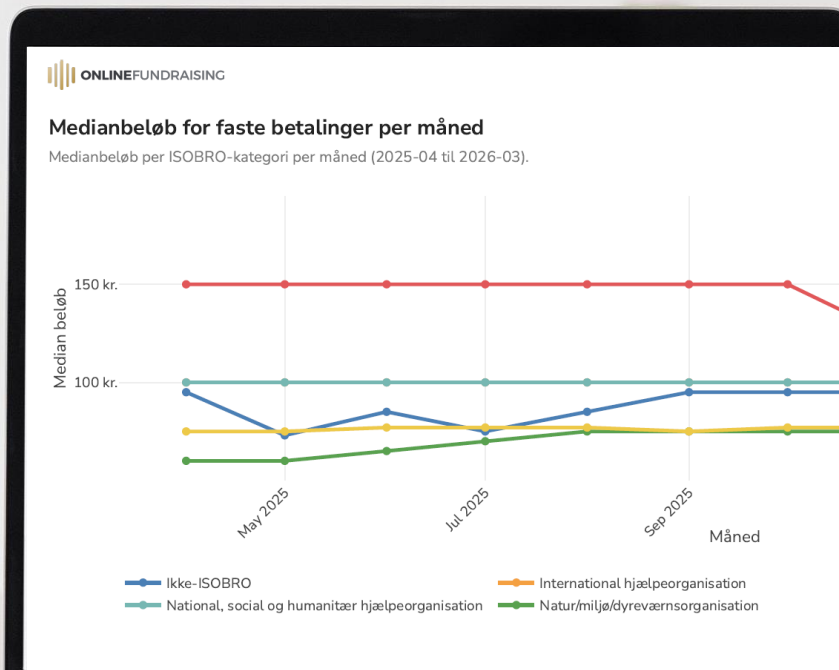


BENCHMARK RAPPORT

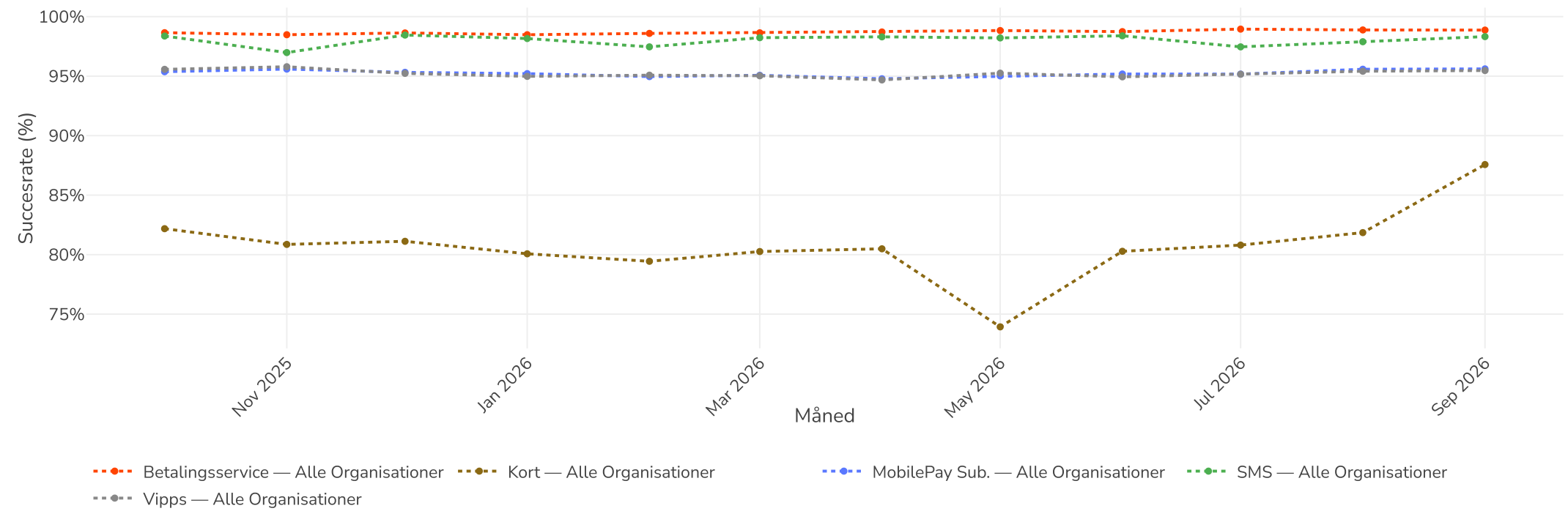
September 2025 –
September 2026



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.

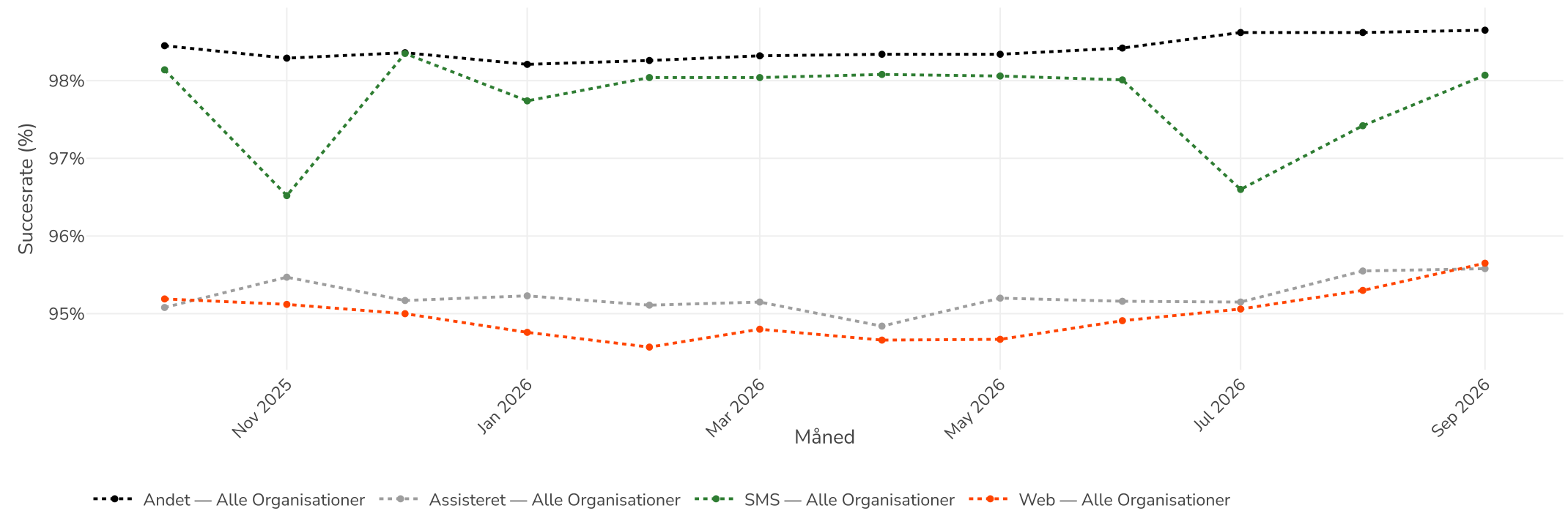


	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Betalingsservice - Benchmark (Alle Organisationer)	98.7%	98.5%	98.6%	98.5%	98.6%	98.6%	98.7%	98.8%	98.7%	99.0%	98.9%	98.9%
Kort - Benchmark (Alle Organisationer)	82.2%	80.9%	81.1%	80.1%	79.4%	80.3%	80.5%	73.9%	80.3%	80.8%	81.8%	87.6%
MobilePay Sub. - Benchmark (Alle Organisationer)	95.4%	95.6%	95.3%	95.2%	95.0%	95.1%	94.8%	95.0%	95.2%	95.2%	95.6%	95.6%
SMS - Benchmark (Alle Organisationer)	98.4%	97.0%	98.5%	98.2%	97.5%	98.2%	98.3%	98.2%	98.4%	97.5%	97.9%	98.3%
Vipps - Benchmark (Alle Organisationer)	95.6%	95.8%	95.2%	95.0%	95.1%	95.0%	94.7%	95.3%	94.9%	95.2%	95.4%	95.5%

