Kronen Zeitung + Assertive Yield

Krone's 15%+ RPM Increase with AY's Full Suite

Company type
A large-scale Independent and Fast News Platform

Industry
News & Media

Location
Vienna, Austria

Reach
Austria's largest independent news site and one of its biggest web publisher with millions of readers that attracts a broad audience, reinforcing its leadership in both traditional and online news markets

Challenge

Krone, Austria's largest independent news site, faced some huddles with their home-built ad configuration setup layered on a popular wrapper.

Limited flexibility and infrequent A/B testing, coupled with non-integrated dynamic flooring hindered their ability to optimize revenue and adapt quickly to market demands.

Seeking a more agile and efficient solution, Krone partnered with Assertive Yield to address these limitations.

Solution

Krone has transformed its operations and revenue growth with the Yield Manager, Yield Intelligence, AY Prebid Server, and Dynamic Flooring. By moving from one test per month to one or two weekly experiments, they've gained the agility to adapt quickly and innovate effectively.

Real-time reporting now enables them to see results within minutes, empowering swift and informed decision-making. With the seamless customization options, Krone can efficiently adjust ad configurations and explore new setups, simplifying previously complex processes.

This streamlined approach saves time and resources while optimizing revenue, ensuring Krone stays competitive and responsive in a dynamic market.

Results

- 12 - 15% Pageview RPM Uplift
- 360 Deployed Versions of AY's Config Solution
- Faster A/B/n Testing
- Real-Time Data Insights
- Streamlined Operations
- Cost Saving
- Exceptional Support

> **"Since implementing AY and having those changes, I'd say we're able to up the programmatic page view RPM by around 12 to 15 percent. This means the session RPM will also be a chunk higher than it has been before. And the main KPI that matters for us at Krone is that we've been able to deploy almost 360 different versions of Assertive Yield's wrapper solution or config solution**

Tobias Hauschild,
Head of Ad Technology,
Krone Multimedia



Watch the full video

Read the full story

Empowering Publisher Ecosystem for Sustainable Growth
We're a global powerhouse created by publishers, for publishers. Our Next-Gen Publisher Tech Platform is your all-in-one toolkit for maximizing revenue. Dive into Manage with Yield Manager, Analyze with Yield Intelligence, and AI Optimize with Yield Optimizer. Get the power of real-time, granular data from all revenue sources boosted by our Hybrid Wrapper, or AY Prebid Server, and powerful AI tools like Dynamic Flooring and Traffic Shaping. All designed to boost your revenue and extend user lifetime value.