



Brave Rewards

Ads

Media kit

Global

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Company overview & core offering

Brave is the first global, digital ad platform built for privacy. It offers advertisers the opportunity to participate in a premium, brand safe, opt-in ad ecosystem, all designed for a future without 3rd party cookies.

Brave's 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 42+ million users worldwide, many brands now 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

Types of media Brave supports

- Text (headlines, calls-to-action)
- High resolution images

Audience, category, and platform details

- 42M+ monthly active users (MAU)
- 14M+ daily active users (DAU)
- 200+ content categories, all major and sub verticals, as defined by the IAB

Brave Ads effectiveness

+64%

Average lift in brand/promotion awareness

+28%

Lift in brand perception

+17%

Average lift in purchase intent

50%

Brave users recalled seeing a **Brave** ad

75%

Of those that viewed the ad clicked on it

16%

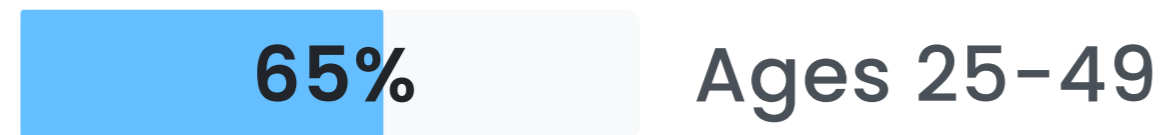
Only 16% recalled seeing the ad somewhere else

Audience demographics

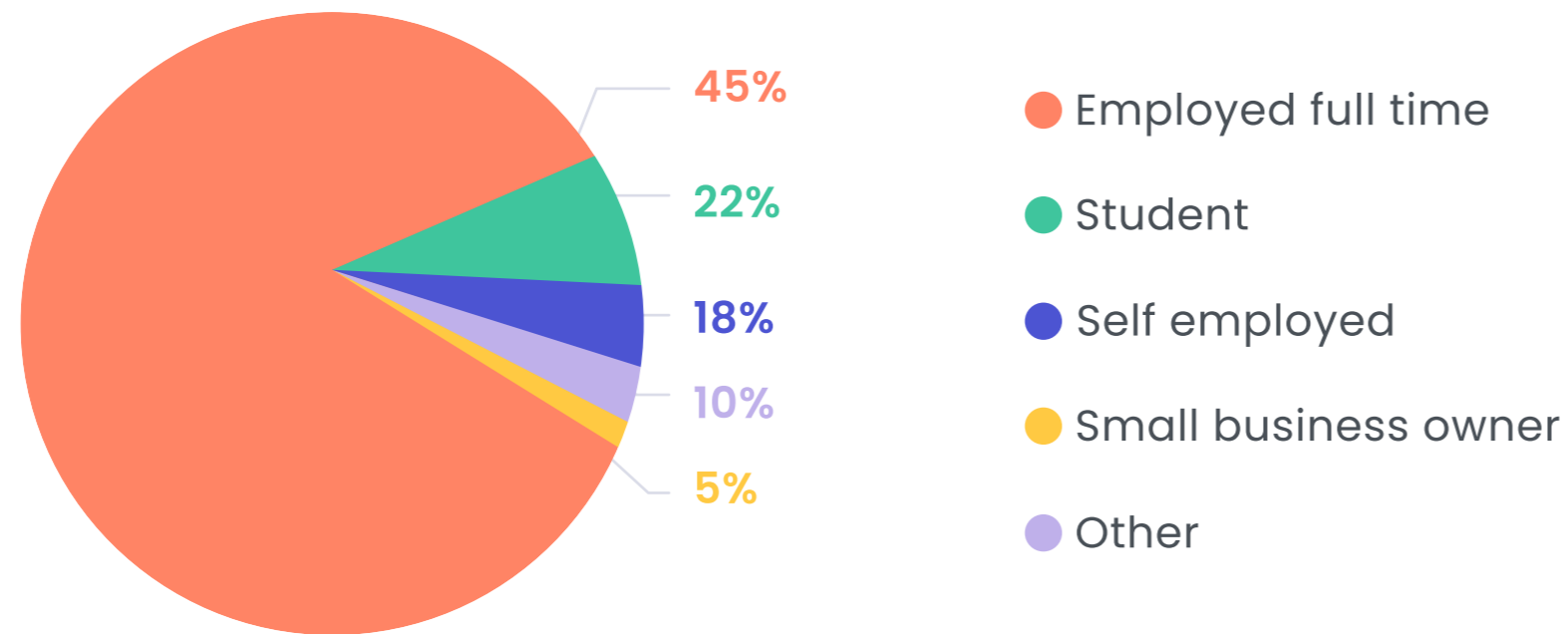
Based on over 10,000 respondents from 2021 survey details

