

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

Vipps.

mobile payments · HQ: Norway · Market: Norway

MEAN ARI

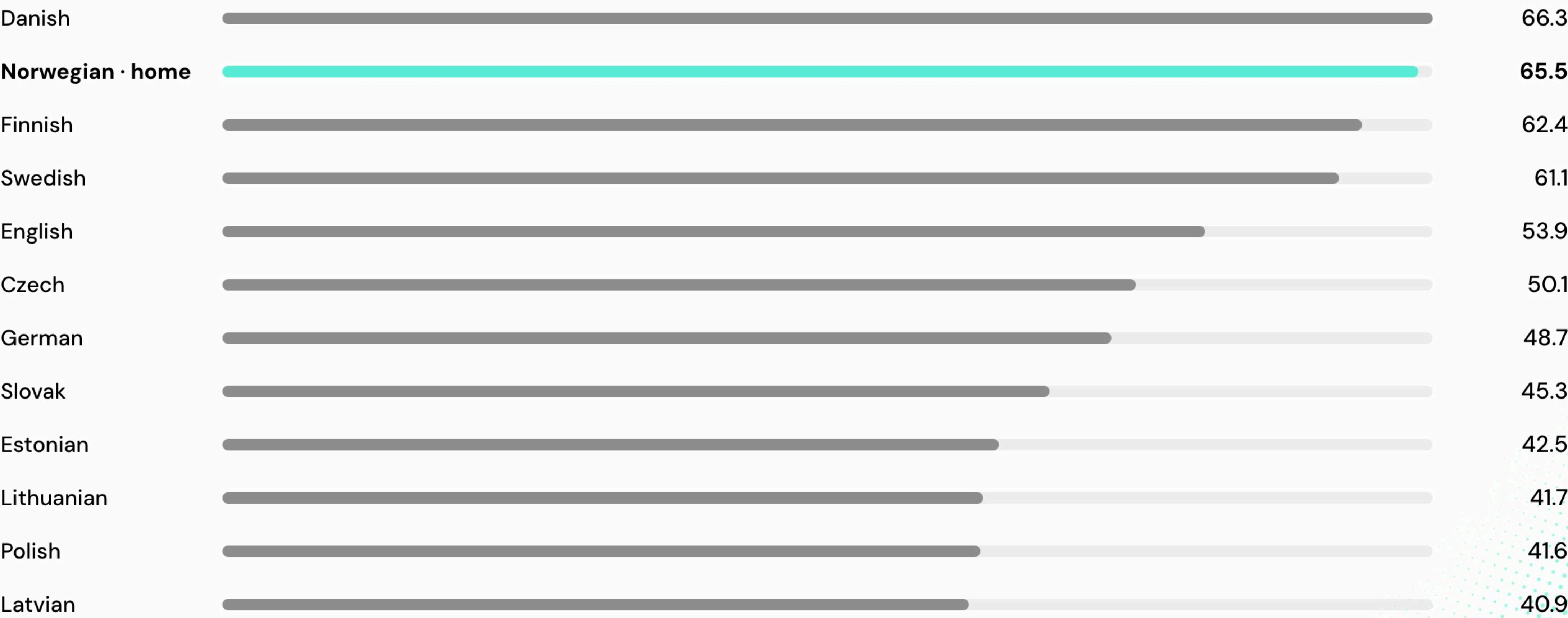
51.7

RANK IN 66-BRAND COHORT

#33

How AI describes Vipps 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

+11.7

AI is materially more positive in Norwegian (65.5) than in English (53.9). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.74

