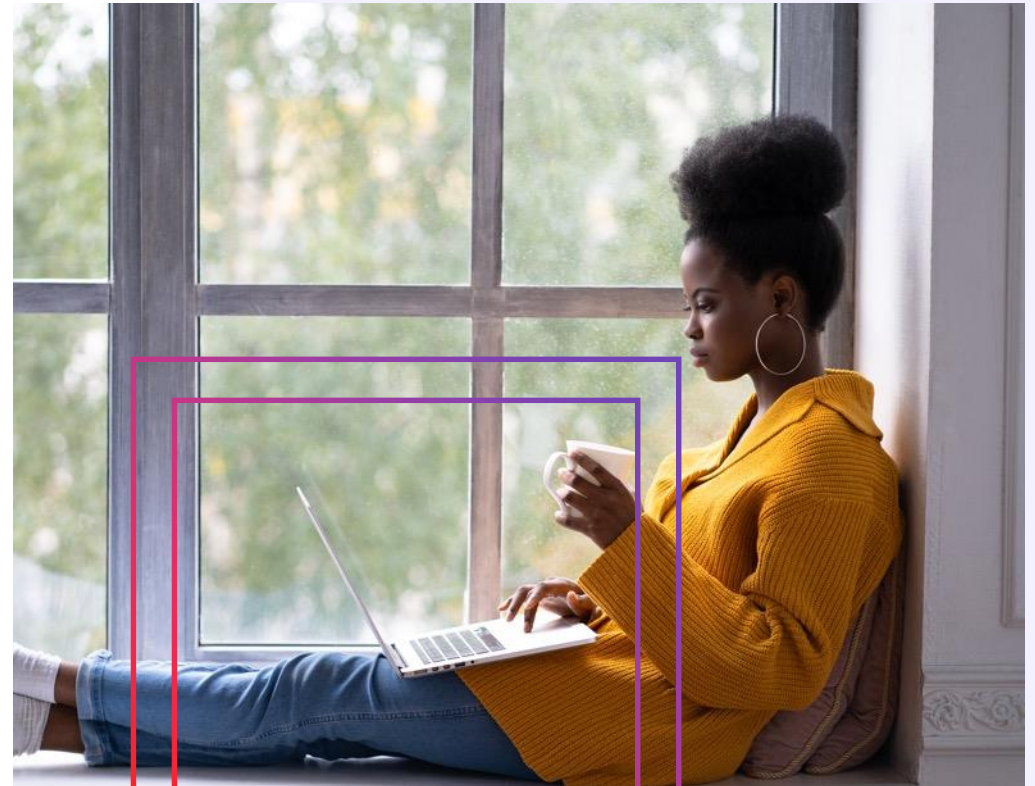


Delivering Ad Experiences People Want

Challenging the 'Status Quo' Ad Value Exchange

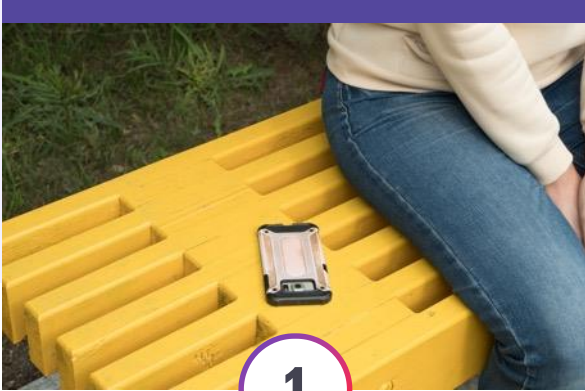


The 'Status Quo' Ad Value Exchange

**Get Ads +
Get Tracked =
Get Free Content**



Research Questions



1

How do people really feel about online advertising today?



2

Can the 'status quo' ad value exchange be improved?



3

How well can ads perform in an alternative ad value exchange?

Two-pronged approach

How Do People **Feel?**

Consumer POV



Online Interviews

N= 1,005

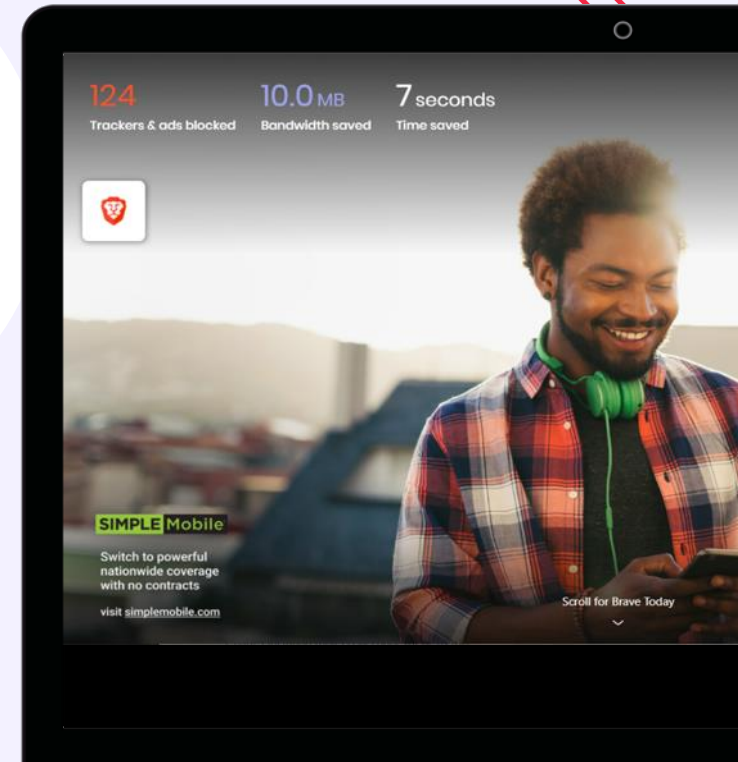
How Do People **Respond?**

**Live,
In-Market Testing**



**5 Brands;
2 Markets (US + CA)**

N= 10,218





How do people feel?