Age

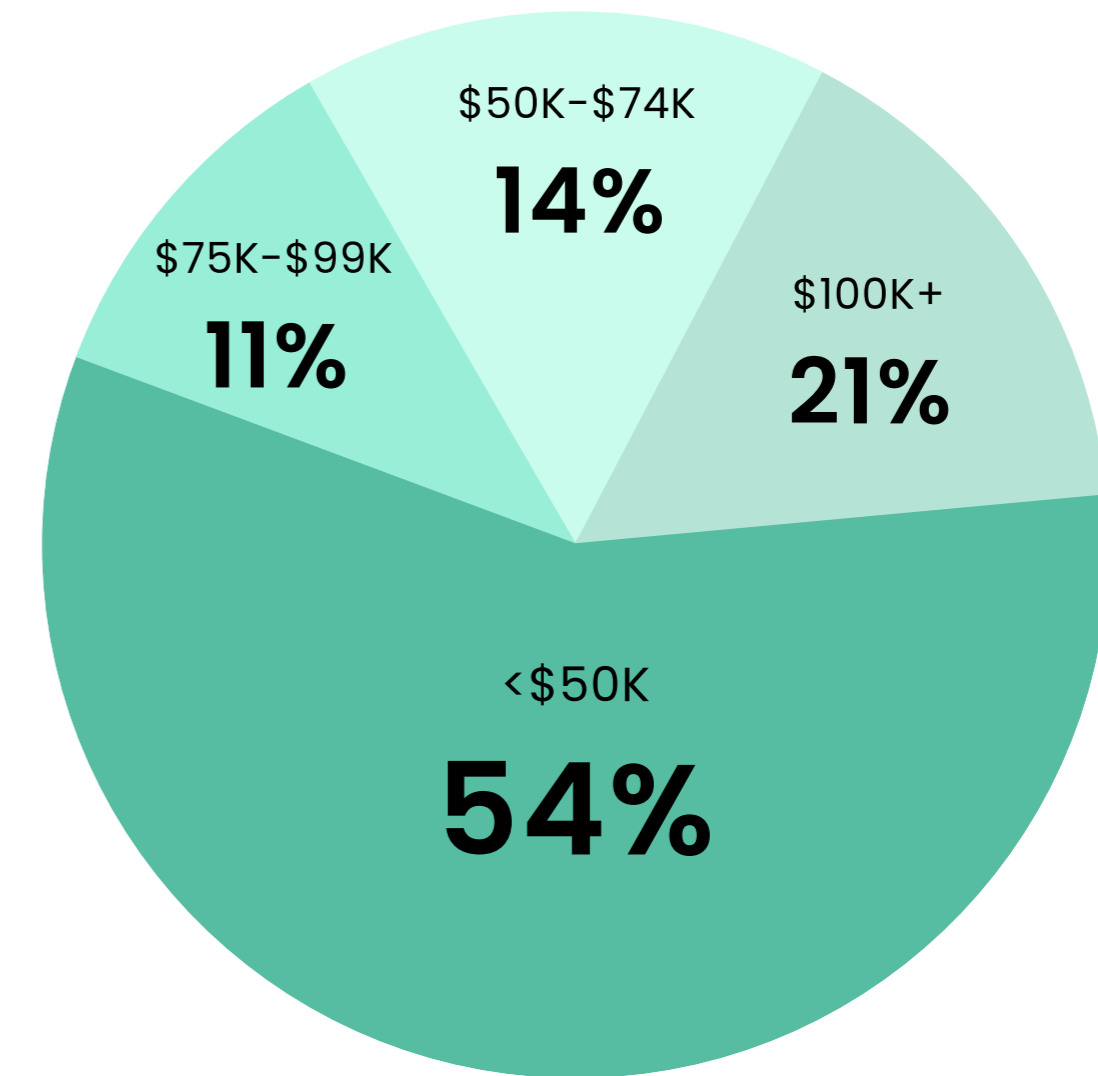
Adults



Career status

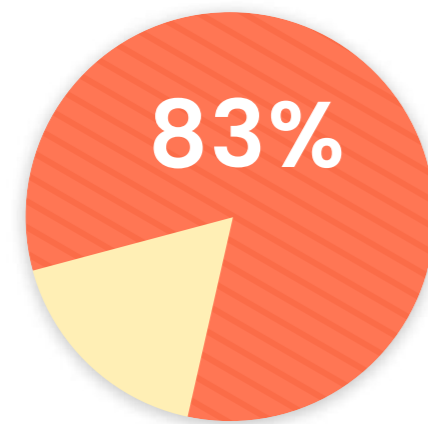


Income bracket

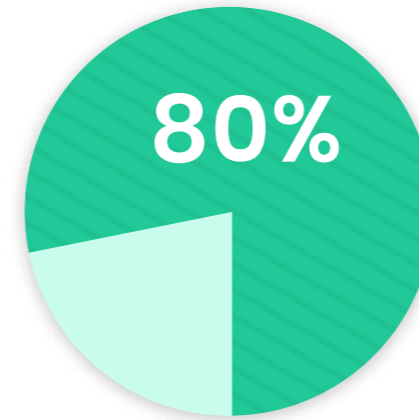


All participants of this survey have opted-in, and all data privacy policy measures have been strictly adhered to.

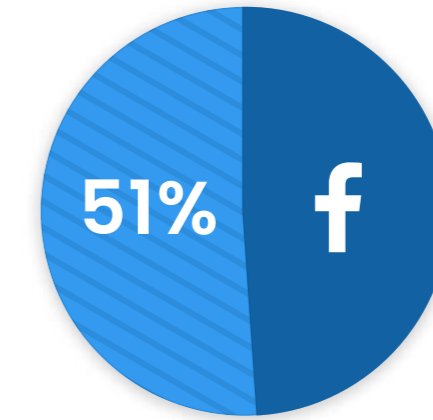
Why are Brave users unreachable elsewhere?



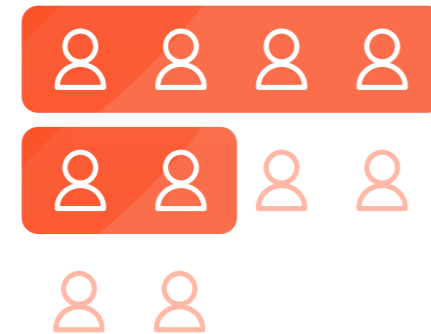
83% of their time is spent browsing online via the Brave browser, which blocks ads



80% do not have paid cable or satellite TV



Only 51% use Facebook



6 in 10 use an ad blocker when using other browsers, and thus don't see programmatic ads

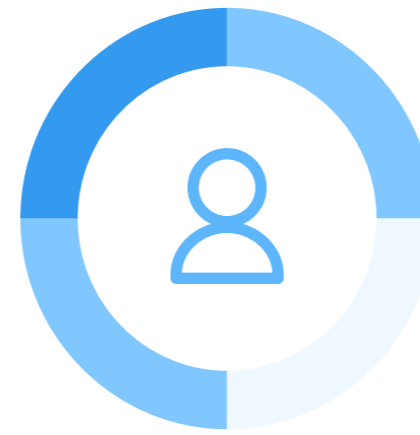


Only 1 in 5 use Snapchat, TikTok, or Pinterest

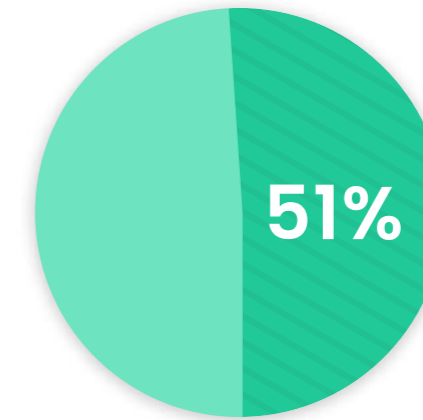
Brave user attributes



3 in 4 own
crypto-currency



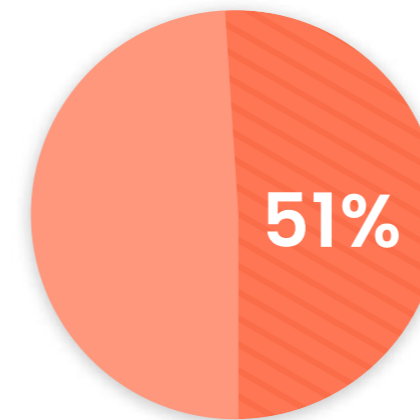
3 in 4 Brave users
consider themselves
technology early
adopters



51% are heavy
travellers and
travel 2+ times a
year



1 in 2 consider themselves
gamers



51% feel more positive
about brands that
advertise on Brave

Ad units

Push notifications

Sponsored images

Brave News

AD UNITS

Push notifications

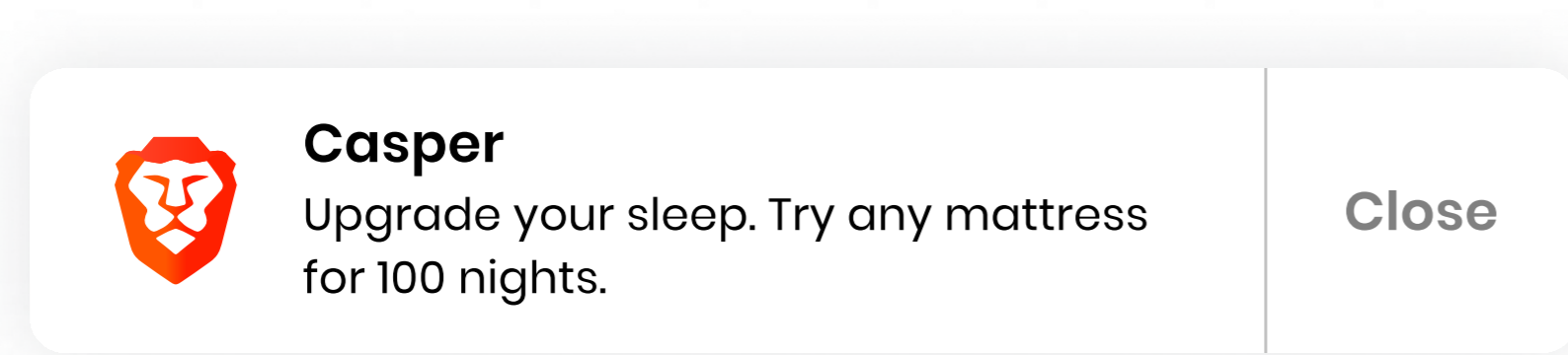
High-performance advertising

macOS • iOS • Android • Windows

As consumers browse, they're presented push notifications featuring the brand name, a short message, and a CTA to the advertiser's desired landing page URL. Push notifications are an ideal addition for advertisers looking to add engagement, quality site traffic, and DR/acquisition to their campaigns. Users can earn Brave Rewards for viewing Brave Ads. **Push notification ads have an average CTR of 8%.**

