brave

The fastest growing search engine since Bing

## Private search ads reaching next-gen consumers

Brave Search is a private and independent search engine available worldwide in Brave and all internet browsers. With over 9 billion annualized searches and its own search index, Brave Search gives users worldwide an alternative to Big Tech.

## Exponential search volume growth

Monthly Brave Search queries over time

## Why advertise with Brave Search?

### First-mover advantage

- 1-2 advertisers max per category
- Minimal keyword and brand competition

### Desirable consumers to target

- Emergency technology enthusiasts with high discretionary income
- 73% of household decision-makers

### Honest advertising practices

- Ads are not disguised as search results
- Visible and denoted ad formats

### More than just ad clicks

- Brands advertising on Brave are perceived as innovative

### Diversification from Big Tech channels

- Reduce diminishing returns from spend in traditional ad products

If you'd like to learn more about advertising in Brave Search, reach out to **sales@brave.com**

## Advertise to tech-savvy, 'unreachable' new users

**US Population Percentage**

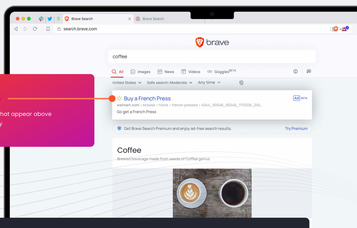
Weekly Use
US Population vs. Brave Users

| | | | |
|---|---|---|---|
| 69% | Facebook | vs. | 39% |
| 52% | Instagram | vs. | 32% |
| 25% | LinkedIn | vs. | 18% |
| 24% | Snapchat | vs. | 9% |
| 50% | TikTok | vs | 13% |

**72%** Exclusively use Brave as their browser online

**60%** Use an ad-blocker when using other browsers

**75%** Exclusively stream content online (cord-cutters)




**Ads in Brave Search**

Text-based sponsored links that appear above search results for key visibility

Advertising with Brave Search

### Targeting requirements

Please share a keyword list that includes all the terms and phrases that your customers might use to describe your products or services.

| Field | Max Length |
|---|---|
| **Headline** | 30 Characters |
| **Description** | 90 Characters |

Buy a French Press
walmart.com › browse › home › french-presses >
Go get a French Press

### Advertising Reporting

Reporting in Beta will consist of the following key metrics:

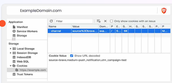
- Impressions
- Clicks
- 10s Site Visits
- Conversions

* Please not it is recommended to create custom UTM parameters or a unique landing page for independent verification with 1st-party reporting solutions.
** Conversion reporting not available on iOS campaigns.

### First party cookie solution

Based on the query string parameters from the clickthrough URL, parse values and set first-party cookie.

This entire query-string can be set as the value or parsed into individual key-value pairs. When the same user lands from a different channel, your same code snippet can append or overwrite the cookie values with the new parameter values depending on your preference.




When the user completes the expected action and a network request is made back to your servers, the cookies should be attached to the request headers and you can see that a user has come from a Brave Ads campaign.

Once a user is acquired via the Brave Ads campaign, then all subsequent activity by the user can be attributed accordingly.

```
accept-language: en-US,en;q=0.9
cache-control: no-cache
cookie: utm_source%3Dbrave&utm_medium%3Dpush_notification&utm_campaign%3Dtest
dnt: 1
pragma: no-cache
```

### Custom Brave URL

This is a specific landing page for Brave Ads Campaigns only. No other channels should be driving traffic to it. The landing page can additionally include query-string parameters for additional levels of granularity (ex: creative version). You have the ability to include custom language to Brave users.

**CTA Button** https://example.com/brave01

*// may become the new future if the web moves to no 1st party cookies either.*

The CTA buttons can be unique to Brave and drive them to additional flows with query-string parameters to pre-populate fields where necessary. Actions on those buttons will identify users as coming from Brave-specific landing pages and therefore Brave Campaign ad attribution.

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Brave is the privacy browser that is 3X faster than Chrome, and used by over 60 million users monthly. The browser also offers users a unique value exchange between consumer + brands. Instead of forced ads in exchange for free content, users have control over the number of ads they are exposed to and even get rewarded for seeing them, like a frequent-flyer mile.

Brave's users are unreachable with programmatic ads and YouTube ads, as Brave blocks any 3rd party served ads. Over 80% of Brave's users are cord-cutters, and only 50% of them use Facebook often, making this channel an excellent complement to most media buys.