Methodology



Recruitment

01

Participants recruited from an online panel
General Population
n=1,005



Screeners

02

Standard demographics to ensure representativeness



Online Ad Sentiment

03

Interview questions on how people feel about online advertising and why



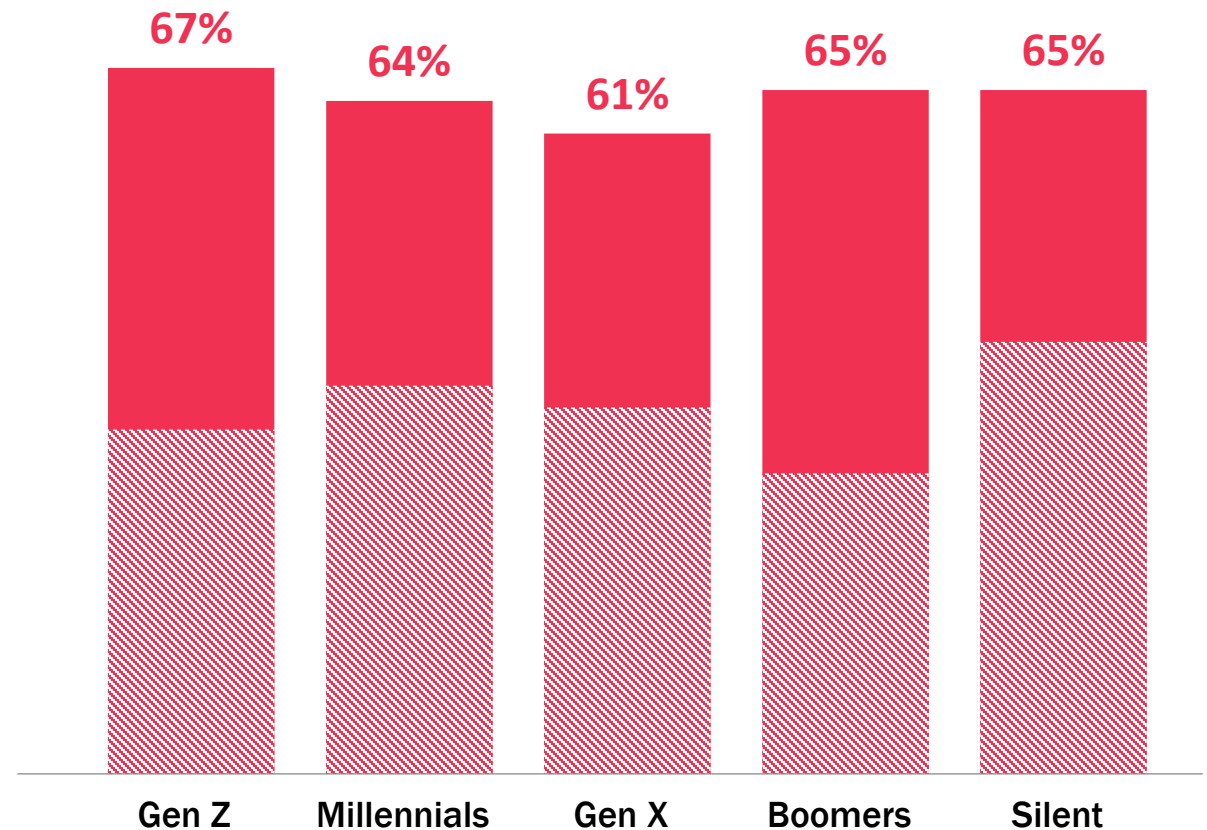
The Good News: most aren't inherently opposed to online ads

Regardless of age, the majority understand the purpose online advertising serves

Do Online Ads Serve an Important Purpose?