- [Check out a short video about Brave Rewards and Brave Ads.](#)
- [Watch a more in-depth video on the Brave ecosystem.](#)

Push notifications content



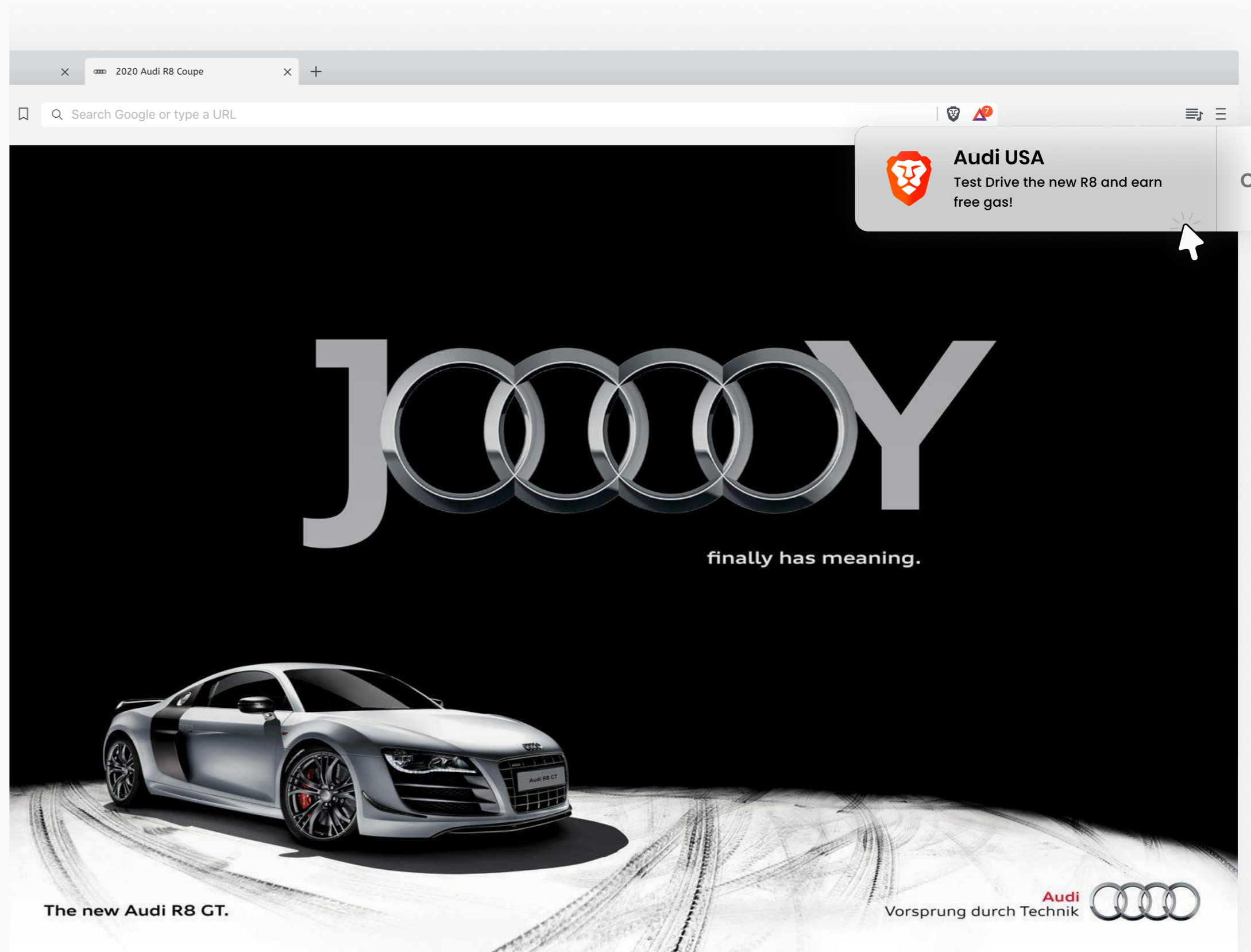
- **Title** (up to 30 characters)
- **Call to action** (up to 60 characters)
- **Clickthrough URL** (landing page/destination URL)

Notes:

- Brand name is required in either the Title or CTA.
- Our system checks clickthrough URLs to verify they're `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 CTA for your ad. (There may be some exceptions.)
- All ads are reviewed by our team prior to launch.

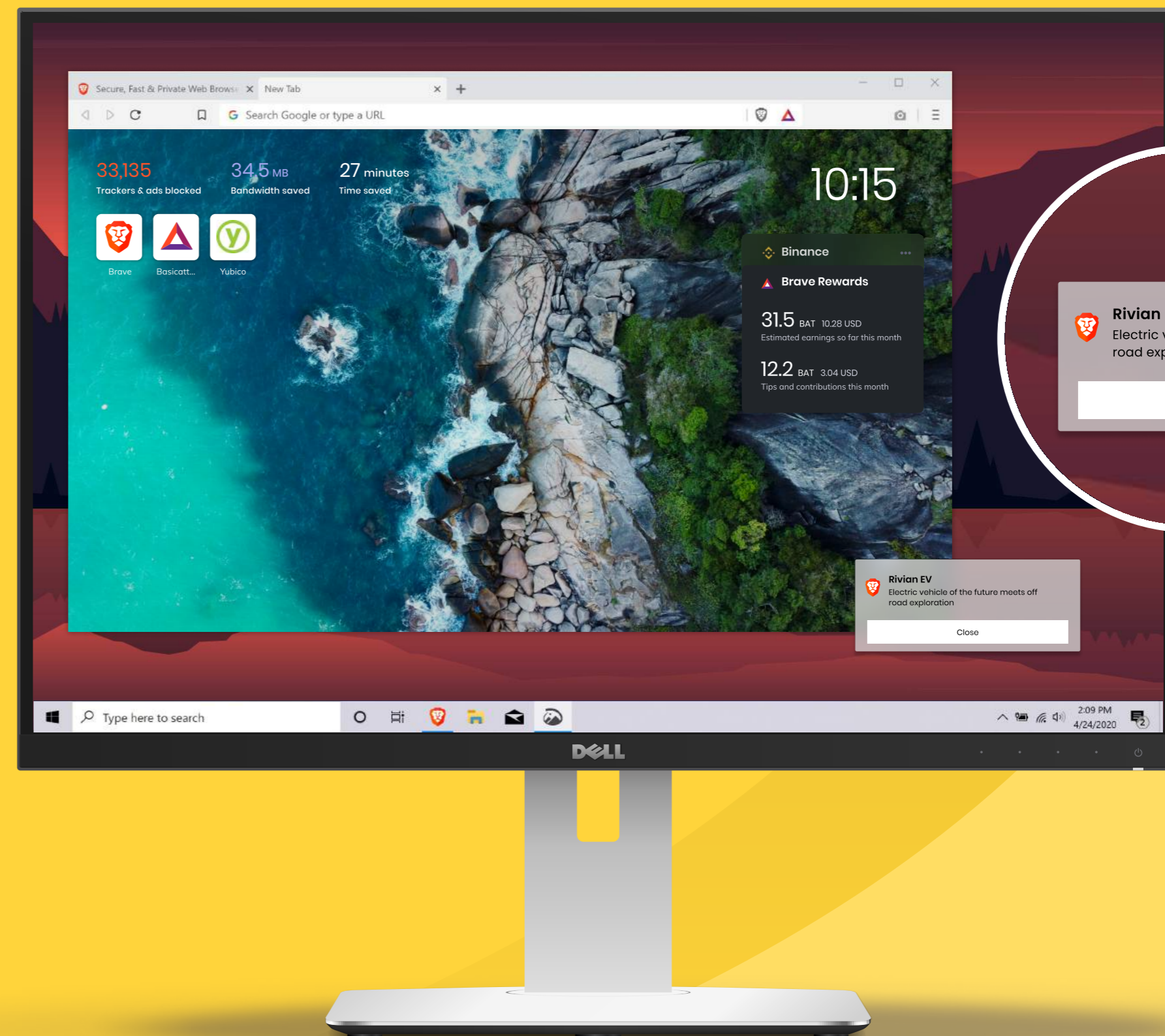
macOS

On macOS, the push notification ads appear in the upper right corner of the screen. When a user clicks the ad, they're directed to a unique landing page or a URL of the advertiser's choice.



