Brave Rewards | Ads

Media Kit

Index

Company Overview & Core Offering

Brave is the first global digital ad platform built for privacy, offering advertisers the opportunity to participate in a premium, brand safe, and opt-in ad ecosystem, designed for a future without 3rd party cookies. Its privacy-focused browser provides users with the fastest browsing experience, and the highest level of privacy in the marketplace. Users have full control and earn rewards through the Basic Attention Token. With 30 million users worldwide, brands choose Brave as their preferred advertising platform.

What makes Brave Unique

- 1st global digital ad platform built for privacy

- Opt-in, engaging ad formats

- Contextual and intent based ad matching capabilities

- Cookieless conversion reporting

Type of media Brave supports

- Text (headlines, calls-to-action)

- High resolution images

Audience, Category, and Platform details

- 30M+ Monthly Active Users

- 10.6M+ Daily Active Users

- 200+ content categories, all major and sub verticals, as defined by the IAB

Brand Impact Norms

5 in **10** Brave users recalled seeing a **Brave** ad

3 in **4** Of those that viewed the ad clicked on it

16% Only 16% recalled seeing the ad somewhere else

+64% Average lift in brand/promotion awareness

+28% Lift in brand perception
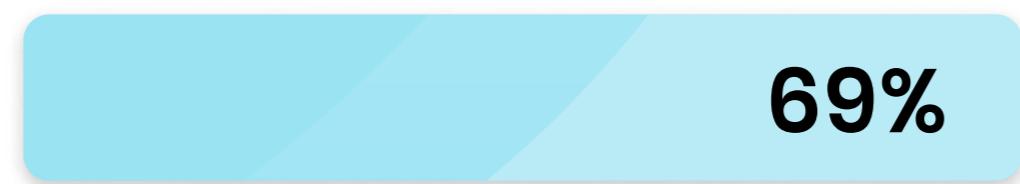
+17% Average lift in purchase intent

