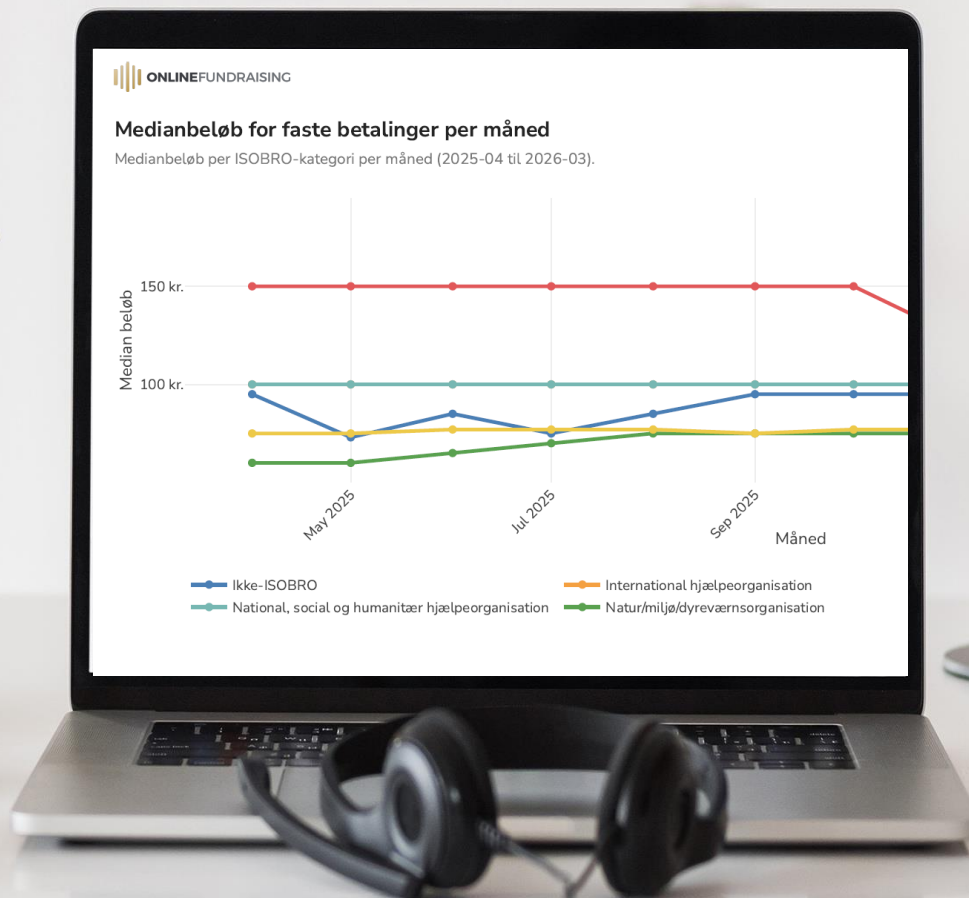


BENCHMARK RAPPORT

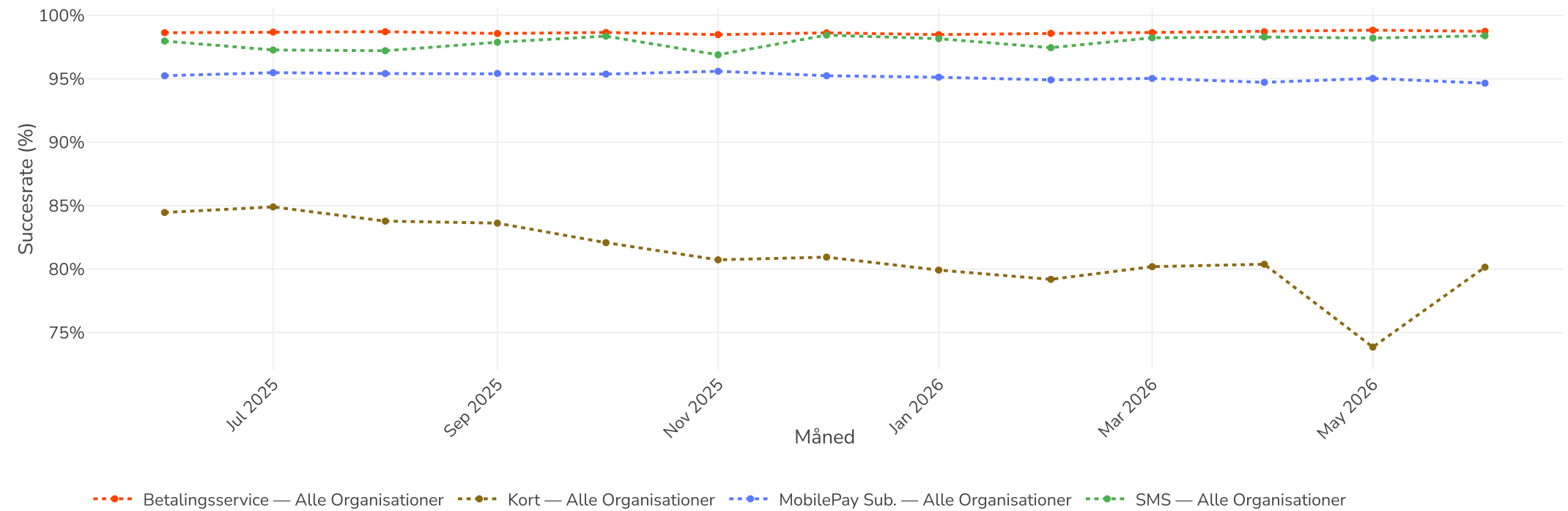
Juni 2025 –
Juni 2026



Succesrate i gennemførelse af faste betalinger, pr Betalingsudbyder

Benchmark: Alle Organisationer

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

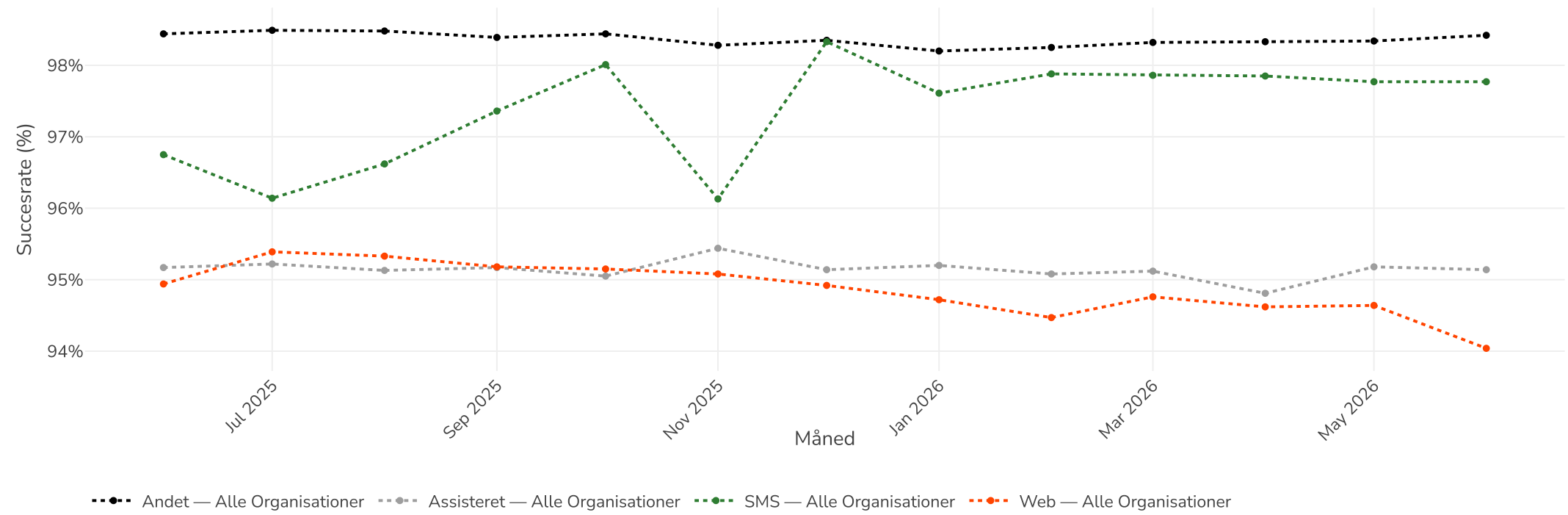


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Betalingsservice - Benchmark	98.6%	98.7%	98.7%	98.6%	98.7%	98.5%	98.6%	98.5%	98.6%	98.6%	98.7%	98.8%	98.7%
Kort - Benchmark	84.5%	84.9%	83.8%	83.6%	82.1%	80.7%	80.9%	79.9%	79.2%	80.2%	80.4%	73.8%	80.2%
MobilePay Sub. - Benchmark	95.2%	95.5%	95.4%	95.4%	95.4%	95.6%	95.2%	95.1%	94.9%	95.0%	94.7%	95.0%	94.7%
SMS - Benchmark	98.0%	97.3%	97.2%	97.9%	98.4%	96.9%	98.4%	98.2%	97.5%	98.2%	98.3%	98.2%	98.4%

