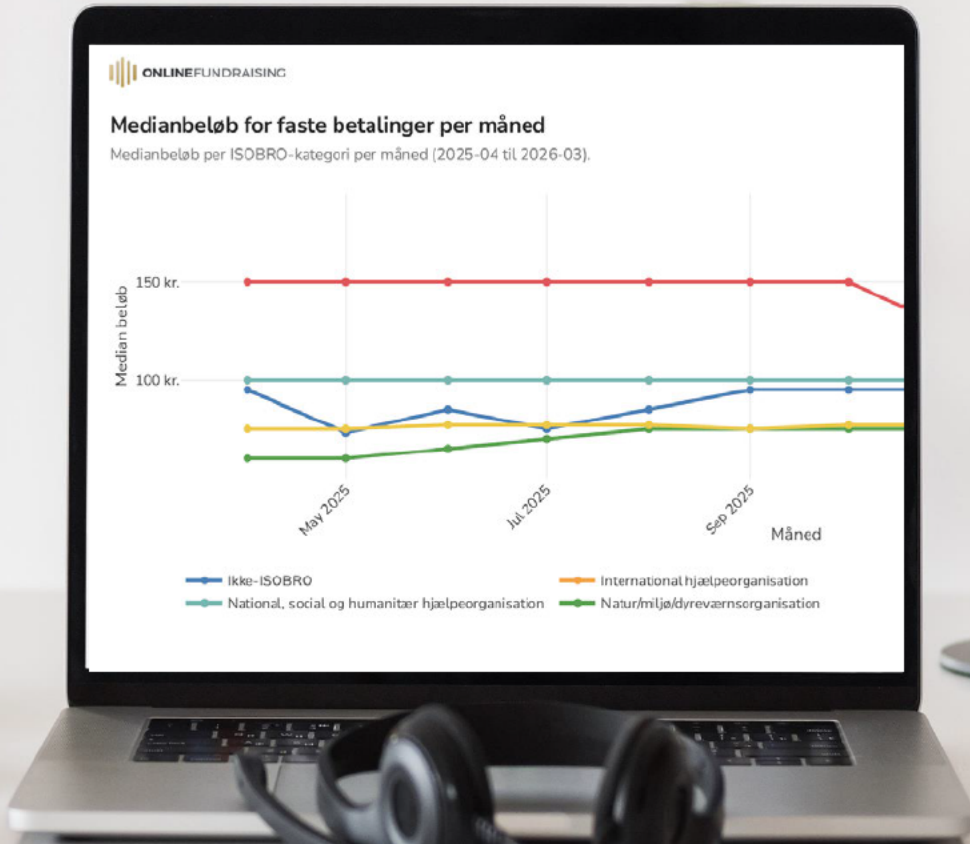
ONLINE FUNDRAISING

BENCHMARK RAPPORT

Marts 2025 – Marts 2026

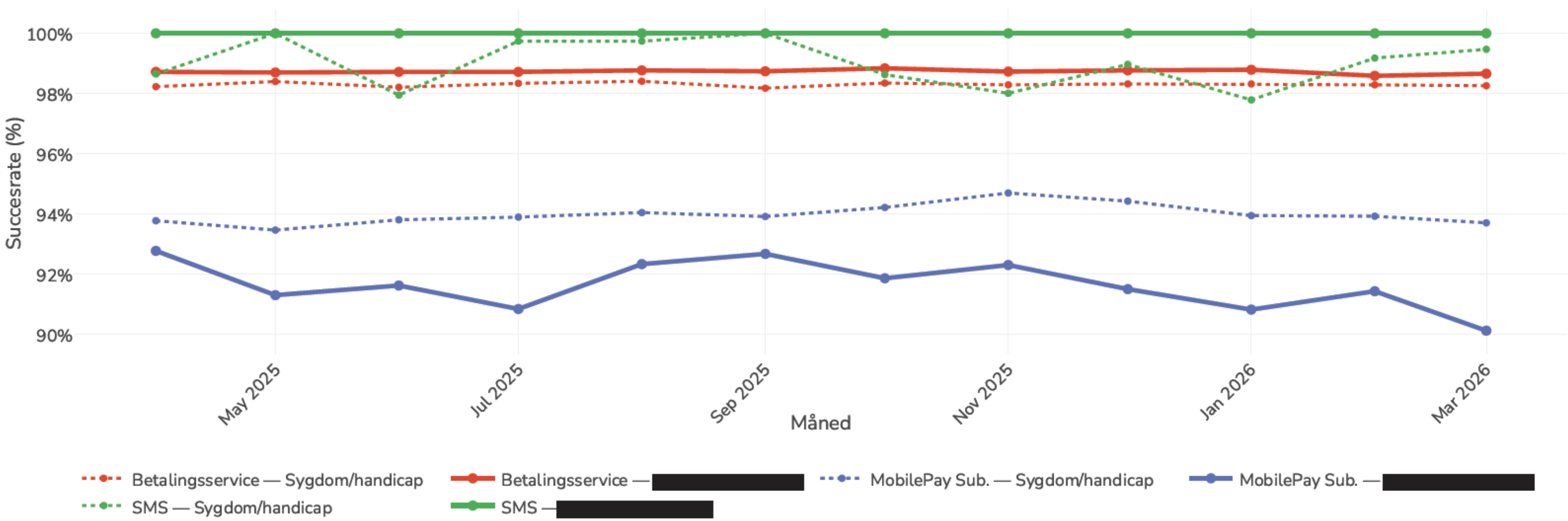


ONLINEFUNDRAISING [redacted]

Succesrate i gennemførsel af faste betalinger, pr Betalingsudbyder

Benchmark: [redacted]

Hvor stor procentdel af faste betalinger gennemføres, sammenlignet med Benchmark. Procent beregnes ud fra det samlede antal betalinger af samme type.

