KRONE × BRAND METRICS

Krone builds brands — and the data proves it

Brand lift highlights from 750+ measured campaigns · Jun 2024 – Sep 2026

Prepared by Brand Metrics · October 2026

Krone at a glance

One of the most measured publishers on the Brand Metrics platform

819

campaigns measured

since June 2024

1.15 bn

tracked ad impressions

in-view, IAB/MRC standard

238k

survey responses

collected on krone.at

#4

of 133 publishers

by brand lift volume since 2024

97% of Krone campaigns delivered a positive brand lift · 400+ brands measured across 20 industries

Ranking: customers by number of display/native brand lift measurements with results, start date 2024 or later. Positive-lift share: 755 display measurements with valid results.

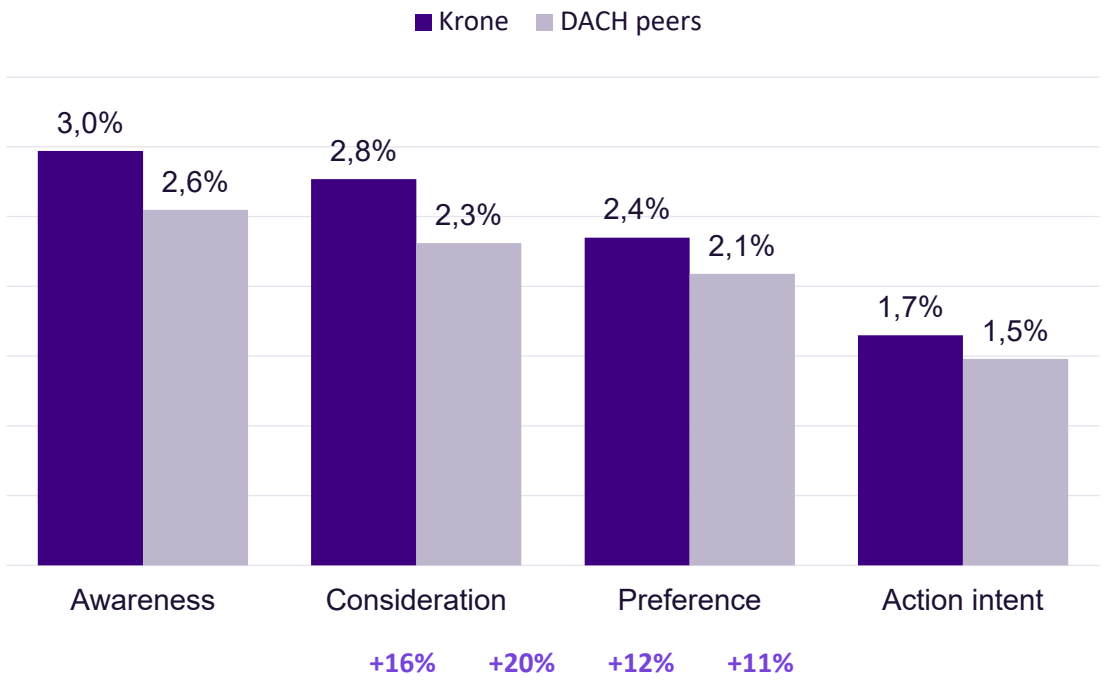
Krone outperforms its DACH peers across the whole funnel