General Population

- Neither Agree Nor Disagree
- ▨ Strongly/Somewhat Agree





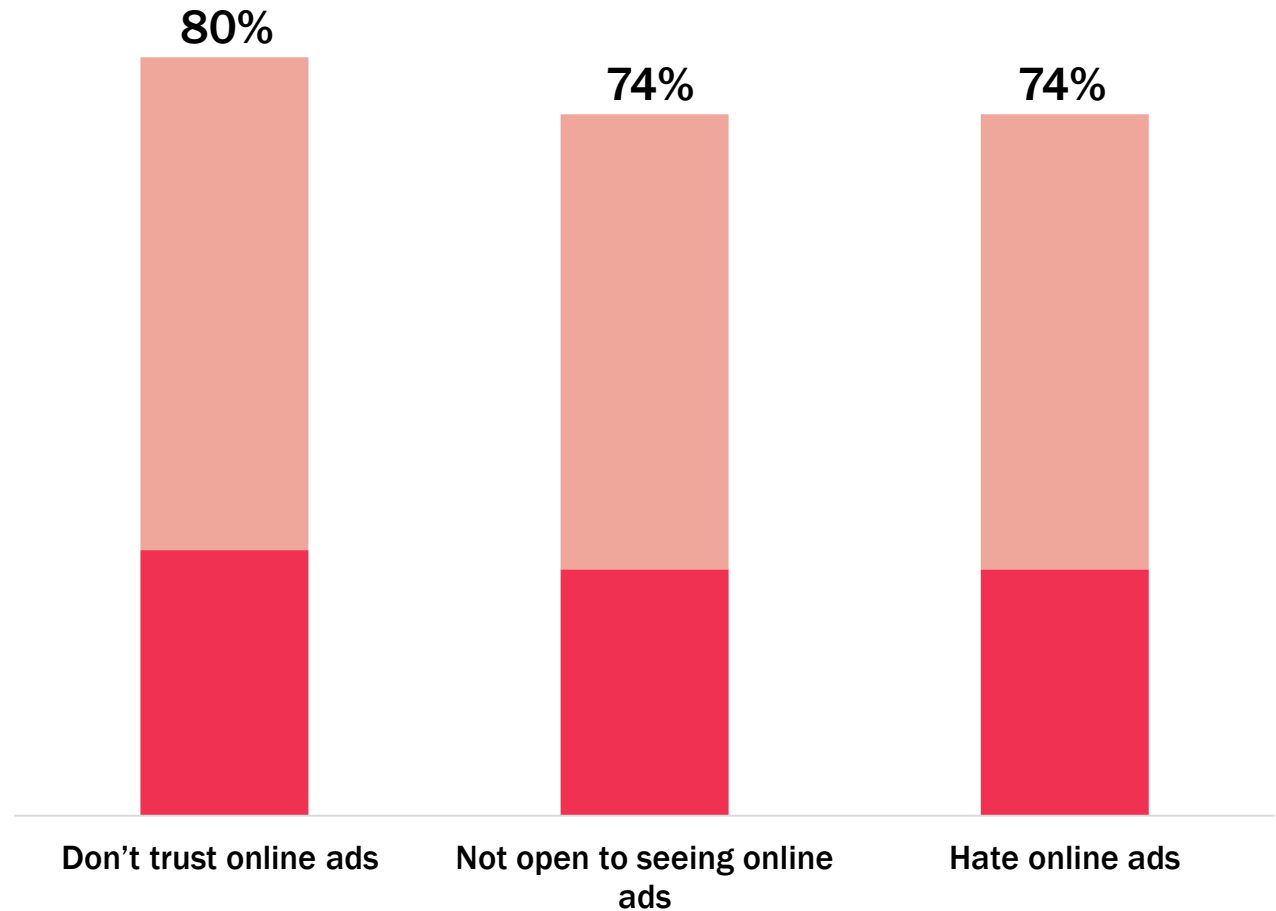
The Bad News: the ad industry has some work to do

The vast majority of people don't love or trust the ads they are served

How People Feel About Online Ads

General Population | Rating: 0 - 10 Scale

- Agree
- Neutral





Incessant tracking + intrusiveness aren't helping

Ad tracking feels palpable, and most are overwhelmed by the number of ads

How People Feel About Online Ads

General Population | % Strongly/Somewhat Agree

Ad Tracking

I find it creepy when I see online ads for products that I have previously searched **70%**

I feel like I am constantly being tracked by advertisers online **60%**

Ad Load

There are too many ads on the internet – I feel bombarded **67%**

Online ads get in the way of my web experience **64%**



The 'status quo' value exchange simply feels like a one-way street

Vast majority of people aren't getting much in return for the online ads they see

How People Feel About The Ad Value Exchange

General Population

- Strongly/Somewhat Agree
- Neither Agree Nor Disagree

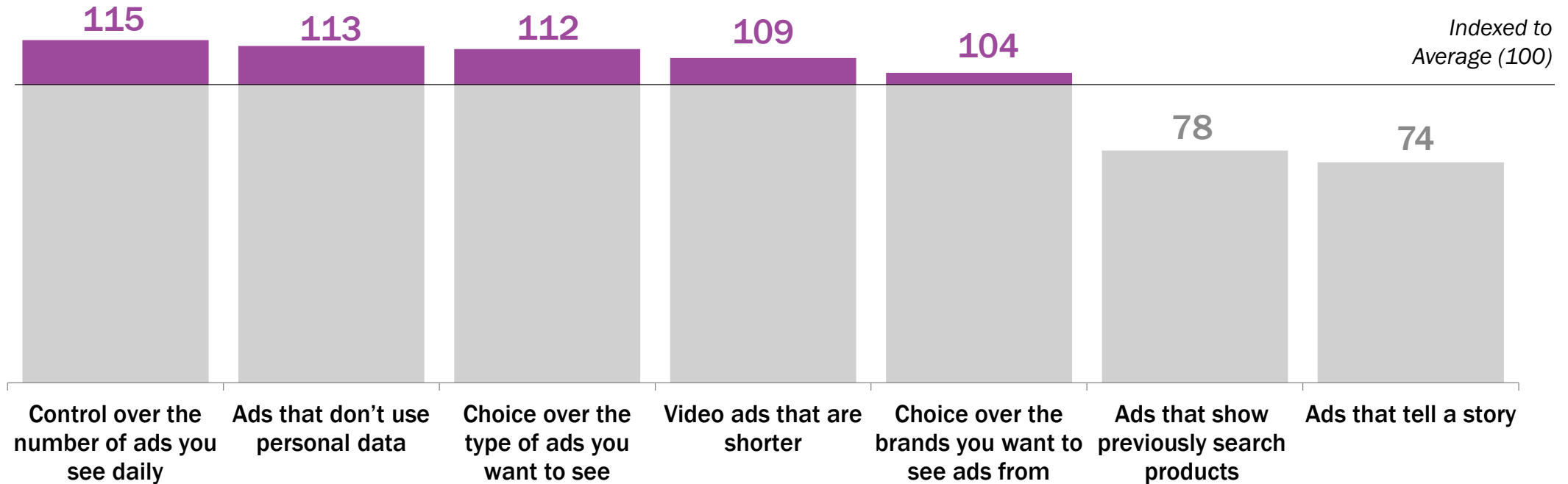
"I don't get much in return for online ads"