Succesrate i gennemførelse af faste betalinger, pr Source Type

Benchmark: Alle Organisationer

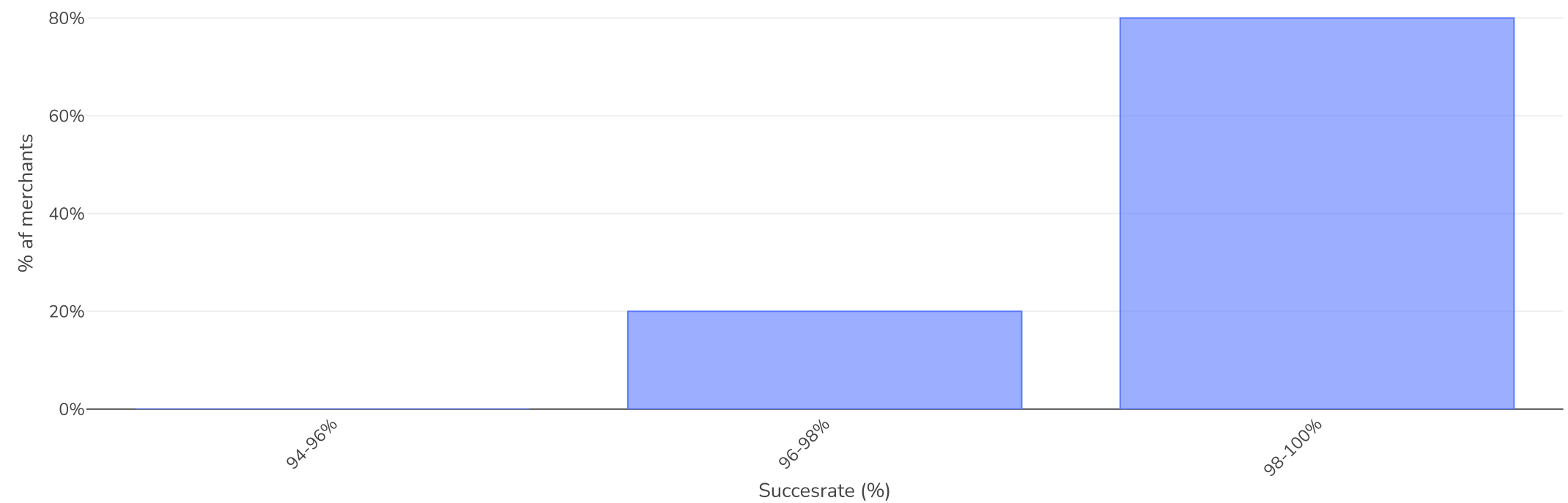
Hvor stor procentdel af faste betalinger gennemføres. Procent beregnes ud fra det samlede antal betalinger af samme type.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Andet - Benchmark	98.4%	98.5%	98.5%	98.4%	98.4%	98.3%	98.3%	98.2%	98.3%	98.3%	98.3%	98.3%	98.4%
Assisteret - Benchmark	95.2%	95.2%	95.1%	95.2%	95.0%	95.4%	95.1%	95.2%	95.1%	95.1%	94.8%	95.2%	95.1%
SMS - Benchmark	96.8%	96.1%	96.6%	97.4%	98.0%	96.1%	98.3%	97.6%	97.9%	97.9%	97.8%	97.8%	97.8%
Web - Benchmark	94.9%	95.4%	95.3%	95.2%	95.2%	95.1%	94.9%	94.7%	94.5%	94.8%	94.6%	94.6%	94.0%

Fordeling af succesrate — Betalingsservice (2026-06)

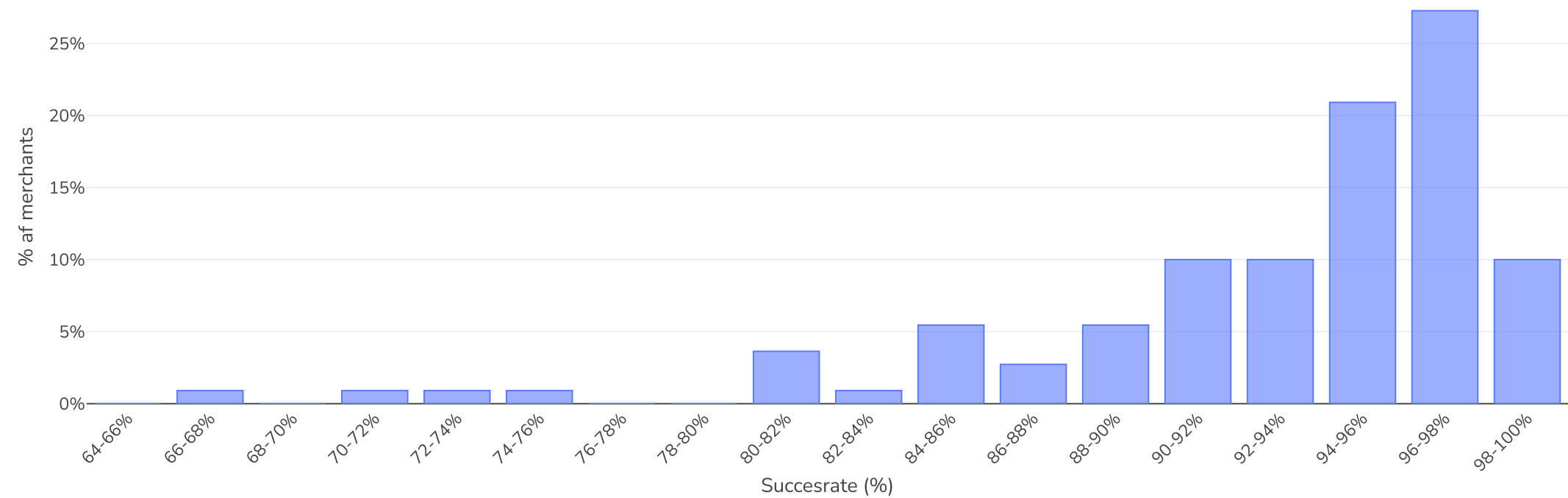
Benchmark: Alle Organisationer
Fordeling af succesrate for faste betalinger via Betalingsservice. Min. 50 betalinger per organisation.



	-96%	-98%	-100%
Alle Organisationer (n=60)	0	12	48

Fordeling af succesrate — MobilePay Sub. (2026-06)

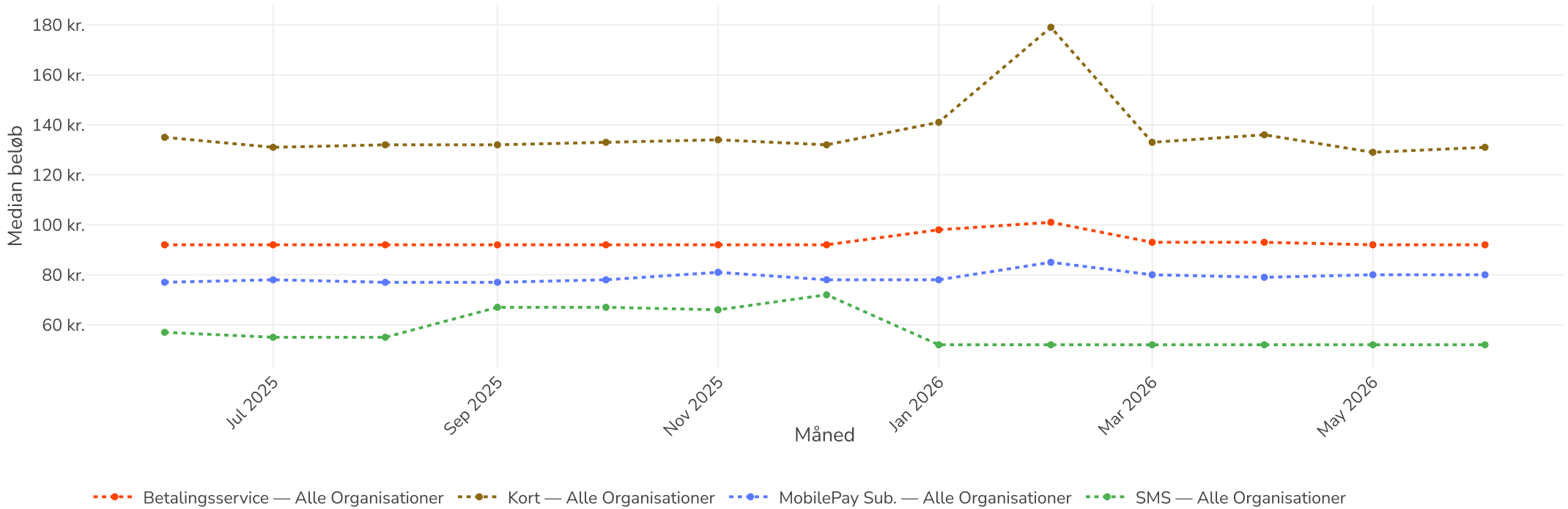
Benchmark: Alle Organisationer
Fordeling af succesrate for faste betalinger via MobilePay Sub.. Min. 50 betalinger per organisation.