Succesrate i gennemførelse af faste betalinger, pr Source Type

Benchmark: Alle Organisationer

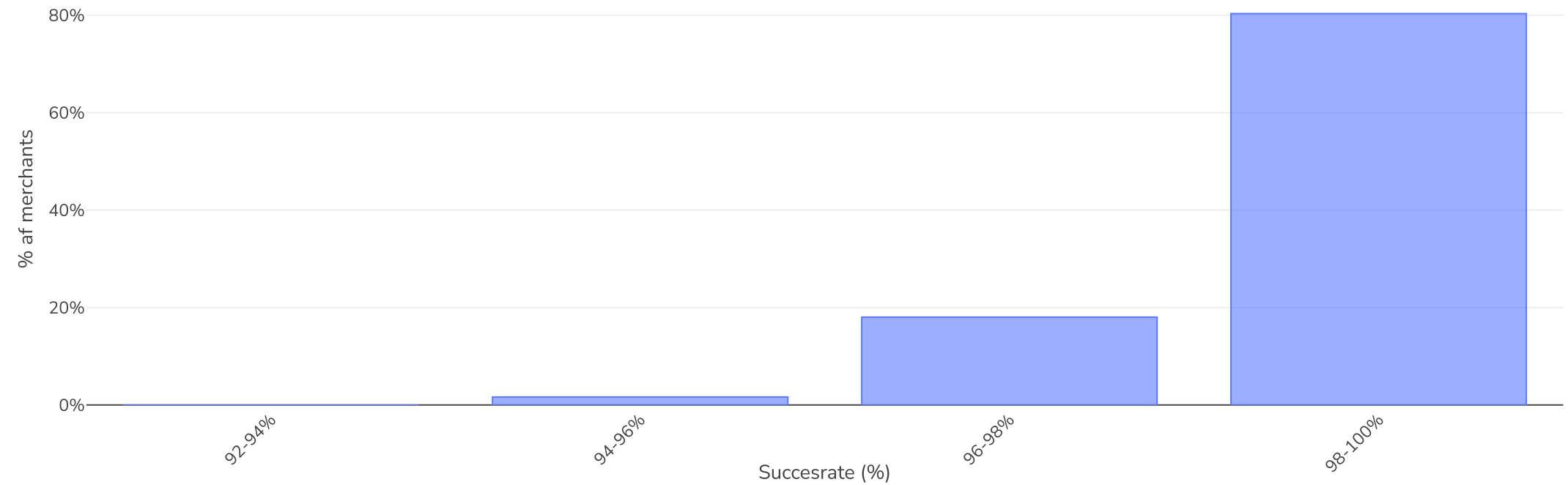
Hvor stor procentdel af faste betalinger gennemføres. Procent beregnes ud fra det samlede antal betalinger af samme type.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Andet - Benchmark (Alle Orga...	98.5%	98.3%	98.4%	98.2%	98.3%	98.3%	98.3%	98.3%	98.4%	98.6%	98.6%	98.7%
Assisteret - Benchmark (Alle O...	95.1%	95.5%	95.2%	95.2%	95.1%	95.2%	94.8%	95.2%	95.2%	95.2%	95.5%	95.6%
SMS - Benchmark (Alle Organi...	98.1%	96.5%	98.3%	97.7%	98.0%	98.0%	98.1%	98.1%	98.0%	96.6%	97.4%	98.1%
Web - Benchmark (Alle Organi...	95.2%	95.1%	95.0%	94.8%	94.6%	94.8%	94.7%	94.7%	94.9%	95.1%	95.3%	95.7%

Fordeling af succesrate — Betalingsservice (2026-09)

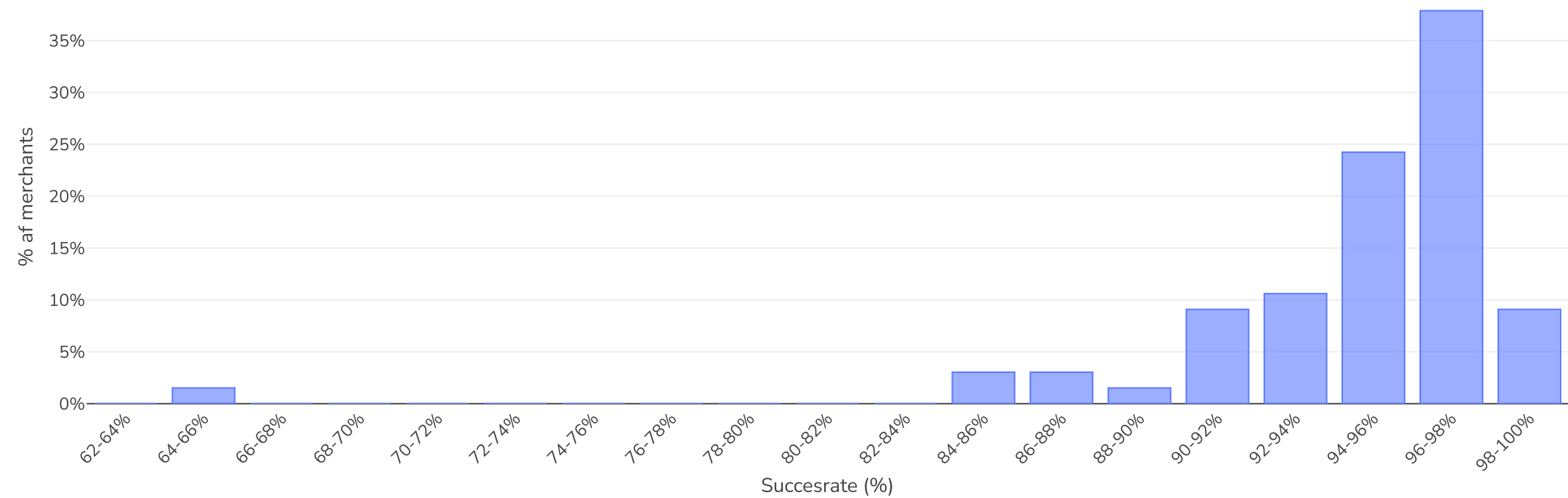
Benchmark: Alle Organisationer
Fordeling af succesrate for faste betalinger via Betalingsservice. Min. 50 betalinger per organisation.



	-94%	-96%	-98%	-100%
Alle Organisationer (n=61)	0	1	11	49

Fordeling af succesrate — MobilePay Sub. (2026-09)

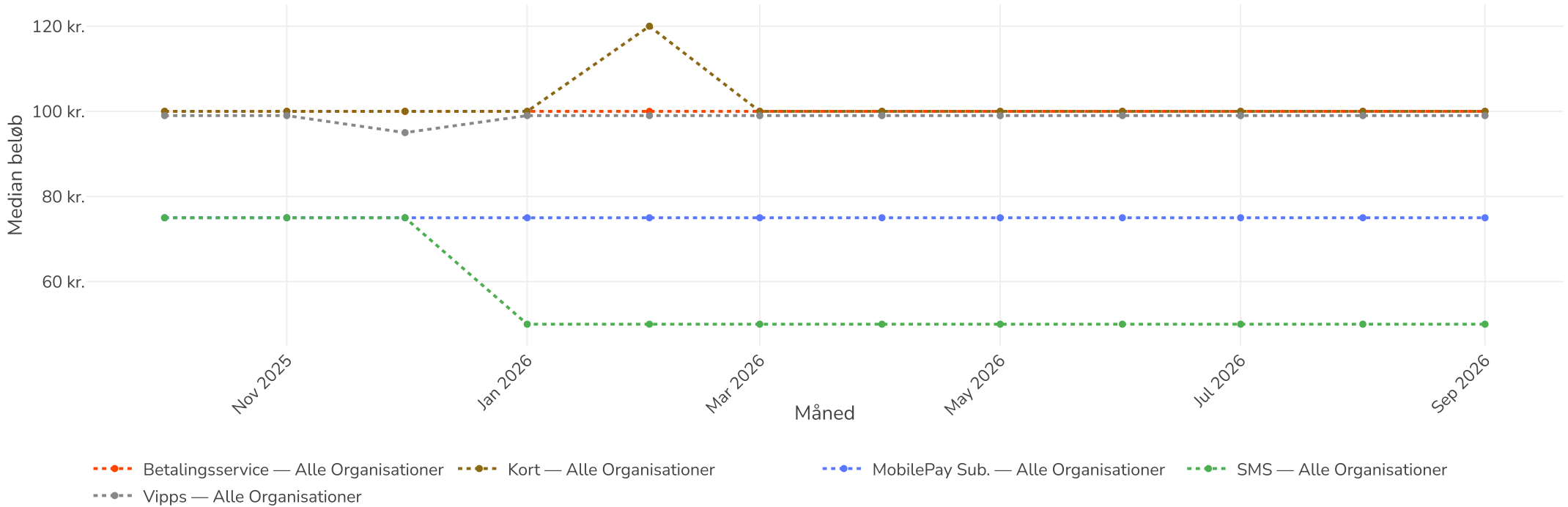
Benchmark: Alle Organisationer
Fordeling af succesrate for faste betalinger via MobilePay Sub.. Min. 50 betalinger per organisation.



	-64%	-66%	-68%	-70%	-72%	-74%	-76%	-78%	-80%	-82%	-84%	-86%	-88%	-90%	-92%	-94%	-96%	-98%	-100%
Alle Organisationer (n=66)	0	1	0	0	0	0	0	0	0	0	0	2	2	1	6	7	16	25	6

Medianbeløb for faste betalinger, pr Betalingsudbyder

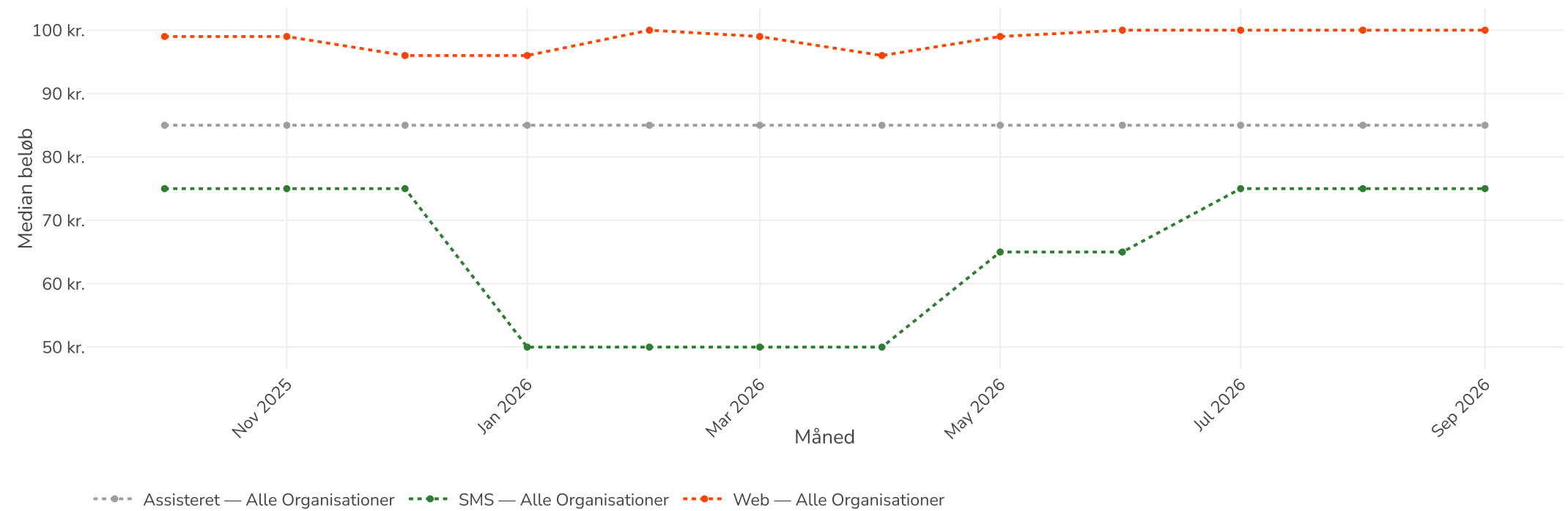
Benchmark: Alle Organisationer
Medianbeløb for faste betalinger per måned.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Betalingservice - 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.
Kort - Benchmark (Alle Organis...	100 kr.	100 kr.	100 kr.	100 kr.	120 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.	100 kr.
MobilePay Sub. - Benchmark (...)	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.	75 kr.
SMS - Benchmark (Alle Organi...	75 kr.	75 kr.	75 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.	50 kr.
Vipps - Benchmark (Alle Organ...	99 kr.	99 kr.	95 kr.	99 kr.	99 kr.	99 kr.	99 kr.	99 kr.	99 kr.	99 kr.	99 kr.	99 kr.