People value control over less individual ad time and good storytelling

What People Value About Online Ad Experiences

General Population | Indexed to Average

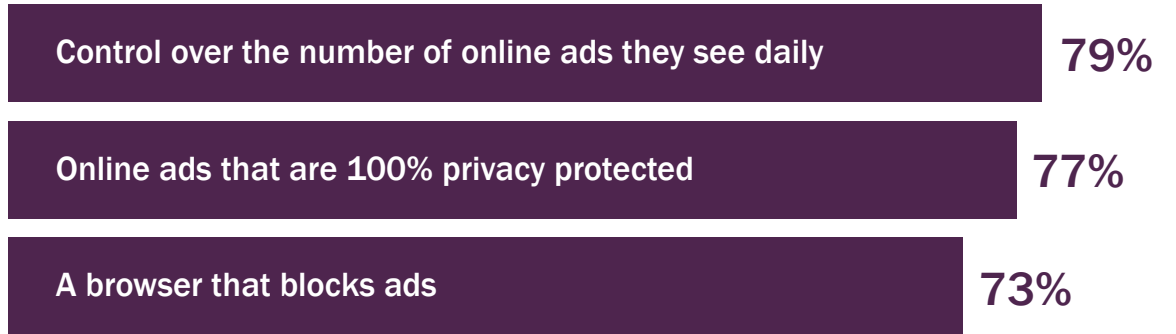




Privacy protected ads and the option to control the number of ads are most appealing

How People Feel About Various Ad Value Exchange Paradigms

General Population | % Very/Somewhat Appealing



Consumer POV: n=1,005

Q: Thinking about online ads, how appealing are the following types of experiences to you?

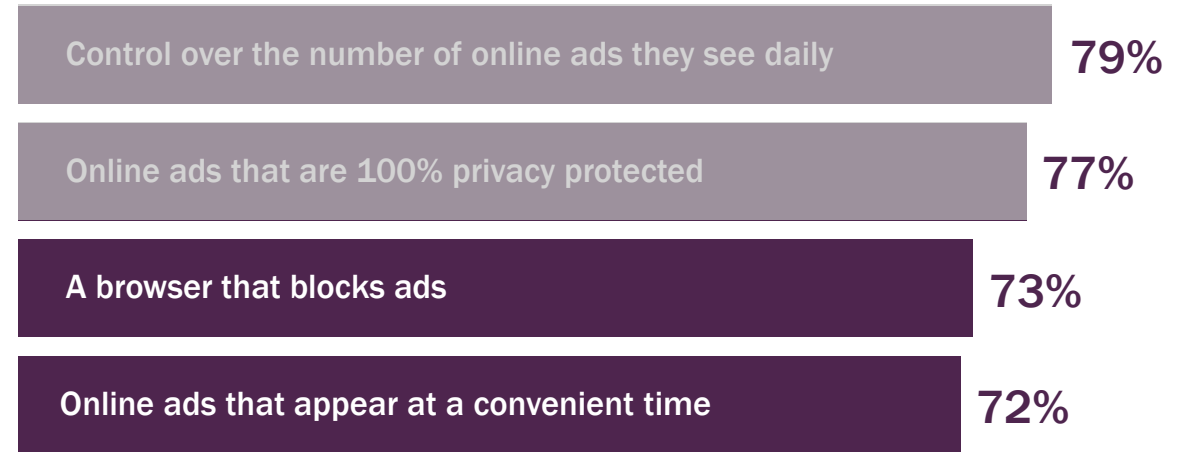
A browser that gives you control over the number of online ads you see daily, Online ads that are 100% privacy protected, A browser that blocks ads, Online ads that are presented separately from web content at a convenient time, Online ads that help you collect monetary tokens that you can use to buy a gift card, Online ads that offer a value of some sort in return for watching the ad, Online ads that are well integrated with the content you're viewing, Online ads that help you collect monetary tokens that you can use to support your favorite website/creator or a social cause you care about



Ads at a convenient time are just as preferred as no ads at all

How People Feel About Various Ad Value Exchange Paradigms

General Population | % Very/Somewhat Appealing



Consumer POV: n=1,005

Q: Thinking about online ads, how appealing are the following types of experiences to you?

