BRAND LIFT SURVEY
BRAVE 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-Post Methodology

In order to gauge the impact of Brave Ads, the same branding questions are asked to a similar group of Brave users both prior to the campaign launch and 24 hours after ad exposure.

Pre-Survey: Sent to Brave users utilizing the same geo targeting and platforms as the advertiser’s campaign. Survey invitations are sent through push notifications.

Post-Survey: Identical survey questions are sent to Brave users through push notifications targeted to the same footprint of the campaign. 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

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

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.
Sample Report

Brand Awareness

Pre: 50%  
Post: 60%  
+ 20%

Purchase Intent

Pre: 50%  
Post: 65%  
+ 30%

Brand Attributes

A
Pre: 25%  
Post: 37%  
+ 48%

B
Pre: 20%  
Post: 30%  
+ 50%

C
Pre: 13%  
Post: 19%  
+ 46%

Contact adsales@brave.com

Get started!
Appendix

Sample Questions:

Which of the following companies have you heard of?

How much do you agree with the following statements? (scale: completely disagree to completely agree)

- Brand A is the most reliable
- Brand A has the most cutting-edge technology
- Brand A is for people like me

How likely are you to purchase Brand A in the next 3 months

- Not at all likely
- Somewhat unlikely
- Somewhat likely
- Very likely

Have you seen an ad for Brand A through your Brave browser

- Yes, when I opened a new tab
- Yes, through my notifications
- No

Did you click on the ad?

- Yes
- No

Have you seen an ad anywhere else for Brand A in the past week?

- No
- Yes (please specify where)