

Advertising your web3 business on Brave

What are Brave ads?

Brave advertising is a unique ad platform by Brave, a privacy-focused web browser. Unlike traditional ads, Brave ads are designed to be non-intrusive and reward-based, aligning with the browser's commitment to user privacy and user control.



Opt-in for Ads and be rewarded in Basic Attention Token (BAT).

8%
CTR

Brave Click-Through Rate (CTR) has been recorded at 8% which is much higher than 1.02% for Google Ads.



Privacy-focused to reach target audience.



Benefits: high engagement, transparent, growing community who value ethical advertising.

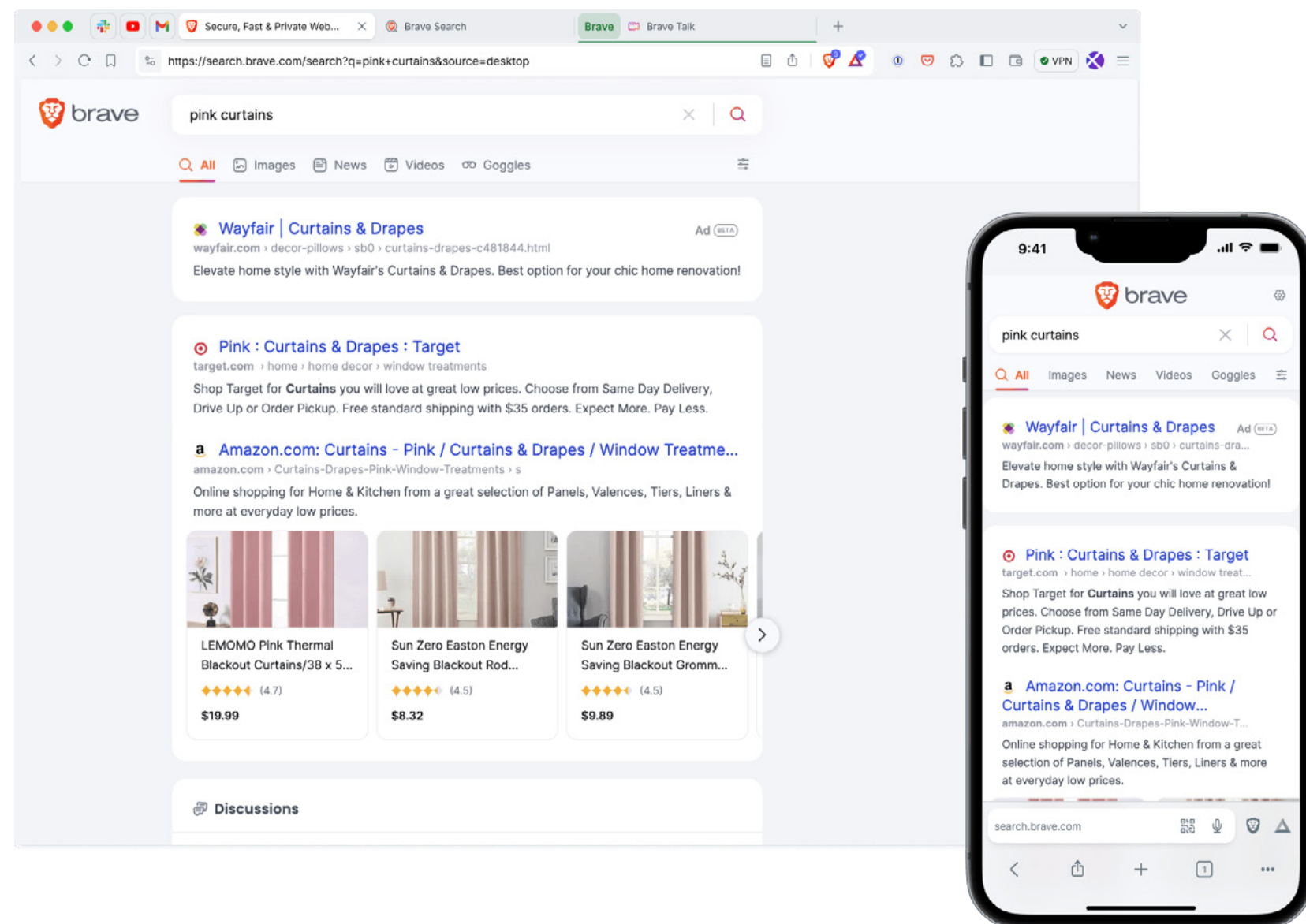
The four types of Brave ads

Search Ads

Brave Search ads work similarly to Google Search ads as they get pinned to the top of relevant searches when using Brave.