Medianbeløb for faste betalinger, pr Source Type

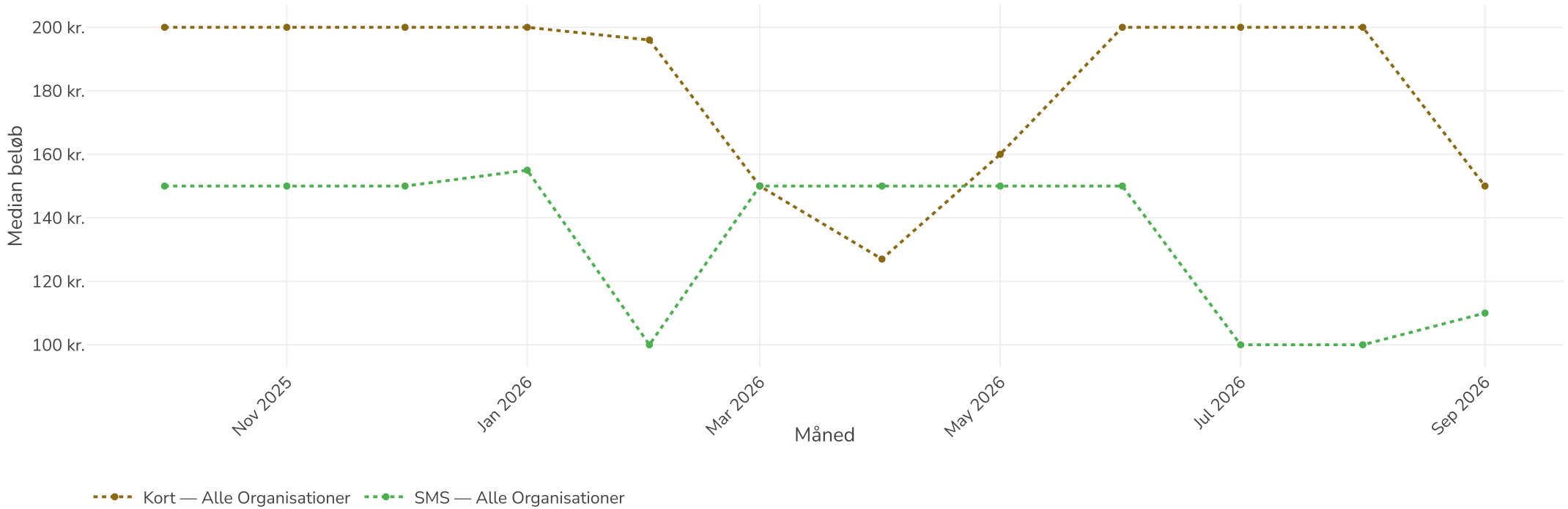
Benchmark: Alle Organisationer
Medianbeløb for faste betalinger per måned.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Assisteret - Benchmark (Alle O...	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.	85 kr.
SMS - Benchmark (Alle Organi...	75 kr.	75 kr.	75 kr.	50 kr.	50 kr.	50 kr.	50 kr.	65 kr.	65 kr.	75 kr.	75 kr.	75 kr.
Web - Benchmark (Alle Organi...	99 kr.	99 kr.	96 kr.	96 kr.	100 kr.	99 kr.	96 kr.	99 kr.	100 kr.	100 kr.	100 kr.	100 kr.

Medianbeløb for enkelte betalinger, pr Betalingsudbyder

Benchmark: Alle Organisationer
Medianbeløb for enkeltstående betalinger per måned.



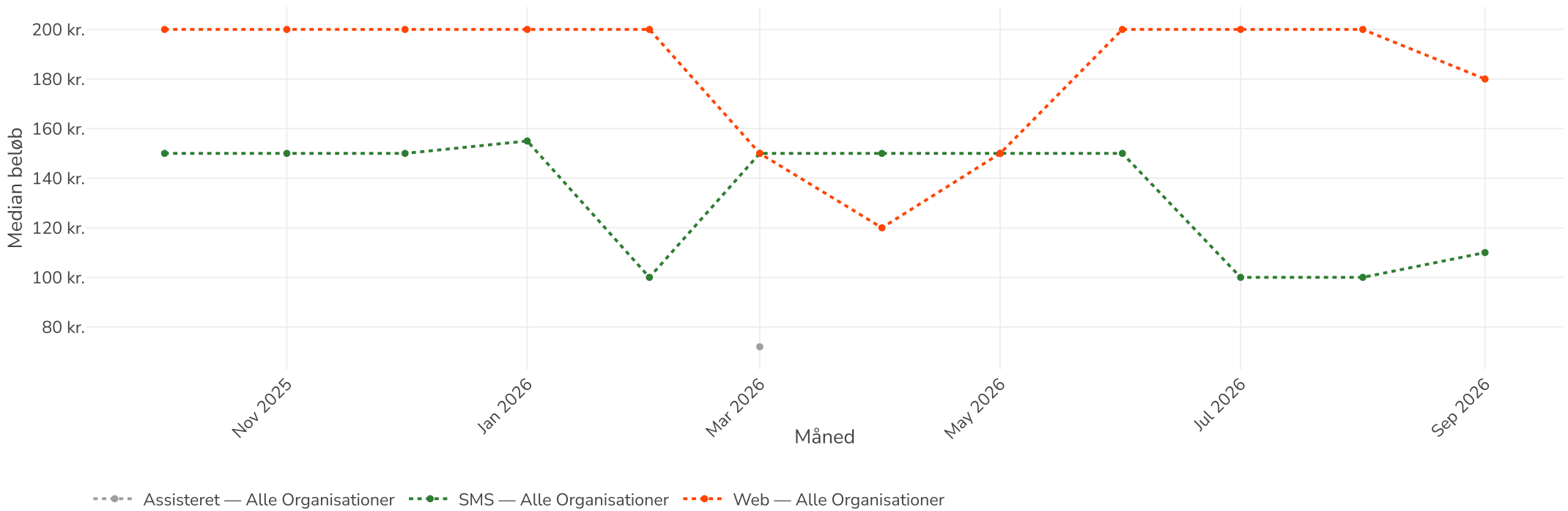
	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Kort - Benchmark (Alle Organis...	200 kr.	200 kr.	200 kr.	200 kr.	196 kr.	150 kr.	127 kr.	160 kr.	200 kr.	200 kr.	200 kr.	150 kr.
SMS - Benchmark (Alle Organi...	150 kr.	150 kr.	150 kr.	155 kr.	100 kr.	150 kr.	150 kr.	150 kr.	150 kr.	100 kr.	100 kr.	110 kr.

Medianbeløb for enkelte betalinger, pr Source Type

Benchmark: Alle Organisationer

Medianbeløb for enkeltstående betalinger per måned.