brave

Audience Demographics

Based on over 9,000 respondents from Q1 2020 survey details

Age

Adults 25–49

69%
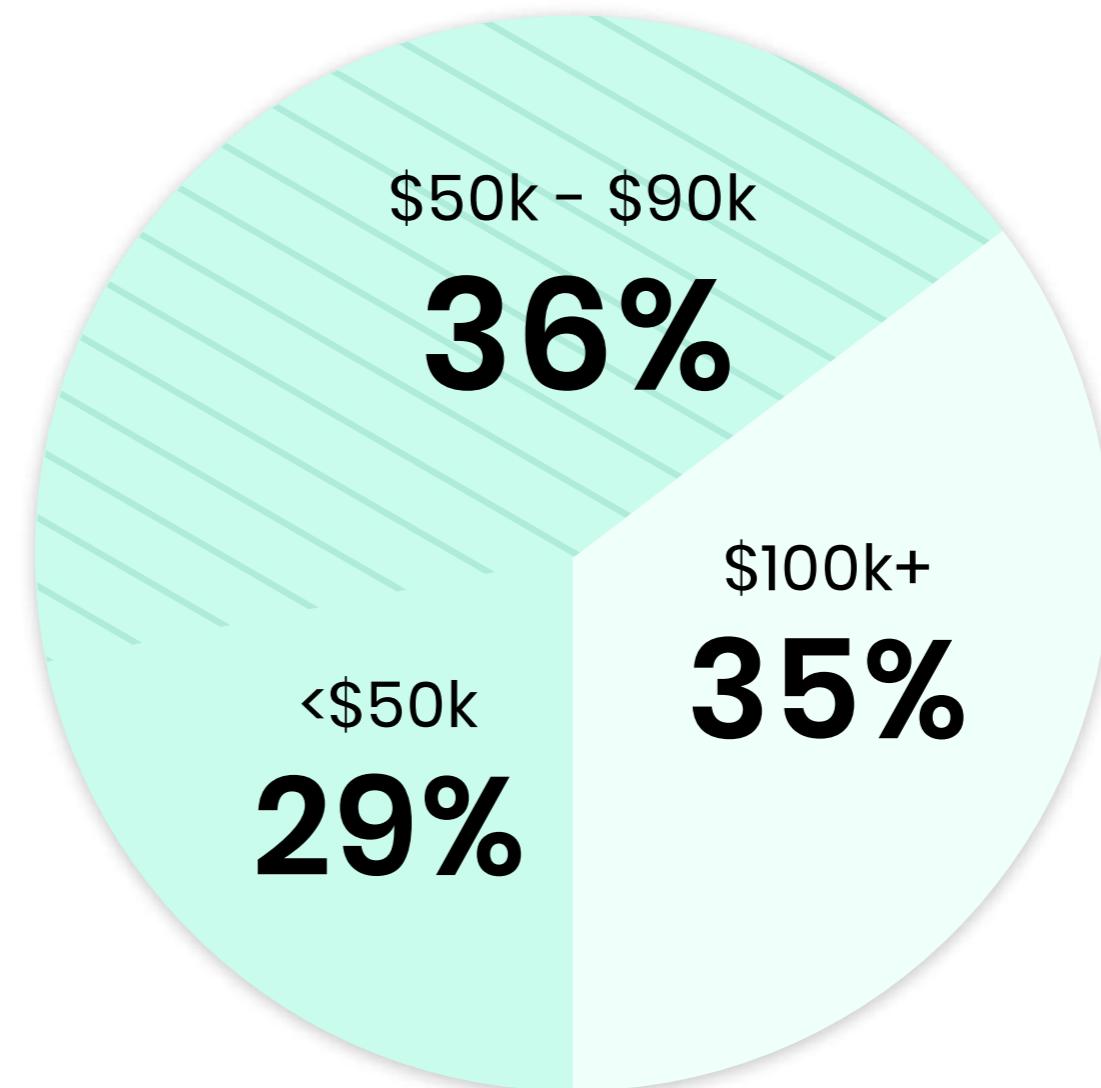
Education

College Degree

45%

Income

$50k – $90k
36%

$100k+
35%

<$50k
29%

brave

All participants of this survey have opted-in, and all data privacy policy measures have been strictly adhered to.
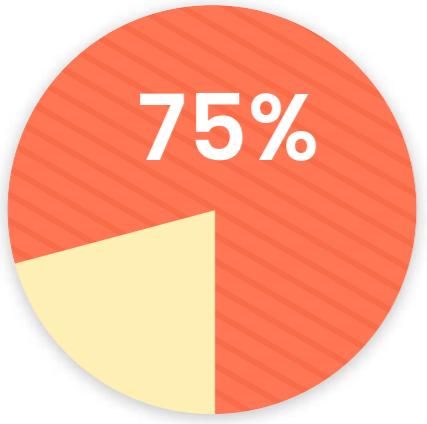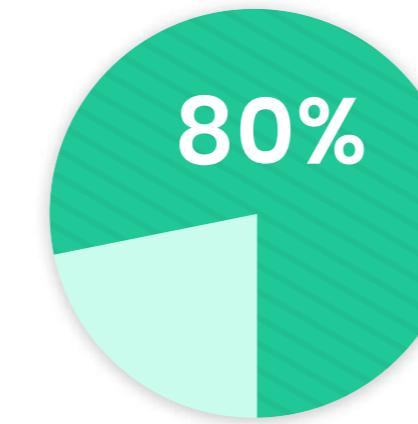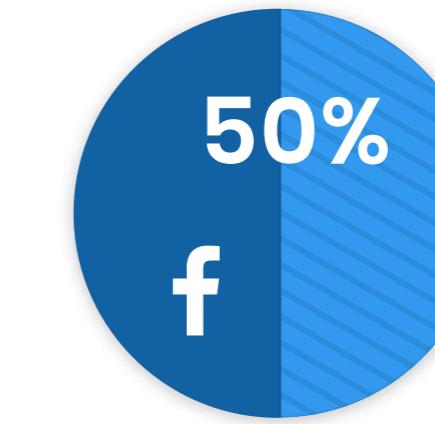
# Why Are Brave Users Unreachable Elsewhere?
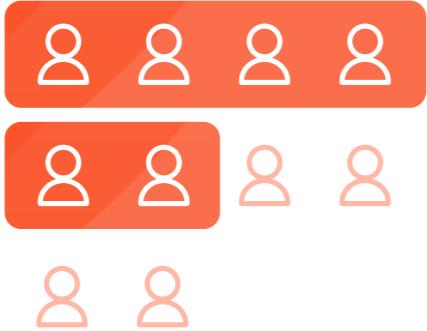
75% 75% of their time is spent browsing online via the Brave browser that blocks ads
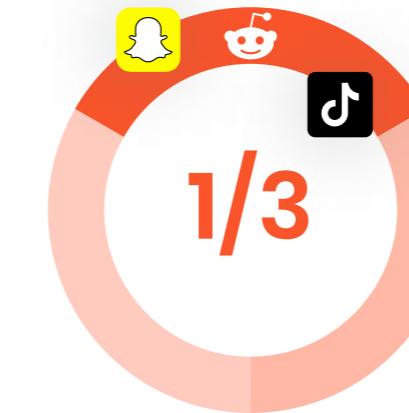
80% 80% do not watch ad supported TV

50% Only 50% of Brave users use Facebook

6 in 10 use an ad blocker when using other browsers so programmatic ads aren't viewed
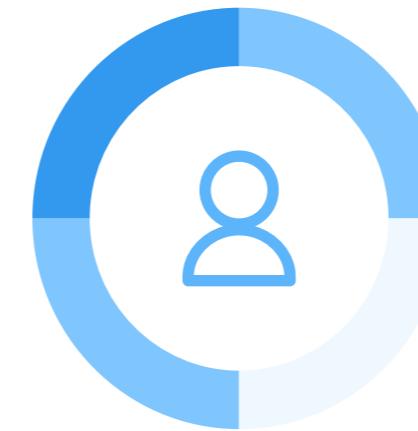
1/3 1/3 as likely to use Snapchat, Tiktok and Tumblr than general online population

brave

Brave Users: User Attributes

3 in 4 own crypto-currency
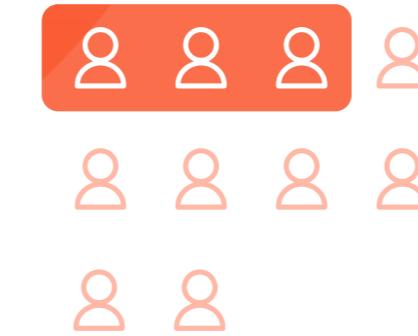
3 in 4 Brave users consider themselves technology early adopters

1 in 5 users purchase almost everything online

1 in 3 consider themselves hard core gamers

3 in 10 are responsible for making hardware and software purchases for their companies

brave

Ad Units

Push Notifications

Sponsored Images

AD UNITS

Push Notifications

High-Performance Advertising

MacOS • iOS • Android • Windows

As consumers browse, they are presented Push Notifications featuring the brand name, a call to action that drives the user to the advertiser's desired landing page, and a click-through URL. Push Notifications are an ideal addition for advertisers looking to add engagement, quality site traffic, and DR/acquisition to their campaigns. **Push Notification ads have an average CTR of 8%.**

- A video covering Brave Rewards and Brave Ads is available *HERE*.

- For a more in-depth view, a video presentation is available *HERE*.

Push Notifications Content

Casper
Upgrade your sleep. Try any mattress
for 100 nights.