Some best practices include:

- Add context to your headline
- Use unique landing pages
- Use multiple versions for testing
- Add specific call-to-actions (CTA)

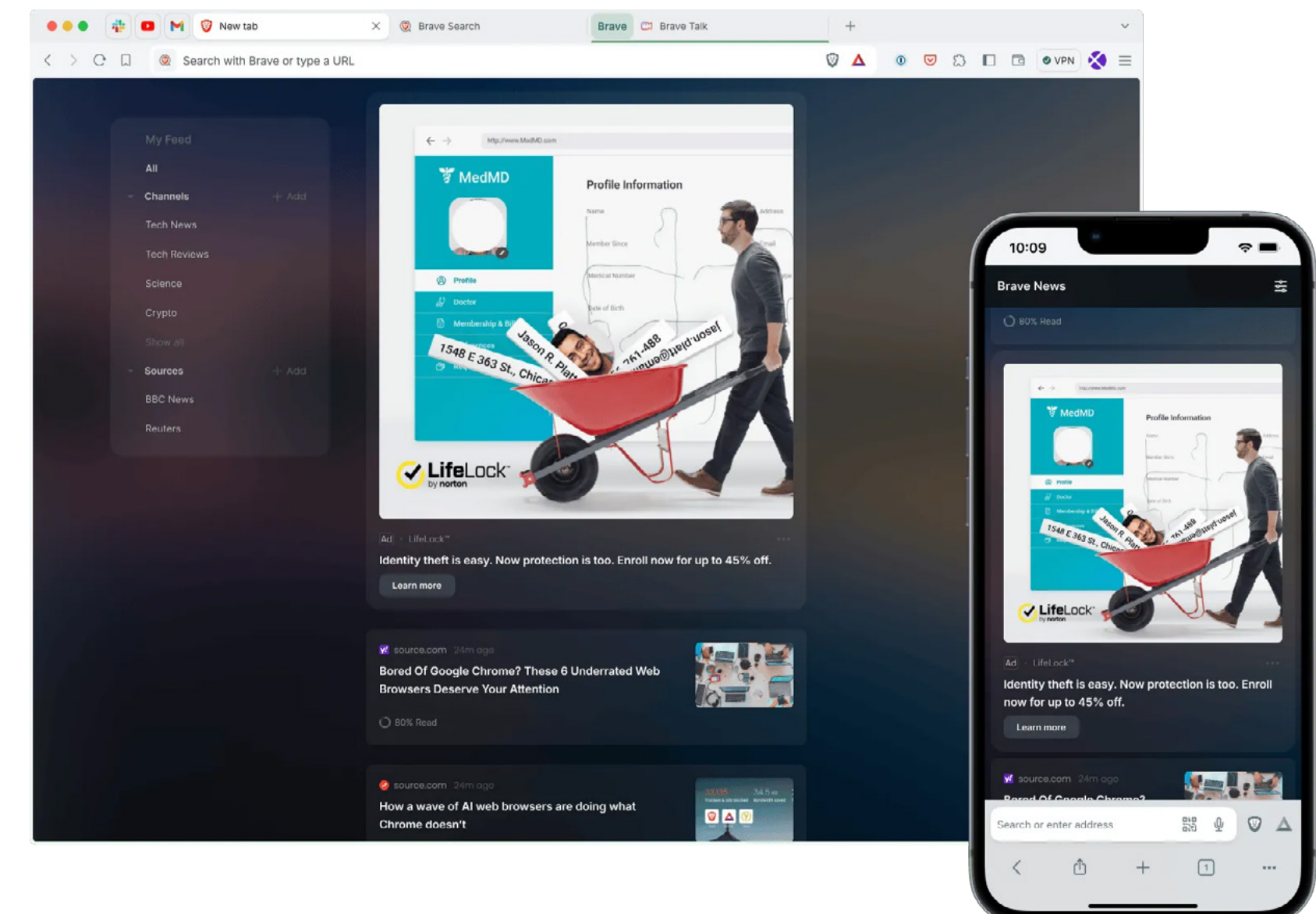


Newsfeed Ads

Brave News is a customisable and private feed that each user has access to. It features a combination of stories, breaking news, and newsfeed ads.

Some best practices include:

- Use engaging imagery to stand out
- use multiple versions for testing
- Add specific call-to-actions