	-66%	-68%	-70%	-72%	-74%	-76%	-78%	-80%	-82%	-84%	-86%	-88%	-90%	-92%	-94%	-96%	-98%	-100%
Alle Organisationer (n=110)	0	1	0	1	1	1	0	0	4	1	6	3	6	11	11	23	30	11

Medianbeløb for faste betalinger, pr Betalingsudbyder

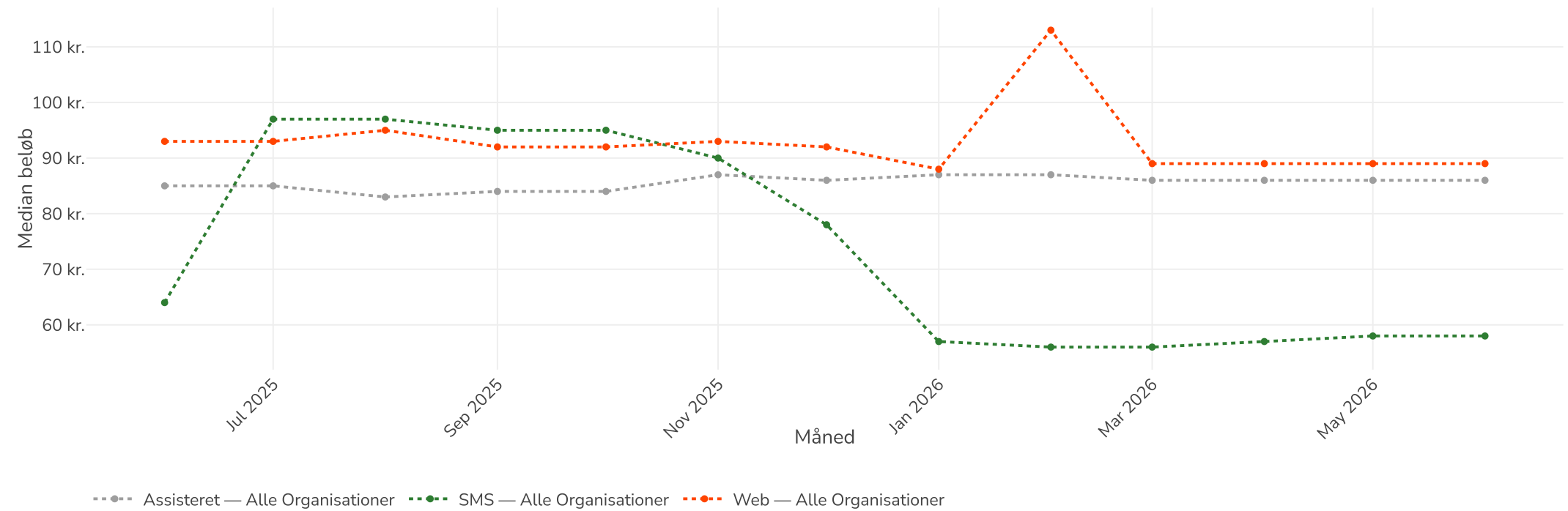
Benchmark: Alle Organisationer
Medianbeløb for faste betalinger per måned.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Betalingsservice - Benchmark	92 kr.	92 kr.	92 kr.	92 kr.	92 kr.	92 kr.	92 kr.	98 kr.	101 kr.	93 kr.	93 kr.	92 kr.	92 kr.
Kort - Benchmark	135 kr.	131 kr.	132 kr.	132 kr.	133 kr.	134 kr.	132 kr.	141 kr.	179 kr.	133 kr.	136 kr.	129 kr.	131 kr.
MobilePay Sub. - Benchmark	77 kr.	78 kr.	77 kr.	77 kr.	78 kr.	81 kr.	78 kr.	78 kr.	85 kr.	80 kr.	79 kr.	80 kr.	80 kr.
SMS - Benchmark	57 kr.	55 kr.	55 kr.	67 kr.	67 kr.	66 kr.	72 kr.	52 kr.	52 kr.	52 kr.	52 kr.	52 kr.	52 kr.

Medianbeløb for faste betalinger, pr Source Type

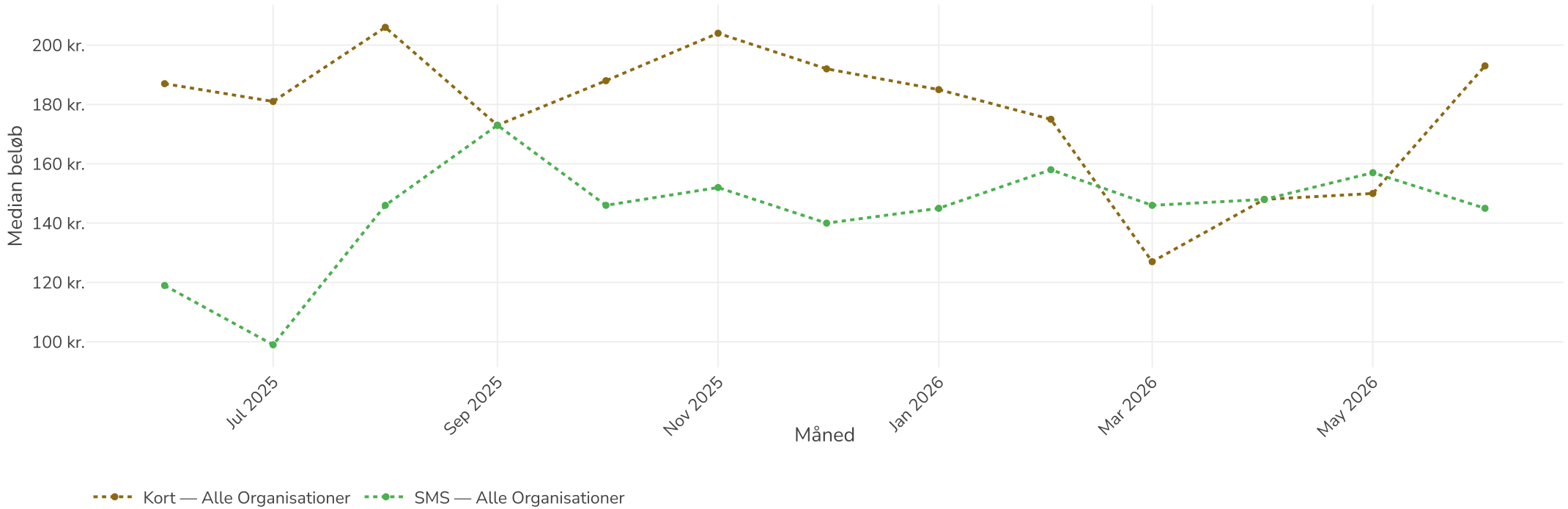
Benchmark: Alle Organisationer
Medianbeløb for faste betalinger per måned.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Assisteret - Benchmark	85 kr.	85 kr.	83 kr.	84 kr.	84 kr.	87 kr.	86 kr.	87 kr.	87 kr.	86 kr.	86 kr.	86 kr.	86 kr.
SMS - Benchmark	64 kr.	97 kr.	97 kr.	95 kr.	95 kr.	90 kr.	78 kr.	57 kr.	56 kr.	56 kr.	57 kr.	58 kr.	58 kr.
Web - Benchmark	93 kr.	93 kr.	95 kr.	92 kr.	92 kr.	93 kr.	92 kr.	88 kr.	113 kr.	89 kr.	89 kr.	89 kr.	89 kr.

Medianbeløb for enkelte betalinger, pr Betalingsudbyder

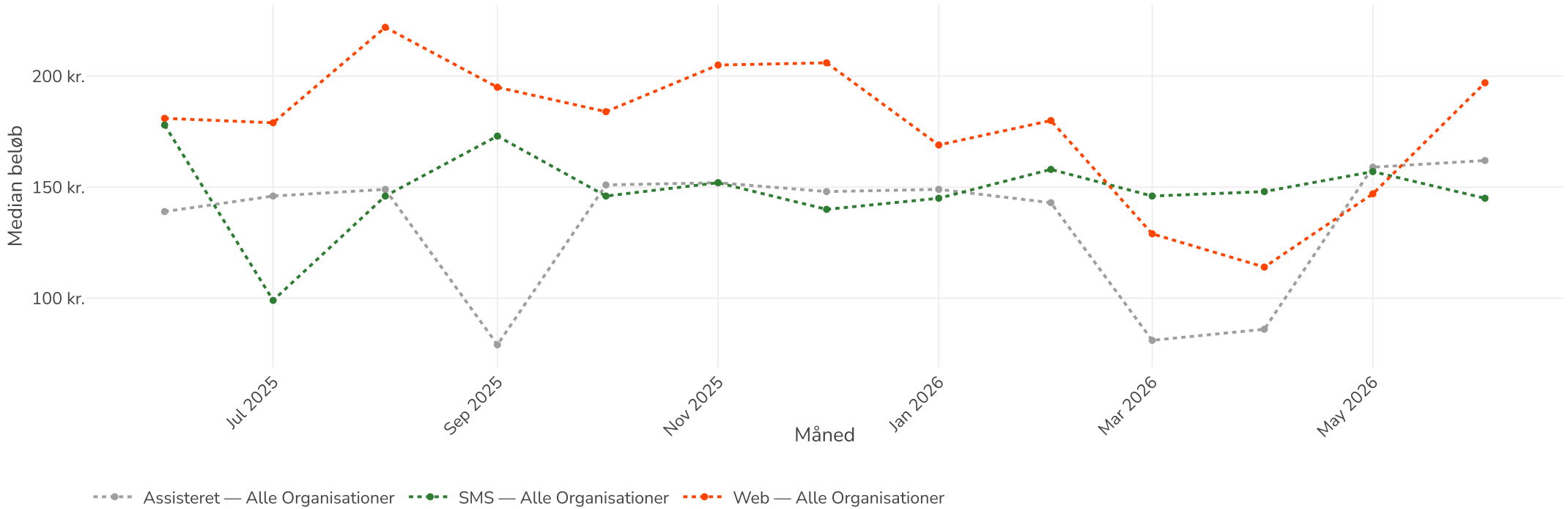
Benchmark: Alle Organisationer
Medianbeløb for enkeltstående betalinger per måned.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Kort - Benchmark	187 kr.	181 kr.	206 kr.	173 kr.	188 kr.	204 kr.	192 kr.	185 kr.	175 kr.	127 kr.	148 kr.	150 kr.	193 kr.
SMS - Benchmark	119 kr.	99 kr.	146 kr.	173 kr.	146 kr.	152 kr.	140 kr.	145 kr.	158 kr.	146 kr.	148 kr.	157 kr.	145 kr.