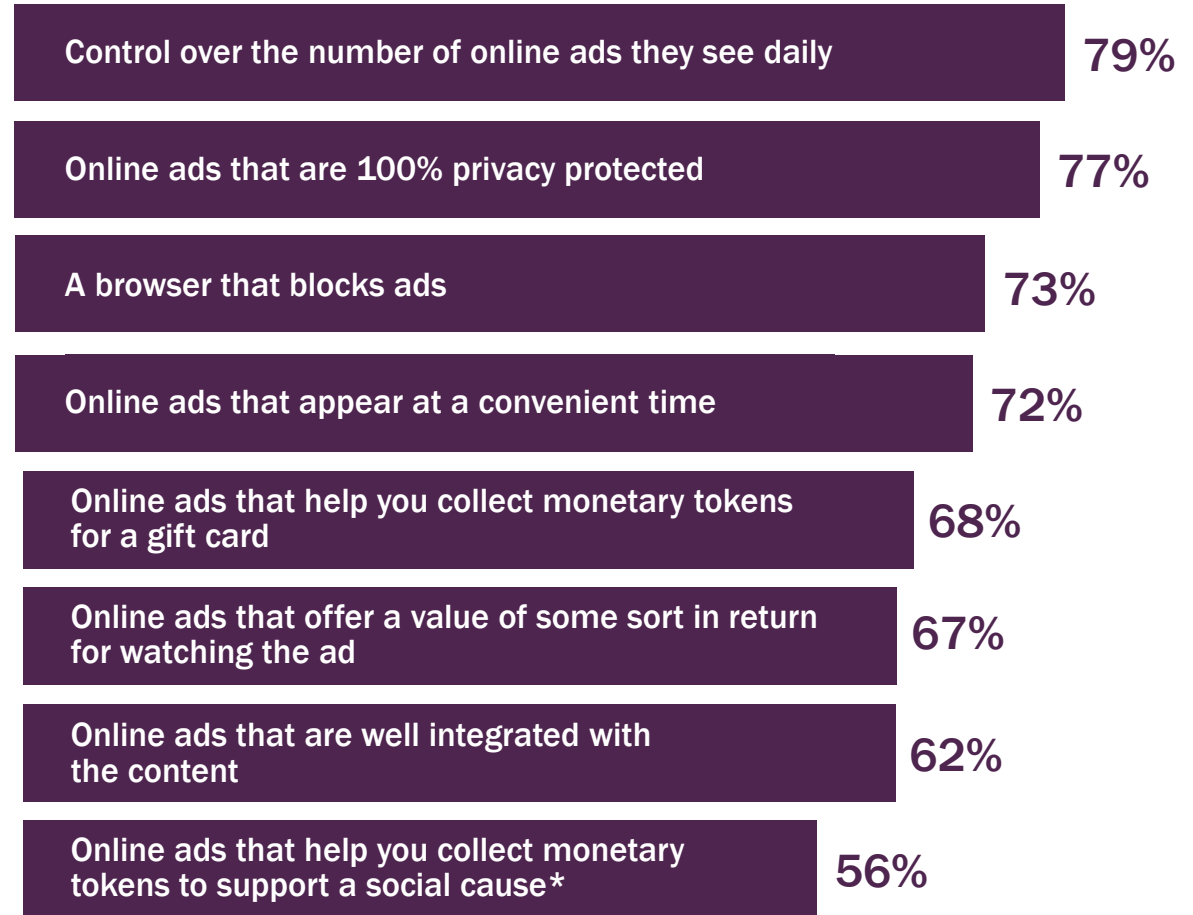
A browser that gives you control over the number of online ads you see daily, Online ads that are 100% privacy protected, A browser that blocks ads, Online ads that are presented separately from web content at a convenient time, Online ads that help you collect monetary tokens that you can use to buy a gift card, Online ads that offer a value of some sort in return for watching the ad, Online ads that are well integrated with the content you're viewing, Online ads that help you collect monetary tokens that you can use to support your favorite website/creator or a social cause you care about



Overall, most people are open to some form of ad value exchange

How People Feel About Various Ad Value Exchange Paradigms

General Population | % Very/Somewhat Appealing



Consumer POV: n=1,005

Q: Thinking about online ads, how appealing are the following types of experiences to you?

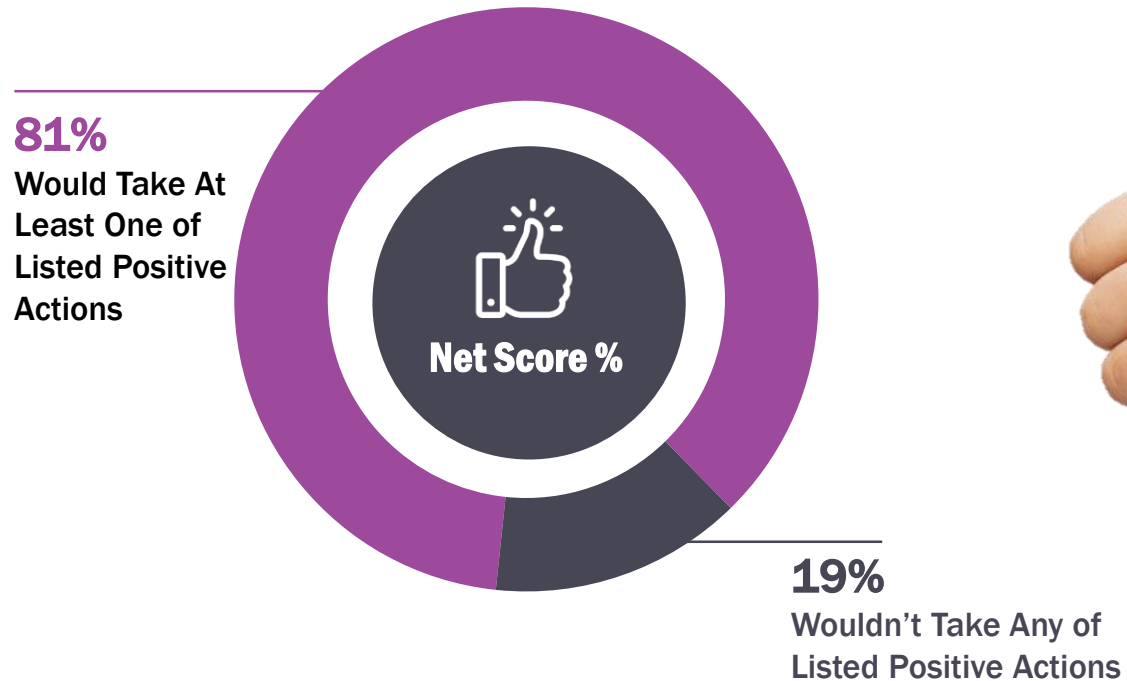
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More control breeds more online consumption