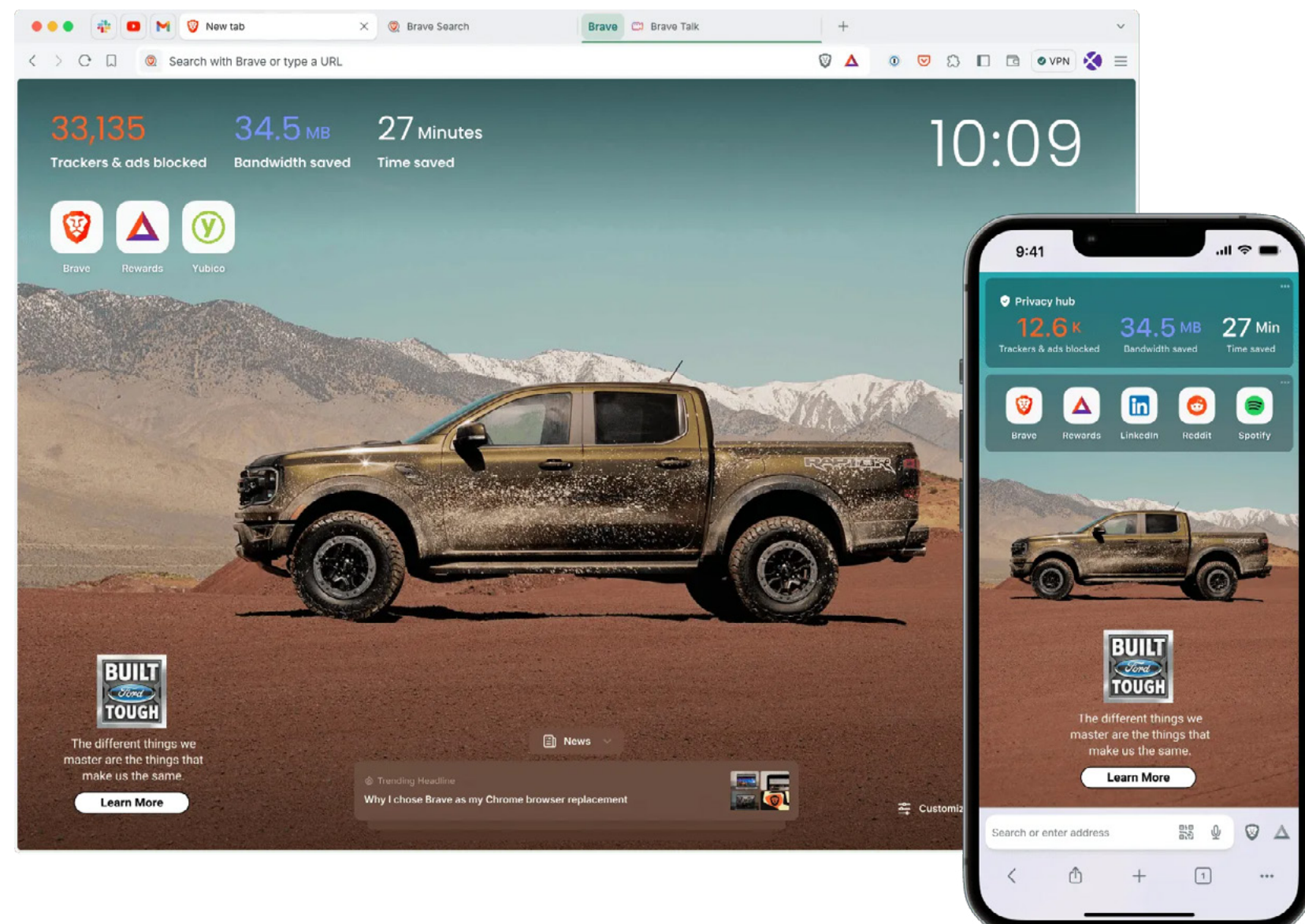
The four types of Brave ads

New Tab Takeover

New tab takeover ads appear when a user opens a new tab. Surprise, this happens often. They appear in rotation with Brave background images.

Some best practices include:

- Avoid light backgrounds
- Plan for mobile cropping
- Avoid text in the background images
- Be aware of the position of Brave's default icons