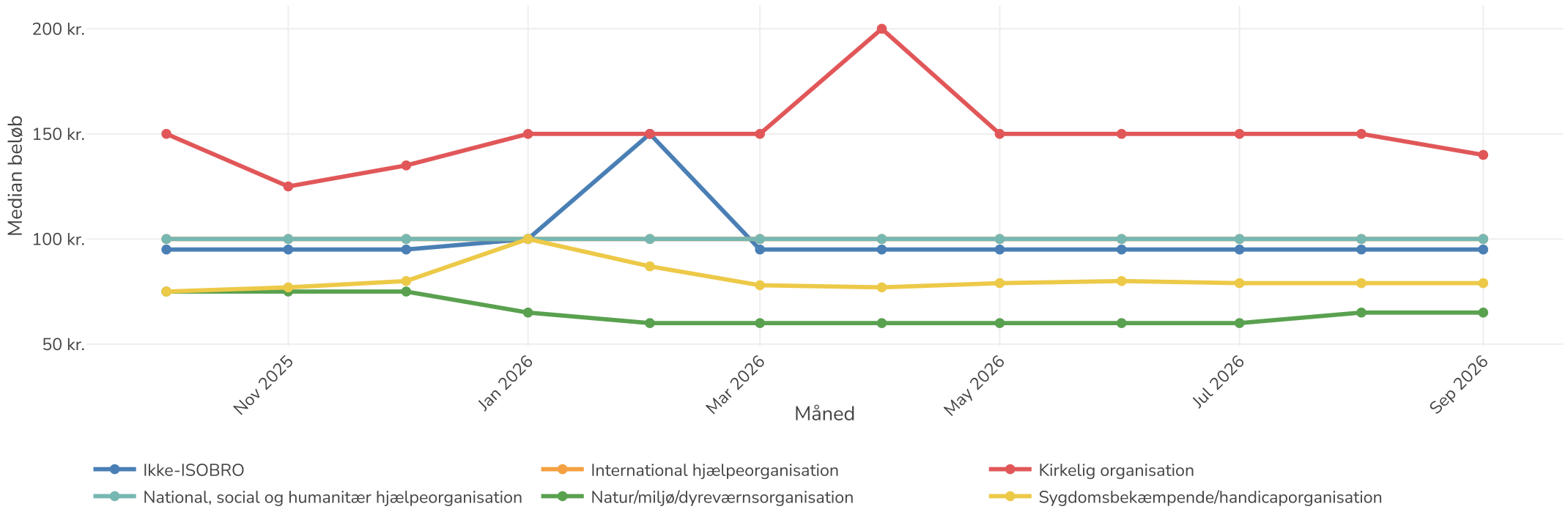
Benchmarks med færre end 5 organisationer vises ikke. Assisteret: Alle Organisationer udeladt i 11 måneder med færre end 5 organisationer.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Assisteret - Benchmark (Alle O...						72 kr.						
SMS - Benchmark (Alle Organi...	150 kr.	150 kr.	150 kr.	155 kr.	100 kr.	150 kr.	150 kr.	150 kr.	150 kr.	100 kr.	100 kr.	110 kr.
Web - Benchmark (Alle Organi...	200 kr.	200 kr.	200 kr.	200 kr.	200 kr.	150 kr.	120 kr.	150 kr.	200 kr.	200 kr.	200 kr.	180 kr.

Medianbeløb for faste betalinger per måned

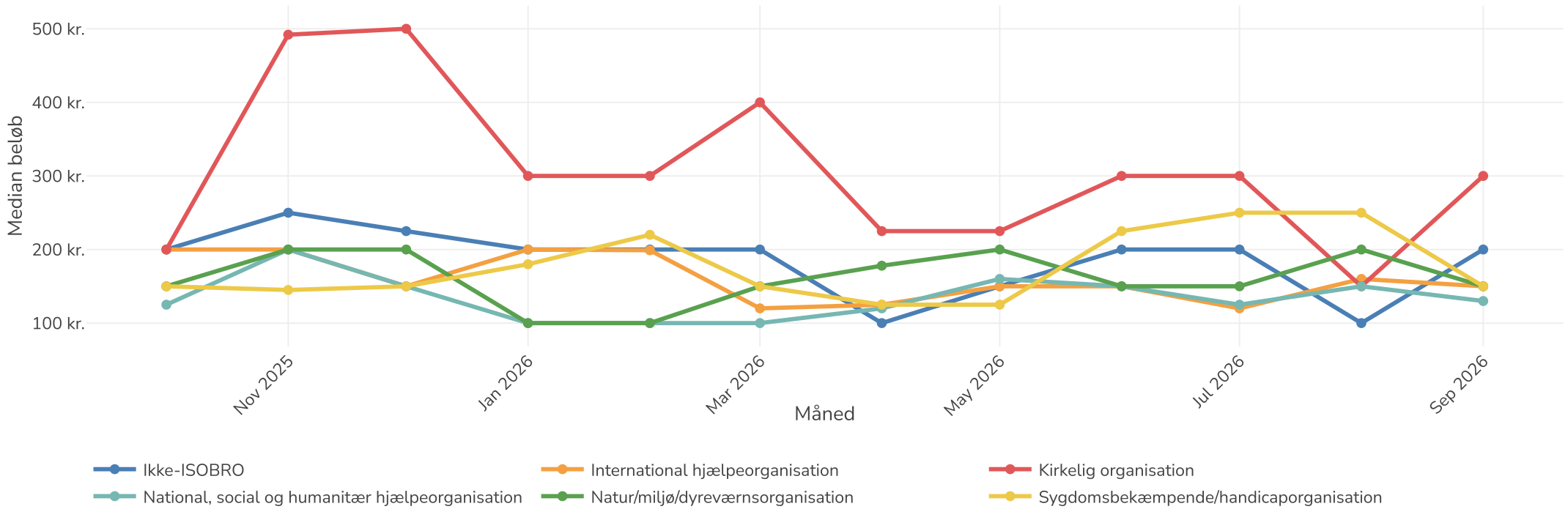
Medianbeløb per ISOBRO-kategori per måned (2025-10 til 2026-09).



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Ikke-ISOBRO	95 kr.	95 kr.	95 kr.	100 kr.	150 kr.	95 kr.	95 kr.	95 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.
Kirkelig organisation	150 kr.	125 kr.	135 kr.	150 kr.	150 kr.	150 kr.	200 kr.	150 kr.	150 kr.	150 kr.	150 kr.	140 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.
Natur/miljø/dyreværnsorganisat...	75 kr.	75 kr.	75 kr.	65 kr.	60 kr.	60 kr.	60 kr.	60 kr.	60 kr.	60 kr.	65 kr.	65 kr.
Sygdomsbekæmpende/handica...	75 kr.	77 kr.	80 kr.	100 kr.	87 kr.	78 kr.	77 kr.	79 kr.	80 kr.	79 kr.	79 kr.	79 kr.

Medianbeløb for enkelte betalinger per måned

Medianbeløb per ISOBRO-kategori per måned (2025-10 til 2026-09).

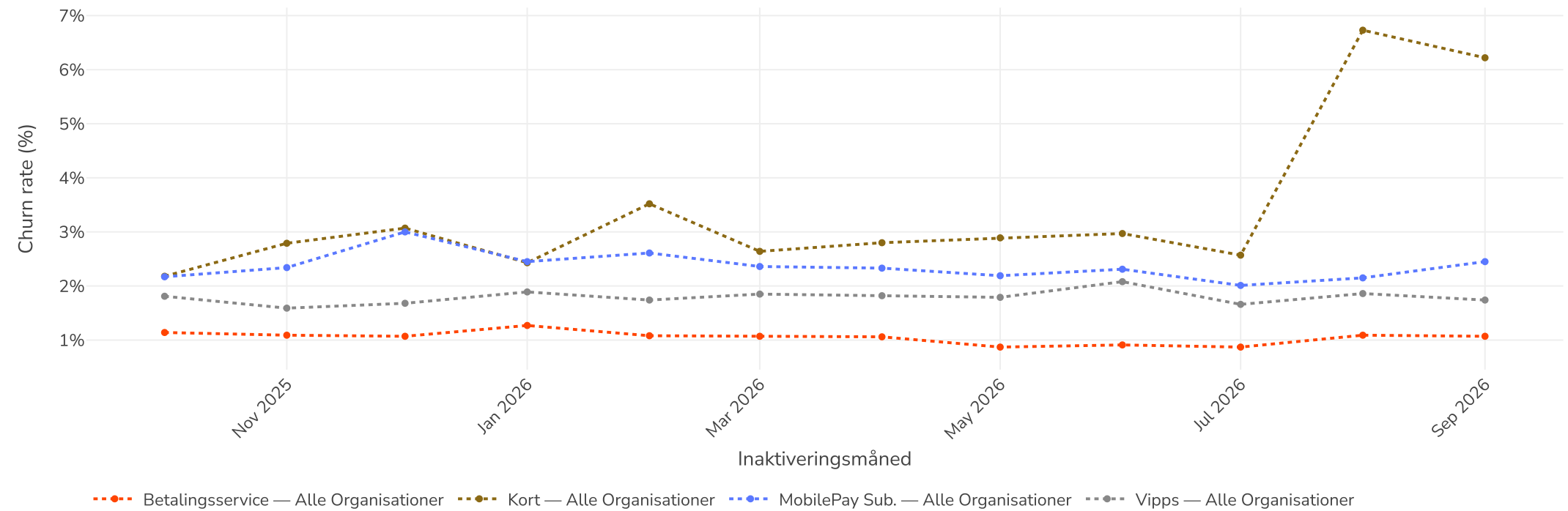


	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Ikke-ISOBRO	200 kr.	250 kr.	225 kr.	200 kr.	200 kr.	200 kr.	100 kr.	150 kr.	200 kr.	200 kr.	100 kr.	200 kr.
International hjælpeorganisation	200 kr.	200 kr.	150 kr.	200 kr.	199 kr.	120 kr.	125 kr.	150 kr.	150 kr.	120 kr.	160 kr.	150 kr.
Kirkelig organisation	200 kr.	492 kr.	500 kr.	300 kr.	300 kr.	400 kr.	225 kr.	225 kr.	300 kr.	300 kr.	150 kr.	300 kr.
National, social og humanitær ...	125 kr.	200 kr.	150 kr.	100 kr.	100 kr.	100 kr.	120 kr.	160 kr.	150 kr.	125 kr.	150 kr.	130 kr.
Natur/miljø/dyreværnsorganisat...	150 kr.	200 kr.	200 kr.	100 kr.	100 kr.	150 kr.	178 kr.	200 kr.	150 kr.	150 kr.	200 kr.	150 kr.
Sygdomsbekæmpende/handica...	150 kr.	145 kr.	150 kr.	180 kr.	220 kr.	150 kr.	125 kr.	125 kr.	225 kr.	250 kr.	250 kr.	150 kr.