Close

- **Title** (up to 30 characters)

- **Call to action** (up to 60 characters)

- **Clickthrough URL** (landing page/destination URL)
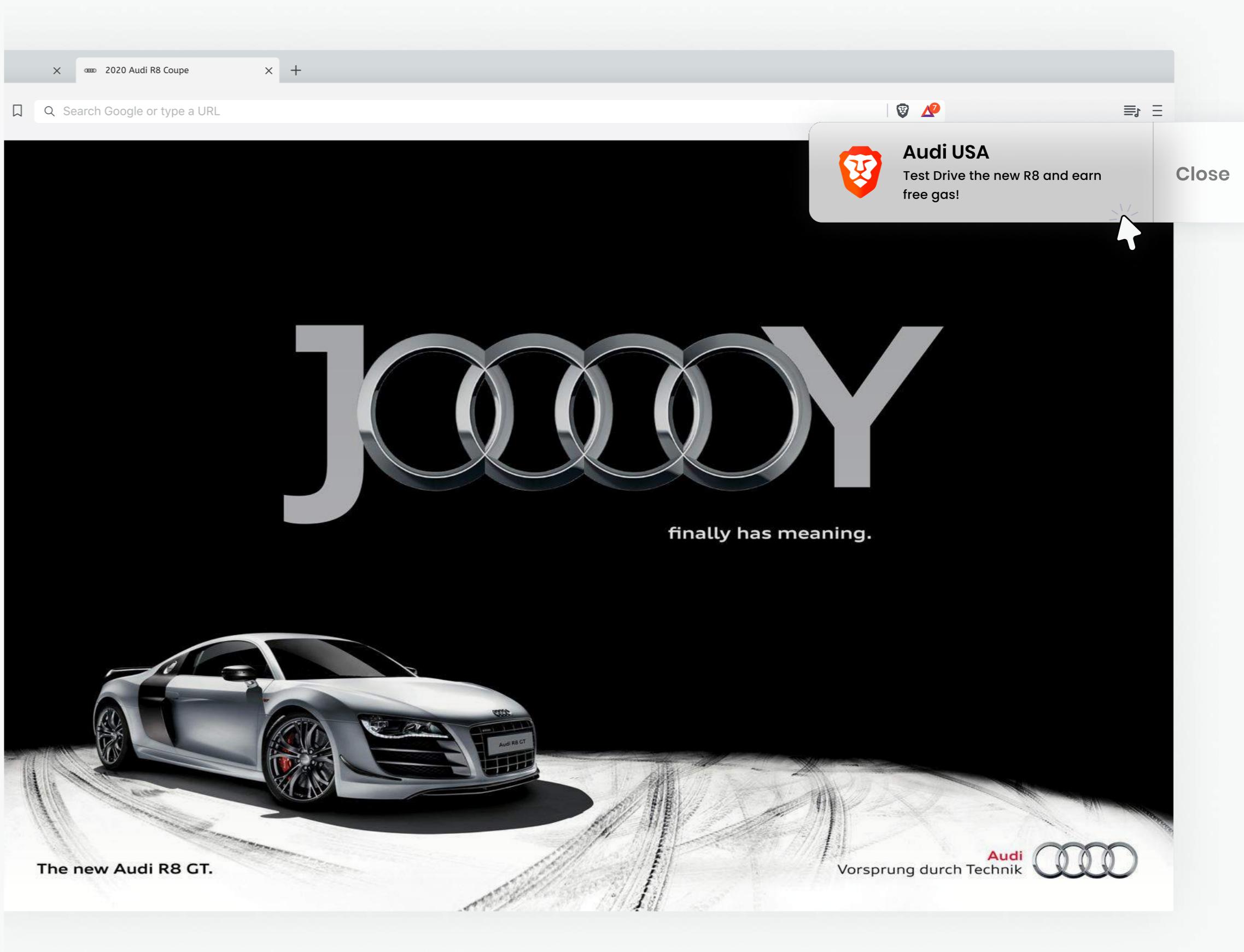
Note:

Brand name is required to be included in either the Title or Call to Action for the ad. Our system checks clickthrough URLs to make sure that they are https:// (secure), and does not permit redirects between the click and the destination URL. The only exceptions are for redirects from the same domain (TLD+1). Destination URLs should have domains that match the brand or parent company. Please avoid the use of ALL-CAPS text in the brand name and call to action for your ad. There may be some exceptions. All ads are reviewed by our team prior to launch.

MacOS
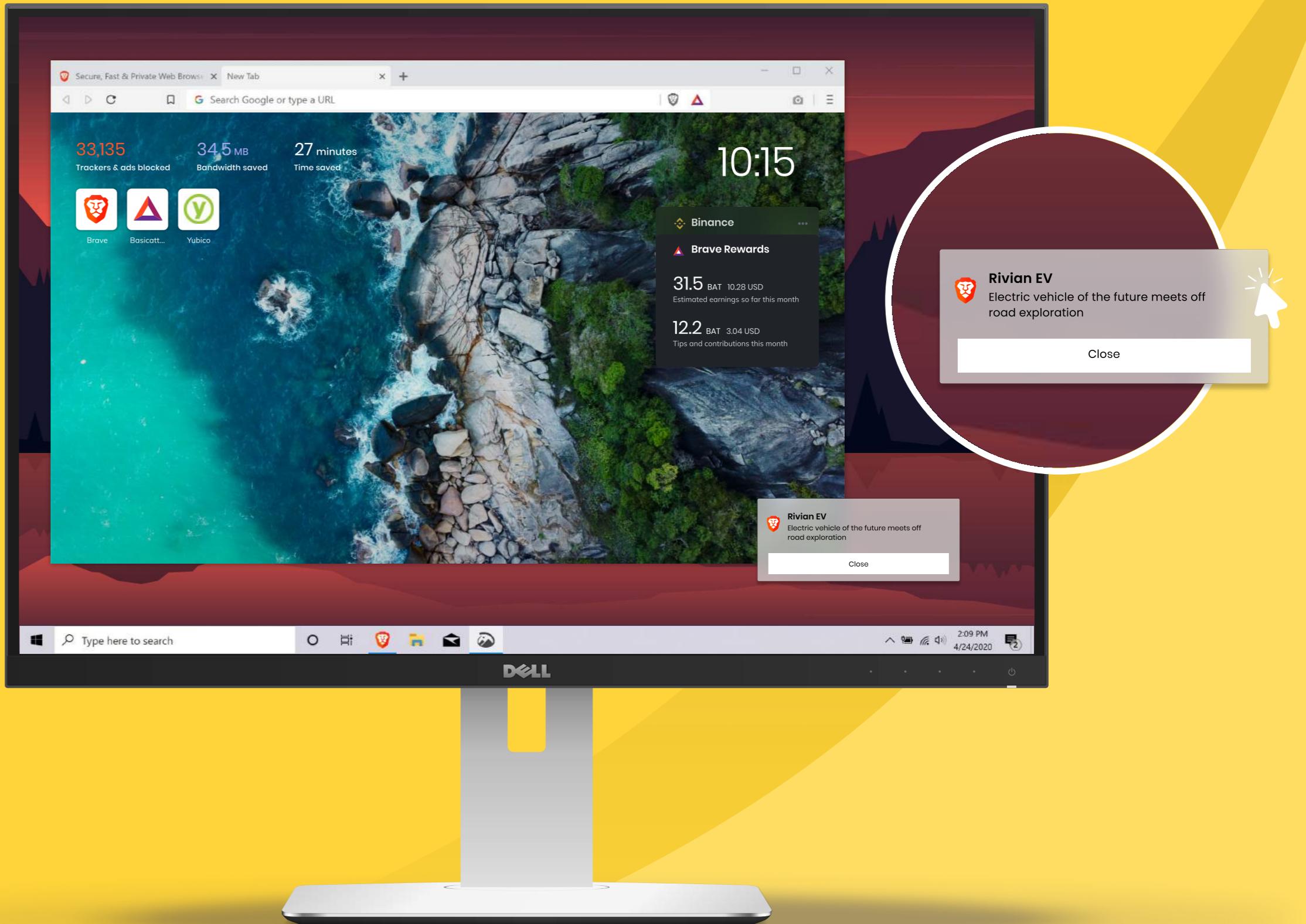
On MacOS, the Push Notification ads appear in the upper-right corner of the screen. When a user clicks through the ad, they are directed to a unique landing page or a URL of the advertiser's choice.

