

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

Tatra Banka.

retail banking · HQ: Slovakia · Market: Slovakia

MEAN ARI

42.9

RANK IN 66-BRAND COHORT

#66

How AI describes Tatra Banka 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

+13.6

AI is materially more positive in Slovak (56.9) than in English (43.3). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.72

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

RECOMMENDATION SHARE

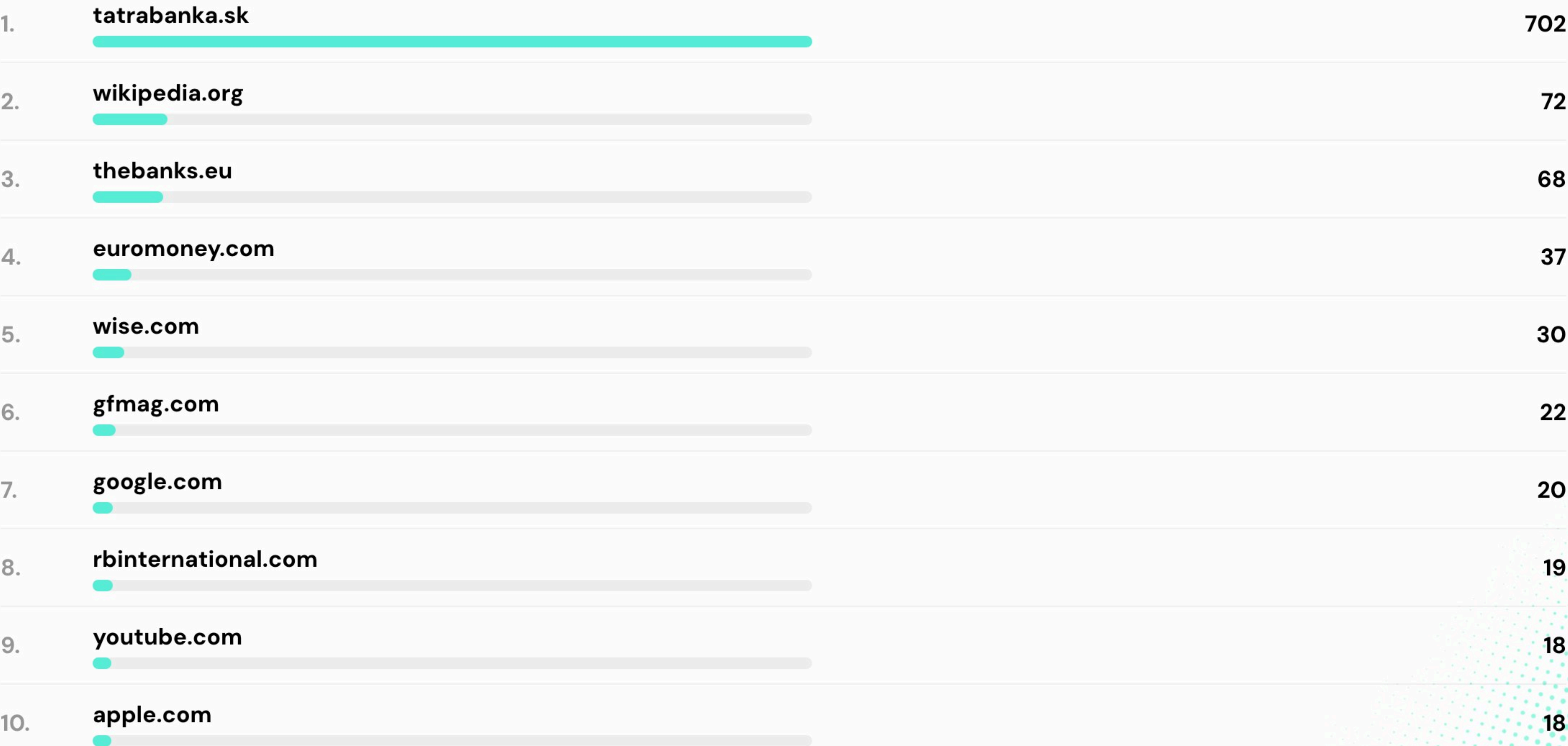
7%

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

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

Where AI gets Tatra Banka's story.

Top 10 domains AI cited when asked about Tatra Banka, 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 Tatra Banka. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Tatra Banka 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: 0.042. Models broadly agree.

KEY TAKEAWAY

The so-what for Tatra Banka.

Tatra Banka is a local AI champion: ARI 56.9 in Slovak vs 43.3 in English. A +13.6-point home-language boost.

Distinctive strength

Highly concentrated AI narrative (HHI 0.72). 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

Tatra Banka 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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