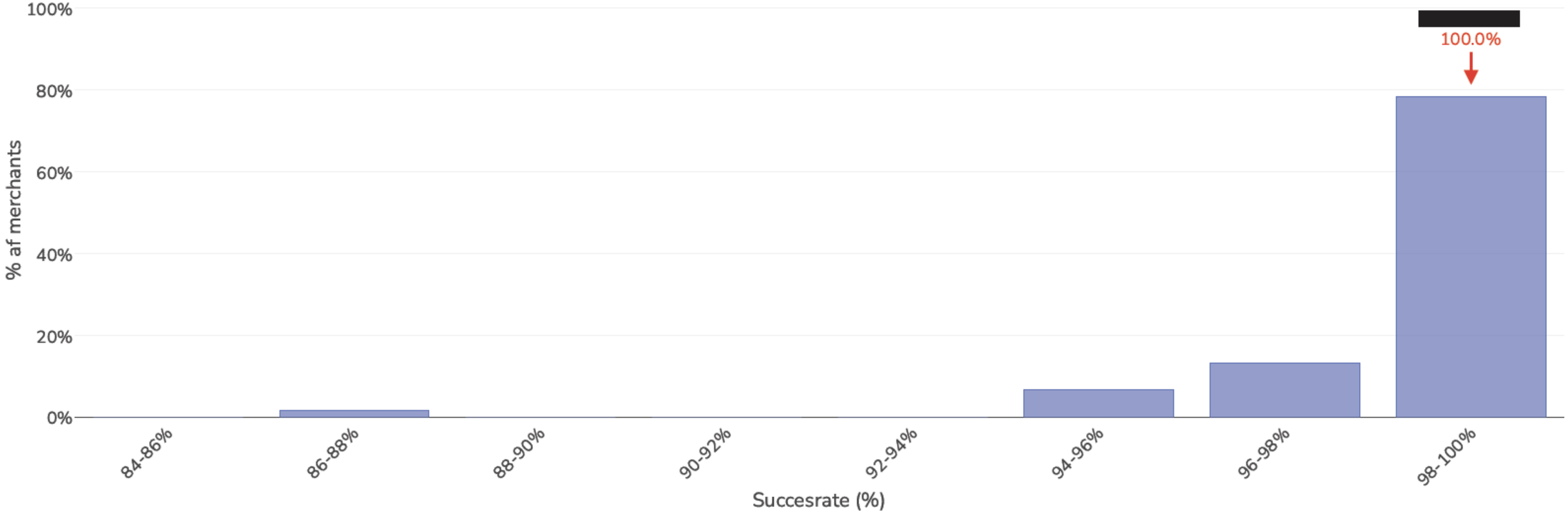


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
Betalingsservice - Benchmark	98.2%	98.4%	98.2%	98.3%	98.4%	98.2%	98.3%	98.3%	98.3%	98.3%	98.3%	98.3%
Betalingsservice - Merchant	98.7%	98.7%	98.7%	98.7%	98.8%	98.7%	98.8%	98.7%	98.8%	98.8%	98.6%	98.7%
MobilePay Sub. - Benchmark	93.8%	93.5%	93.8%	93.9%	94.0%	93.9%	94.2%	94.7%	94.4%	94.0%	93.9%	93.7%
MobilePay Sub. - Merchant	92.8%	91.3%	91.6%	90.8%	92.3%	92.7%	91.9%	92.3%	91.5%	90.8%	91.4%	90.1%
SMS - Benchmark	98.7%	100.0%	98.0%	99.7%	99.7%	100.0%	98.6%	98.0%	99.0%	97.8%	99.2%	99.5%
SMS - Merchant	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[redacted]

Fordeling af succesrate — Betalingsservice (2026-03)

Benchmark: [redacted] vs Alle Organisationer (under min. 50 betalinger)
Fordeling af succesrate for faste betalinger via Betalingsservice. Min. 50 betalinger per organisation.