Windows
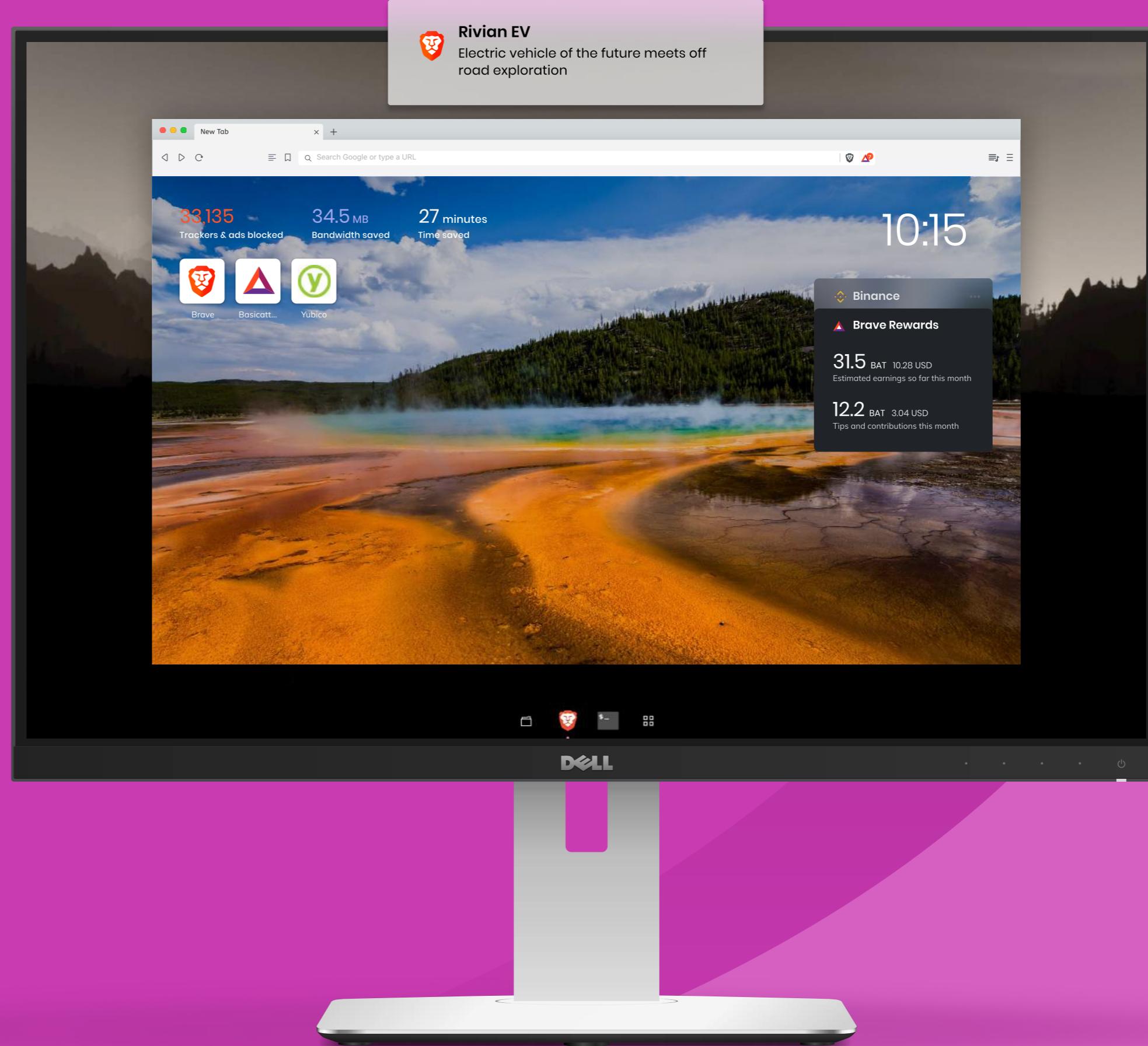
On Windows, the Push Notification ad appears in the bottom-right corner of the screen.

