

Case study

Midas Investments

This case study illustrates how Midas Investments trusted Brave to lead their initial dive into the new world of cookieless advertising, and the huge ROI that came from it.



- Campaign budget**
\$10,000
- CTR (Click-through rate)**
14.8% (Industry 3.5%)
- CPA (Cost per acquisition)**
\$15 (Industry \$75)

Web3 and blockchain are the fastest growing industries in the world. But there's a problem. Millions of customers who use this technology refuse to be tracked. They even block ads altogether. Fantastic brands are cut off from a growing demographic of innovators and early adopters.

The challenge is, in this day and age, the growing demographic of technology minded, early adopters are the ones who drive results.

How then, do you connect with this demographic when they actively block ads and tracking?

With a revolutionary ad approach and a shift in mindset.



The investing world is changing
Decentralized finance (DeFi) has emerged as one of the leading investment vehicles for tech-savvy investors. Rocketing from under \$1-Billion in market capitalization in 2020, to over \$100-Billion in late 2021, the industry is poised for additional explosive growth.

Experts suggest that the industry could increase +800% in a year. It's no surprise that innovative companies are actively seeking growth.

Midas Investments is one of those companies.

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A Web3 investment firm, Midas is no stranger to in-depth analytics, tracking, and data analysis. Being experts in the DeFi space, they have constantly sought to provide their clients with the best ROI, fueled by a laser focus on data driven decisions.

Yet Midas recognized that targeting a new type of audience would require a new way of thinking. A new approach to connecting with their audience that could not rely on the traditional data they were used to.

In order to take this leap, they had to trust that the right partner would deliver value, and help them navigate this untested approach.

They chose to partner with Brave.



The Brave edge

With privacy as the foundational bedrock that the Brave ecosystem is built on, Brave is unlike any other advertising platform in the world. It does not track its growing user base. This makes the 55-million monthly active users somewhat of an anomaly.

They're highly sought after, tech-minded customers, who actively block advertising and tracking. Brave knew that Midas would find exceptional value by connecting with this increasingly unreachable audience. But as any data focused company would, Midas was hesitant about the lack of traditional tracking metrics.

Two factors made the difference: an integrated Brave + Midas approach, and multi-tiered ad-value.

Brave worked together with the Midas team from campaign concept to implementation. At every step of the process Midas found clarity to questions, recommendation on direction, and guiding insights that led Midas towards success.

With insight and guidance about the Brave ecosystem, Midas found confidence in the fact that engaged users outperform passive ones. They shifted their perception around tracking, and instead focused on bottom line results.

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The results were worth their weight in gold

In the finance industry, if you're achieving ultra-high performance on Google Ads, you'd be achieving 3-4% CTR (click-through rate), and approximately \$60 CPA (cost per action). The industry standard is \$80.

By partnering with Brave, Midas Investments saw an exponential jump to 14.8% CTR, and an exponential drop to a CPA of only \$15. A \$10k budget was turned into over \$1-million in deposits.

By the numbers

- Campaign budget**
\$10,000
- CTR (Click-through rate)**
14.8% (Industry 3.5%)
- CPA (Cost per acquisition)**
\$15 (Industry \$9.17)
- Funded deposits**
+\$1-Million



Interested in learning how to turn your ad dollars into gold? Connect with us.

For more information about setting up, contact adsales@brave.com

About Brave

Brave is the first global digital ad platform built for privacy, offering advertisers the opportunity to participate in a premium, focused browser, and opt-in ad ecosystem. The Brave 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 50+Million Rewards users worldwide and a 6% CTR platform average, advertisers and users choose Brave as their preferred advertising platform.



Brave is the first global ad platform built for privacy, offering advertisers the opportunity to participate in a premium, brand safe, fraud-free, and opt-in ad ecosystem designed for the cookieless future of the internet.