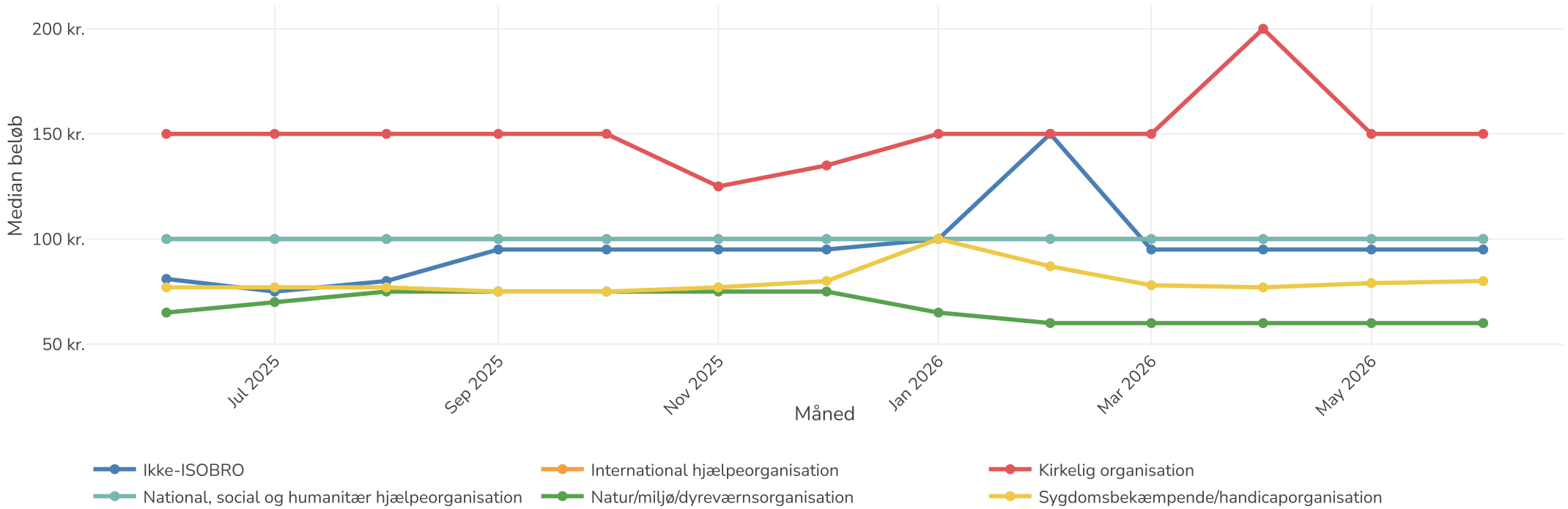
Medianbeløb for enkelte betalinger, pr Source Type

Benchmark: Alle Organisationer
Medianbeløb for enkeltstående betalinger per måned.



Medianbeløb for faste betalinger per måned

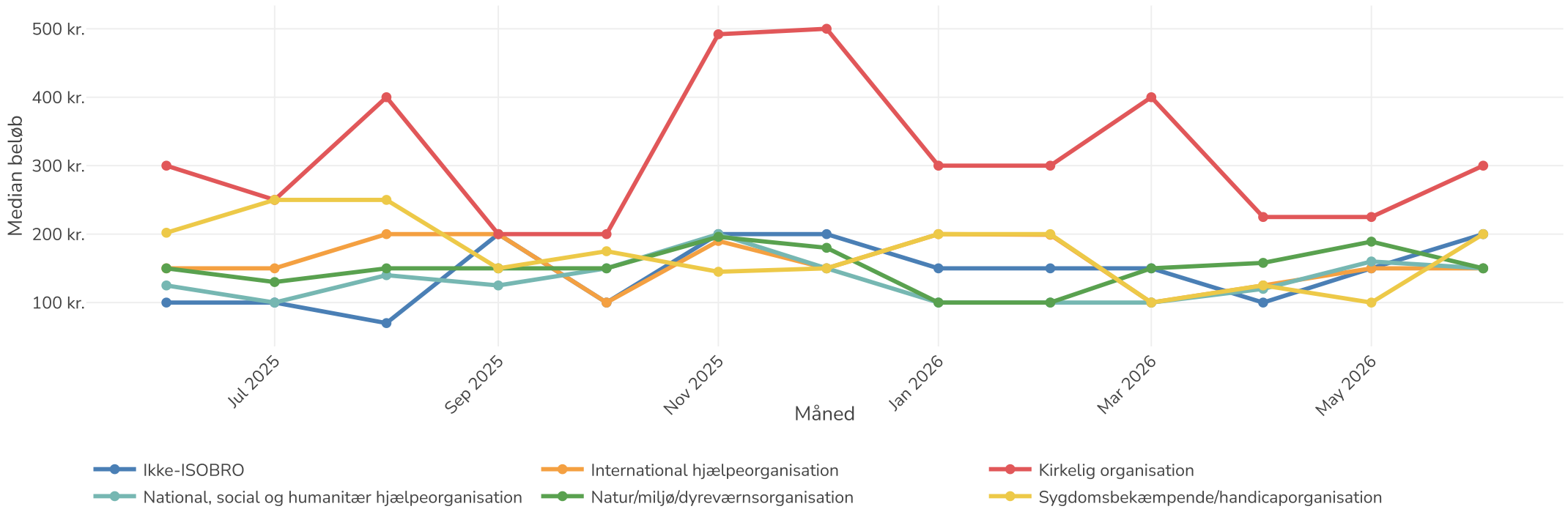
Medianbeløb per ISOBRO-kategori per måned (2025-06 til 2026-06).



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Ikke-ISOBRO	81 kr.	75 kr.	80 kr.	95 kr.	95 kr.	95 kr.	95 kr.	100 kr.	150 kr.	95 kr.	95 kr.	95 kr.	95 kr.
International hjælpeorganisation	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.
Kirkelig organisation	150 kr.	150 kr.	150 kr.	150 kr.	150 kr.	125 kr.	135 kr.	150 kr.	150 kr.	150 kr.	200 kr.	150 kr.	150 kr.
National, social og humanitær ...	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.
Natur/miljø/dyreværnsorganisat...	65 kr.	70 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	65 kr.	60 kr.	60 kr.	60 kr.	60 kr.	60 kr.
Sygdomsbekæmpende/handica...	77 kr.	77 kr.	77 kr.	75 kr.	75 kr.	77 kr.	80 kr.	100 kr.	87 kr.	78 kr.	77 kr.	79 kr.	80 kr.

Medianbeløb for enkelte betalinger per måned

Medianbeløb per ISOBRO-kategori per måned (2025-06 til 2026-06).

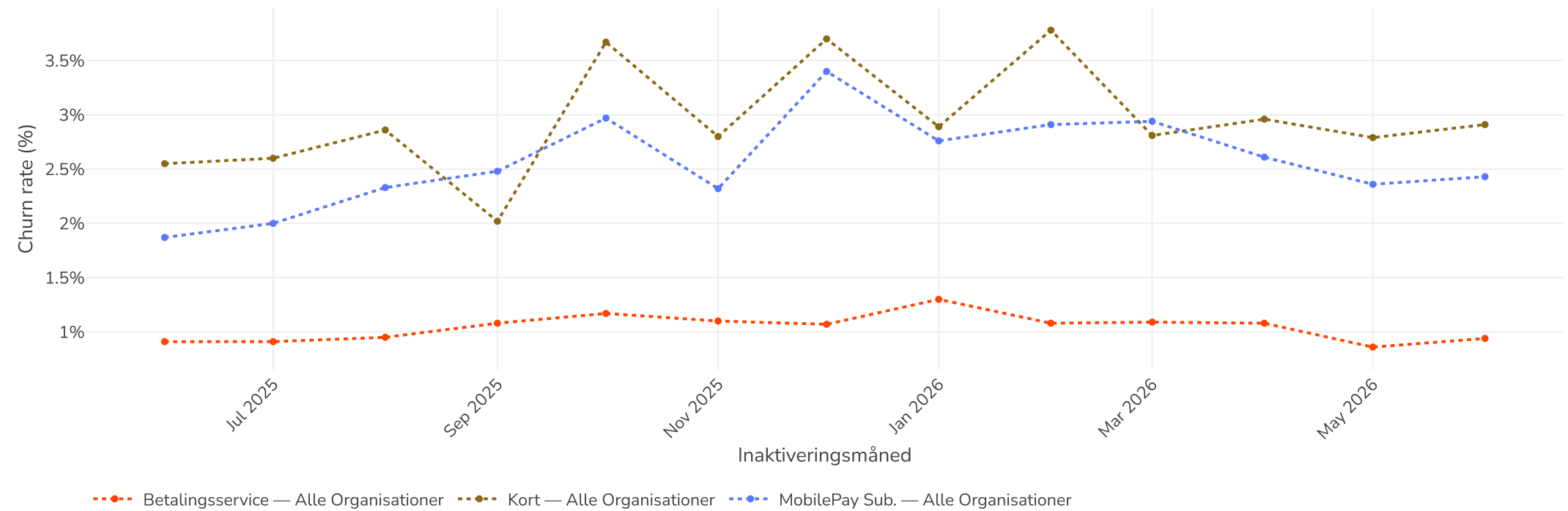


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Ikke-ISOBRO	100 kr.	100 kr.	70 kr.	200 kr.	100 kr.	200 kr.	200 kr.	150 kr.	150 kr.	150 kr.	100 kr.	150 kr.	200 kr.
International hjælpeorganisation	150 kr.	150 kr.	200 kr.	200 kr.	100 kr.	190 kr.	150 kr.	200 kr.	199 kr.	100 kr.	125 kr.	150 kr.	150 kr.
Kirkelig organisation	300 kr.	250 kr.	400 kr.	200 kr.	200 kr.	492 kr.	500 kr.	300 kr.	300 kr.	400 kr.	225 kr.	225 kr.	300 kr.
National, social og humanitær ...	125 kr.	100 kr.	140 kr.	125 kr.	150 kr.	200 kr.	150 kr.	100 kr.	100 kr.	100 kr.	120 kr.	160 kr.	150 kr.
Natur/miljø/dyreværnsorganisat...	150 kr.	130 kr.	150 kr.	150 kr.	150 kr.	196 kr.	180 kr.	100 kr.	100 kr.	150 kr.	158 kr.	189 kr.	150 kr.
Sygdomsbekæmpende/handica...	202 kr.	250 kr.	250 kr.	150 kr.	175 kr.	145 kr.	150 kr.	200 kr.	200 kr.	100 kr.	125 kr.	100 kr.	200 kr.

