brave

The fastest growing search engine since Bing

Brave Search

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 6.5 billion annualized searches and its own search index, Brave Search gives users worldwide an alternative to Big Tech.

Doubling users annually

Brave Search queries by the numbers

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

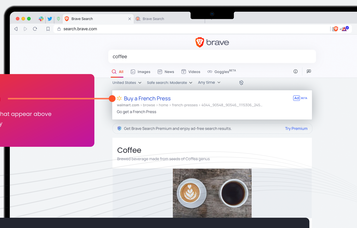
US Population Percentage
Weekly Use
US Population vs. Brave Users

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**
- **Total Number of Clicks**

* Please note that it is recommended that advertisers create custom UTM parameters or a unique landing page for their Brave campaign.

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.

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

brave

Brave is the privacy browser that is 3X faster than Chrome, and used by over 55 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.