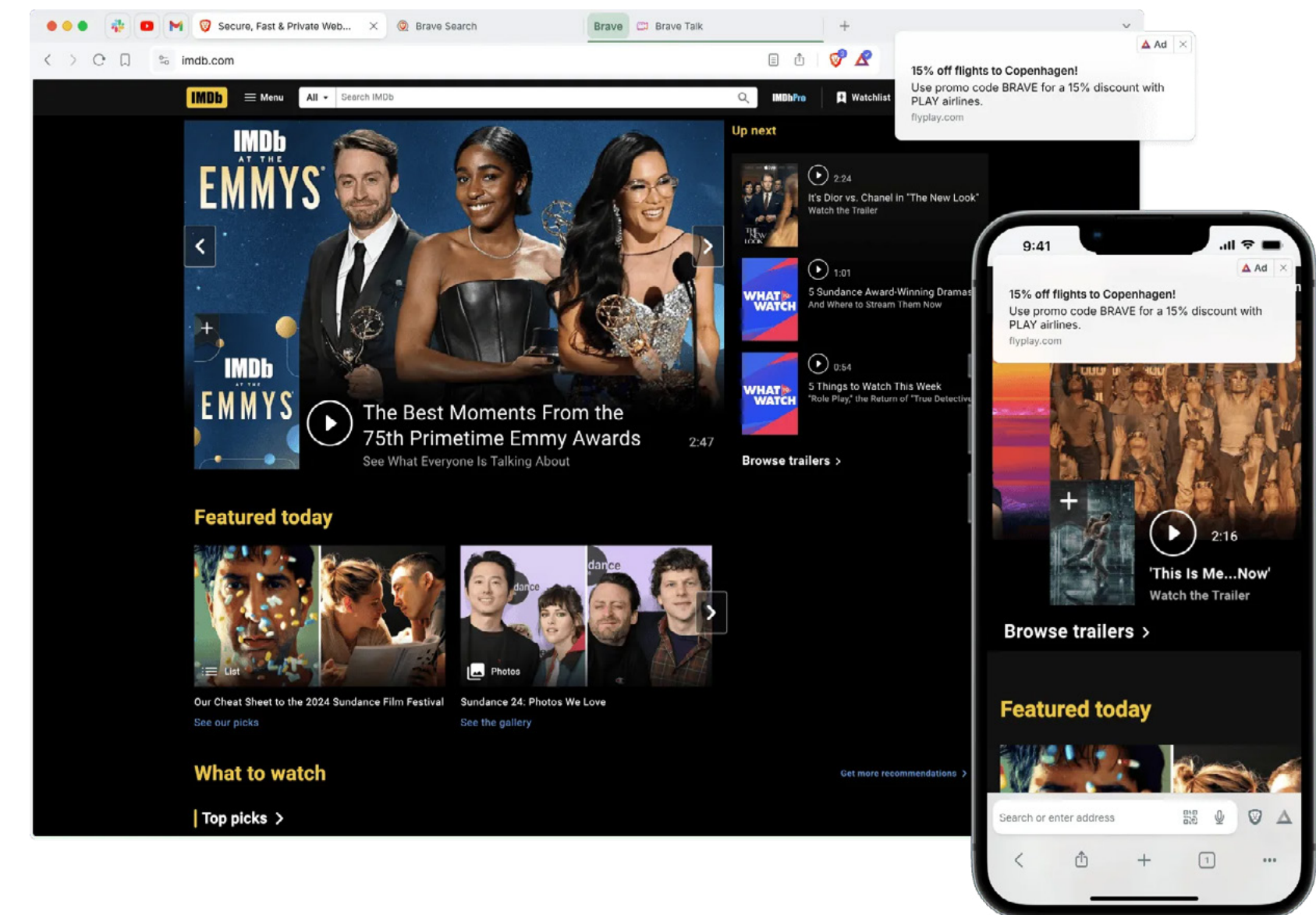


Notification Ads

A small popup will appear that features a title and a short CTA. When clicked, users will be forwarded to the specified link.

Some best practices include:

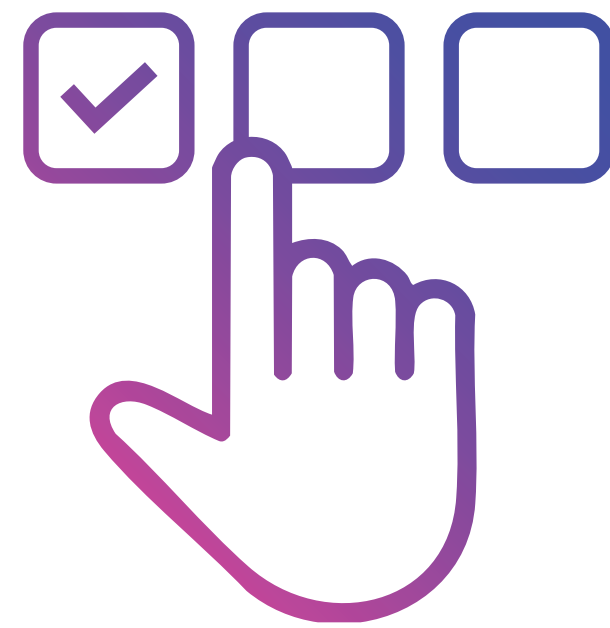
- Add context to your headline
- Use emojis to help tell stories within the word limit
- Use unique landing pages
- Use multiple versions for testing
- Add specific call-to-actions



