

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

mBank.

online banking and fintech · HQ: Poland · Market: Poland

MEAN ARI

45.6

RANK IN 66-BRAND COHORT

#60

How AI describes mBank 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

+14.0

AI is materially more positive in Polish (57.1) than in English (43.1). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.72

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

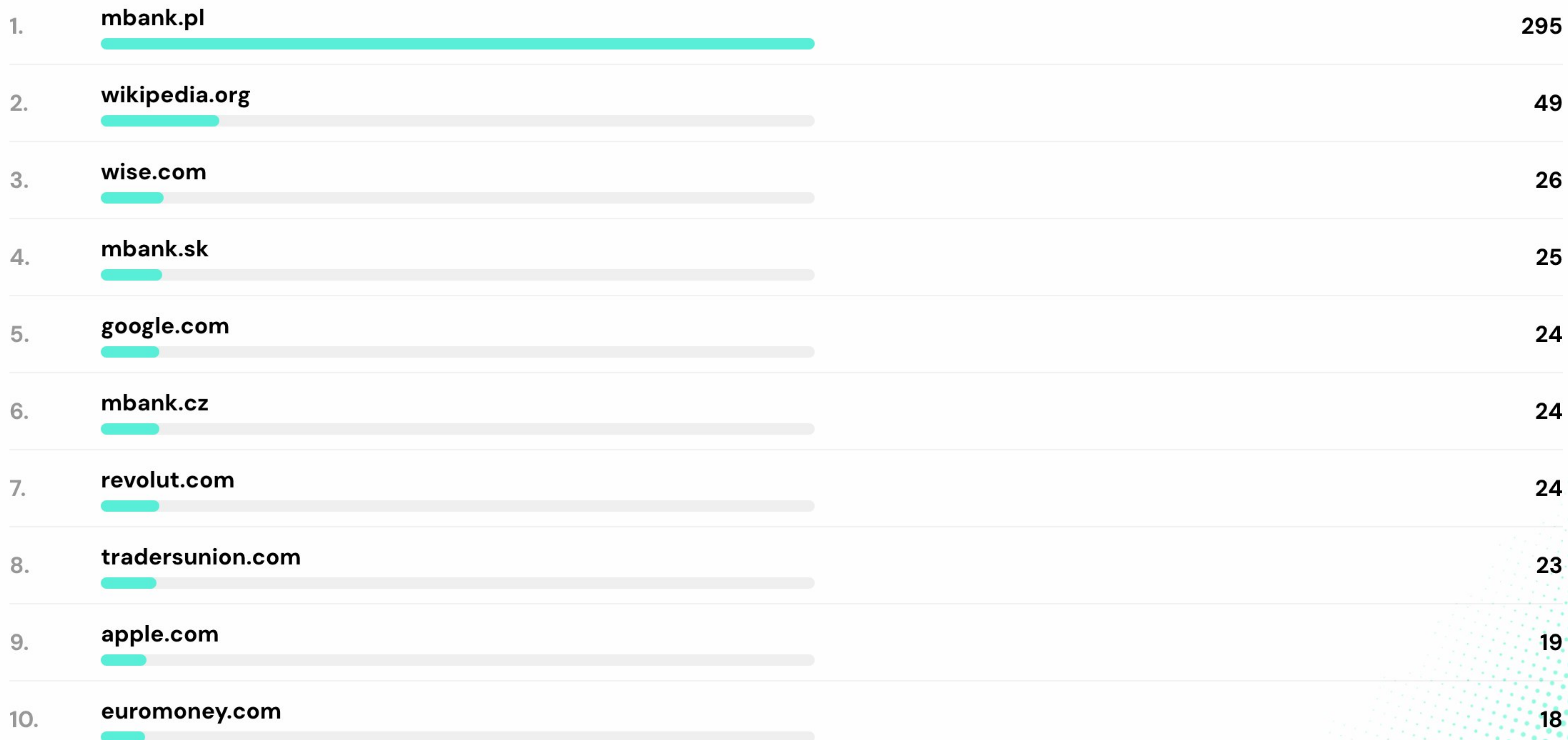
19%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.35.

Where AI gets mBank's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

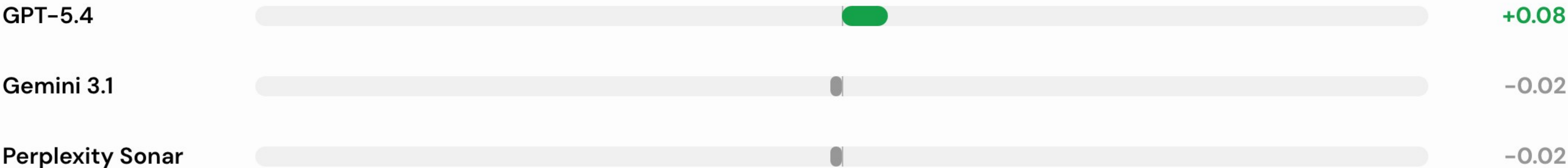
Distribution of source types in citations for mBank. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes mBank 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: 0.046. Models broadly agree.

KEY TAKEAWAY

The so-what for mBank.

mBank is a local AI champion: ARI 57.1 in Polish vs 43.1 in English. A +14.0-point home-language boost.

Distinctive strength

Balanced citation profile (HHI 0.72). Mid-concentration sourcing.

Opportunity

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

RIGHT OF REPLY & CONTACT

mBank 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