Faste betalingsaftalers Churnrate hver måned, pr Betalingsudbyder

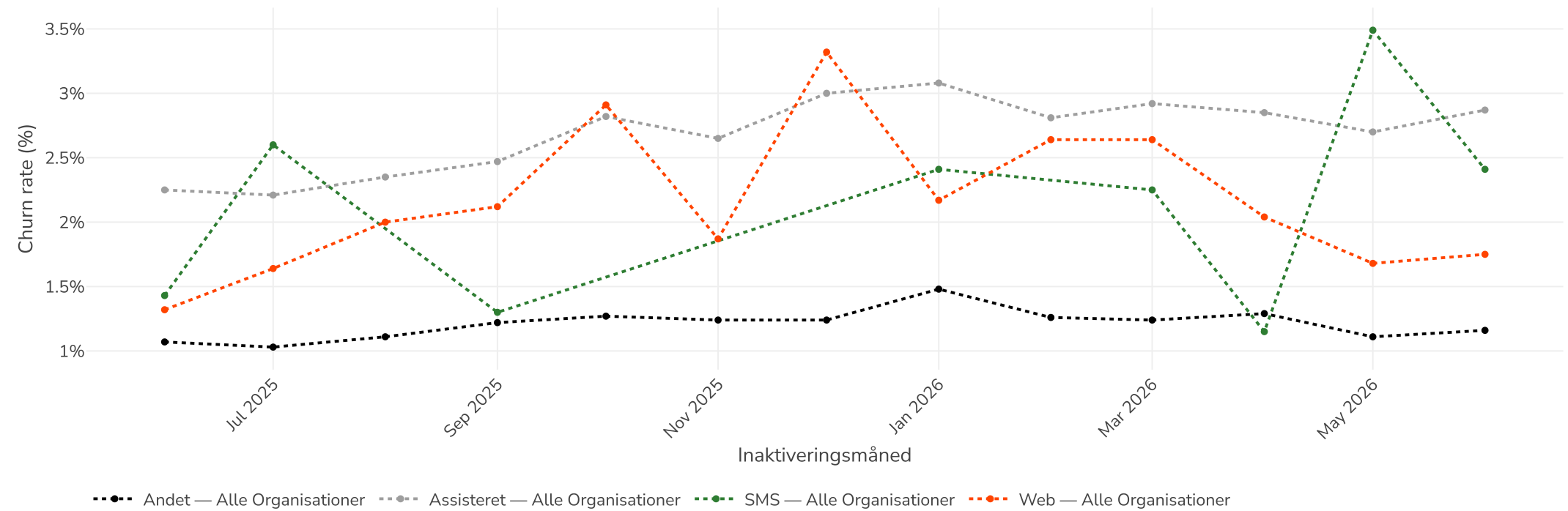
Benchmark: Alle Organisationer

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



Faste betalingsaftalers Churnrate hver måned, pr Source Type

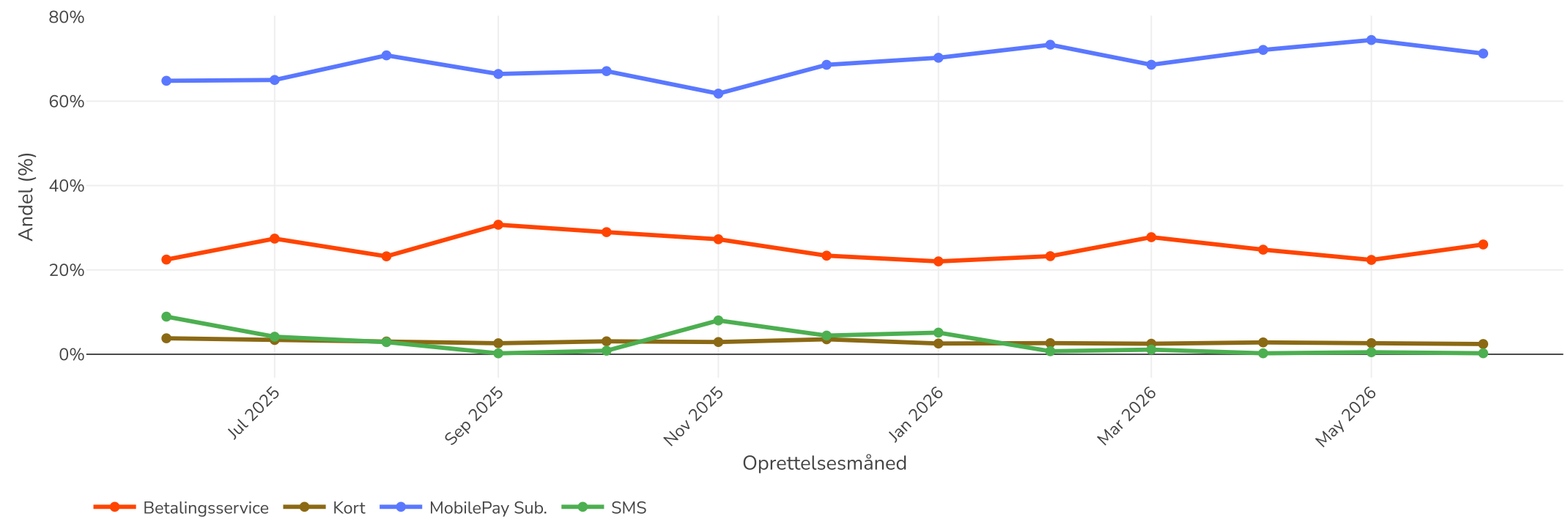
Benchmark: Alle Organisationer
Andel af subscriptions der inaktiveres per måned. Procent beregnes ud fra det samlede antal aktive subscriptions i gruppen.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Andet - Benchmark	1.1%	1.0%	1.1%	1.2%	1.3%	1.2%	1.2%	1.5%	1.3%	1.2%	1.3%	1.1%	1.2%
Assisteret - Benchmark	2.3%	2.2%	2.4%	2.5%	2.8%	2.6%	3.0%	3.1%	2.8%	2.9%	2.9%	2.7%	2.9%
SMS - Benchmark	1.4%	2.6%		1.3%				2.4%		2.3%	1.1%	3.5%	2.4%
Web - Benchmark	1.3%	1.6%	2.0%	2.1%	2.9%	1.9%	3.3%	2.2%	2.6%	2.6%	2.0%	1.7%	1.8%

Fordeling af nye betalingsaftaler, pr Betalingsudbyder

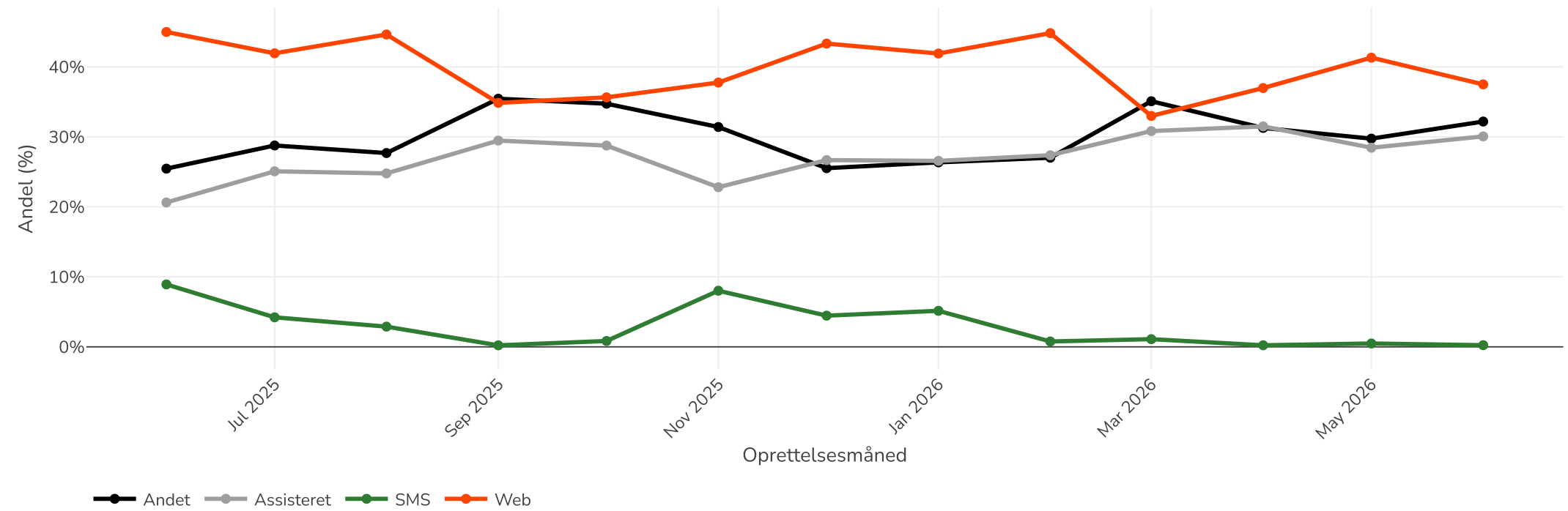
Data: Alle Organisationer
Procentuel fordeling af betalingsudbyder for nye subscriptions per måned.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Betalingsservice	22.4%	27.4%	23.2%	30.7%	29.0%	27.3%	23.4%	22.0%	23.3%	27.8%	24.8%	22.4%	26.0%
Kort	3.8%	3.4%	3.0%	2.6%	3.1%	2.9%	3.5%	2.5%	2.6%	2.5%	2.8%	2.6%	2.4%
MobilePay Sub.	64.8%	65.0%	70.9%	66.5%	67.1%	61.8%	68.6%	70.3%	73.4%	68.6%	72.2%	74.5%	71.3%
SMS	8.9%	4.2%	2.9%	0.2%	0.8%	8.0%	4.4%	5.1%	0.7%	1.1%	0.2%	0.5%	0.2%

Fordeling af nye betalingsaftaler, pr Source Type

Data: Alle Organisationer
Procentuel fordeling af source type for nye subscriptions per måned.