Brands benefit from offering people more of what they want - CONTROL

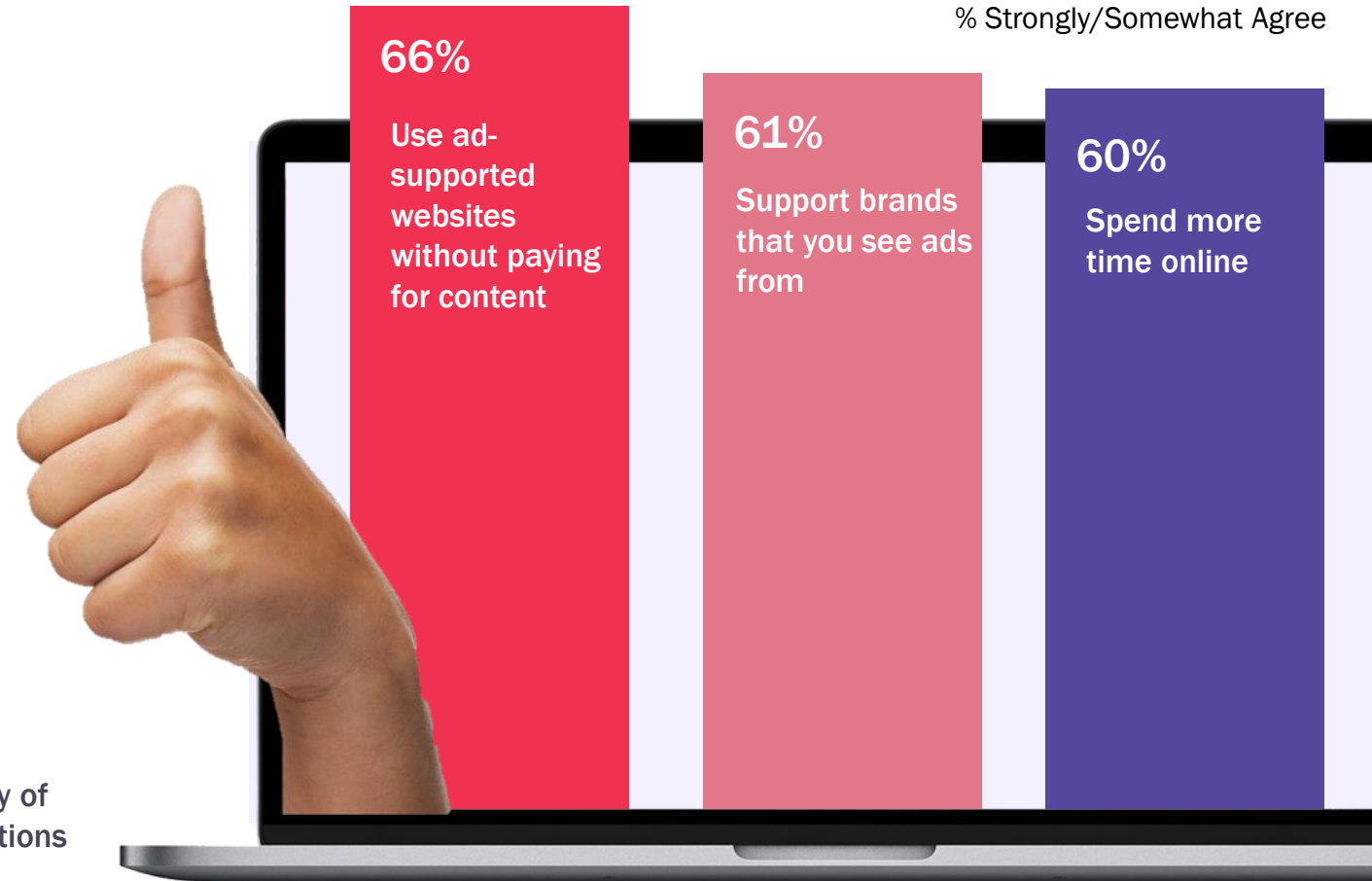
Actions Taken With More Control Over Ad Load