Average brand lift per campaign, display

+16%

higher total brand lift than DACH publisher peers

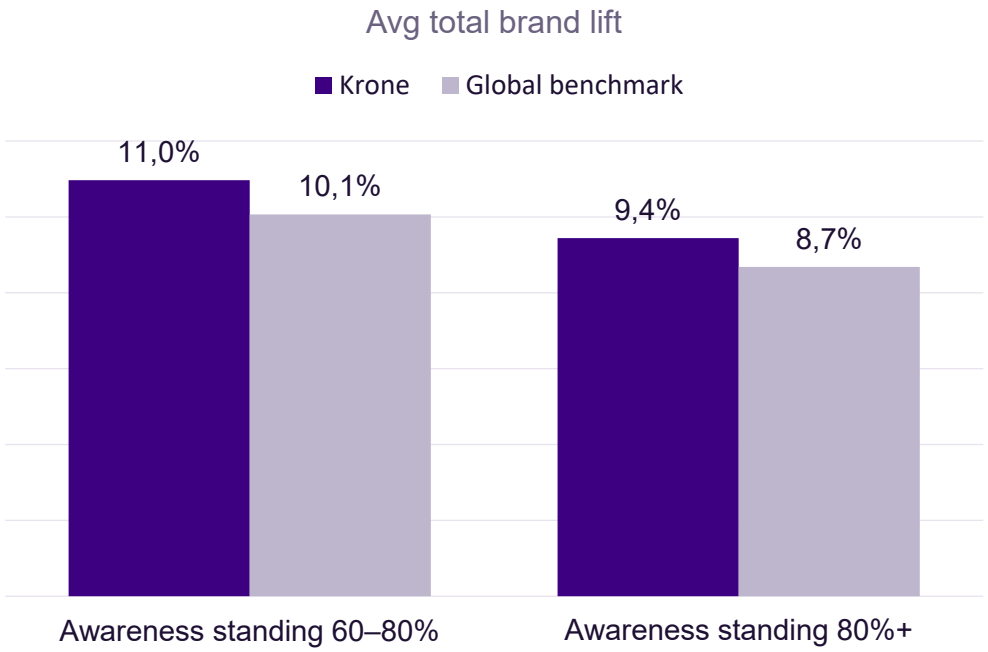
Krone 9.7%
DACH peers 8.4%



DACH peers: (1,019 campaigns). Display brand lift, start 2024+, valid results only.

Krone lifts even Austria’s best-known brands

Established brands are the hardest to lift — and that is where Krone beats the global benchmark



+9% higher lift than the global benchmark for brands with 60%+ awareness standing

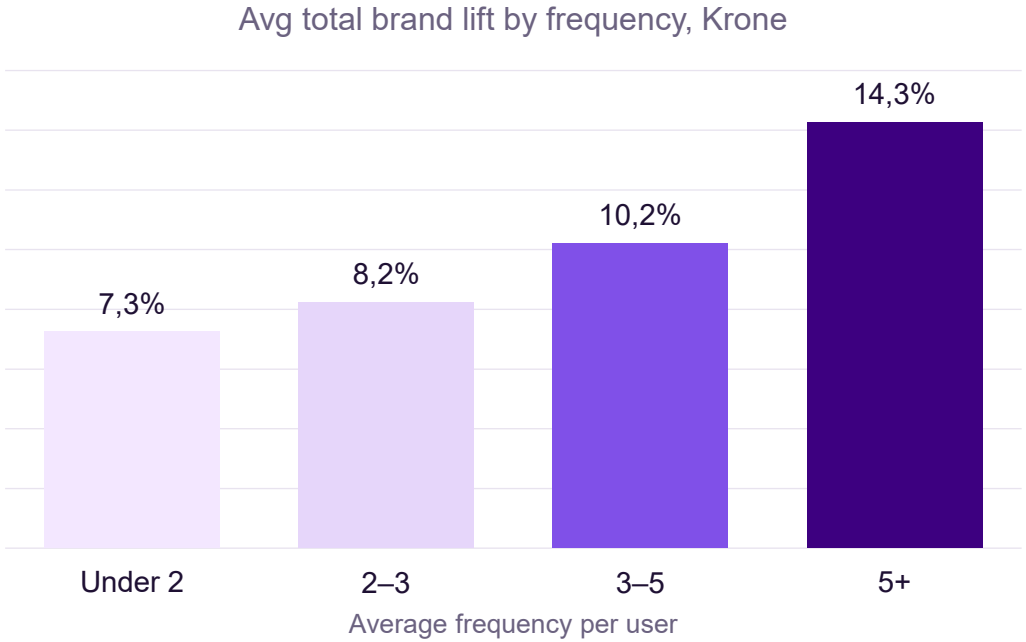
+24% higher awareness lift for household names (80%+ standing): 1.8% vs 1.5%

64% of Krone campaigns are for established brands — Krone is where big brands advertise

Global benchmark: all other Brand Metrics customers, display brand lift, start 2024+ (60–80%: 4,452 campaigns; 80%+: 2,678). Krone: 169 and 312 campaigns.

More exposure on Krone, more brand impact

Brand lift almost doubles as campaign frequency increases



+97%

more lift at 5+ exposures than below 2

+16%

above the global benchmark at 5+ exposures (14.3% vs 12.3%)

Krone display brand lift, 2024+ (n = 88 / 291 / 257 / 119). Benchmark at 5+: 2,613 campaigns from other customers.