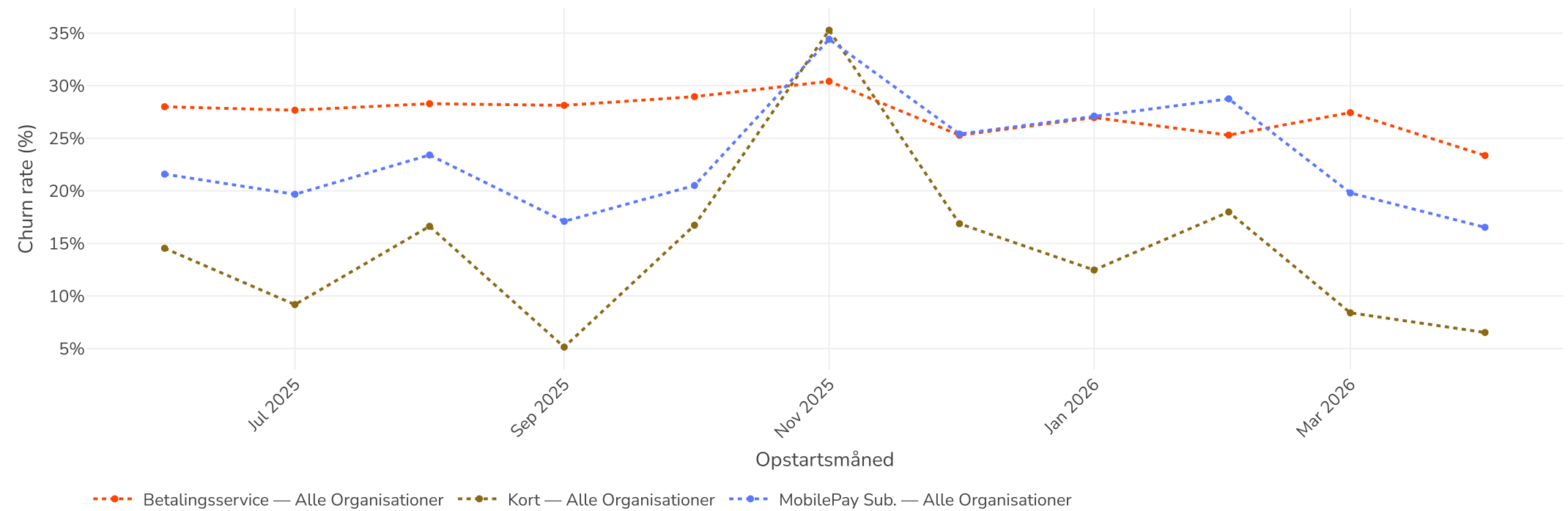


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Andet	25.5%	28.8%	27.7%	35.5%	34.7%	31.4%	25.5%	26.4%	27.0%	35.1%	31.3%	29.8%	32.2%
Assisteret	20.6%	25.1%	24.8%	29.5%	28.8%	22.8%	26.7%	26.6%	27.4%	30.8%	31.5%	28.4%	30.1%
SMS	8.9%	4.2%	2.9%	0.2%	0.8%	8.0%	4.5%	5.2%	0.8%	1.1%	0.2%	0.5%	0.2%
Web	45.0%	41.9%	44.6%	34.9%	35.6%	37.8%	43.3%	41.9%	44.8%	33.0%	37.0%	41.3%	37.5%

Early Churn — andel churnet inden 3 mdr, pr Betalingsudbyder

Benchmark: Alle Organisationer

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

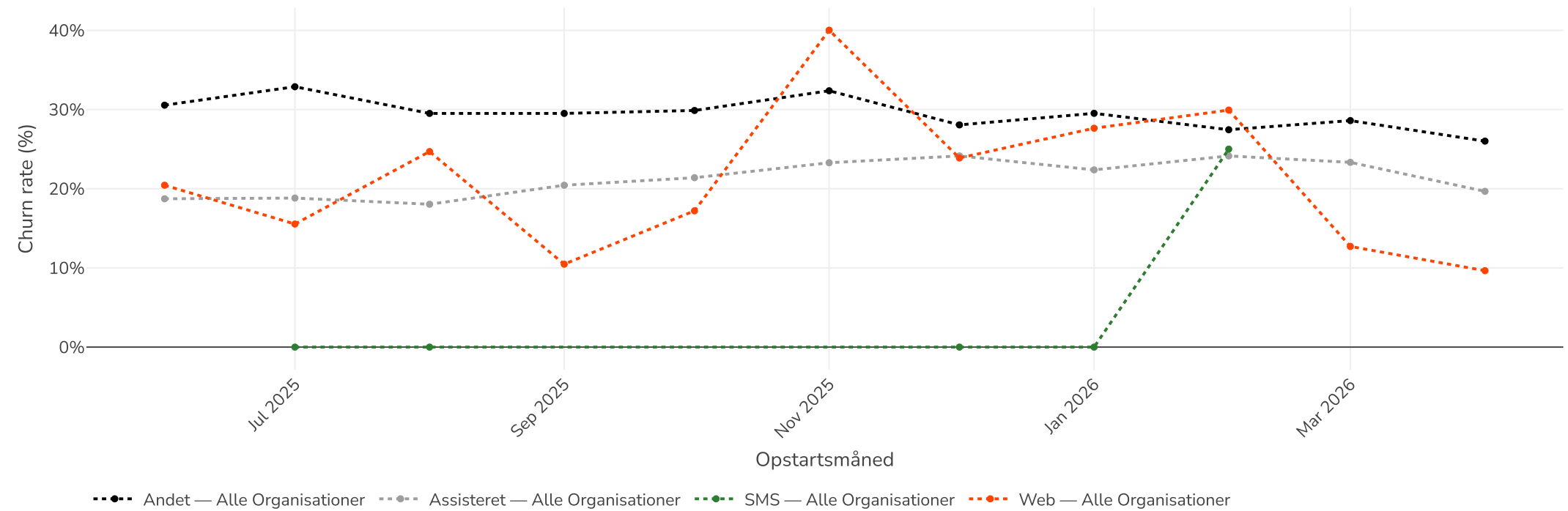


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04
Betalingservice - Benchmark	28.0%	27.7%	28.3%	28.1%	29.0%	30.4%	25.3%	27.0%	25.3%	27.4%	23.4%
Kort - Benchmark	14.5%	9.2%	16.6%	5.1%	16.7%	35.3%	16.9%	12.5%	18.0%	8.4%	6.5%
MobilePay Sub. - Benchmark	21.6%	19.7%	23.4%	17.1%	20.5%	34.4%	25.4%	27.1%	28.8%	19.8%	16.5%