General Population



81%
Would Take At
Least One of
Listed Positive
Actions

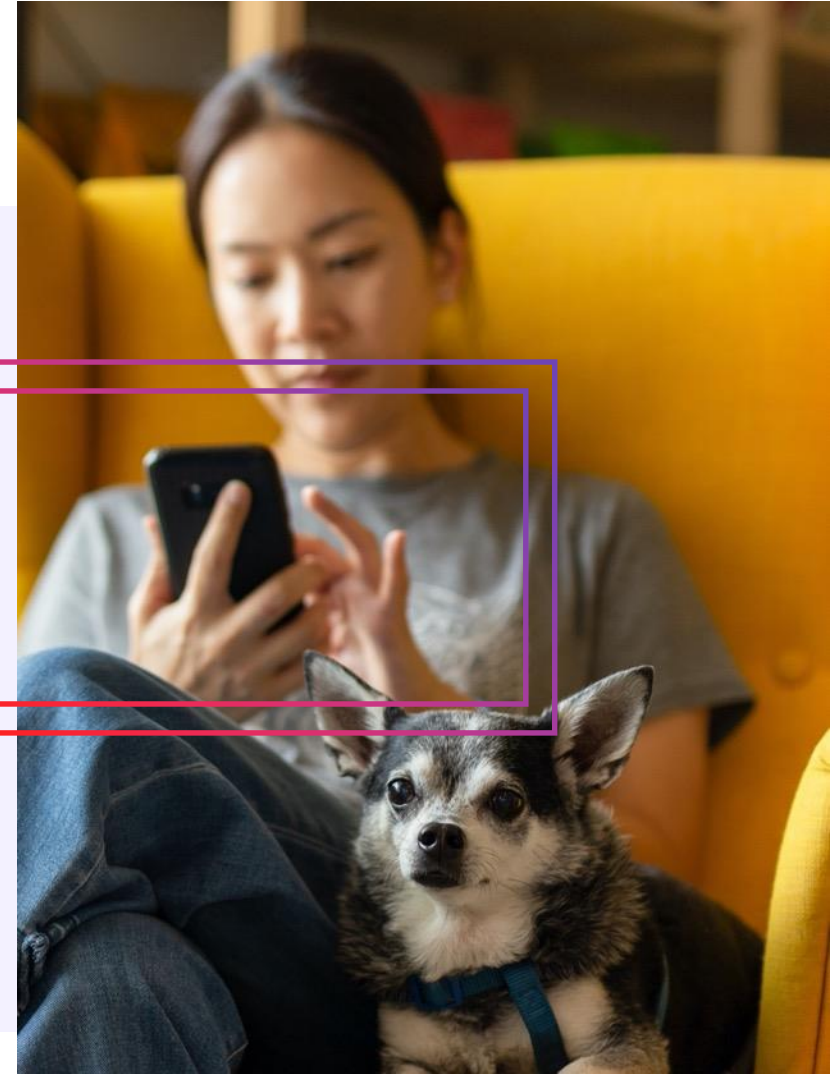
19%
Wouldn't Take Any of
Listed Positive Actions



% Strongly/Somewhat Agree



Ad Performance in a User-Controlled Environment





Who is Brave?

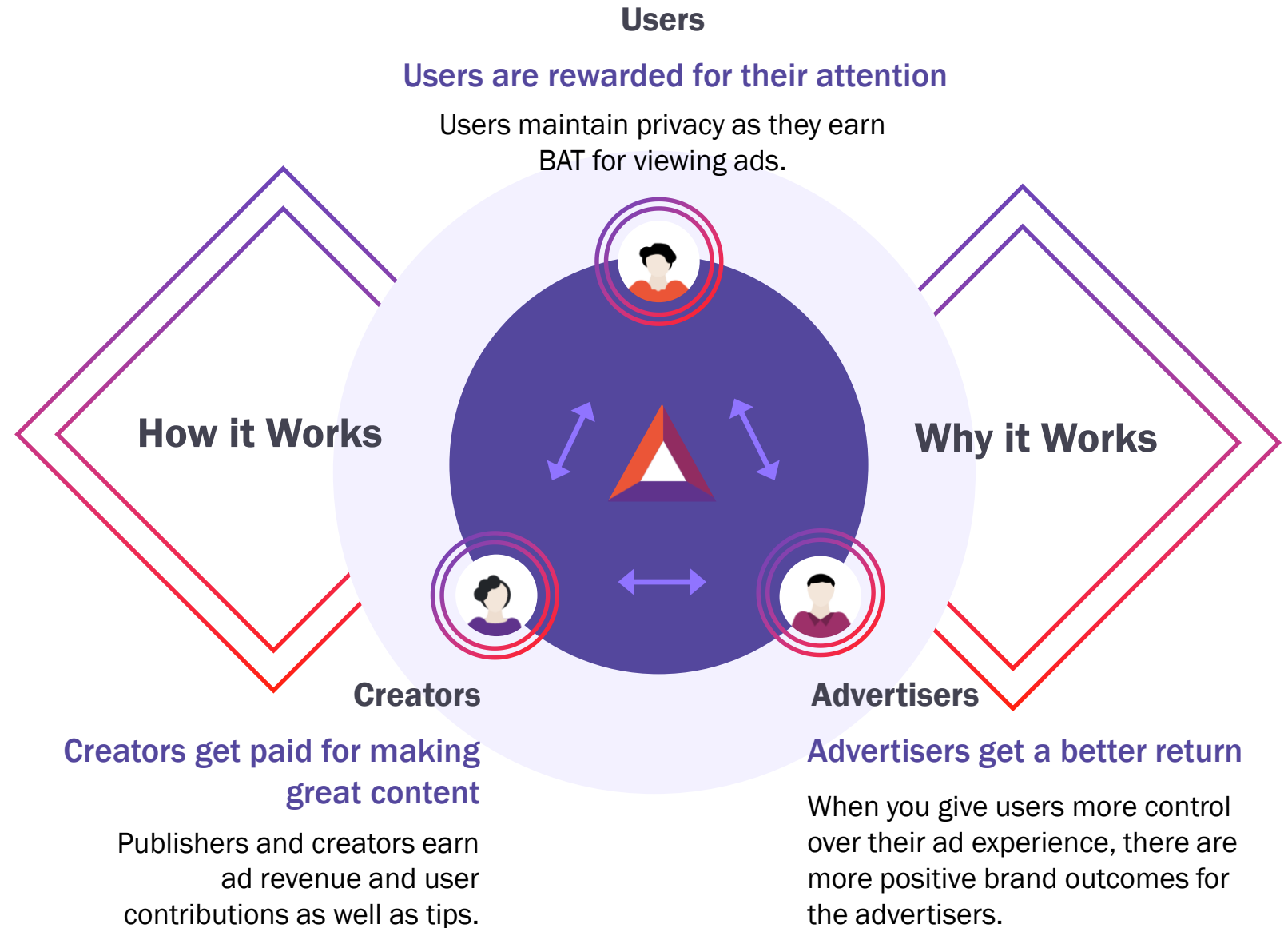
Brave is a fast, privacy-oriented browser combined with a blockchain-based digital advertising platform that offers advertisers a premium, brand safe, and opt-in ad ecosystem, designed for a future without 3rd party cookies