Faste betalingsaftalers Churnrate hver måned, pr Betalingsudbyder

Benchmark: Alle Organisationer

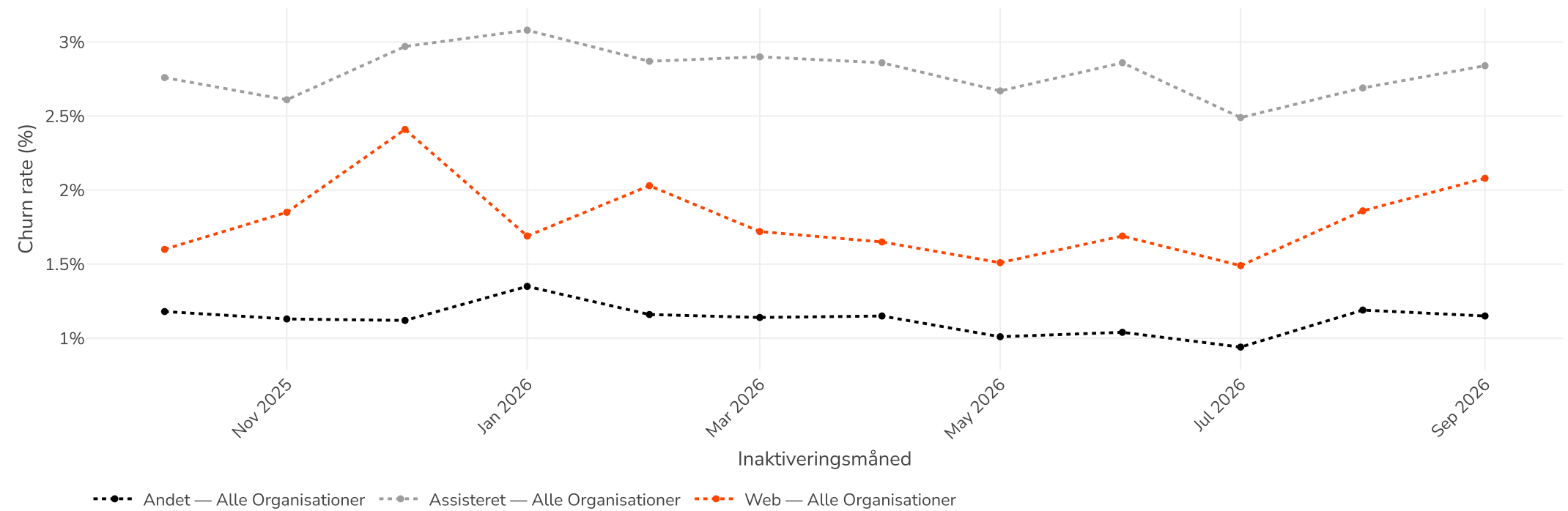
Andel af subscriptions der inaktiveres per måned. Procent beregnes ud fra det samlede antal aktive subscriptions i gruppen. Midlertidige subscriptions (fast slutdato) indgår ikke.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Betalingsservice - Benchmark (...)	1.1%	1.1%	1.1%	1.3%	1.1%	1.1%	1.1%	0.9%	0.9%	0.9%	1.1%	1.1%
Kort - Benchmark (Alle Organis...	2.2%	2.8%	3.1%	2.4%	3.5%	2.6%	2.8%	2.9%	3.0%	2.6%	6.7%	6.2%
MobilePay Sub. - Benchmark (...)	2.2%	2.3%	3.0%	2.5%	2.6%	2.4%	2.3%	2.2%	2.3%	2.0%	2.1%	2.5%
Vipps - Benchmark (Alle Organ...	1.8%	1.6%	1.7%	1.9%	1.7%	1.9%	1.8%	1.8%	2.1%	1.7%	1.9%	1.7%

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. Midlertidige subscriptions (fast slutdato) indgår ikke.



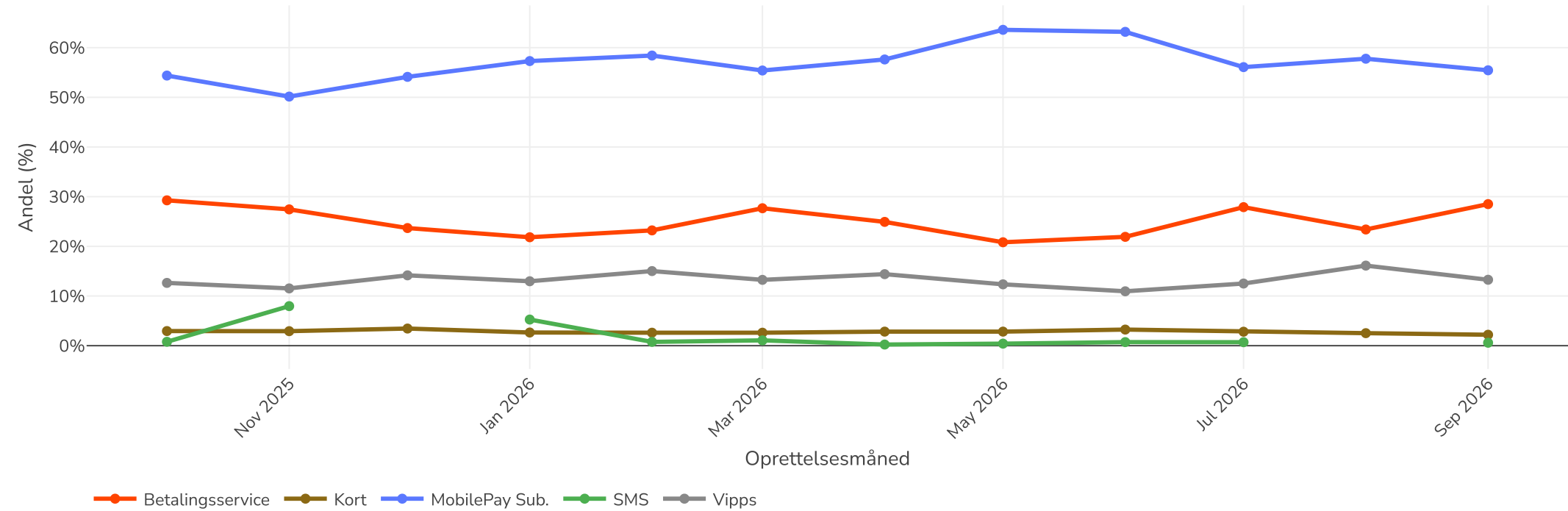
	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Andet - Benchmark (Alle Orga...	1.2%	1.1%	1.1%	1.4%	1.2%	1.1%	1.1%	1.0%	1.0%	0.9%	1.2%	1.1%
Assisteret - Benchmark (Alle O...	2.8%	2.6%	3.0%	3.1%	2.9%	2.9%	2.9%	2.7%	2.9%	2.5%	2.7%	2.8%
Web - Benchmark (Alle Organi...	1.6%	1.9%	2.4%	1.7%	2.0%	1.7%	1.6%	1.5%	1.7%	1.5%	1.9%	2.1%

Fordeling af nye betalingsaftaler, pr Betalingsudbyder

Data: Alle Organisationer

Procentuel fordeling af betalingsudbyder for nye subscriptions per måned.

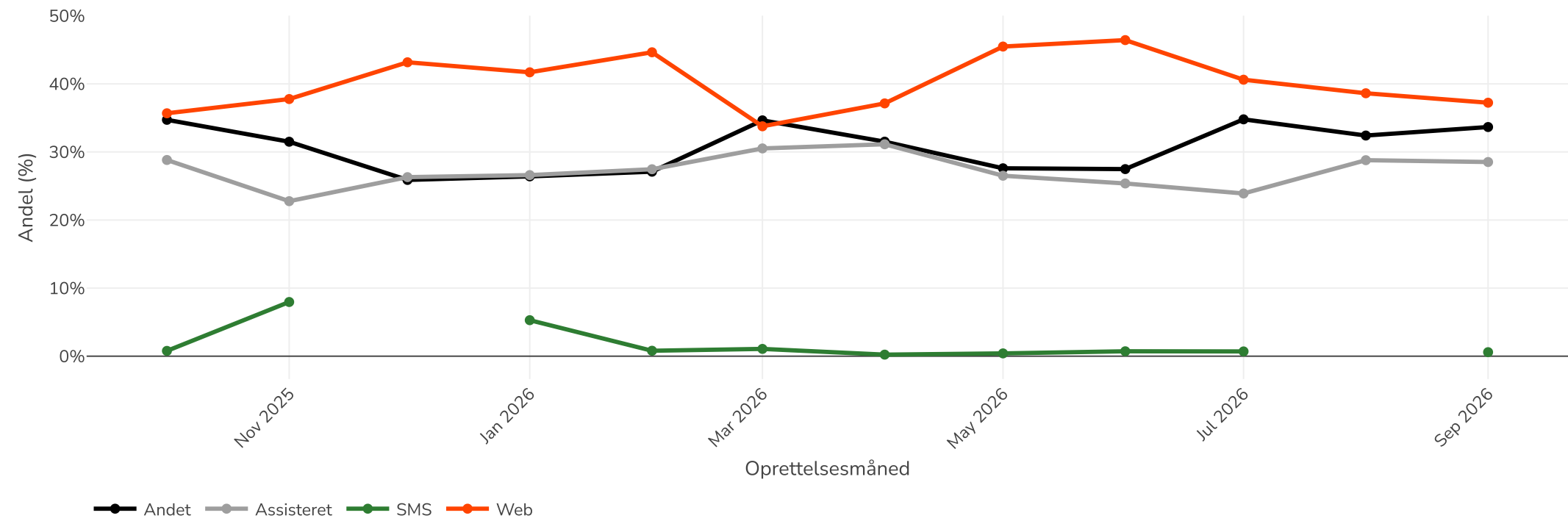
Benchmarks med færre end 5 organisationer vises ikke. SMS udeladt i 2 måneder.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Betalingsservice	29.3%	27.4%	23.7%	21.8%	23.2%	27.7%	24.9%	20.8%	21.9%	27.9%	23.4%	28.5%
Kort	2.9%	2.9%	3.5%	2.6%	2.6%	2.6%	2.8%	2.8%	3.2%	2.8%	2.5%	2.2%
MobilePay Sub.	54.4%	50.1%	54.1%	57.3%	58.4%	55.4%	57.6%	63.6%	63.2%	56.1%	57.8%	55.4%
SMS	0.8%	8.0%		5.3%	0.8%	1.1%	0.2%	0.4%	0.7%	0.7%		0.6%
Vipps	12.6%	11.5%	14.2%	13.0%	15.0%	13.3%	14.4%	12.3%	10.9%	12.5%	16.1%	13.3%

Fordeling af nye betalingsaftaler, pr Source Type

Data: Alle Organisationer
Procentuel fordeling af source type for nye subscriptions per måned.
Benchmarks med færre end 5 organisationer vises ikke. SMS udeladt i 2 måneder.