Early Churn — andel churnet inden 3 mdr, pr Source Type

Benchmark: Alle Organisationer

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

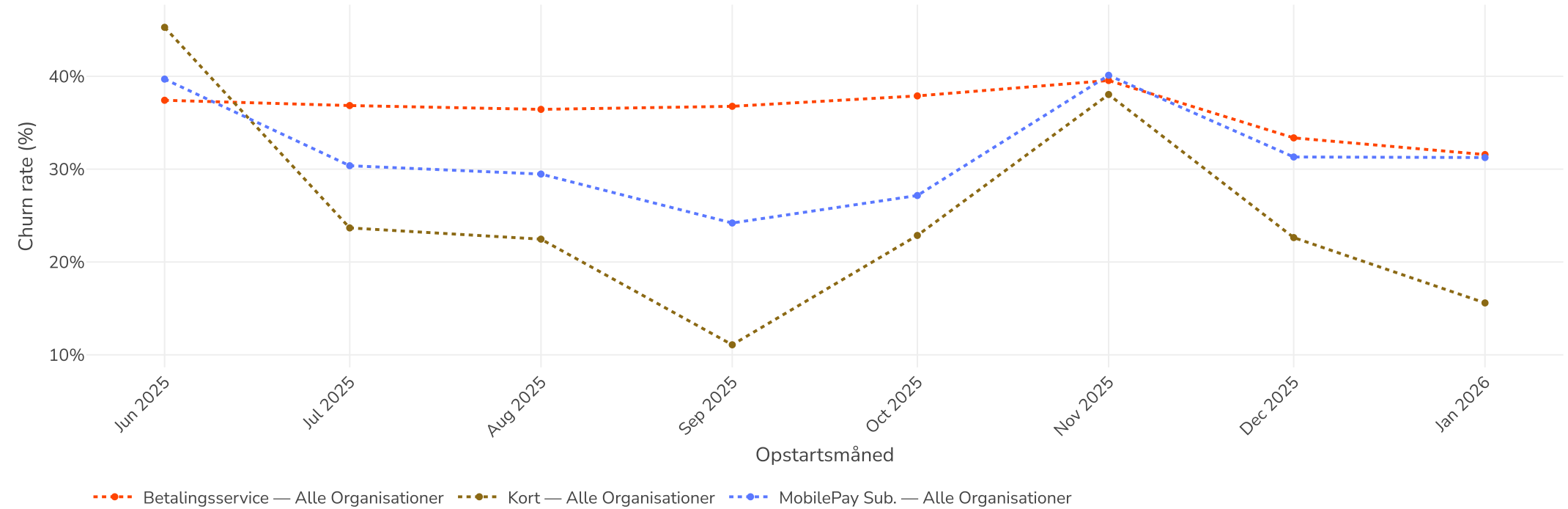


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04
Andet - Benchmark	30.6%	32.9%	29.5%	29.5%	29.9%	32.4%	28.1%	29.5%	27.4%	28.6%	26.0%
Assisteret - Benchmark	18.7%	18.8%	18.0%	20.4%	21.4%	23.3%	24.1%	22.4%	24.1%	23.3%	19.7%
SMS - Benchmark		0.0%	0.0%				0.0%	0.0%	25.0%		
Web - Benchmark	20.4%	15.5%	24.7%	10.5%	17.2%	40.0%	23.9%	27.6%	29.9%	12.7%	9.7%

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

Benchmark: Alle Organisationer

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

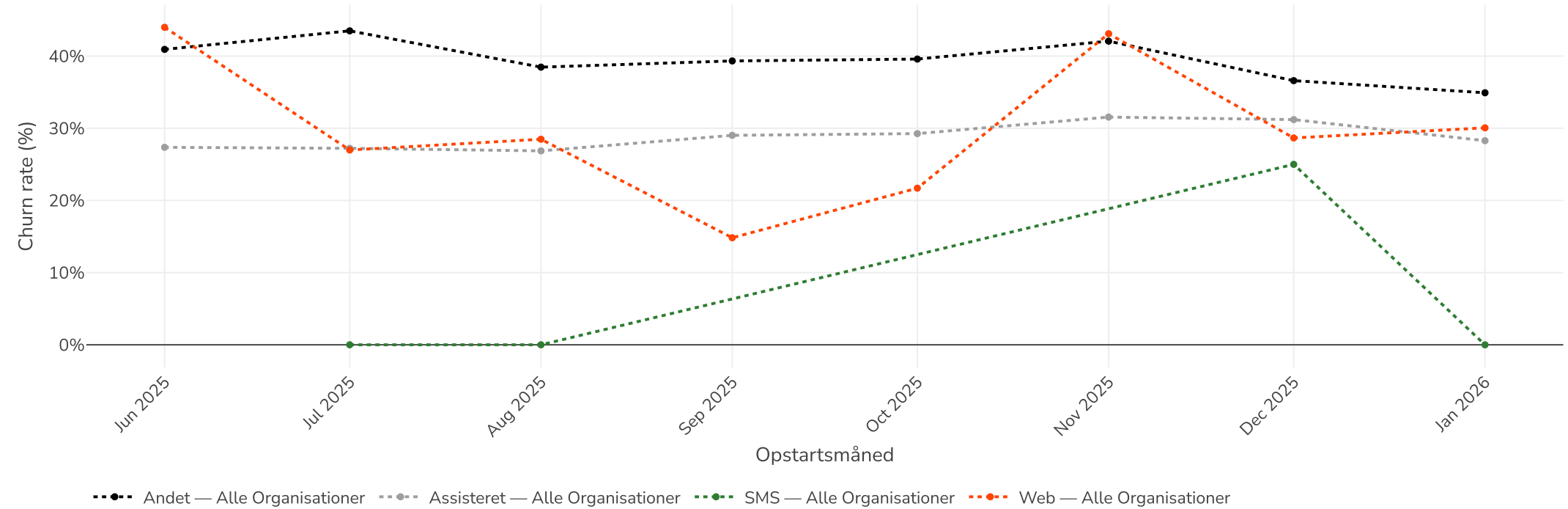


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01
Betalingsservice - Benchmark	37.4%	36.9%	36.4%	36.8%	37.9%	39.5%	33.4%	31.6%
Kort - Benchmark	45.3%	23.7%	22.5%	11.1%	22.9%	38.0%	22.6%	15.6%
MobilePay Sub. - Benchmark	39.7%	30.4%	29.5%	24.2%	27.2%	40.1%	31.3%	31.3%

Early Churn 6 mdr — andel churnet inden 6 mdr, pr Source Type

Benchmark: Alle Organisationer

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

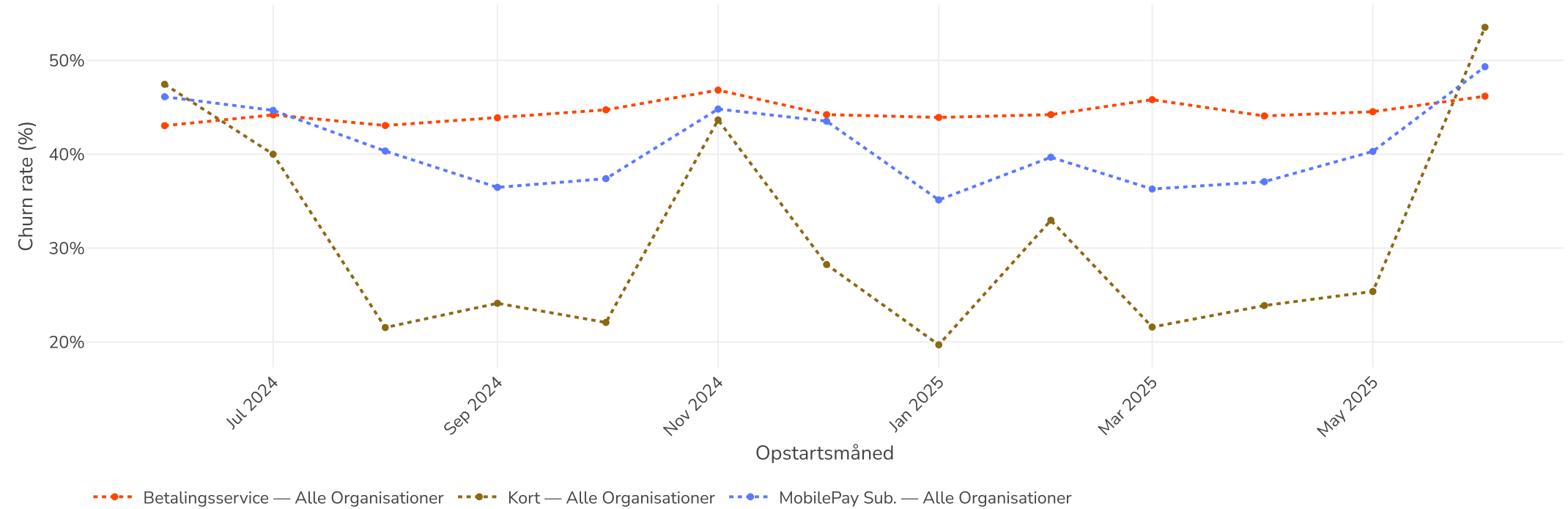


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01
Andet - Benchmark	40.9%	43.5%	38.5%	39.3%	39.6%	42.1%	36.6%	34.9%
Assisteret - Benchmark	27.4%	27.2%	26.9%	29.0%	29.3%	31.6%	31.2%	28.3%
SMS - Benchmark		0.0%	0.0%				25.0%	0.0%
Web - Benchmark	44.0%	27.0%	28.5%	14.8%	21.7%	43.1%	28.7%	30.1%