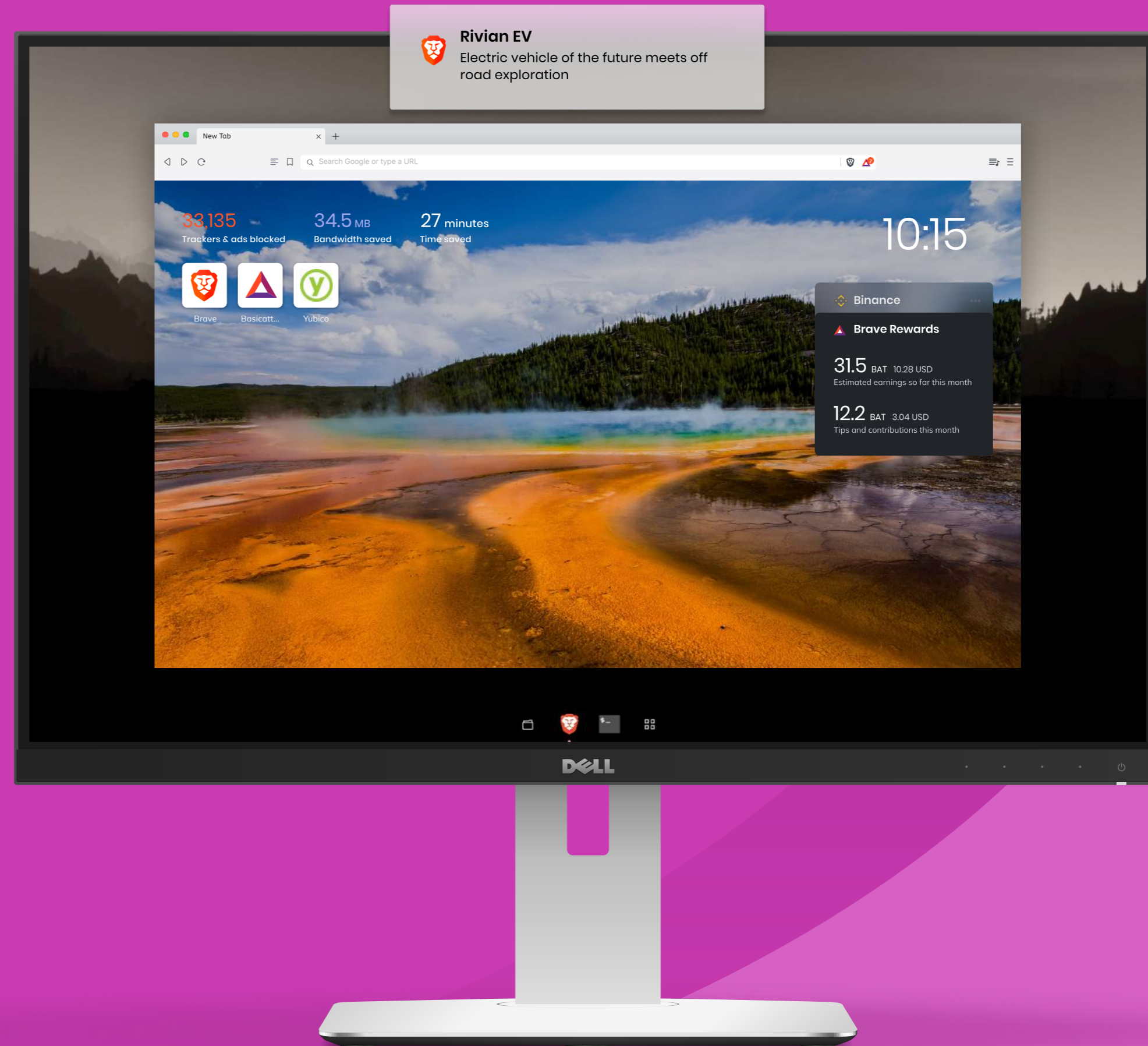
Windows

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.



Mobile

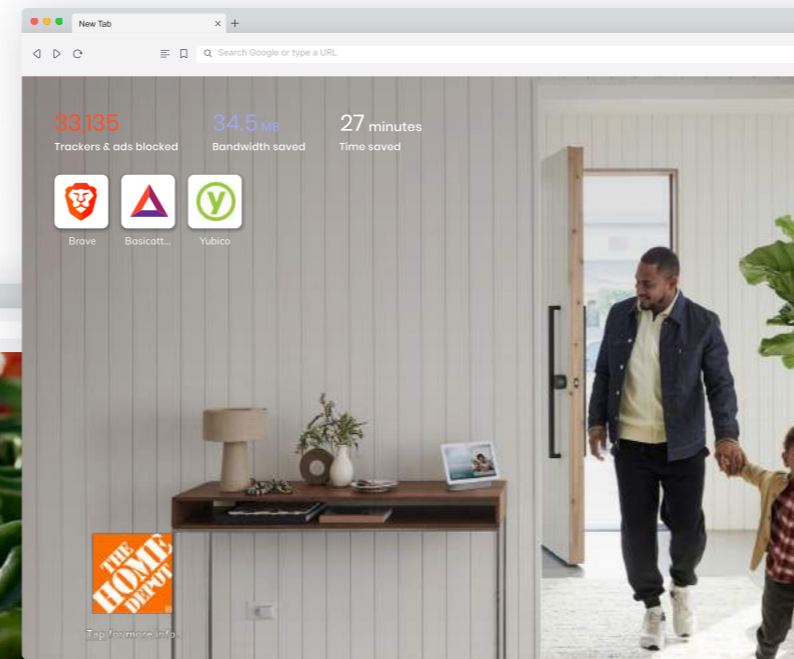
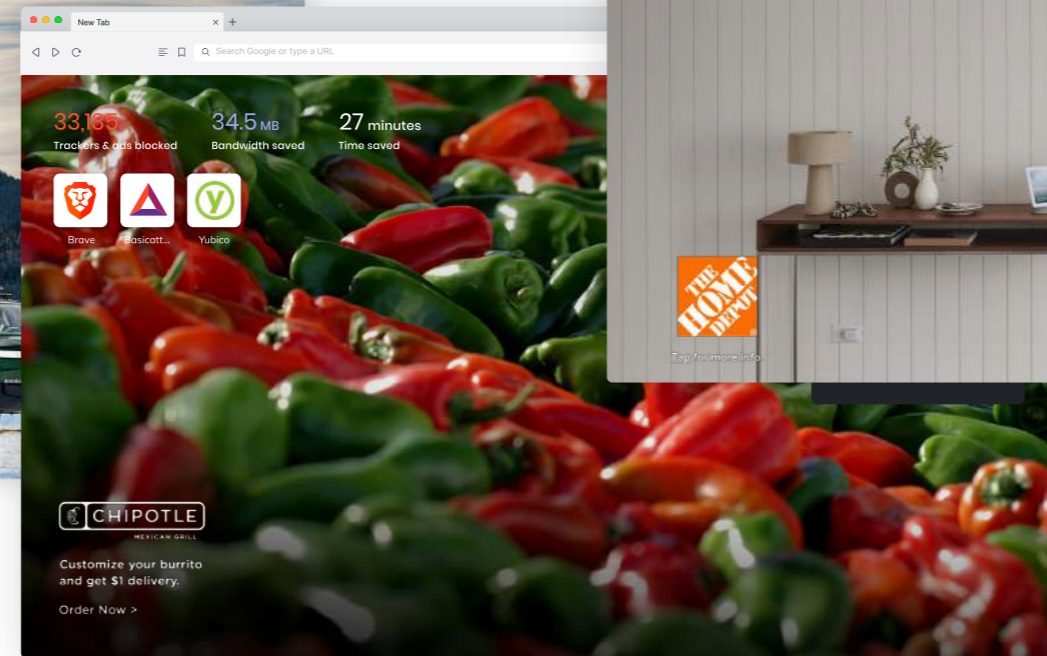
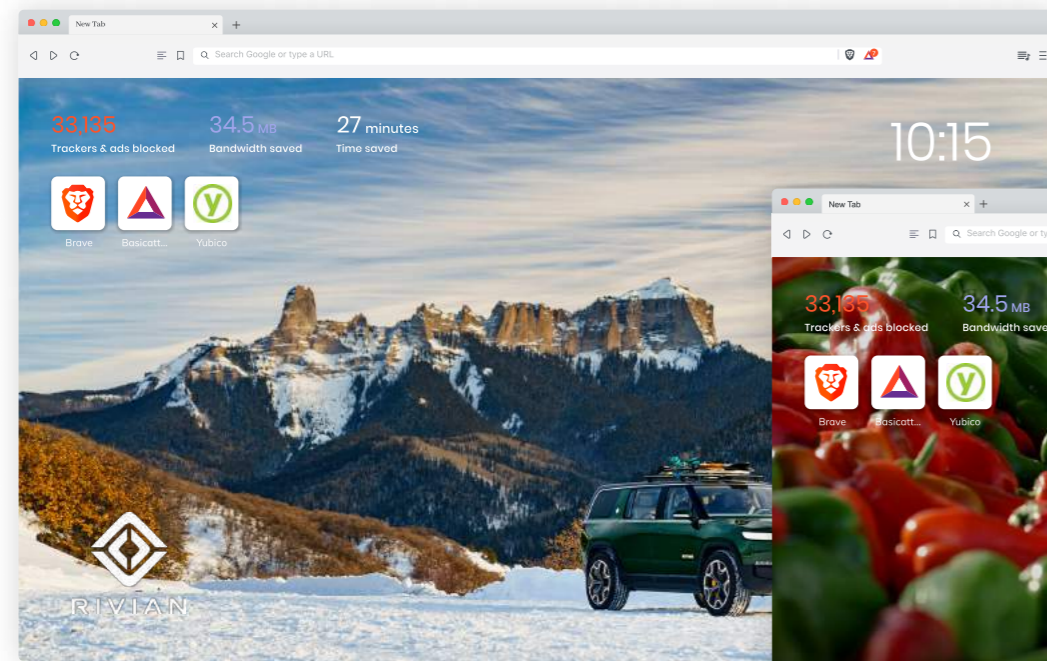
On mobile, the push notification ad appears at the top of the screen.