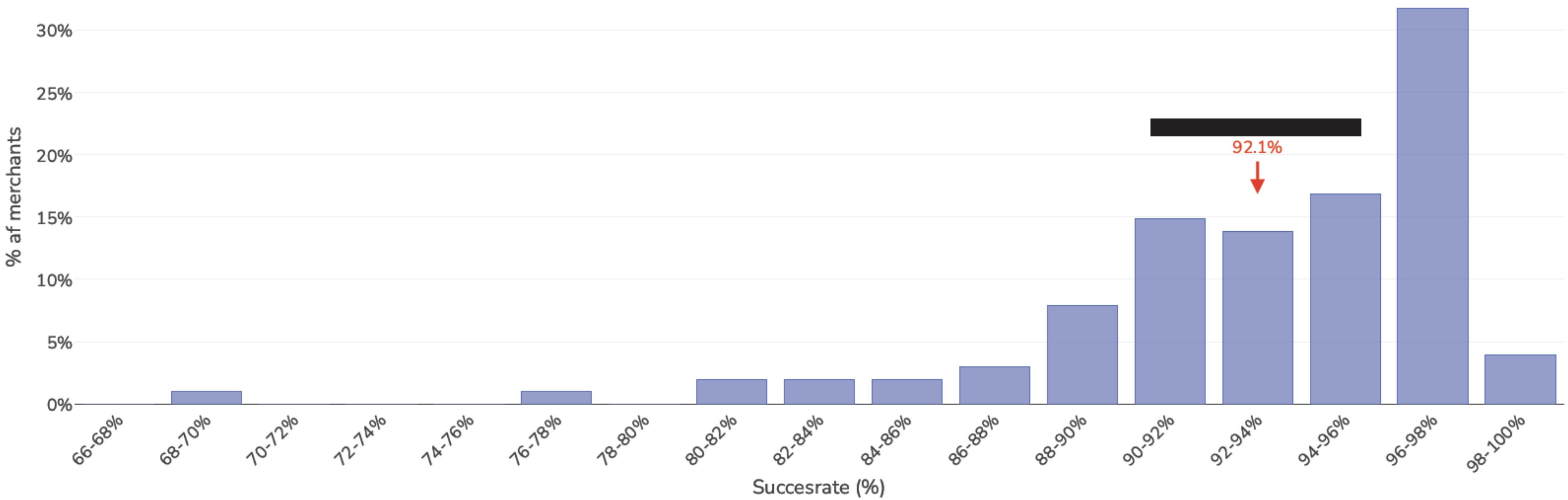


	-86%	-88%	-90%	-92%	-94%	-96%	-98%	-100%
Alle Organisationer (n=60)	0	1	0	0	0	4	8	47

Fordeling af succesrate — MobilePay Sub. (2026-03)

Benchmark: [redacted] vs Alle Organisationer

Fordeling af succesrate for faste betalinger via MobilePay Sub.. Min. 50 betalinger per organisation.



	-68%	-70%	-72%	-74%	-76%	-78%	-80%	-82%	-84%	-86%	-88%	-90%	-92%	-94%	-96%	-98%	-100%
Alle Organisationer (n=101)	0	1	0	0	0	1	0	2	2	2	3	8	15	14	17	32	4

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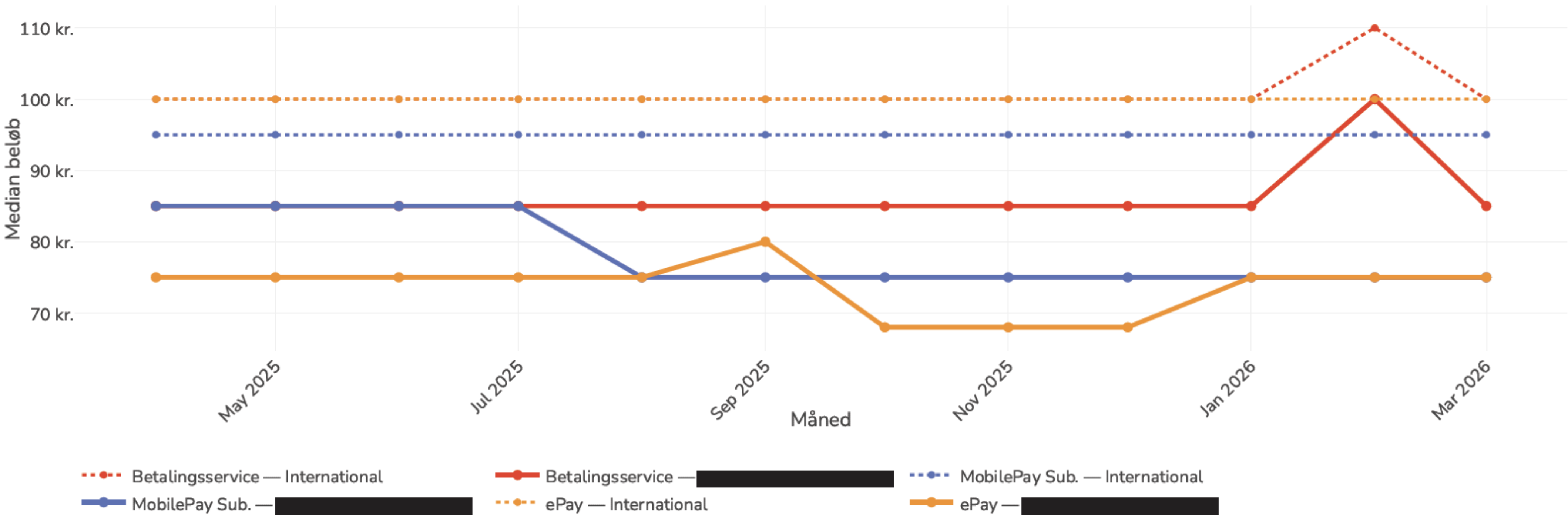
Medianbeløb for faste betalinger, pr Betalingsudbyder

Benchmark: [redacted] vs International hjælpeorganisation

Medianbeløb for faste betalinger per måned, sammenlignet med Benchmark. Stiplet linje = benchmark, solid linje = merchant.