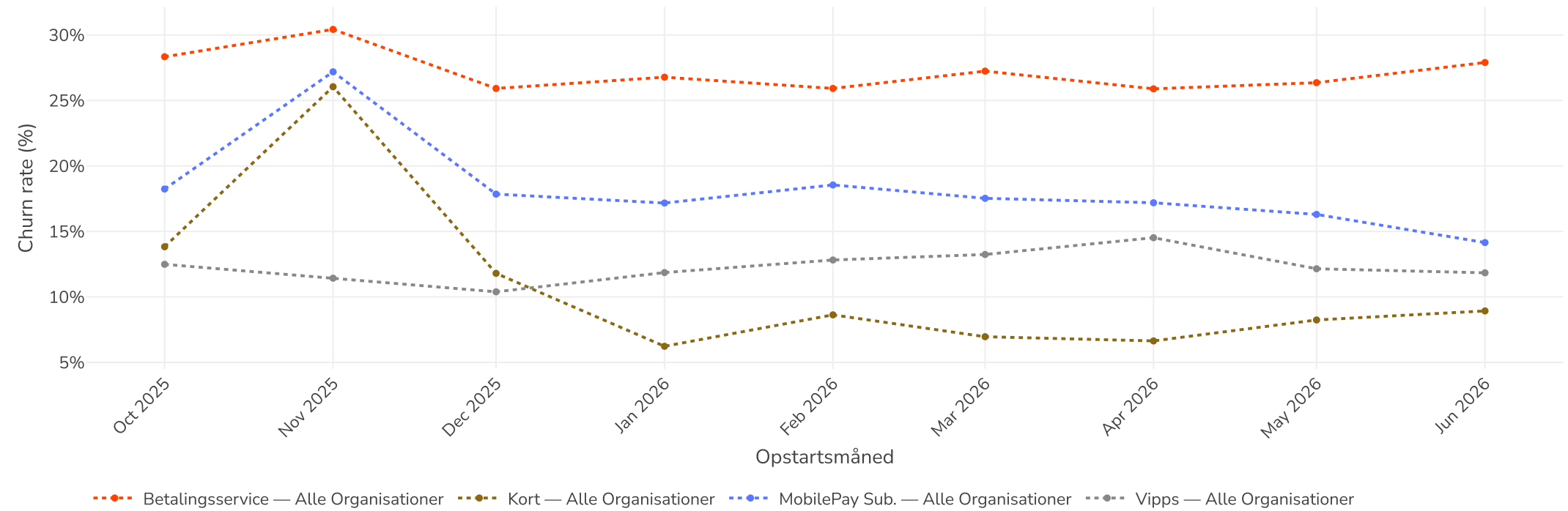


	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06	26-07	26-08	26-09
Andet	34.7%	31.5%	25.9%	26.4%	27.1%	34.6%	31.5%	27.6%	27.5%	34.8%	32.4%	33.7%
Assisteret	28.8%	22.8%	26.3%	26.6%	27.5%	30.5%	31.1%	26.5%	25.4%	23.9%	28.8%	28.5%
SMS	0.8%	8.0%		5.3%	0.8%	1.1%	0.2%	0.4%	0.7%	0.7%		0.6%
Web	35.7%	37.8%	43.2%	41.7%	44.6%	33.8%	37.1%	45.5%	46.4%	40.6%	38.6%	37.2%

Early Churn — andel churnet inden 3 mdr, pr Betalingsudbyder

Benchmark: Alle Organisationer

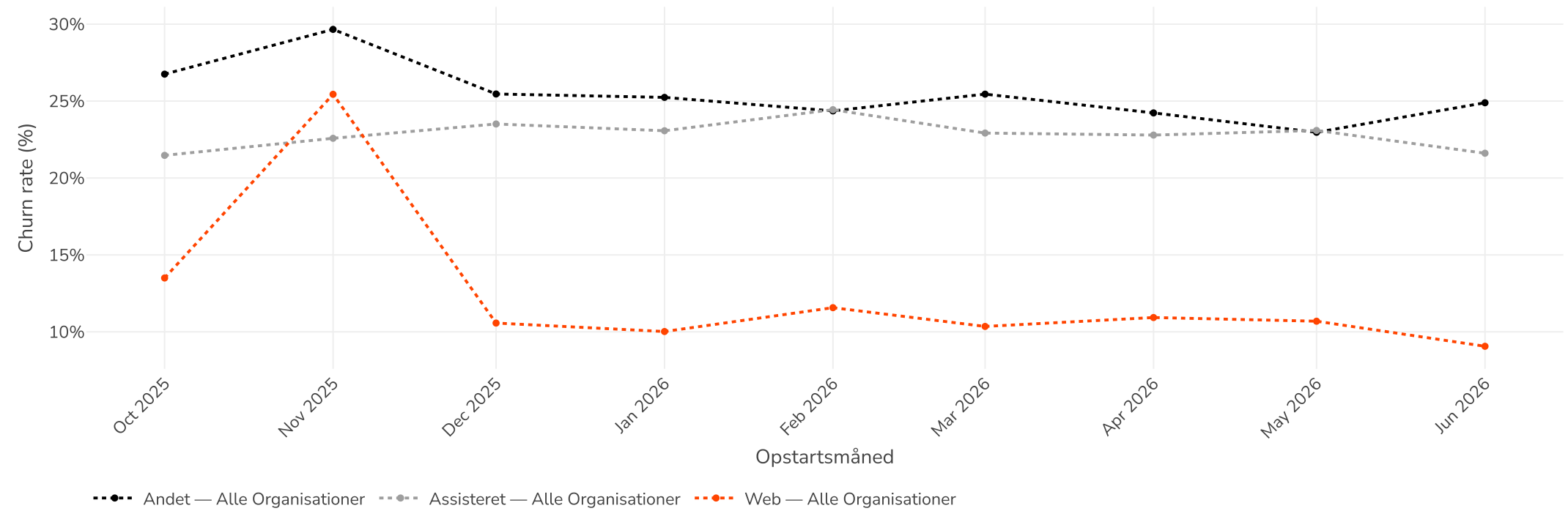
Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 3. måned efter opstartsmåned. Kun kohorter med komplet 3-måneders vindue vises. Midlertidige subscriptions (fast slutdato) indgår ikke.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Betalingsservice - Benchmark (...)	28.3%	30.4%	25.9%	26.8%	25.9%	27.2%	25.9%	26.4%	27.9%
Kort - Benchmark (Alle Organis...	13.8%	26.1%	11.8%	6.2%	8.6%	7.0%	6.6%	8.2%	8.9%
MobilePay Sub. - Benchmark (...)	18.2%	27.2%	17.9%	17.2%	18.6%	17.5%	17.2%	16.3%	14.2%
Vipps - Benchmark (Alle Organ...	12.5%	11.4%	10.4%	11.9%	12.8%	13.2%	14.5%	12.2%	11.8%

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

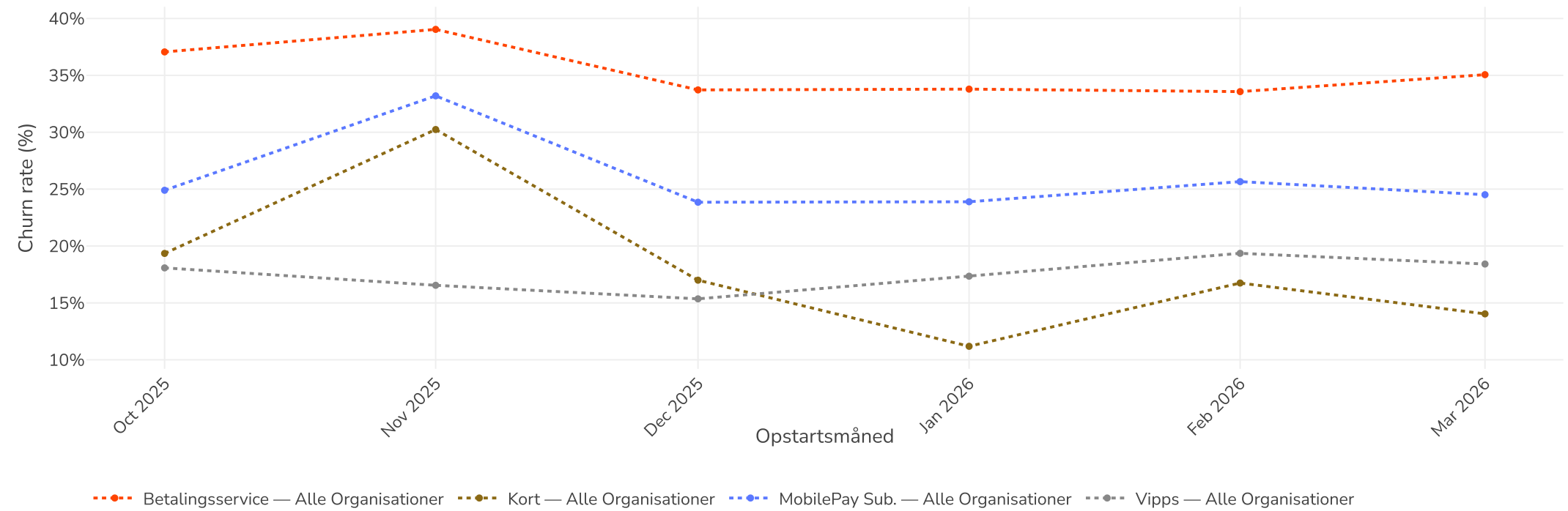
Benchmark: Alle Organisationer
Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 3. måned efter opstartsmåned. Kun kohorter med komplet 3-måneders vindue vises. Midlertidige subscriptions (fast slutdato) indgår ikke.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Andet - Benchmark (Alle Orga...	26.8%	29.7%	25.5%	25.2%	24.4%	25.4%	24.2%	23.0%	24.9%
Assisteret - Benchmark (Alle O...	21.5%	22.6%	23.5%	23.1%	24.4%	22.9%	22.8%	23.1%	21.6%
Web - Benchmark (Alle Organi...	13.5%	25.4%	10.6%	10.0%	11.6%	10.3%	10.9%	10.7%	9.1%