Linux

On Linux, the Push

Notification ad appears at

the top of the screen.

brave
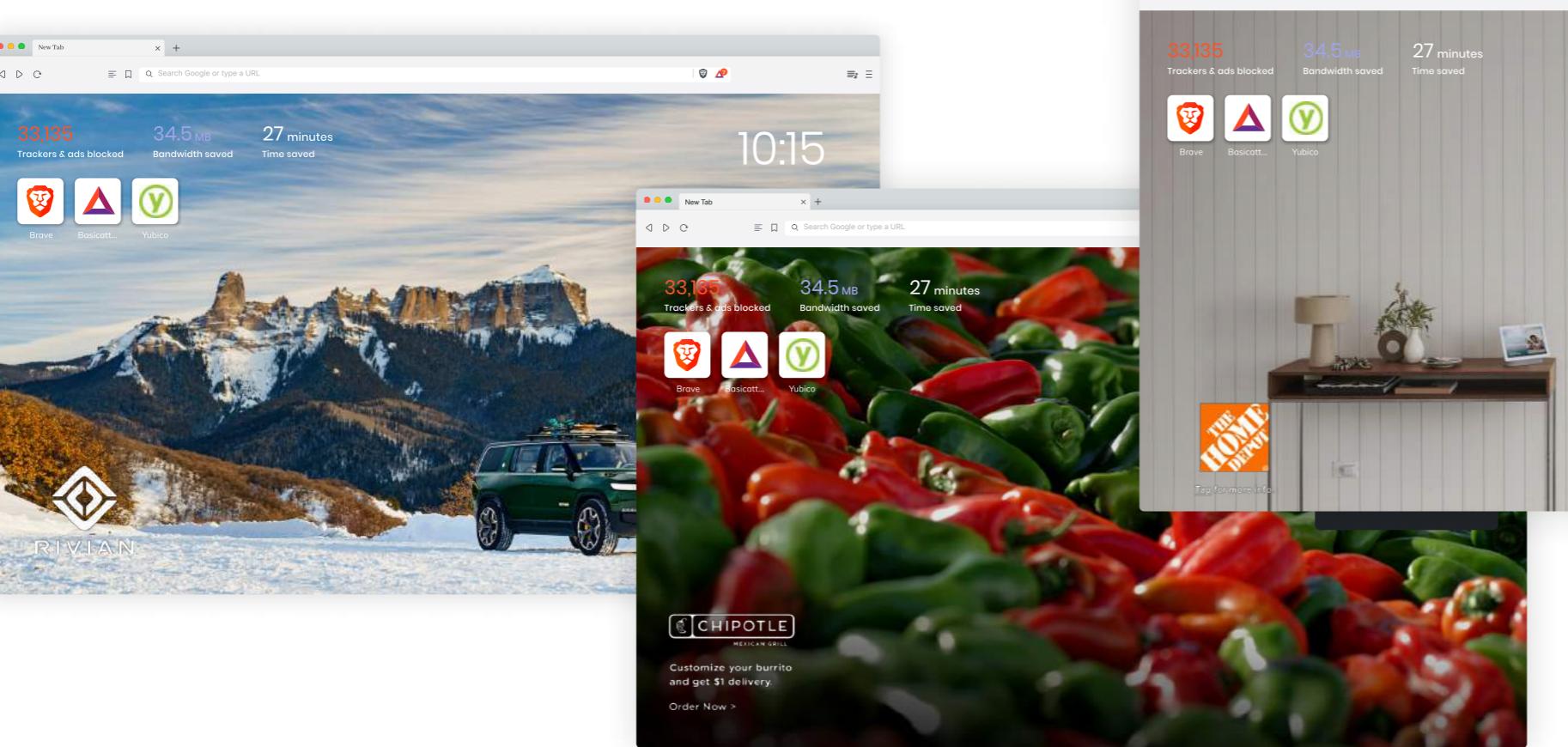
Mobile

A Push Notification ad appears on the user's screen. On mobile, this notification appears on the top of the screen.

brave

AD UNITS

Sponsored Images

A high-impact introduction for your brand to millions of daily active users.

About Sponsored Images

Striking, high-definition images, featured in the Brave new tab image rotation. -Advertisers have the opportunity to feature their brand prominently in this coveted space in front of millions of consumers. Sponsored Images are private, first party ads without user tracking and are available across desktop and mobile devices and major operating systems. Designed for high-impact branding and awareness campaigns.

- **Full screen, immersive images**. Each brand and image is approved individually by Brave, and the format is limited to the large image and a small logo overlaid at the lower left.

- **Private.** The ad acts more like a billboard than a typical digital ad — the sponsorship is the same for everyone in a given country.

- **Shown by default** to everyone using Brave globally. They appear in the image rotation, and are shown in every fourth new tab created. Users can turn off sponsored images (or all background images) directly on the new tab page. There are currently 16 background images bundled with the browser, periodically updated.

Brand Lift Survey

Brave Brand Lift Surveys measure the impact of

Brave campaigns on key branding metrics. Brave

Brand Lift Surveys utilize a "pre" and "post"

methodology to compare brand perceptions

among Brave users prior to the campaign launch

and post campaign.

Pre-Survey

Sent to Brave users utilizing the same geo ad matching and platforms as the advertisers campaign. Survey invitations are sent through Push Notifications.

Post-Survey

Identical survey questions are sent to Brave users who have been exposed to the campaign also through the Push Notifications. A few additional questions will be included about ad recall and actions taken.