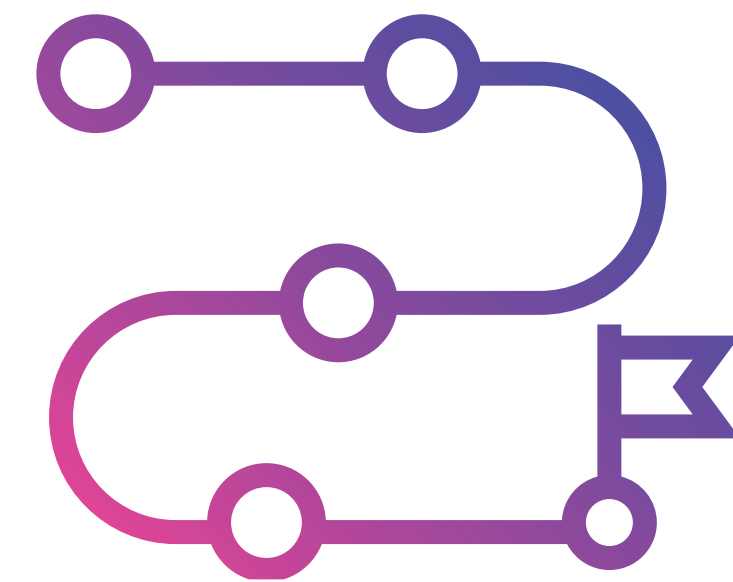
Maximise Brave ads in your marketing strategy



Define your strategy and target audience.



Select an ad type based on the specific guidelines, your budget and business needs.



Create an ongoing paid ads management plan.

Need help advertising on Brave?

Book a free strategy session with Take3, a full-service Web3 agency that can help you with strategy and Brave ad implementation.