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

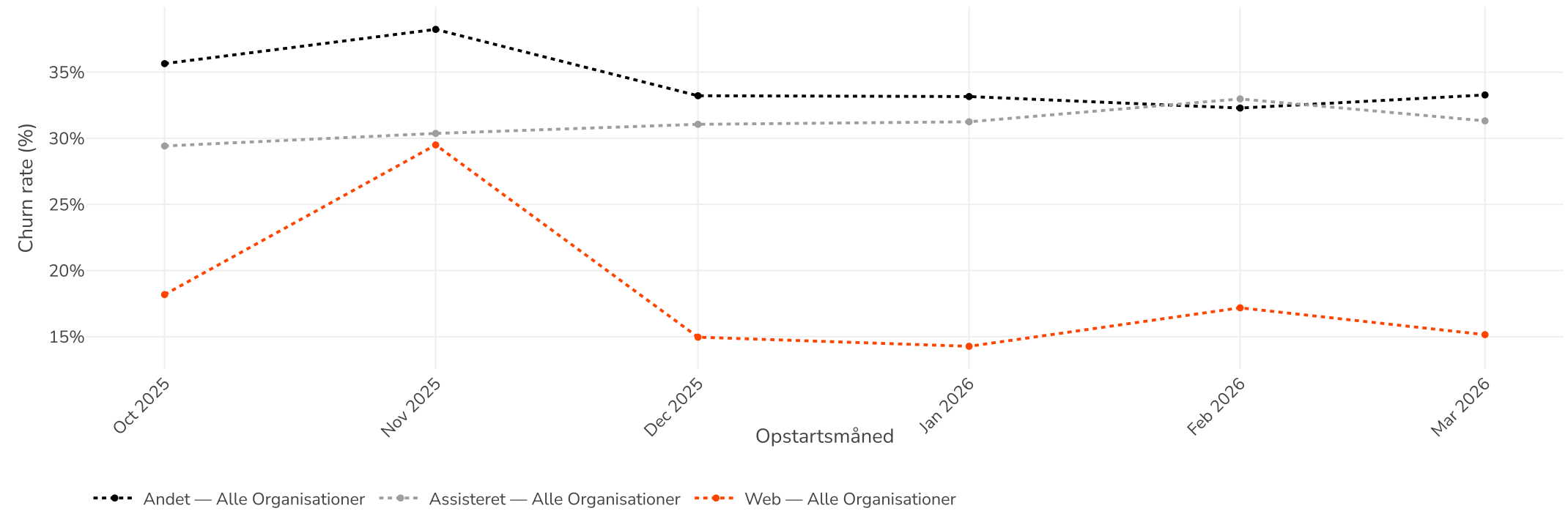
Benchmark: Alle Organisationer
Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 6. måned efter opstartsmåned. Kun kohorter med komplet 6-måneders vindue vises. Midlertidige subscriptions (fast slutdato) indgår ikke.



	25-10	25-11	25-12	26-01	26-02	26-03
Betalingsservice - Benchmark (...)	37.1%	39.0%	33.7%	33.8%	33.6%	35.1%
Kort - Benchmark (Alle Organis...	19.4%	30.2%	17.0%	11.2%	16.8%	14.0%
MobilePay Sub. - Benchmark (...)	24.9%	33.2%	23.9%	23.9%	25.7%	24.5%
Vipps - Benchmark (Alle Organ...	18.1%	16.6%	15.4%	17.4%	19.4%	18.4%

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

Benchmark: Alle Organisationer
Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 6. måned efter opstartsmåned. Kun kohorter med komplet 6-måneders vindue vises. Midlertidige subscriptions (fast slutdato) indgår ikke.

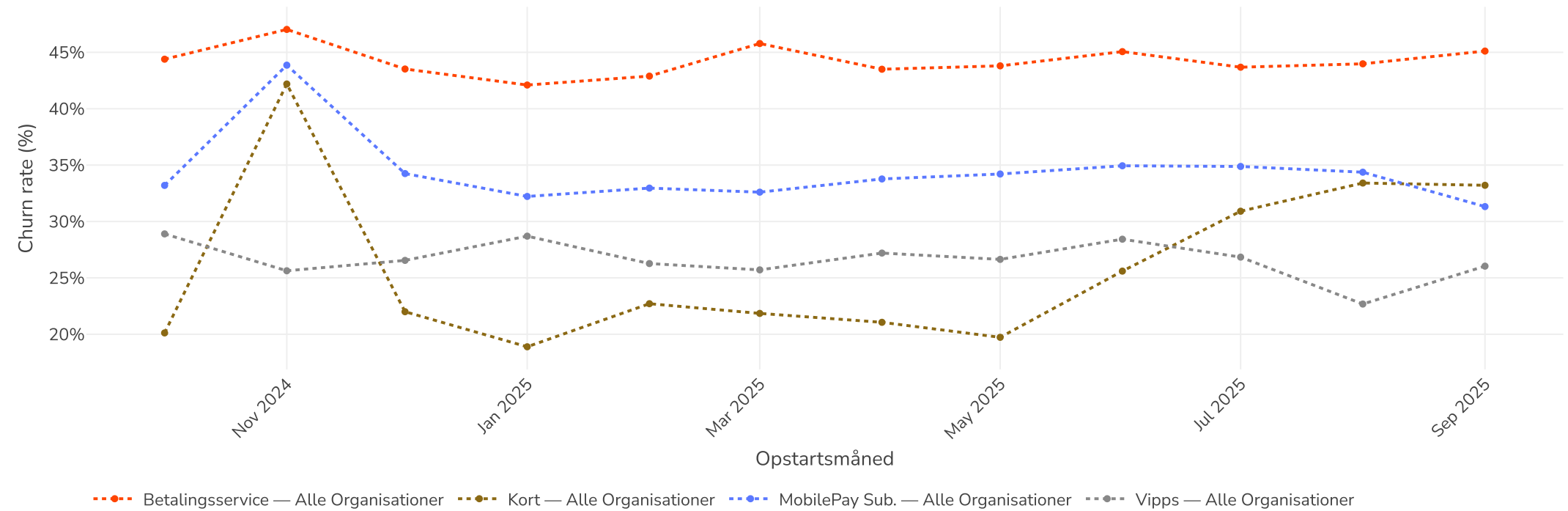


	25-10	25-11	25-12	26-01	26-02	26-03
Andet - Benchmark (Alle Orga...	35.6%	38.2%	33.2%	33.2%	32.3%	33.3%
Assisteret - Benchmark (Alle O...	29.4%	30.4%	31.1%	31.3%	33.0%	31.3%
Web - Benchmark (Alle Organi...	18.2%	29.5%	15.0%	14.3%	17.2%	15.2%

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

Benchmark: Alle Organisationer

Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 12. måned efter opstartsmåned. X-aksen viser kohorter 12 mdr før det valgte datointerval. Midlertidige subscriptions (fast slutdato) indgår ikke.