- The browser blocks invasive ads
- Users can opt into privacy-respecting ads that reward them with BAT (Basic Attention Token) that they can redeem or use to tip or contribute to publishers and other content creators



How the Brave Rewards Ecosystem Works

Privacy Protection + User Control





How do people respond?

Methodology



Pre-Exposure Survey

01

Brave users recruited into pre-exposure survey before exposure to Brave Ads – survey was sent through Push Notification Ads

Survey included traditional brand metric questions

Pre-Exposure N=6,432



Live Ad Exposure

02

Ads served on the Brave browser



Post-Exposure Survey

03

Survey sent through Push Notifications Ads to Brave users after exposure to Brave Ads to measure traditional branding metrics and ad interaction

Post-Exposure N= 3,786



Measurement

04

Results compared from Pre-Exposure and Post-Exposure surveys to measure brand impact from Brave Ads



Ad types tested

Sponsored Image Ads



Push Notification Ads

BRAVE REWARDS
MINI- See 2022 Models.
Discover a different kind of drive.

MINI- See 2022 Models.
Find the MINI for you.

Close



5 Verticals Tested



AMERICAN EXPRESS



Energizer





Brave Ads capture attention

Even the hard-to-reach audience of young males noticed and remembered brands appearing in the ad value exchange environment

Aided Ad Recall

Delta (Exposed - Control)

+31% ↑

Males 18-24

+34% ↑

All Males

+32% ↑

Total Audience



People on Brave don't get to see much branding elsewhere

Ad Recall - Elsewhere

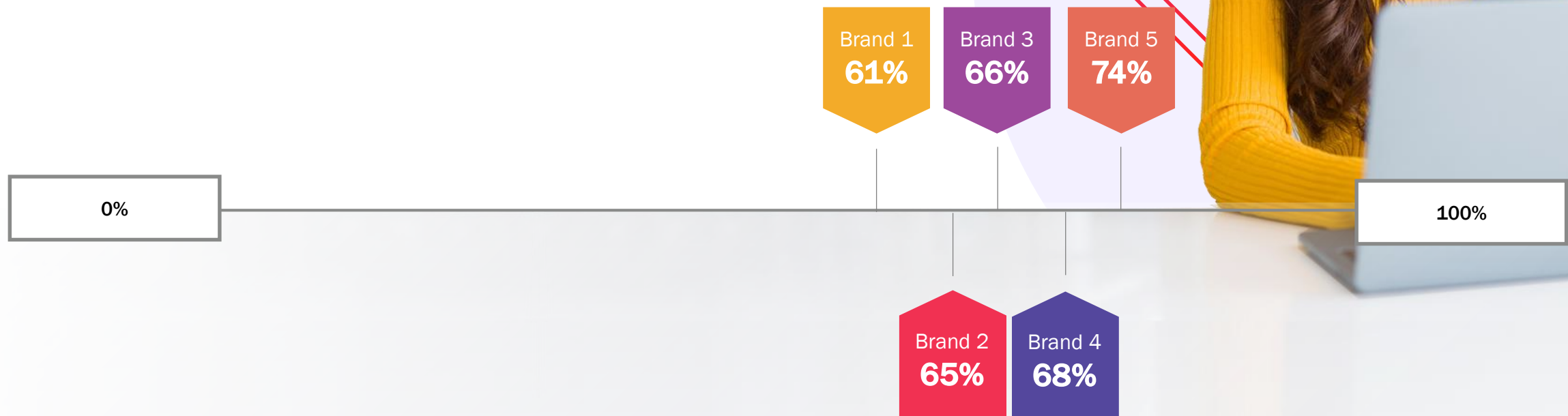
% Selected



Safe environment allows for high ad interaction

Ad Interaction – Self Reported

% Interacted (Post-Exposure Only)



Ultimately, brands are positioned as innovative, persuading people to take the next step

Full Funnel Impact

% Lift (Exposed – Control)

Is a Brand
For Me
+15% ↑

Innovative Brand
+17% ↑

Research Intent
+30% ↑

Purchase
Intent
+9% ↑

What Now?

Reciprocity is Key

Options to pay for ad-free environments isn't the only answer to improving the ad value exchange. People prefer a more balanced approach. The ad industry should continue to innovate to provide people with more of what they want – more control

Maximize Attention with Empowered Audiences

Reaching people where they have the power to decide how often they get messages from brands drives metrics brands care about. Advertisers should lean-in to ad environments that respect and value the privacy and expectations of audiences



About Us



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.

To learn more, contact adsales@brave.com



MAGNA is the leading global media investment and intelligence company. Our trusted insights, proprietary trials offerings, industry-leading negotiation and unparalleled consultative solutions deliver an actionable marketplace advantage for our clients and subscribers.

For more information, please visit our website: <https://magnaglobal.com/>