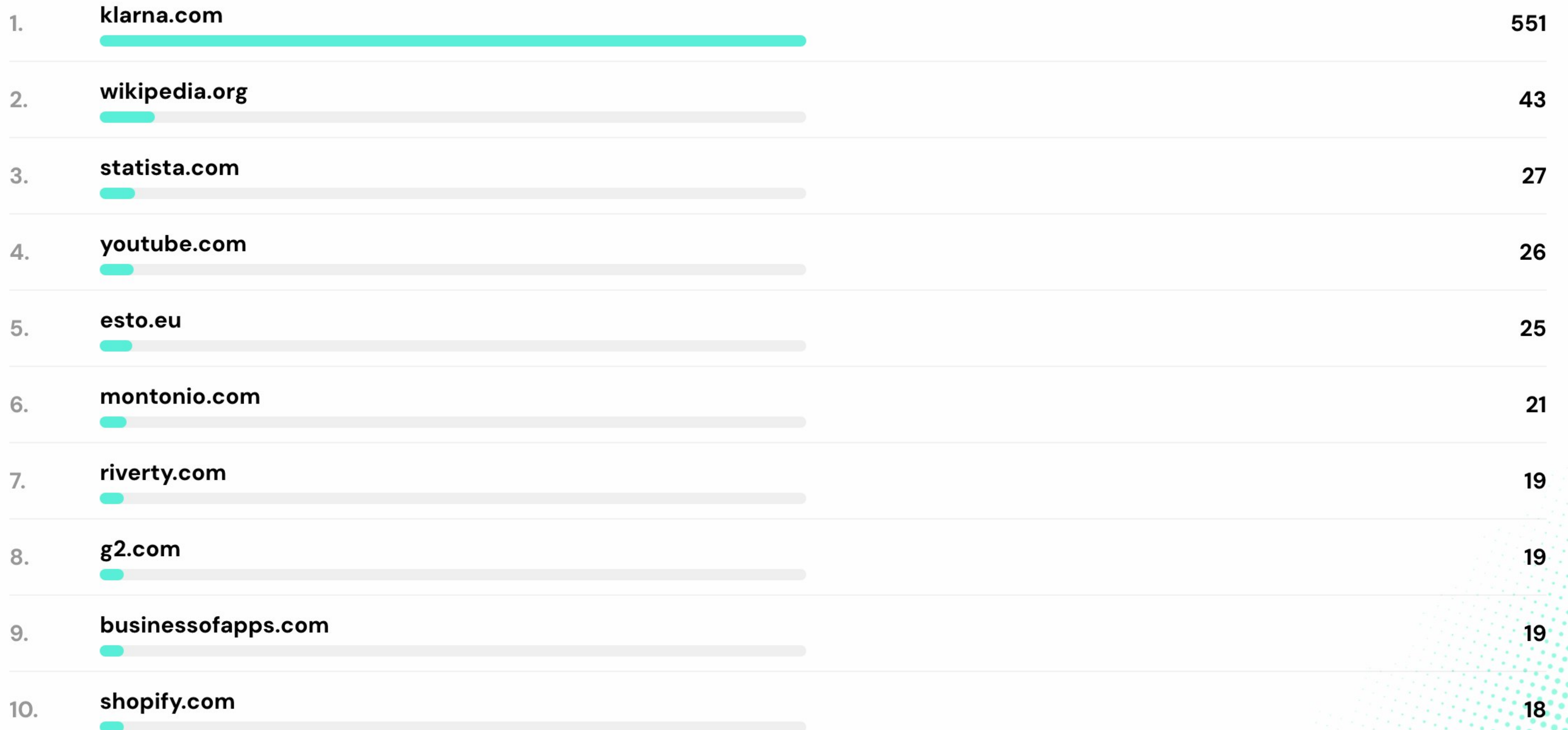
90%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.41.

Where AI gets Klarna's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

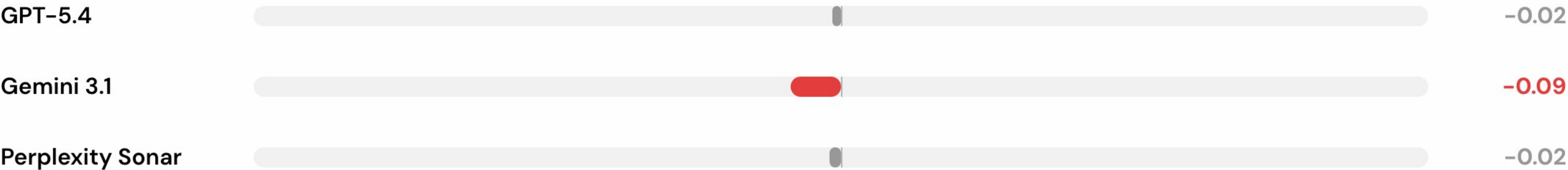
Distribution of source types in citations for Klarna. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Klarna 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: 0.033. Models broadly agree.

KEY TAKEAWAY

The so-what for Klarna.

AI recommends Klarna in 90% of buyer-intent prompts about fintech in Sweden.

Distinctive strength

Diverse citation base (HHI 0.47). No single source dominates.
AI narrative is broad and resilient to single-source bias.

Opportunity

Mean sentiment-vs-recommendation gap is 0.41. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

Klarna 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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