Key Brand Metrics

Depending on the advertisers' objective, the survey may include questions regarding:
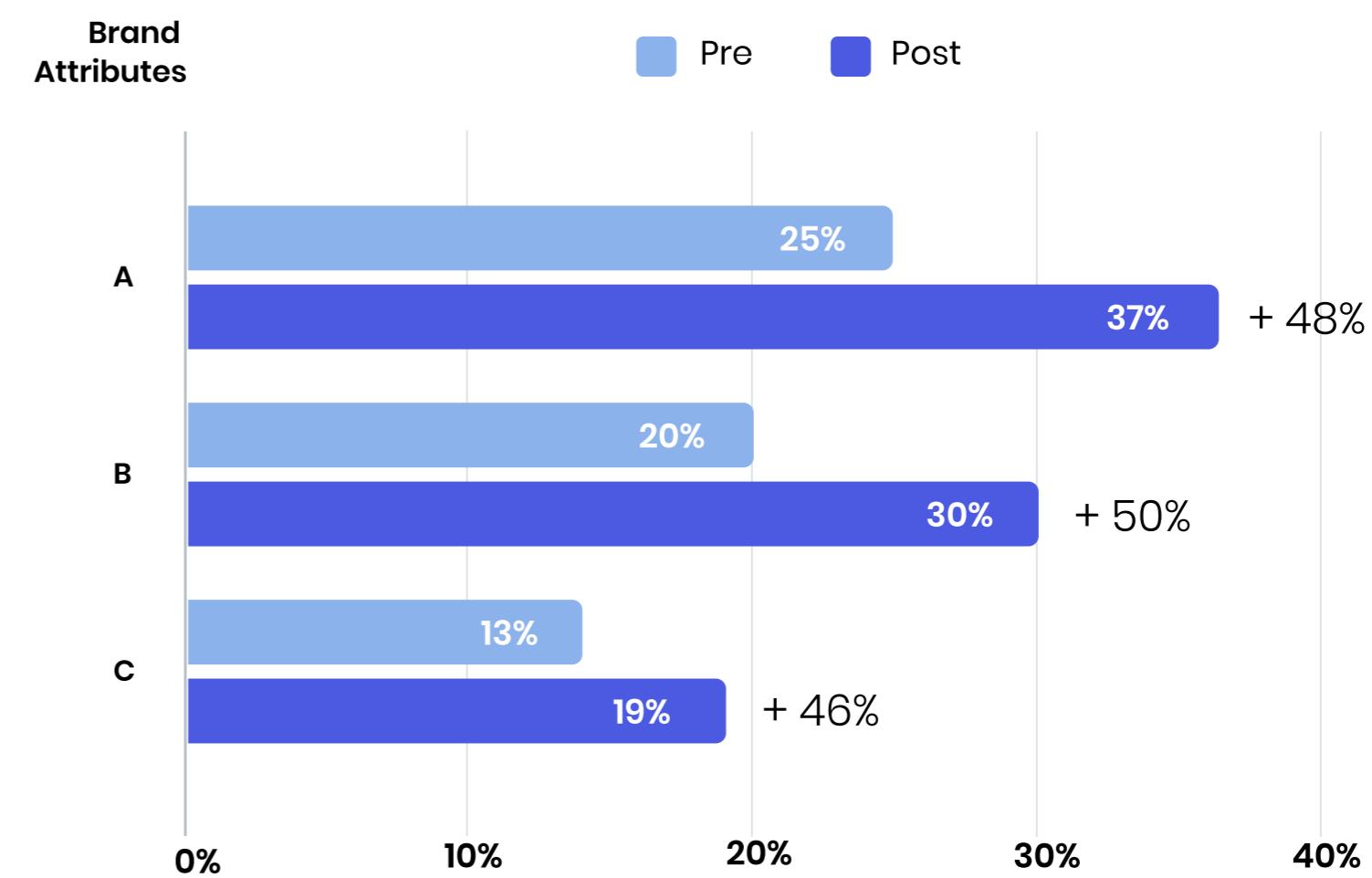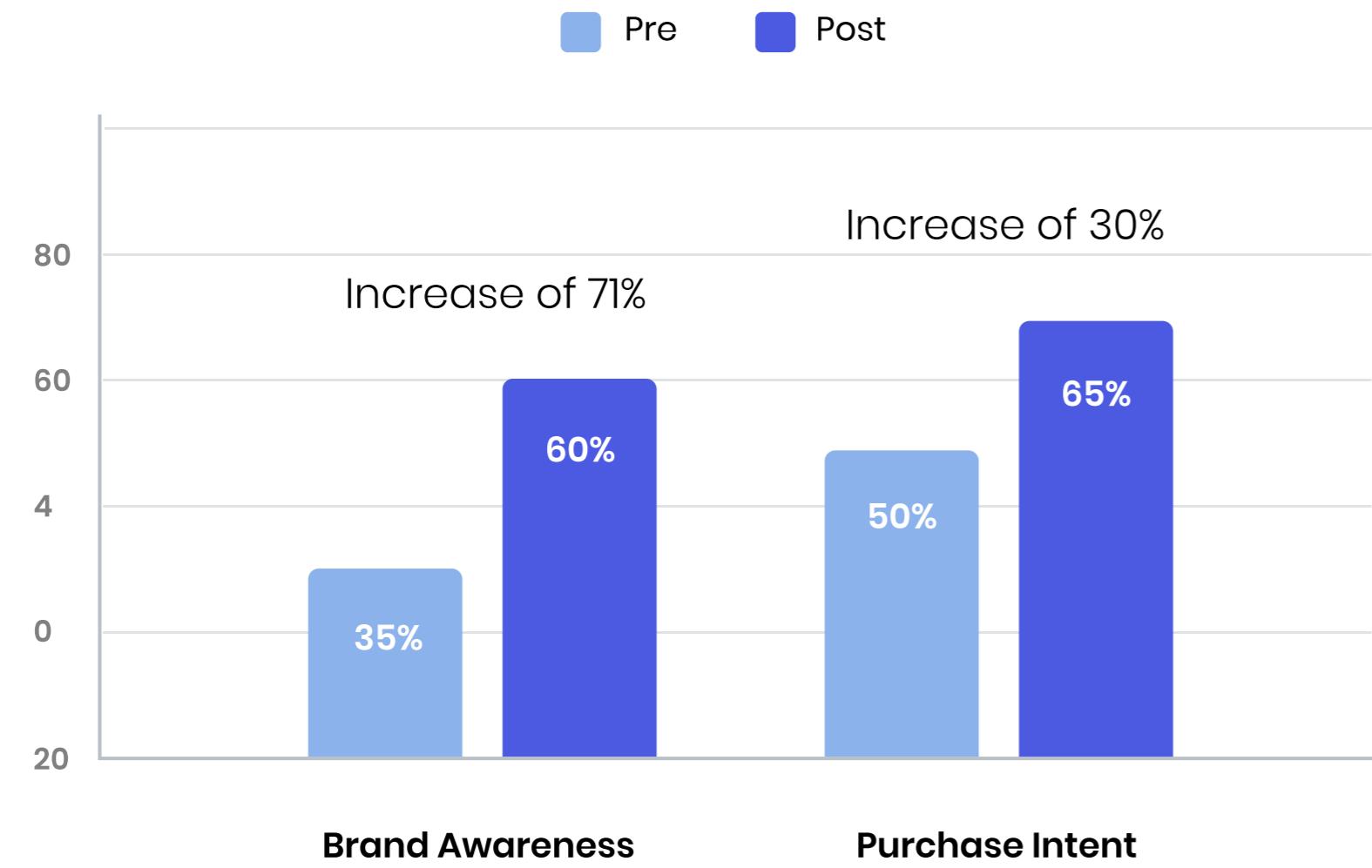
- **Brand awareness**