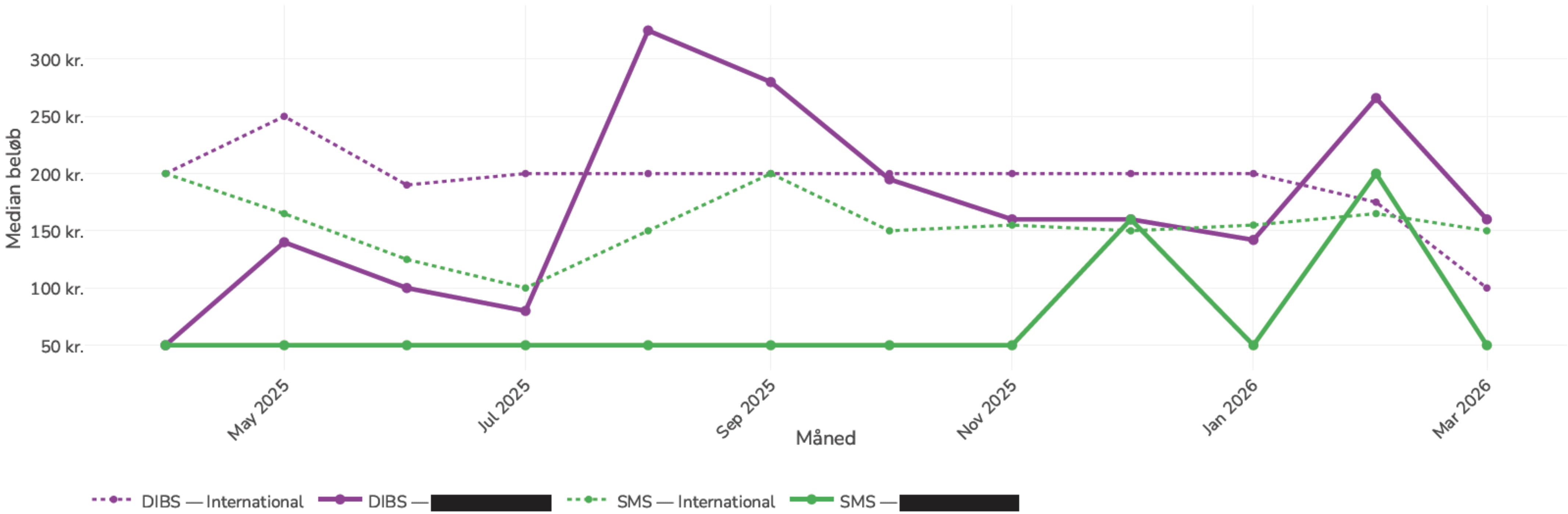


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
Betalingsservice - Benchmark	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	110 kr.	100 kr.
Betalingsservice - Merchant	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	100 kr.	85 kr.
MobilePay Sub. - Benchmark	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.	95 kr.
MobilePay Sub. - Merchant	85 kr.	85 kr.	85 kr.	85 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.
ePay - Benchmark	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.
ePay - Merchant	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	80 kr.	68 kr.	68 kr.	68 kr.	75 kr.	75 kr.	75 kr.

Medianbeløb for enkelte betalinger, pr Betalingsudbyder

Benchmark: [redacted] vs International hjælpeorganisation

Medianbeløb for enkeltstående betalinger per måned, sammenlignet med Benchmark. Stiplet linje = benchmark, solid linje = merchant.



	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
DIBS - Benchmark	200 kr.	250 kr.	190 kr.	200 kr.	200 kr.	200 kr.	200 kr.	200 kr.	200 kr.	200 kr.	175 kr.	100 kr.
DIBS - Merchant	50 kr.	140 kr.	100 kr.	80 kr.	325 kr.	280 kr.	195 kr.	160 kr.	160 kr.	142 kr.	266 kr.	160 kr.
SMS - Benchmark	200 kr.	165 kr.	125 kr.	100 kr.	150 kr.	200 kr.	150 kr.	155 kr.	150 kr.	155 kr.	165 kr.	150 kr.
SMS - Merchant	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	160 kr.	50 kr.	200 kr.	50 kr.