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

RECOMMENDATION SHARE

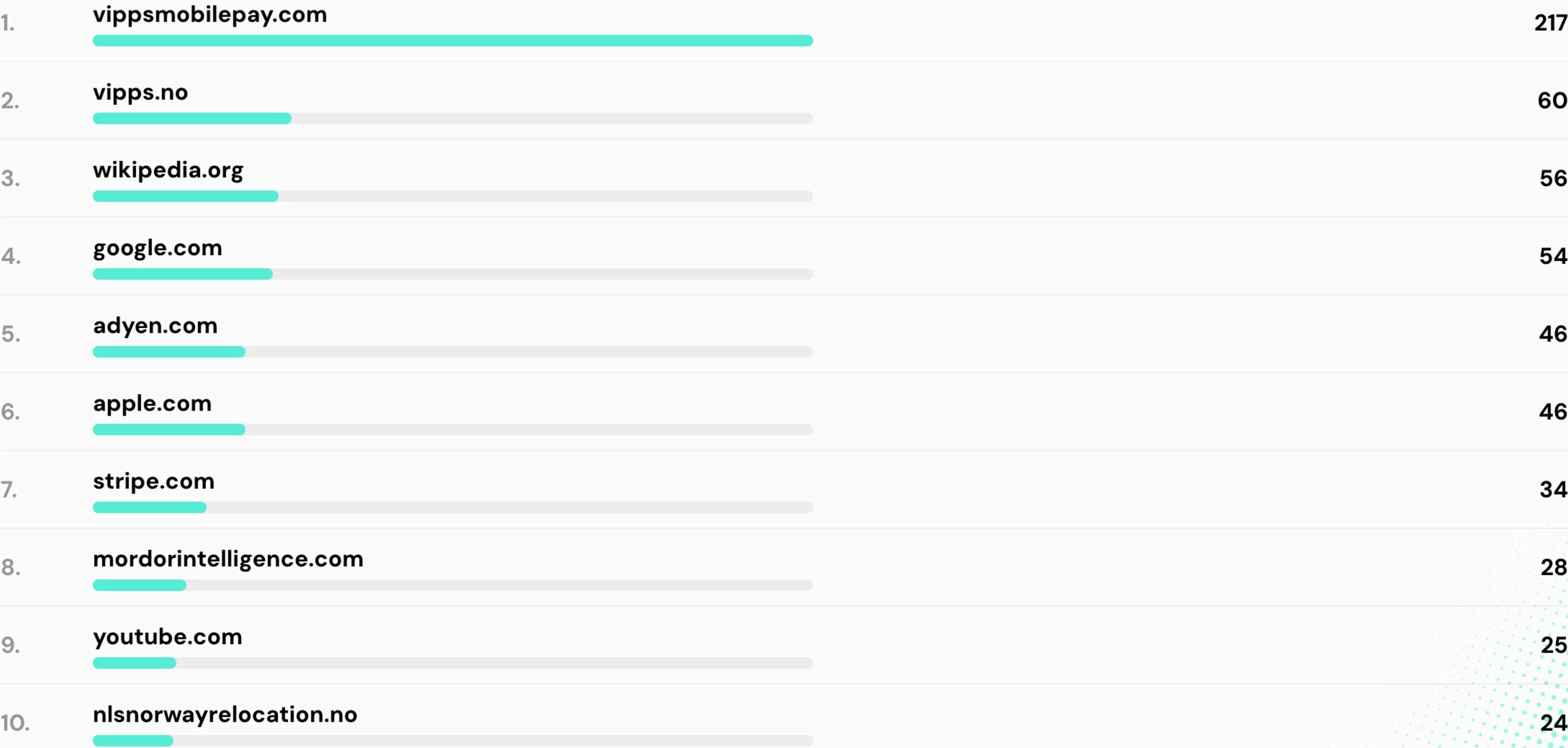
42%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.38.

Where AI gets Vipps's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

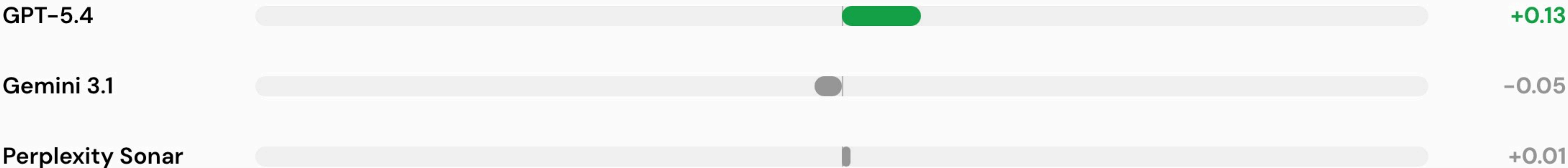
Distribution of source types in citations for Vipps. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Vipps 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: 0.075. Significant disagreement.

KEY TAKEAWAY

The so-what for Vipps.

Vipps is a local AI champion: ARI 65.5 in Norwegian vs 53.9 in English. A +11.7-point home-language boost.

Distinctive strength

Highly concentrated AI narrative (HHI 0.74). 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

Vipps 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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