- **Brand perceptions**

- **Purchase intent**

- **Brand usage/purchases**

Reporting

Survey results should be available within 4-5 days after the campaign has finished running. Results can be provided overall and can be analyzed among key demographics that are important to an advertiser.

NOTE: The delta between the post-campaign results and the pre-campaign results are attributed to advertising exposure on Brave.

Sample Report

Pre   Post

Increase of 30%

Increase of 71%

80

60%

65%

60

4

50%

35%

0

20

Brand Awareness   Purchase Intent

Brand Attributes

Pre   Post

A

25%

37%   + 48%

B

20%

30%   + 50%

C

13%

19%   + 46%

0%   10%   20%   30%   40%

Rate Card

Push Notifications

Brave Push Notification Ads consist of pricing in two-tiers.

Advertisers have the option of using CPM or CPC for their rate.

$20 CPM or $0.20 CPC

Sponsored Images

Sponsored Image pricing is:
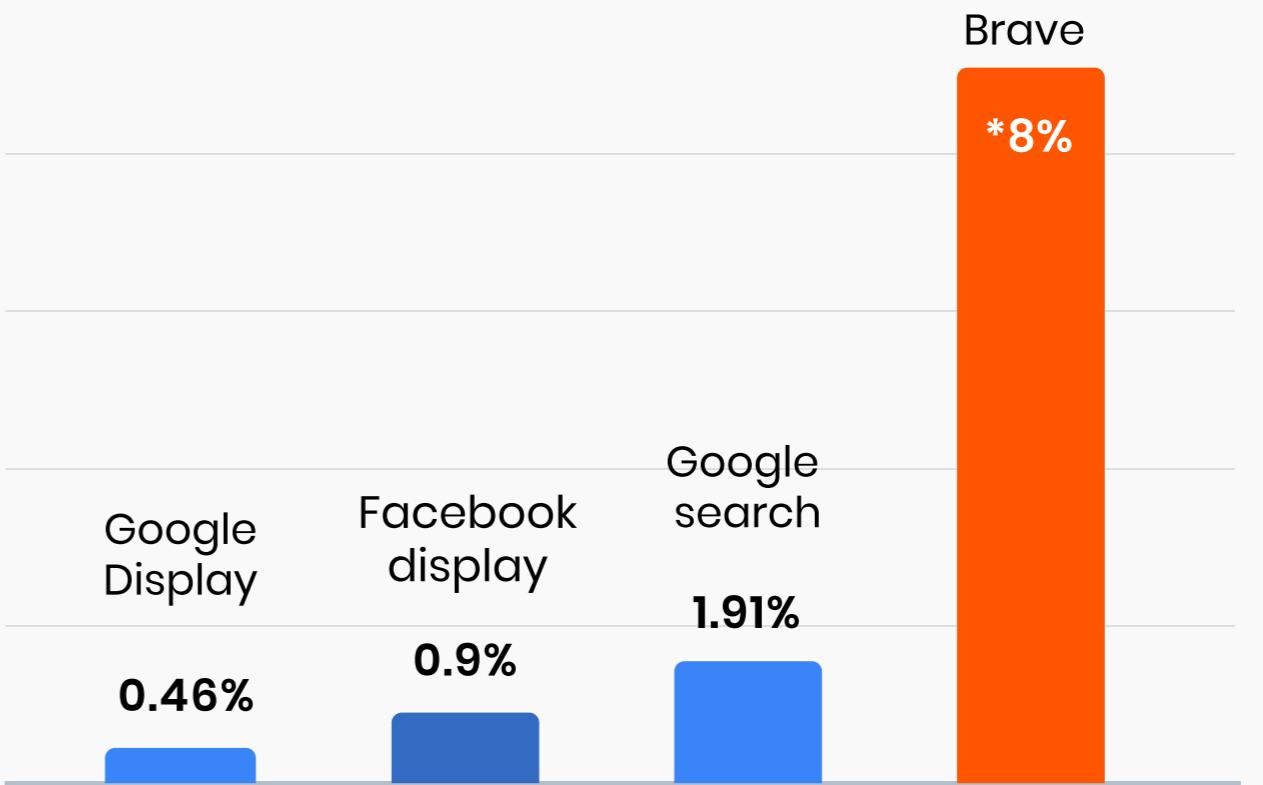
$20 CPM

Note: Discounted volume rates are available through the designated Brave representative.

All ads are subject to pre-flight quality and security review.

* 8% CTR refers to Push Notification Ads.

Average Click-Through Rate

Brave *8%

Google Display 0.46%

Facebook display 0.9%

Google search 1.91%

Budget Requirements

Push Notifications:

- Minimum spend of **$10,000+ for 30 Days** for conversion purchase goal.

Sponsored Images:

- Minimum spend of **$50,000/day**.

Campaign Criteria

Ad Matching

Brave Ads uses local machine learning to automatically match ads directly from the end user's browser. Brands can also elect to assign content categories to their campaigns.

Our optional contextual matching options are available _HERE_. Optional categories only apply to countries that have been active with ads for a minimum of 120 days.

Note: Please see Brave's Transparency page for an updated list of available countries _HERE_.