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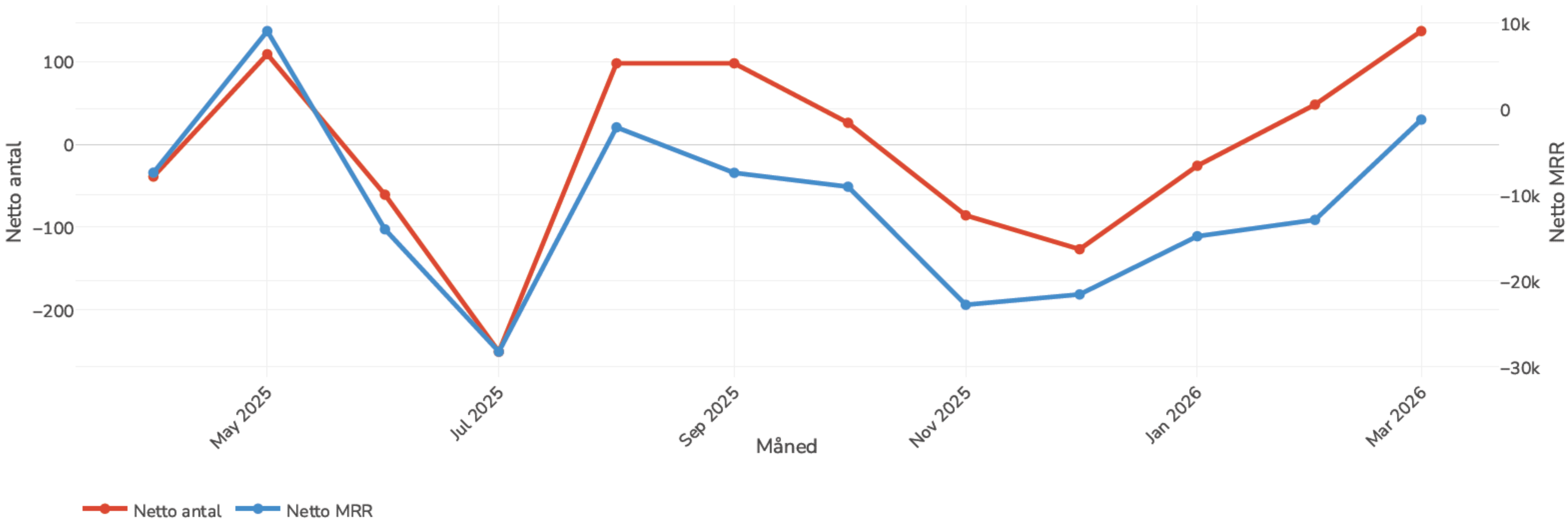
Tilvækst af faste betalingsaftaler

Data: [redacted]

Nye subscriptions minus churn per måned. Rød linje = antal, blå linje = månedligt beløb/MRR (højre akse). Beløb normaliseret til månedlig frekvens.

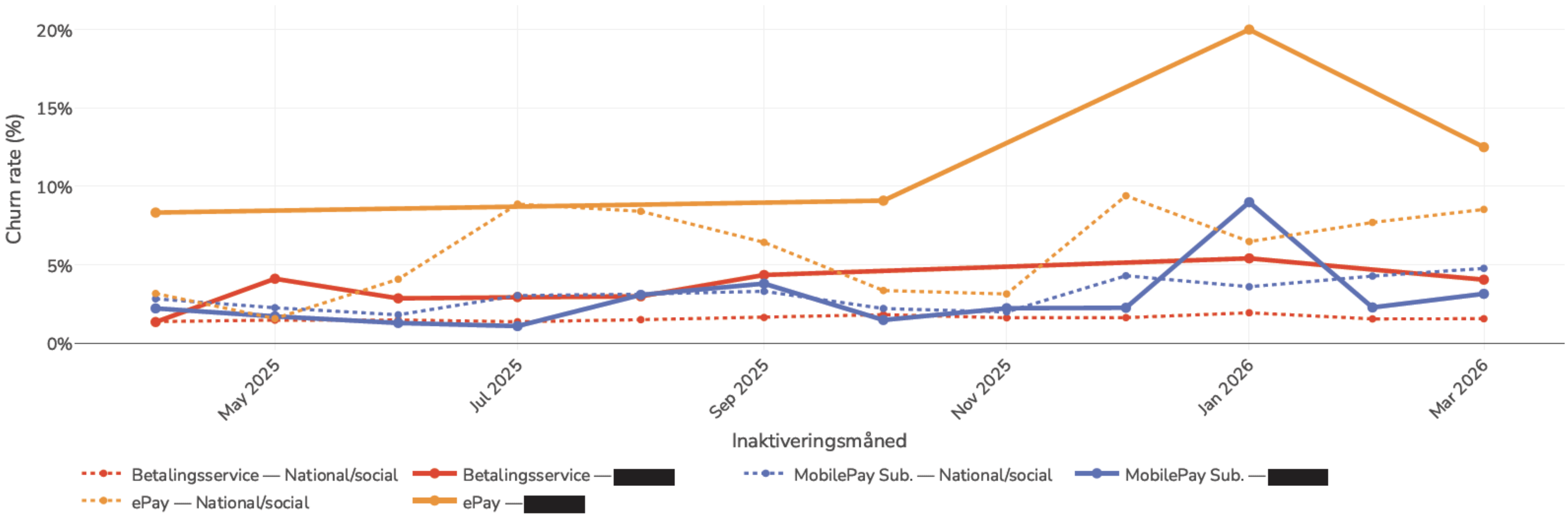


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
Netto antal	-39	109	-61	-251	98	98	26	-86	-127	-26	48	137
Netto MRR	-7.409	9.063	-13.993	-28.224	-2.129	-7.422	-9.039	-22.771	-21.563	-14.797	-12.895	-1.234

Faste betalingsaftalers Churnrate hver måned, pr Betalingsudbyder

Benchmark [redacted] vs National, social og humanitær hjælpeorganisation

Andel af subscriptions der inaktiveres per måned, sammenlignet med benchmark. Procent beregnes ud fra det samlede antal aktive subscriptions i gruppen.