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

Benchmark: Alle Organisationer

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

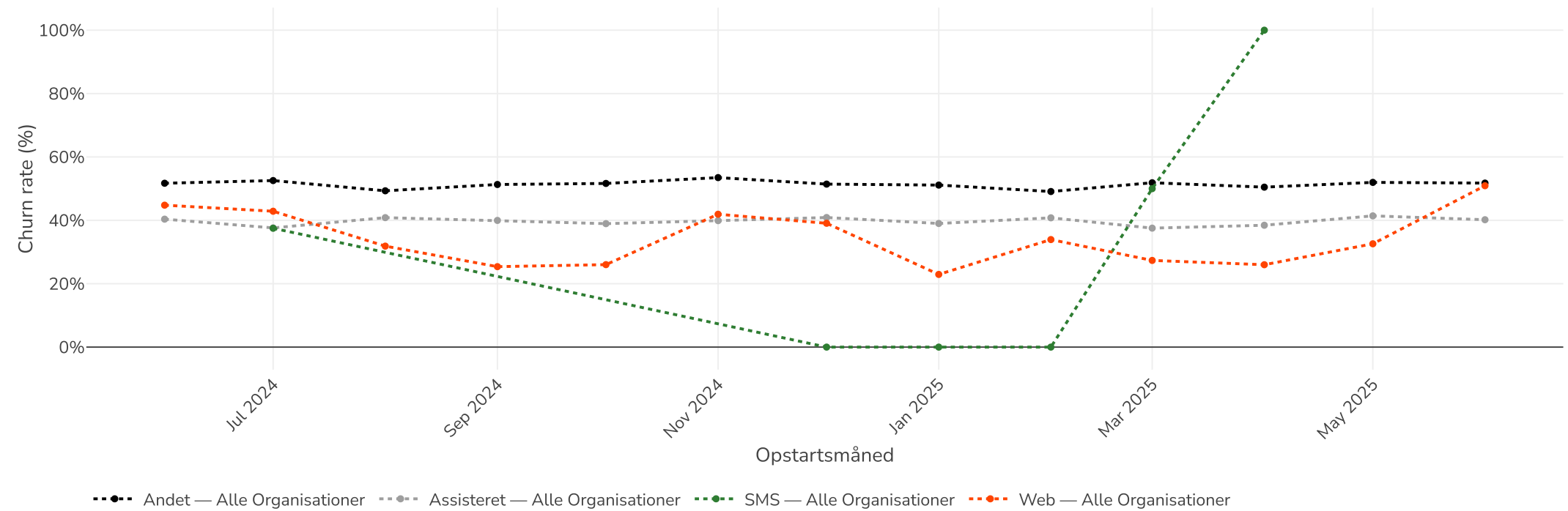


	24-06	24-07	24-08	24-09	24-10	24-11	24-12	25-01	25-02	25-03	25-04	25-05	25-06
Betalingservice - Benchmark	43.0%	44.2%	43.1%	43.9%	44.7%	46.8%	44.2%	43.9%	44.2%	45.8%	44.1%	44.5%	46.2%
Kort - Benchmark	47.5%	40.0%	21.5%	24.1%	22.1%	43.6%	28.3%	19.7%	33.0%	21.6%	23.9%	25.4%	53.5%
MobilePay Sub. - Benchmark	46.1%	44.7%	40.3%	36.5%	37.4%	44.8%	43.5%	35.1%	39.7%	36.3%	37.1%	40.3%	49.3%

Churn 12 mdr — andel churnet inden 12 mdr, pr Source Type

Benchmark: Alle Organisationer

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

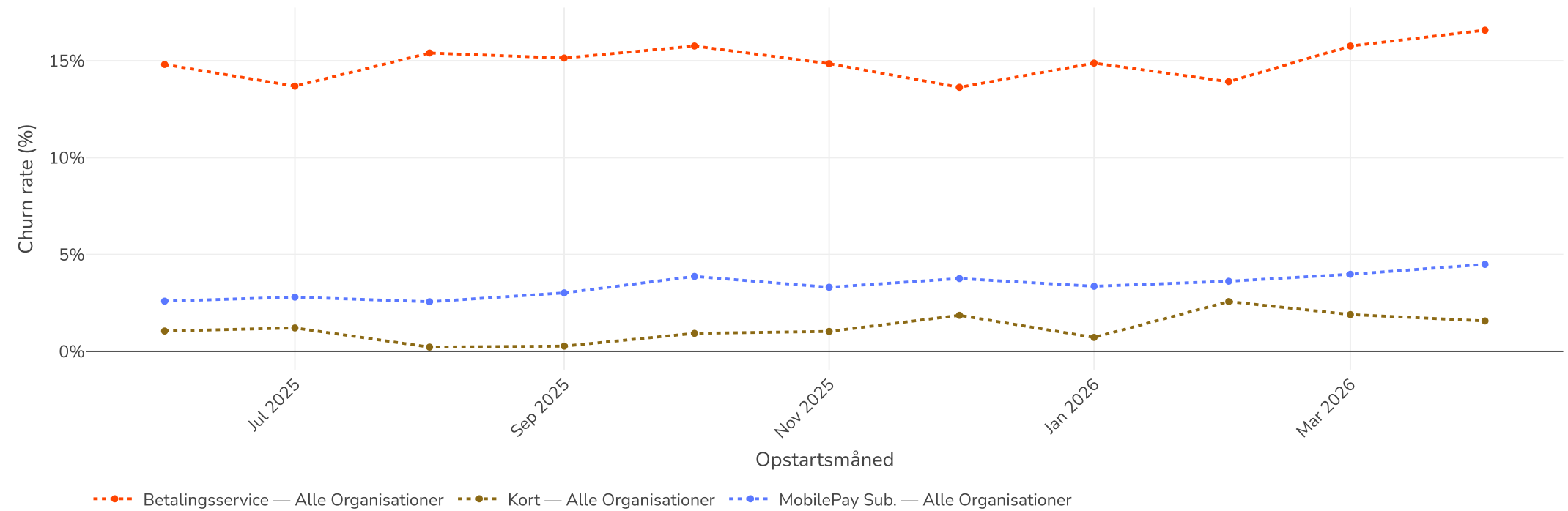


	24-06	24-07	24-08	24-09	24-10	24-11	24-12	25-01	25-02	25-03	25-04	25-05	25-06
Andet - Benchmark	51.7%	52.5%	49.3%	51.3%	51.6%	53.5%	51.4%	51.1%	49.1%	51.9%	50.5%	52.0%	51.8%
Assisteret - Benchmark	40.4%	37.6%	40.9%	40.0%	39.0%	39.9%	40.9%	39.0%	40.8%	37.5%	38.5%	41.4%	40.2%
SMS - Benchmark		37.5%					0.0%	0.0%	0.0%	50.0%	100.0%		
Web - Benchmark	44.8%	42.9%	31.9%	25.4%	26.0%	41.9%	39.1%	22.9%	33.9%	27.4%	26.0%	32.6%	50.9%

No-Show Churn — andel churnet uden betaling, pr Betalingsudbyder

Benchmark: Alle Organisationer

Andel af subscriptions per opstartsmåned, der er inaktiverede igen og ikke fik en første betaling.

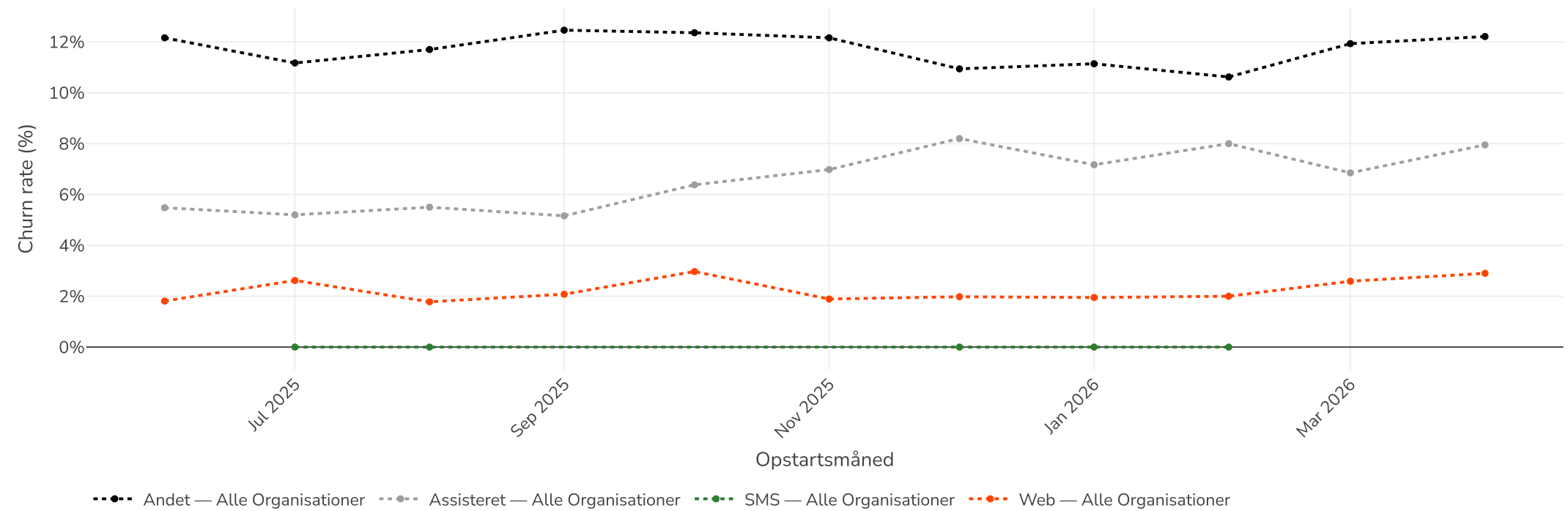


	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04
Betalingsservice - Benchmark	14.8%	13.7%	15.4%	15.1%	15.8%	14.8%	13.6%	14.9%	13.9%	15.8%	16.6%
Kort - Benchmark	1.1%	1.2%	0.2%	0.3%	0.9%	1.0%	1.9%	0.7%	2.6%	1.9%	1.6%
MobilePay Sub. - Benchmark	2.6%	2.8%	2.6%	3.0%	3.9%	3.3%	3.8%	3.4%	3.6%	4.0%	4.5%

No-Show Churn — andel churnet uden betaling, pr Source Type

Benchmark: Alle Organisationer

Andel af subscriptions per opstartsmåned, der er inaktiverede igen og ikke fik en første betaling.



	25-06	25-07	25-08	25-09	25-10	25-11	25-12	26-01	26-02	26-03	26-04
Andet - Benchmark	12.2%	11.2%	11.7%	12.5%	12.4%	12.2%	10.9%	11.1%	10.6%	11.9%	12.2%
Assisteret - Benchmark	5.5%	5.2%	5.5%	5.2%	6.4%	7.0%	8.2%	7.2%	8.0%	6.8%	8.0%
SMS - Benchmark		0.0%	0.0%				0.0%	0.0%	0.0%		
Web - Benchmark	1.8%	2.6%	1.8%	2.1%	3.0%	1.9%	2.0%	1.9%	2.0%	2.6%	2.9%