Ads on Krone get seen — and stay seen

Median average time in view per impression



3.0

median frequency per user vs 2.5 on the platform

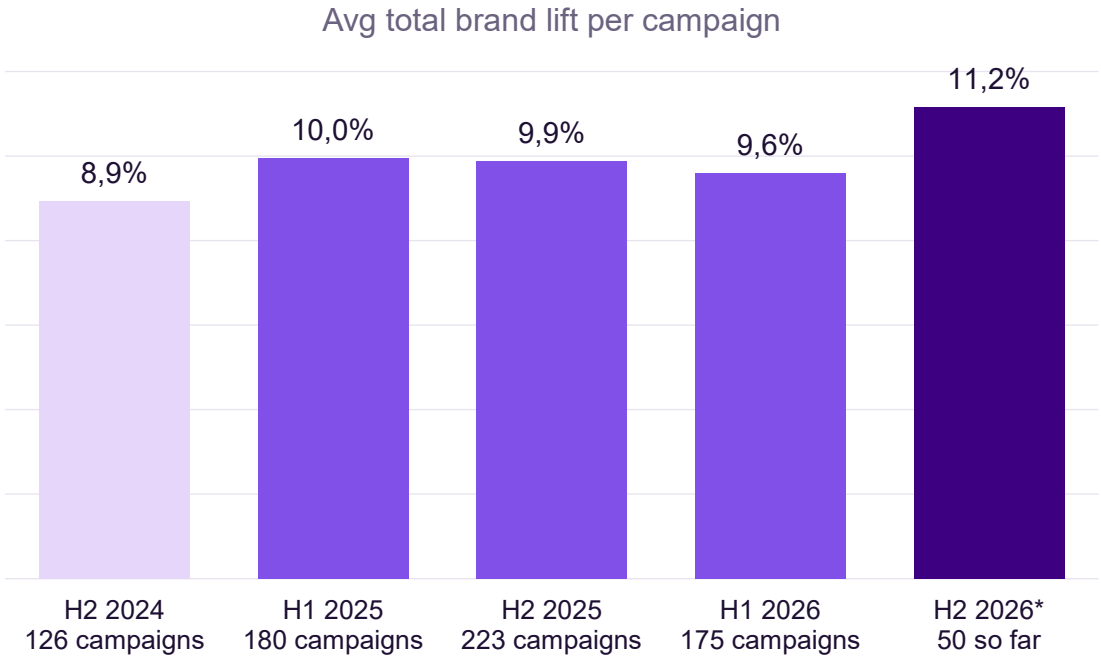
+28% longer in view than the platform

+40% longer in view than DACH peers

Medians across display brand lift campaigns, start 2024+, valid results. In-view measured to the IAB/MRC standard.

Growing volume, growing impact

Average brand lift and campaigns measured, by half-year (campaign end date)



+77%

more campaigns measured in H2 2025 than in H2 2024

+11%

higher average lift in 2025 than in H2 2024 (9.9% vs 8.9%)

11.2%

average lift so far in H2 2026 — the strongest half-year yet*

*H2 2026 is partial: 50 campaigns finalised by 30 Sep 2026; 40 more are still running. H1 2024 (1 campaign) not shown.

Ready-to-use headlines for internal and PR use

Each statement is backed by the Brand Metrics measurement database

Krone delivers 16% higher brand lift than its DACH publisher peers

Based on 750+ independently measured campaigns since 2024

Even Austria’s best-known brands grow on Krone

+9% above the global Brand Metrics benchmark for brands with 60%+ awareness

Austria’s supermarket chains build their brands on Krone

260 measured campaigns · +20% vs global retail benchmark for leading brands

Ads on Krone stay in view 28% longer than the platform average

15.3 seconds median time in view per impression

97% of Krone campaigns lift the brand

Brand lift in the whole funnel — from awareness to action intent

Suggested attribution: “Source: Brand Metrics, display brand lift measurements on krone.at, June 2024 – September 2026.”

How Brand Metrics measures brand lift

One standard question, the full brand funnel, benchmarked against the Brand Metrics database

Awareness
Do people know the brand?

Consideration
Would they consider it?

Preference
Is it a preferred brand?

Action intent
Do they plan to buy or use it?

Method

Surveys are shown to campaign-exposed users on krone.at; lift is modelled on how brand perception develops with exposure (dose-response).

Brand lift

The campaign’s effect on each funnel step. Total brand lift sums the four.

Brand standing

The brand’s starting level — strong brands have less headroom to grow.

Data basis

755 Krone display campaigns with valid results; benchmarks from 15,600+ campaigns on 95 other publishers. Tests excluded.

Lift figures are averages per campaign, shown in %. Relative differences (e.g. +16%) compare those averages.

Krone: proven brand impact for Austria’s advertisers

- +16% brand lift vs DACH peers
- +20% for leading retail brands vs global benchmark
- +28% longer time in view
- 97% of campaigns with positive lift

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