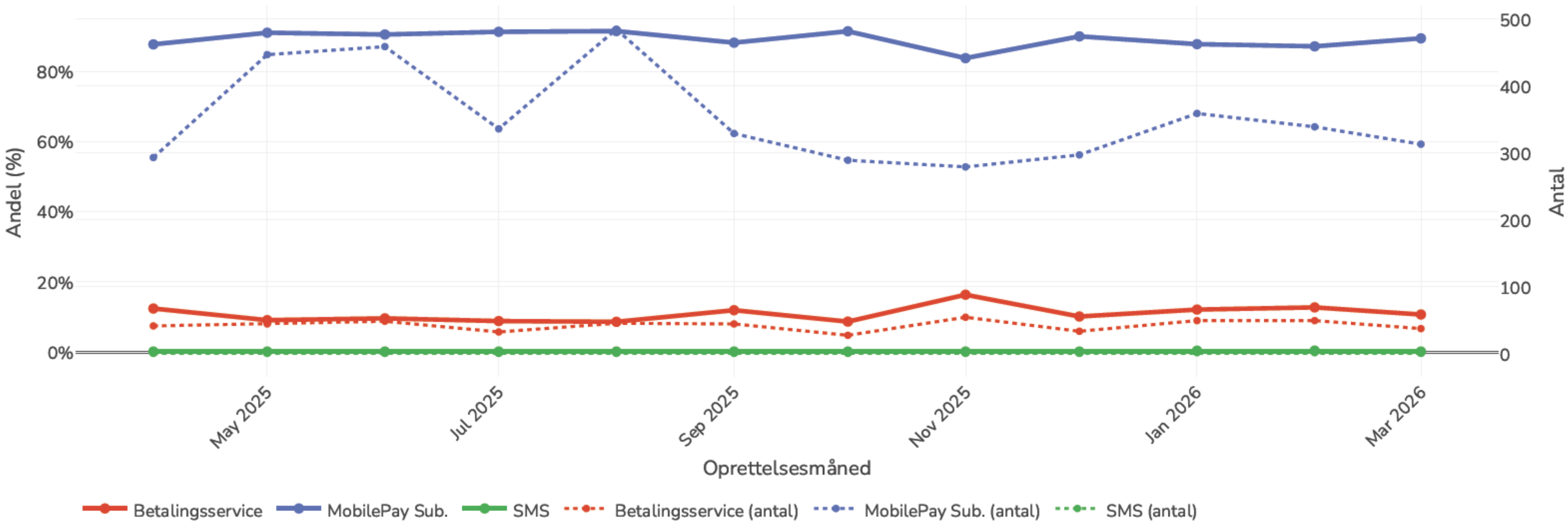


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
Betalingsservice - Benchmark	1.4%	1.5%	1.5%	1.4%	1.5%	1.6%	1.8%	1.6%	1.6%	1.9%	1.6%	1.6%
Betalingsservice - Merchant	1.4%	4.1%	2.9%	2.9%	3.0%	4.3%				5.4%		4.0%
MobilePay Sub. - Benchmark	2.8%	2.3%	1.8%	3.0%	3.1%	3.3%	2.2%	2.0%	4.3%	3.6%	4.3%	4.8%
MobilePay Sub. - Merchant	2.2%	1.7%	1.3%	1.1%	3.1%	3.8%	1.5%	2.2%	2.3%	9.0%	2.3%	3.1%
ePay - Benchmark	3.2%	1.6%	4.1%	8.9%	8.4%	6.4%	3.4%	3.1%	9.4%	6.5%	7.7%	8.5%
ePay - Merchant	8.3%						9.1%			20.0%		12.5%

Fordeling af nye betalingsaftaler, pr Betalingsudbyder

Data: [redacted]

Procentuel fordeling af betalingsudbyder for nye subscriptions per måned. Stiplede linjer viser antal (højre akse).