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 rotation of images on new tab pages. 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, and free of user tracking. They're available on desktop and mobile devices, and all 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.** All Brave users globally see sponsored images. They appear in the image rotation, and are shown in every fourth new tab opened. 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.

Brave News: media opportunities

Awareness and demand generation

Brave News introduces two new Brave Ads units for brands:

Promoted content

Inform, educate, and generate awareness for your brand narrative and campaign initiatives.

Private display ads

Generate demand for products and promotions.

Viewable inventory

- Both Brave News ad units are engineered for viewability.
- Ad events are only reported when ads are 100% in view; brands do not pay for impressions that are not viewed.

- Brave provides a couple of event metrics to help brands understand landing page efficacy. These include whether the ad was viewed, and landing page visits that lasted longer than ten seconds.

Exclusive share of voice in sequence

Brave News ad units deliver in an specific sequence, ensuring that only one brand placement is viewable while scrolling the feed. Your brand does not compete with others for attention in the feed sequence.

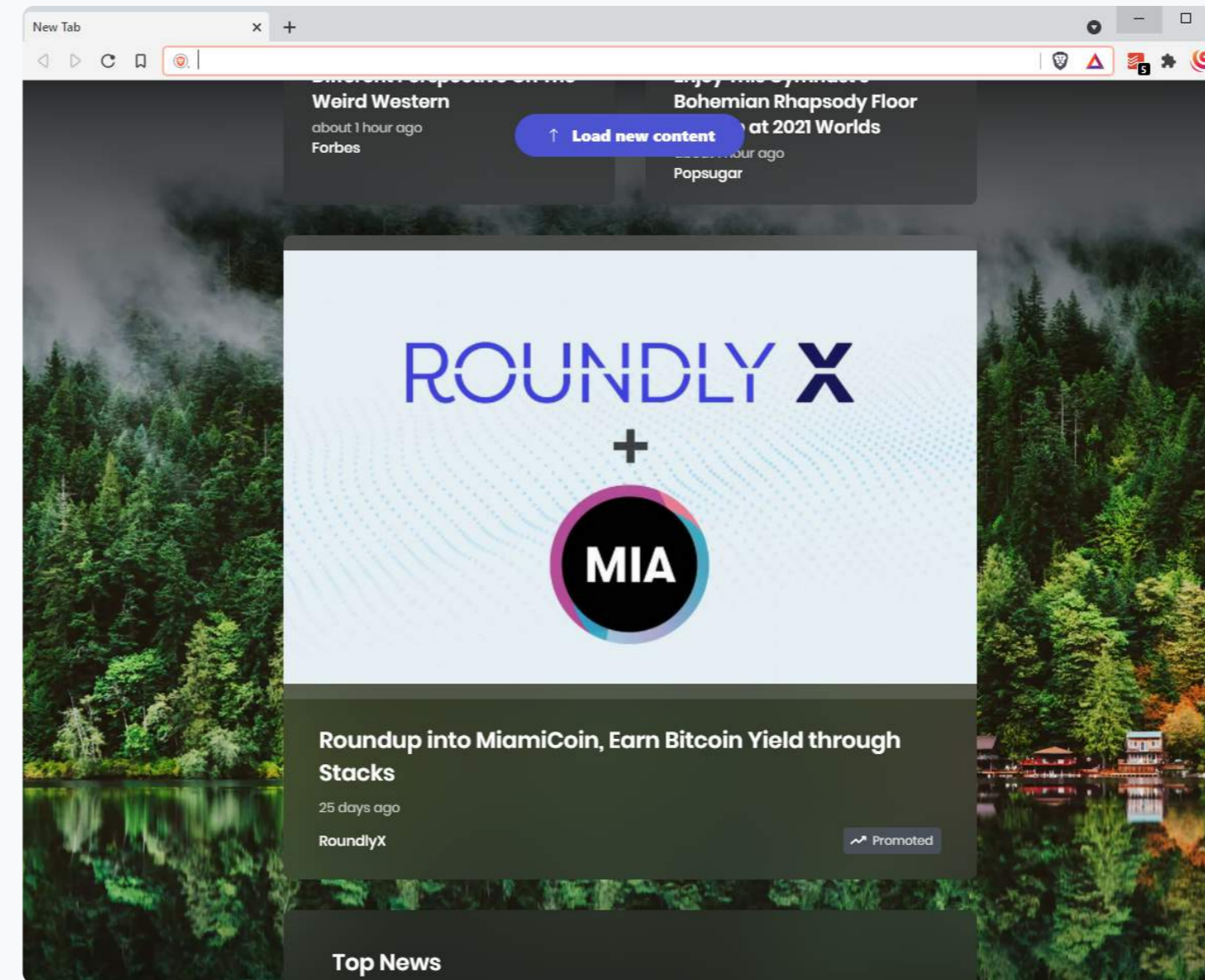
Enabled in Brave News, by default

- Brave News is an ad-supported feature within Brave.
- All Brave users that enable Brave News will see Brave News ads, regardless of Brave Rewards opt-in.