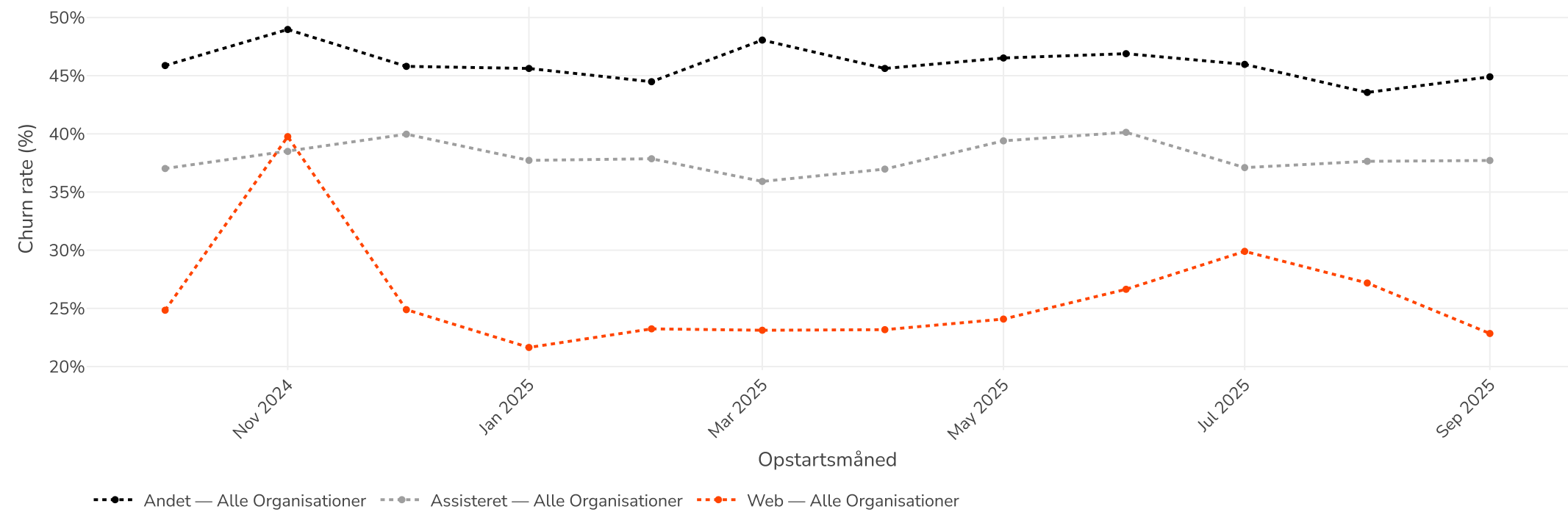


	24-10	24-11	24-12	25-01	25-02	25-03	25-04	25-05	25-06	25-07	25-08	25-09
Betalingsservice - Benchmark (...)	44.4%	47.0%	43.5%	42.1%	42.9%	45.8%	43.5%	43.8%	45.1%	43.7%	44.0%	45.1%
Kort - Benchmark (Alle Organis...)	20.1%	42.2%	22.0%	18.9%	22.7%	21.9%	21.1%	19.7%	25.6%	30.9%	33.4%	33.2%
MobilePay Sub. - Benchmark (...)	33.2%	43.9%	34.3%	32.2%	33.0%	32.6%	33.8%	34.2%	34.9%	34.9%	34.4%	31.3%
Vipps - Benchmark (Alle Organ...	28.9%	25.6%	26.6%	28.7%	26.3%	25.7%	27.2%	26.6%	28.4%	26.8%	22.7%	26.0%

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

Benchmark: Alle Organisationer

Andel af nye subscriptions per opstartsmåned der inaktiveres senest i 12. måned efter opstartsmåned. X-aksen viser kohorter 12 mdr før det valgte datointerval. Midlertidige subscriptions (fast slutdato) indgår ikke.

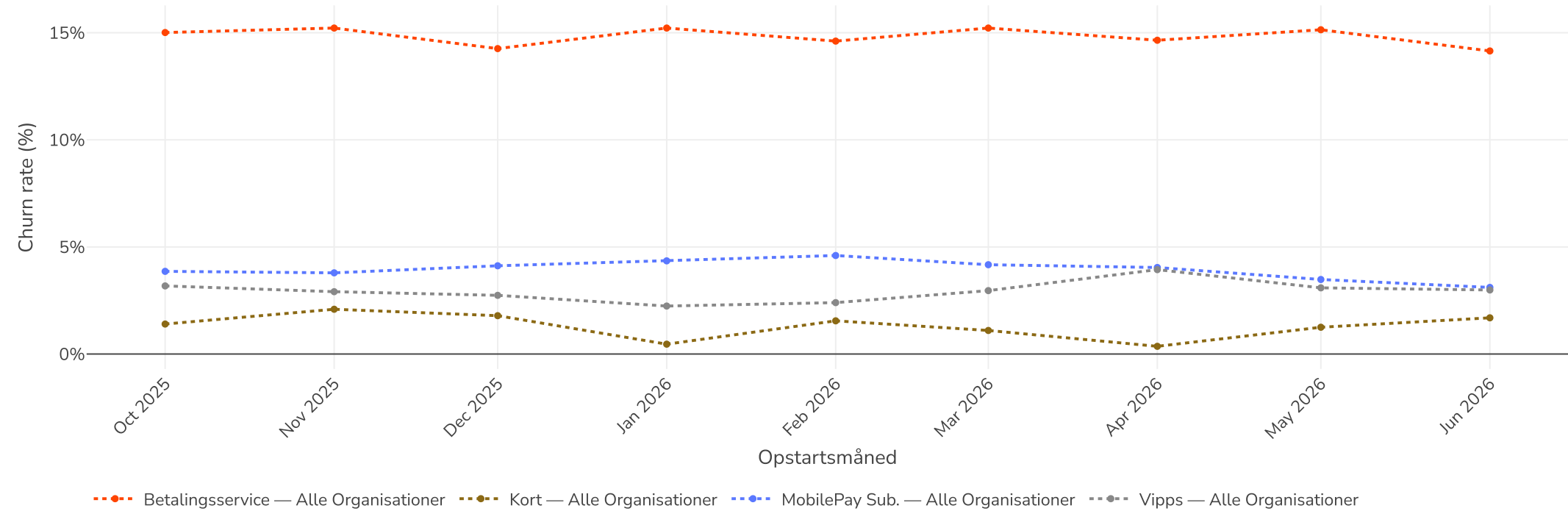


	24-10	24-11	24-12	25-01	25-02	25-03	25-04	25-05	25-06	25-07	25-08	25-09
Andet - Benchmark (Alle Orga...	45.9%	49.0%	45.8%	45.6%	44.5%	48.1%	45.6%	46.5%	46.9%	46.0%	43.6%	44.9%
Assisteret - Benchmark (Alle O...	37.0%	38.5%	40.0%	37.7%	37.9%	35.9%	37.0%	39.4%	40.1%	37.1%	37.6%	37.7%
Web - Benchmark (Alle Organi...	24.8%	39.8%	24.9%	21.6%	23.2%	23.1%	23.2%	24.1%	26.6%	29.9%	27.2%	22.8%

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

Benchmark: Alle Organisationer

Andel af subscriptions per opstartsmåned, der inaktiveres senest i 3. måned efter opstartsmånedens uden at have fået en første betaling. Midlertidige subscriptions (fast slutdato) indgår ikke.

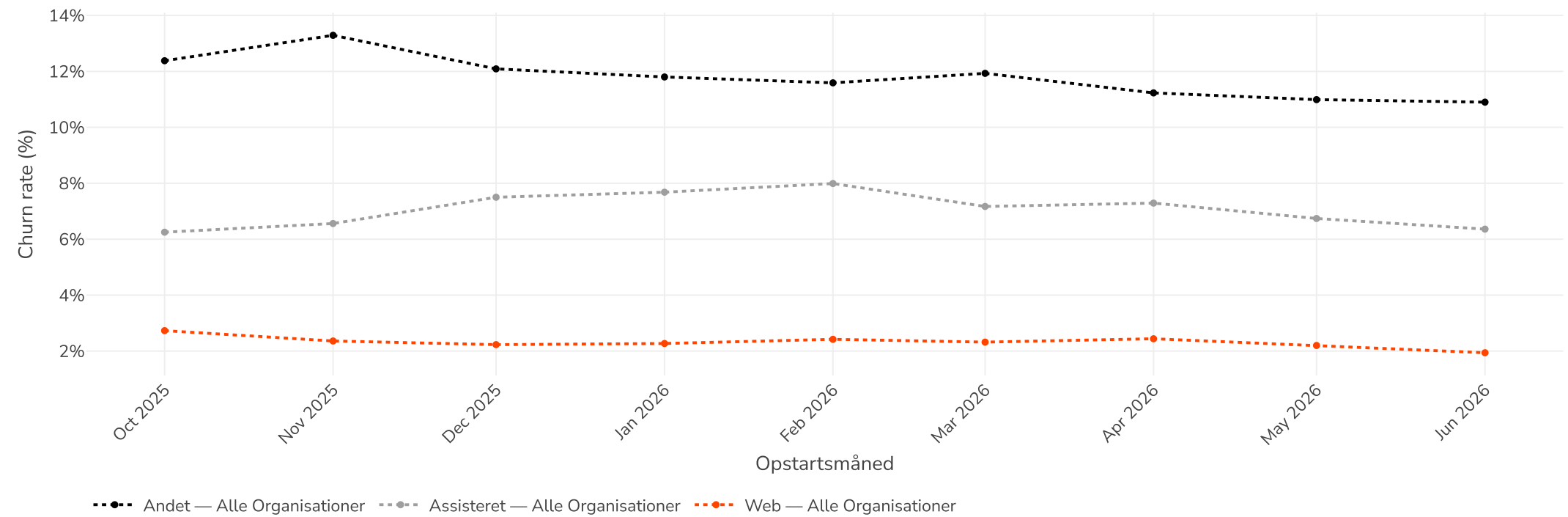


	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Betalingsservice - Benchmark (...)	15.0%	15.2%	14.3%	15.2%	14.6%	15.2%	14.7%	15.1%	14.2%
Kort - Benchmark (Alle Organis...	1.4%	2.1%	1.8%	0.5%	1.6%	1.1%	0.4%	1.3%	1.7%
MobilePay Sub. - Benchmark (...)	3.9%	3.8%	4.1%	4.3%	4.6%	4.2%	4.0%	3.5%	3.1%
Vipps - Benchmark (Alle Organ...	3.2%	2.9%	2.7%	2.2%	2.4%	3.0%	3.9%	3.1%	3.0%

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

Benchmark: Alle Organisationer

Andel af subscriptions per opstartsmåned, der inaktiveres senest i 3. måned efter opstartsmånedens uden at have fået en første betaling. Midlertidige subscriptions (fast slutdato) indgår ikke.



	25-10	25-11	25-12	26-01	26-02	26-03	26-04	26-05	26-06
Andet - Benchmark (Alle Orga...	12.4%	13.3%	12.1%	11.8%	11.6%	11.9%	11.2%	11.0%	10.9%
Assisteret - Benchmark (Alle O...	6.3%	6.6%	7.5%	7.7%	8.0%	7.2%	7.3%	6.7%	6.4%
Web - Benchmark (Alle Organi...	2.7%	2.4%	2.2%	2.3%	2.4%	2.3%	2.4%	2.2%	1.9%