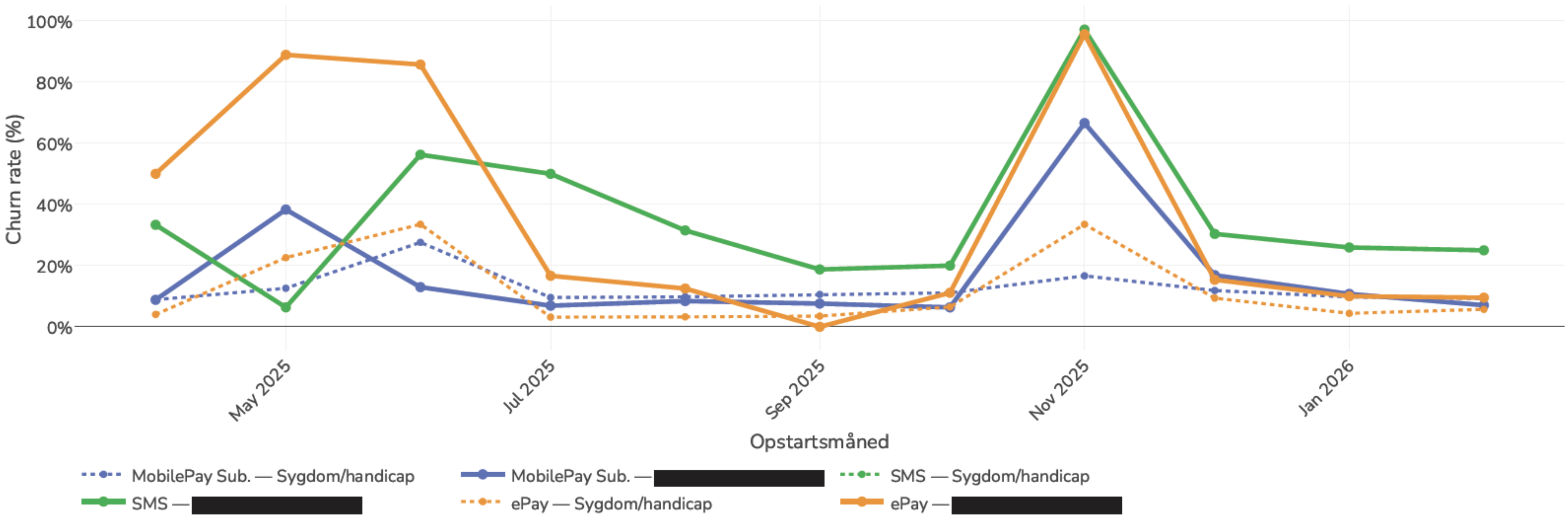


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03
Betalingsservice	12.3%	9.0%	9.5%	8.7%	8.5%	11.8%	8.5%	16.2%	10.0%	12.0%	12.6%	10.6%
MobilePay Sub.	87.7%	91.0%	90.5%	91.3%	91.5%	88.2%	91.5%	83.8%	90.0%	87.8%	87.2%	89.4%
SMS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%

Early Churn — andel churnet inden 3 mdr, pr Betalingsudbyder

Benchmark: [redacted] vs Sygdomsbekæmpende/handicaporganisation

Andel af nye subscriptions per opstartsmåned der inaktiveres inden for de første 3 måneder. Kun kohorter med komplet 3-måneders vindue vises.

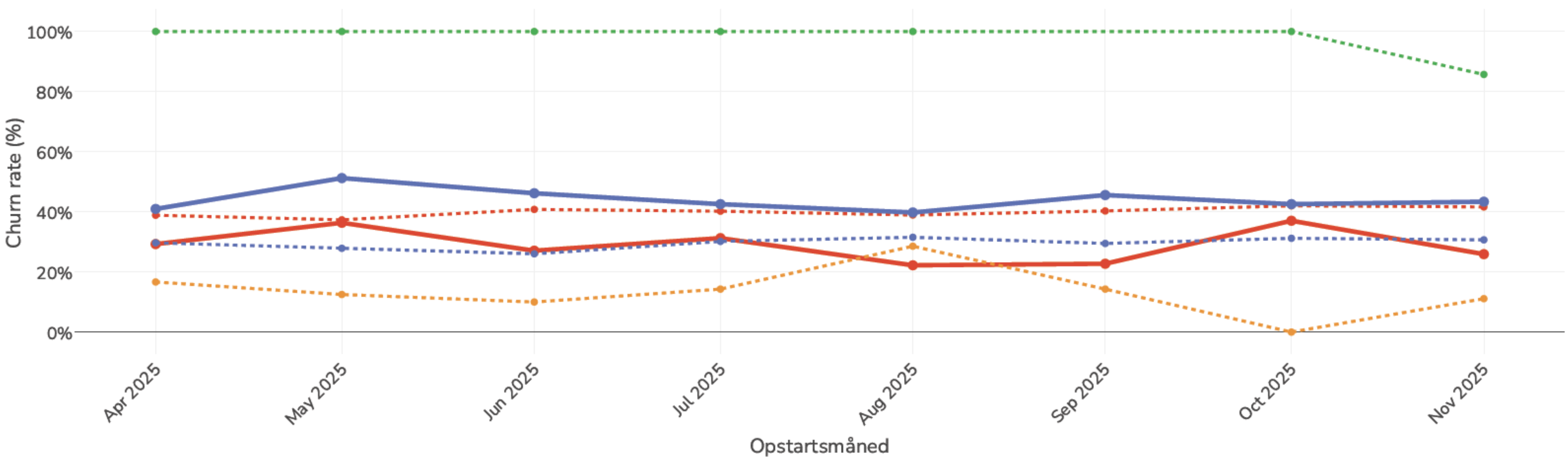


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02
MobilePay Sub. - Benchmark	8.9%	12.6%	27.6%	9.6%	9.8%	10.6%	11.1%	16.7%	11.9%	9.8%	9.3%
MobilePay Sub. - Merchant	8.8%	38.3%	13.0%	6.9%	8.4%	7.6%	6.3%	66.6%	16.9%	10.7%	7.1%
SMS - Benchmark	33.3%	6.4%	56.3%	50.0%	31.5%	18.8%	20.0%	97.1%	30.4%	25.9%	25.0%
SMS - Merchant	33.3%	6.4%	56.3%	50.0%	31.5%	18.8%	20.0%	97.1%	30.4%	25.9%	25.0%
ePay - Benchmark	4.0%	22.6%	33.5%	3.2%	3.3%	3.5%	6.5%	33.5%	9.4%	4.4%	5.7%
ePay - Merchant	50.0%	88.9%	85.7%	16.7%	12.5%	0.0%	11.1%	95.6%	15.4%	10.0%	9.5%

Early Churn 6 mdr — andel churnet inden 6 mdr, pr Betalingsudbyder

Benchmark: [redacted] vs International hjælpeorganisation

Andel af nye subscriptions per opstartsmåned der inaktiveres inden for de første 6 måneder. Kun kohorter med komplet 6-måneders vindue vises.