Brave News ad units

Promoted content unit

- Promoted content introduces brand and partner content to the Brave News feed. Content from your feed is conditioned through the Brave News private CDN, and styled for seamless placement within the Brave News feed. As you publish more content to your feed, the promoted content within Brave News automatically updates to feature the new content.
- Unit displays a **promoted** badge, an image, and brand name.
- Promoted content units display by default in Brave News; users can choose to disable the unit from their Brave News feed selection settings.
- Content for the promoted content unit, including images, is pulled directly from the advertiser-provided RSS feed. No additional deliverables are required from the advertiser.



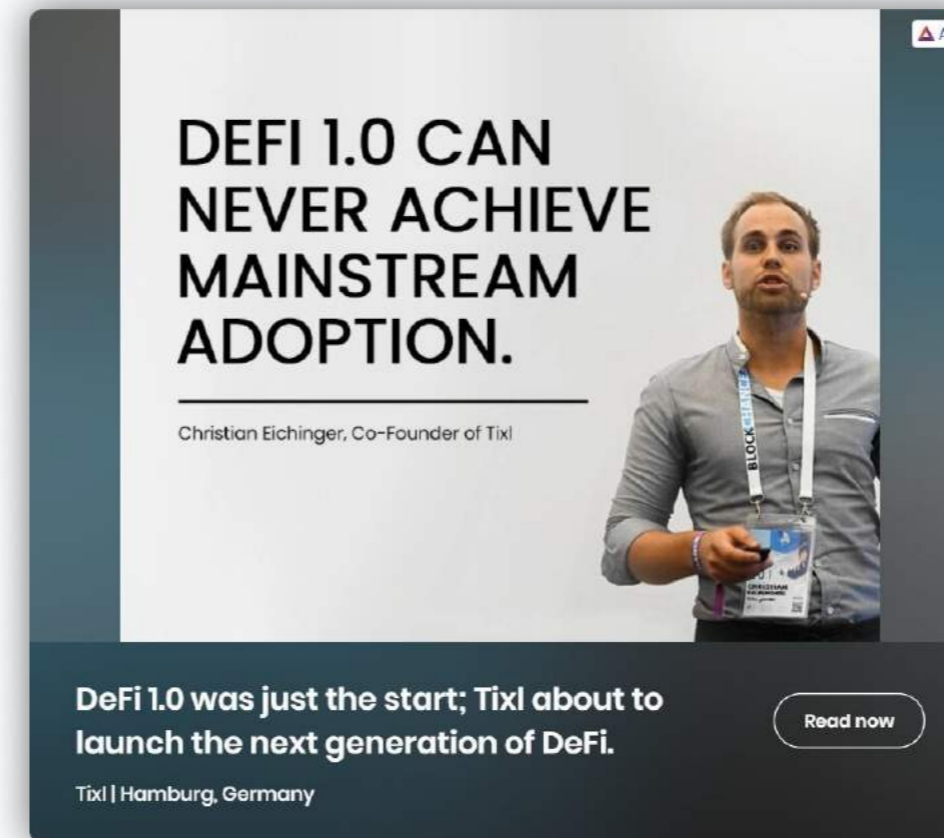
Advertiser deliverables

Partner RSS feed URL

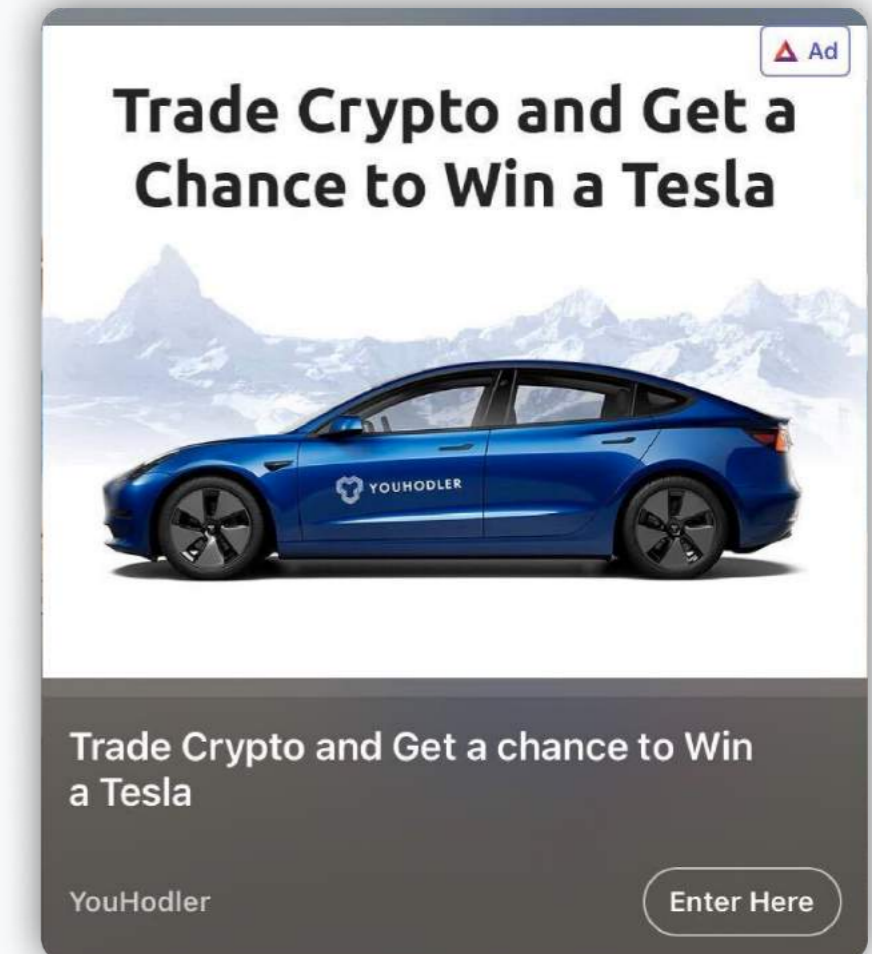
- Partner RSS feed can include UTM parameters.
- Note: Brave blocks Google Analytics requests by default. While the feed can include UTM parameters, Google Analytics will not function within Brave.

Private display ads unit

- Enabled by default for all Brave News users, private display ads are a visually impactful addition, interspersed within the content in the Brave News feed.
- Private display ads begin displaying in the second position of the feed, and then display in a sequential rotation with other Brave News ad units on every fifth card.
- Ad unit features an image, using the popular MPU banner proportions (300x250); images natively conform to fit within the desktop and mobile Brave News feeds.
- Text for the ad unit includes a title, customizable call to action (CTA) button text, and advertiser name.
- Private display ads display by default for all Brave News users. In the future, we intend to release a feature allowing for private display ads to be disabled if the user elects to purchase the Brave News premium option.
- Reporting includes precise impression, click, and 10-second landing page visit counts for all Brave users.



Desktop



Mobile

Advertiser deliverables

Image

- Image size: 750 x 900px (horizontal)
- Brave-hosted: images up to 5MB in size can be supplied for Brave to host and serve in JPG or PNG formats.
- Self-hosted: Advertiser supplies the https:// image URL for Brave to render the advertiser-hosted images.

Text

- Title text: up to 90 characters
- Call to action (CTA): up to 15 characters
- Advertiser name: up to 30 characters

Targeting

Geo-targeting: global, to English-language devices.

Geo: country



Operating system



Rates

Both ad units are available at a \$20 CPM rate.