Geography

Country-level ad matching is currently available for 30 countries including the United States, Canada, Mexico, and the top countries in Europe, South America, Asia & Pacific, and Africa. Ads are currently available on our desktop and mobile on both Android and iOS platforms. State-level campaign matching available within the US.

Operating System

OS-level matching granularity is also available as is state level ad matching which offers advertisers the ability to match ads to users based on the US State of the user in all 50 states.

Campaign Performance
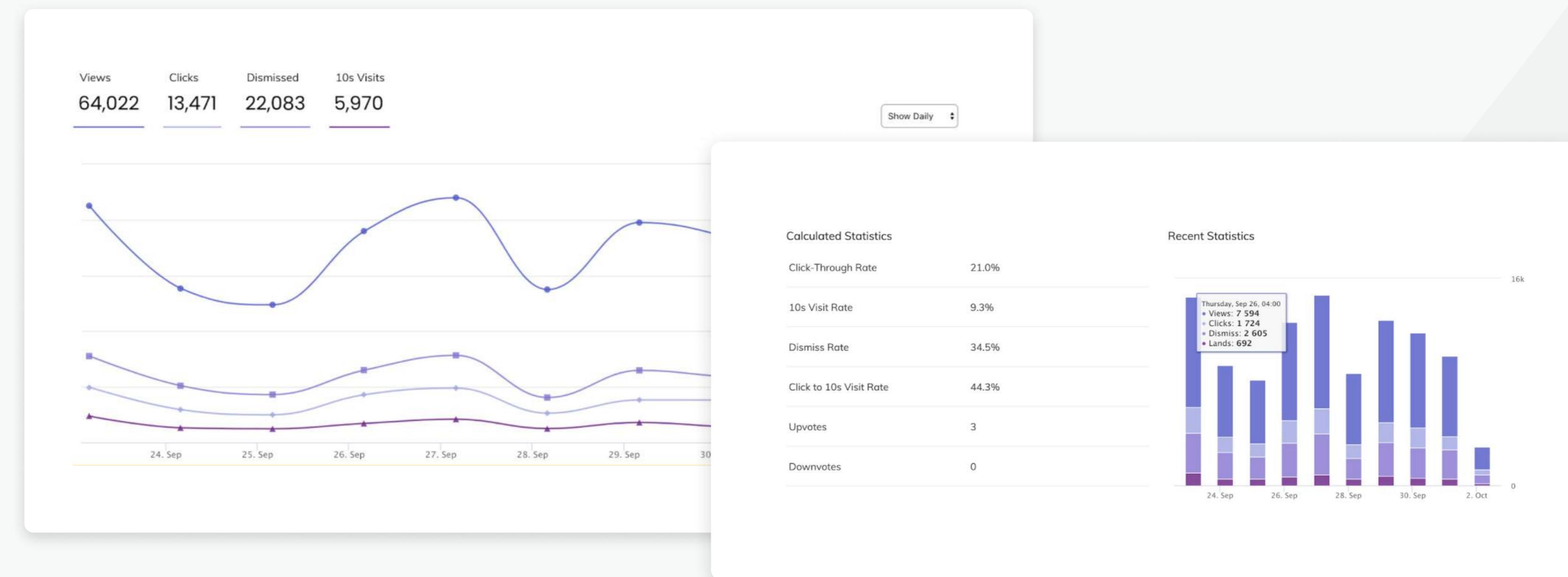
Once your Brave Ads campaign has been staged and approved for deployment, you'll be receive access to your Brave Ads Reporting Dashboard. Campaign dashboards update hourly, with the option to export reports on demand.

Metrics

- **Views:** Push Notifications served

- **Clicks:** Consumer clicked through the ad to the advertiser's landing page

- **Dismissed:** User clicked to close and dismiss the notification before the default notification timeout

- **10 Second Visits:** User clicked through the ad, and spent a minimum of 10 consecutive seconds in the landing page in the active tab.

- **Upvote & Downvote:** Brave users have the option to upvote or downvote notifications from the Brave Rewards menu. This is only available on desktop.

- **Conversions:** Report successful 1, 7 or 30-day view-through or post-click conversions for purchase completion, successful registration or thank you landing page URLs. We strongly recommend including conversion reporting for your Brave campaign. Download Conversion & Attribution Guide *HERE*.

- **Brand Lift:** Brave offers 1st party Brand Lift Surveys to measure impact of your campaign across awareness, consideration, and purchase intent. Brave Brand Lift Surveys are included as added value for media investments above $50K USD.

Brave Ads Reporting Dashboard

Visualize your Brave Ads campaign performance. Updated hourly

Billing

- Campaigns are invoiced at the end of the monthly billing cycle for the calendar month.

- Payment is due within 30 days of receipt of the invoice.

- You will be issued credentials to access your reporting dashboard to track daily campaign delivery and export reports.

- You can cancel your Push Notifications campaign with Brave at any time. If you choose to cancel your campaign, you will only be billed for the ads already served.

- For Sponsored Images, if you cancel within 7 days of the campaign going live, you will be charged 50%.

Pay in USD or BAT

By default, ad campaigns are set up to be billed in USD. Advertisers may also choose to pay using Basic Attention Token (BAT), if preferred. No cryptocurrency knowledge is required.

Restricted and Prohibited Categories

Campaigns cannot currently advertise products and services for the following prohibited and restricted categories:

Note: While currently unavailable, advertising to restricted categories may become available in the future.

*CBD advertising is available in the US with state-level restrictions.

- CBD*
- THC
- Tobacco
- Vaping
- Pharmaceuticals
- Gambling

- Adult content
- Politics
- Violence
- Content targeting children
- Content targeting expecting mothers

Next Steps

- Please send an email to *adsales@brave.com* to get started.

- Your Brave Ads Representative will connect you with a member of our ad operations team.

- Ad operations will review, setup and deploy your campaign.

- Ad operations will generate access credentials for your reporting dashboard, so you can monitor daily delivery and generate reports.

- Review Brave's Terms of Service *HERE*

Brave Rewards | Ads

Get Started

Contact **adsales@brave.com**