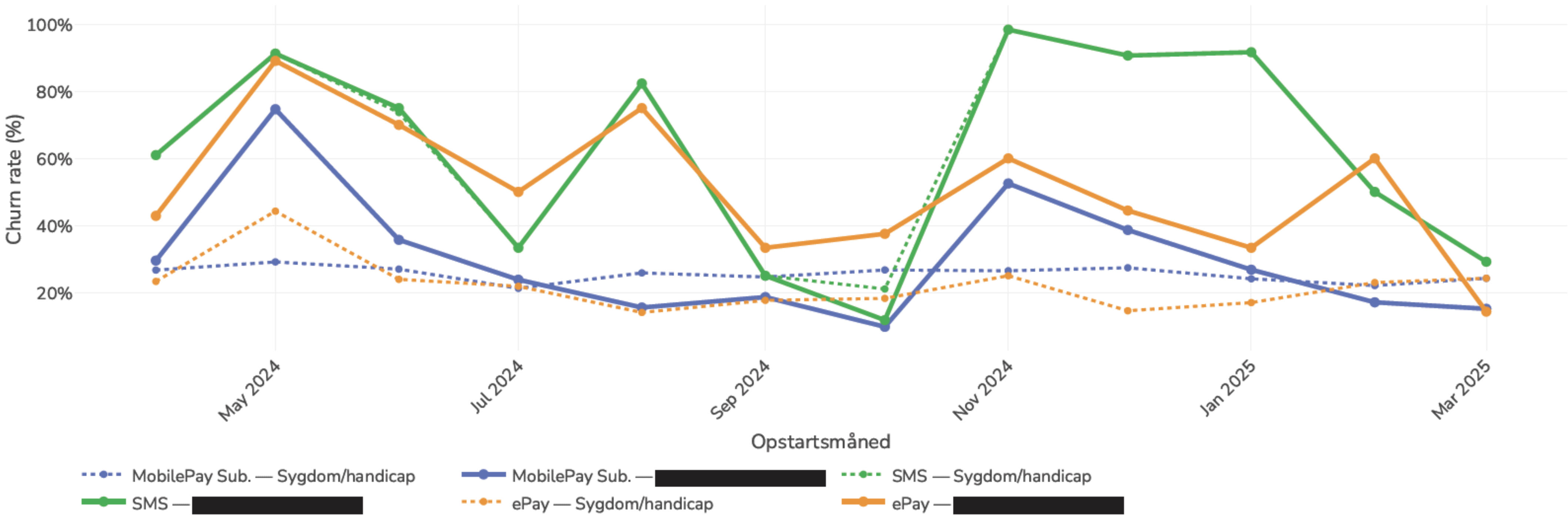


	25-04	25-05	25-06	25-07	25-08	25-09	25-10	25-11
Betalingsservice - Benchmark	38.9%	37.4%	40.8%	40.2%	39.0%	40.3%	42.0%	41.6%
Betalingsservice - Merchant	29.3%	36.4%	27.1%	31.3%	22.2%	22.7%	37.0%	25.9%
MobilePay Sub. - Benchmark	29.7%	27.9%	26.0%	30.2%	31.5%	29.5%	31.2%	30.7%
MobilePay Sub. - Merchant	41.0%	51.2%	46.2%	42.6%	39.8%	45.6%	42.6%	43.4%
SMS - Benchmark	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	85.7%
SMS - Merchant								
ePay - Benchmark	16.7%	12.5%	10.0%	14.3%	28.6%	14.3%	0.0%	11.1%
ePay - Merchant								

Churn 12 mdr — andel churnet inden 12 mdr, pr Betalingsudbyder

Benchmark: [redacted] vs Sygdomsbekæmpende/handicaporganisation

Andel af nye subscriptions per opstartsmåned der inaktiveres inden for de første 12 måneder. X-aksen viser kohorter 12 mdr før det valgte datointerval.



	24-04	24-05	24-06	24-07	24-08	24-09	24-10	24-11	24-12	25-01	25-02	25-03
MobilePay Sub. - Benchmark	26.7%	29.1%	27.0%	21.2%	25.8%	24.6%	26.7%	26.5%	27.4%	24.1%	22.1%	24.2%
MobilePay Sub. - Merchant	29.5%	74.7%	35.7%	23.8%	15.5%	18.6%	9.8%	52.5%	38.6%	26.8%	17.1%	15.1%
SMS - Benchmark	61.0%	91.3%	73.7%	33.3%	82.3%	25.0%	21.1%	98.4%	90.7%	91.7%	50.0%	29.2%
SMS - Merchant	61.0%	91.3%	75.0%	33.3%	82.3%	25.0%	11.8%	98.4%	90.7%	91.7%	50.0%	29.2%
ePay - Benchmark	23.3%	44.3%	23.9%	21.8%	14.0%	17.6%	18.2%	25.0%	14.6%	17.0%	23.0%	24.2%
ePay - Merchant	42.9%	89.1%	70.0%	50.0%	75.0%	33.3%	37.5%	60.0%	44.4%	33.3%	60.0%	14.3%