Reporting

Impressions



Clicks



10-second landing page visits



Dashboard visualization



CSV export



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 and after the campaign.

Pre-survey

Sent to Brave users utilizing the same geo ad matching and platforms as the advertiser's campaign. Survey invitations are sent via push notifications.

Post-survey

Identical survey questions are sent to Brave users who have been exposed to the campaign, plus a few additional questions about ad recall and actions taken. Survey invitations are sent via push notifications.

Key brand metrics

Depending on the advertiser's objective, the survey may include questions regarding:

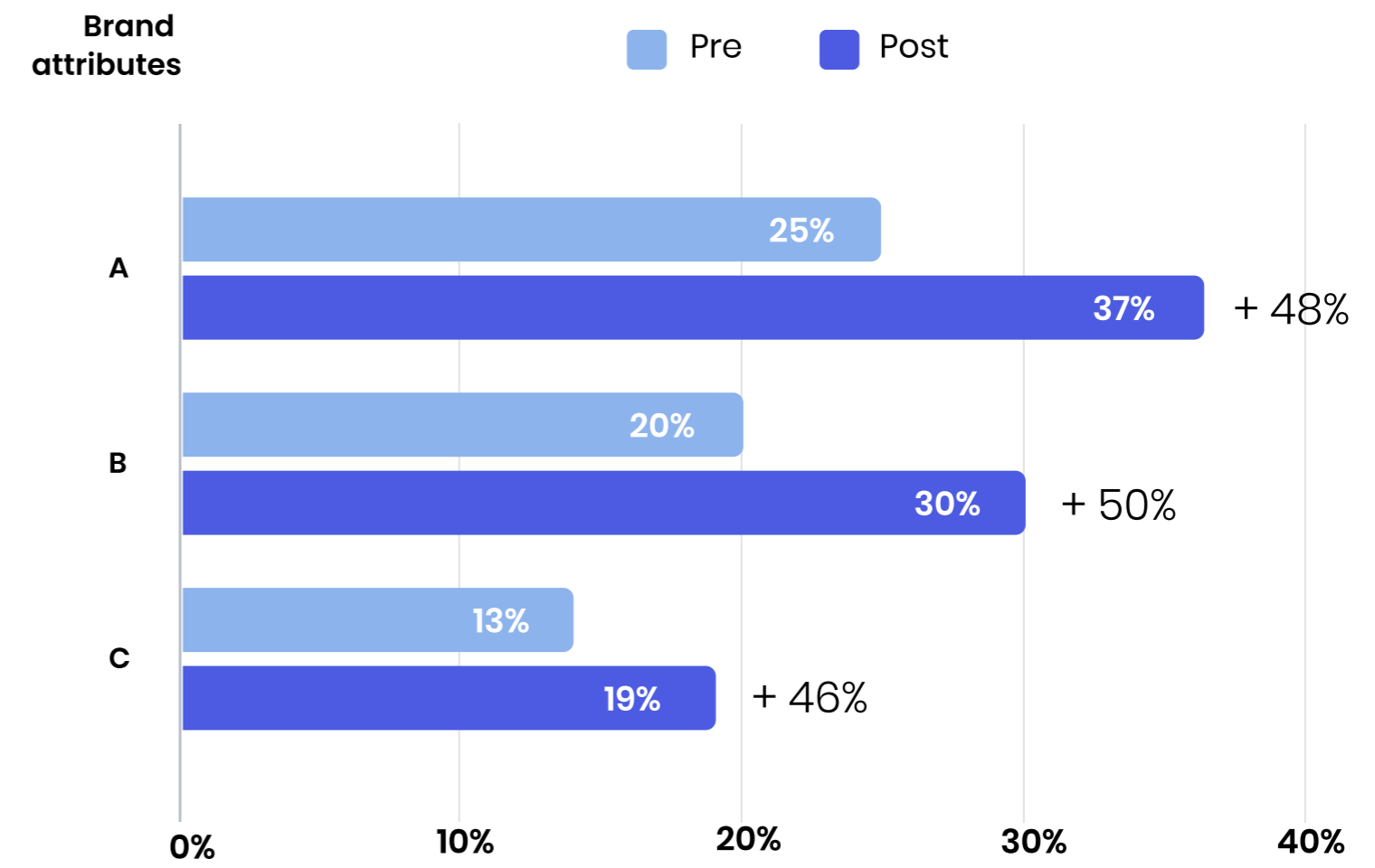
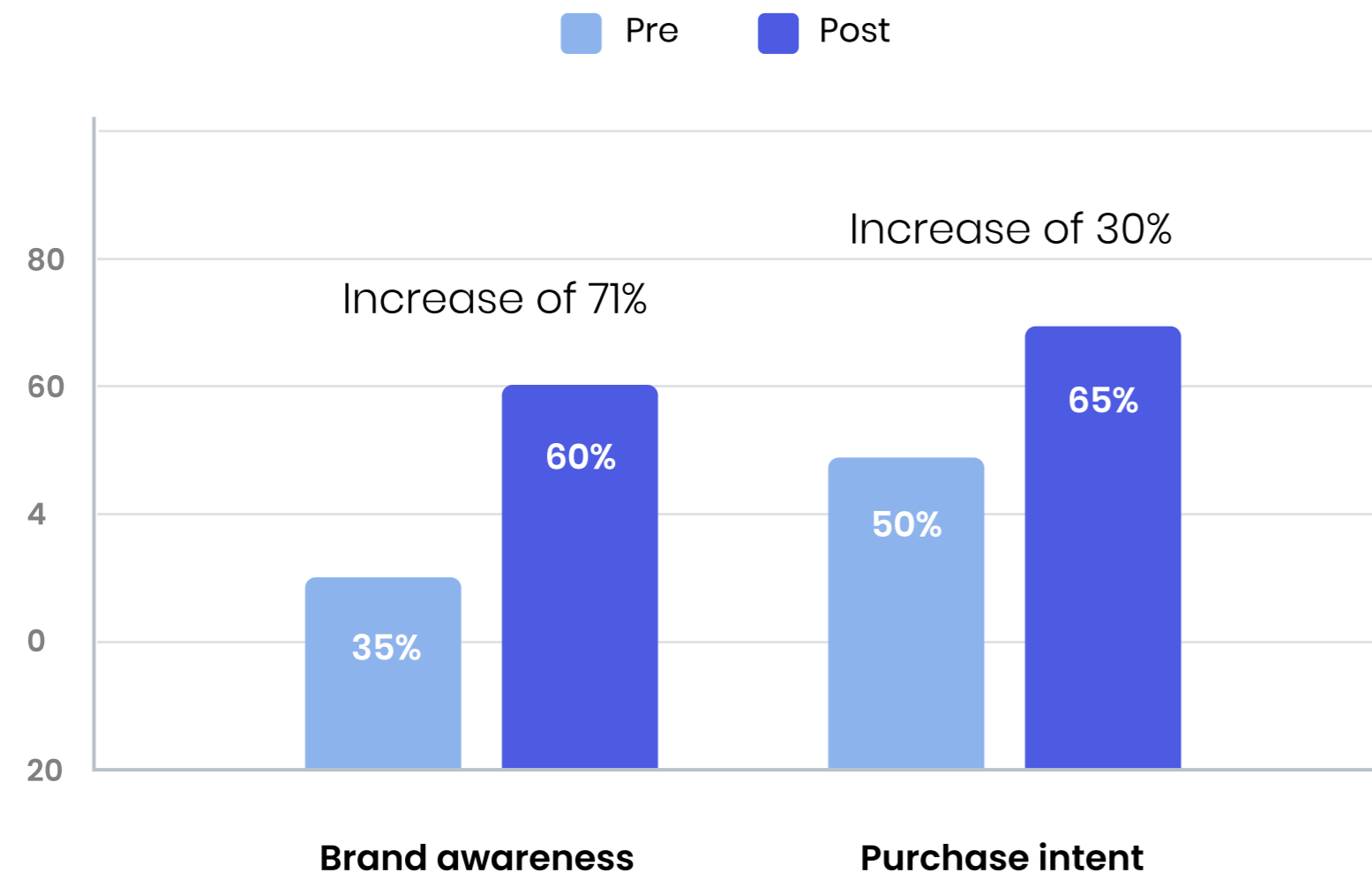
- **Brand awareness**
- **Brand perceptions**
- **Purchase intent**
- **Brand usage/purchases**

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 pre- and post-campaign results results are attributed to advertising exposure on Brave.

Sample report



Rate card

Push notifications

Brave push notification ads have two pricing tiers. Advertisers have the option of using CPM or CPC for their rate.

\$20 CPM or **\$0.20 CPC**

Sponsored images & Brave News ad units

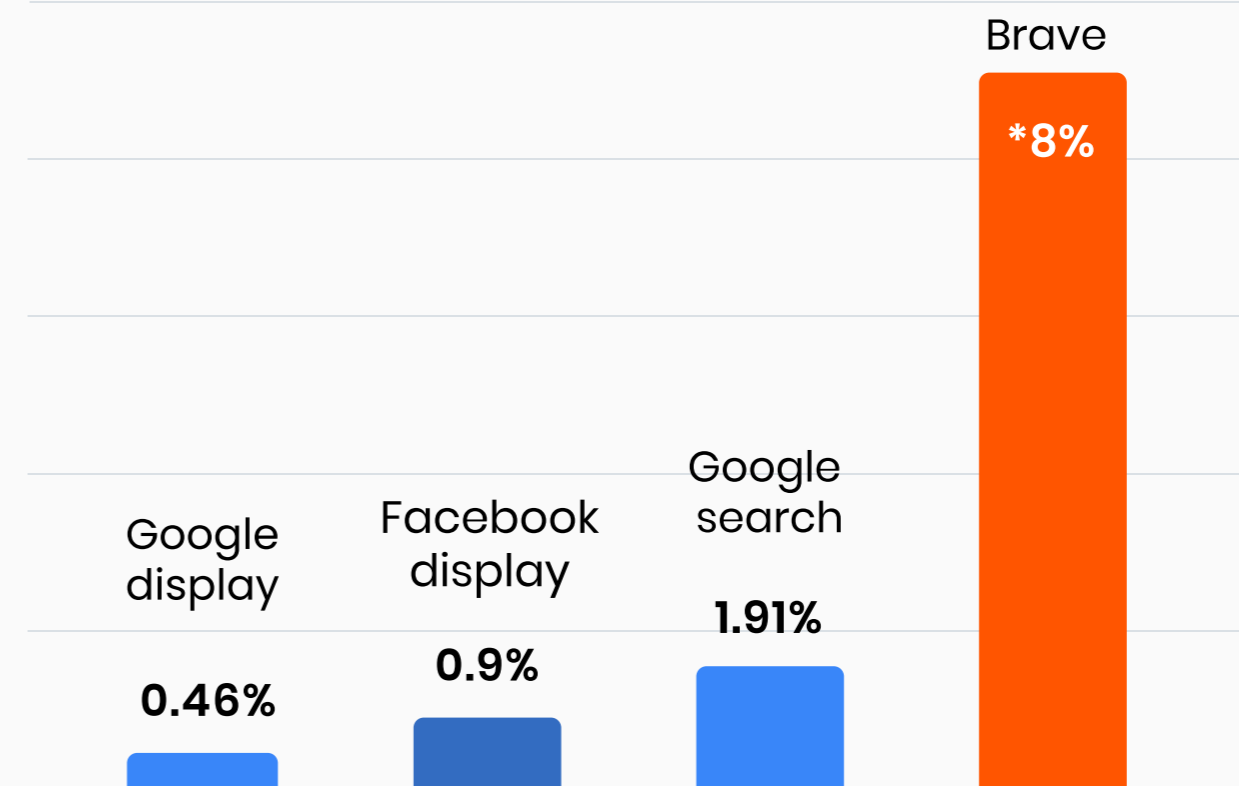
\$20 CPM

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



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.

[See a full list of optional contextual matching options.](#)

(Optional categories only apply to countries that have been active with ads for a minimum of 120 days.)

Note: [See Brave's transparency page](#) for an updated list of available countries.

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, the Asia/Pacific region, and Africa. Ads are currently available on both desktop and mobile (Android and iOS). 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

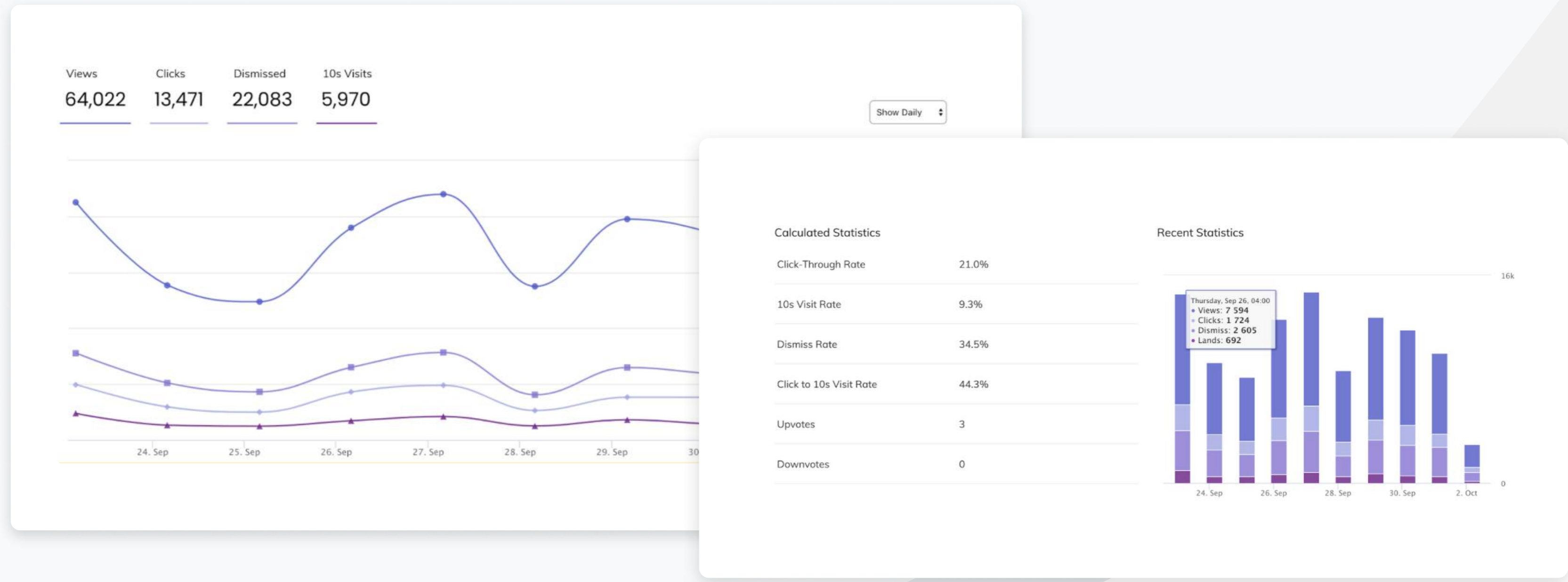
Once your Brave Ads campaign has been staged and approved for deployment, you'll receive access to your Brave Ads reporting dashboard. Campaign dashboards update hourly, with the option to export reports on demand.

Metrics

- **Views:** Total 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. [See the download conversion & attribution guide.](#)
- **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, set up, 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.

 Brave Rewards | Ads

Get started

Contact adsales@brave.com