



Brave Rewards

| **Ads**

BRAND LIFT SURVEY

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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:

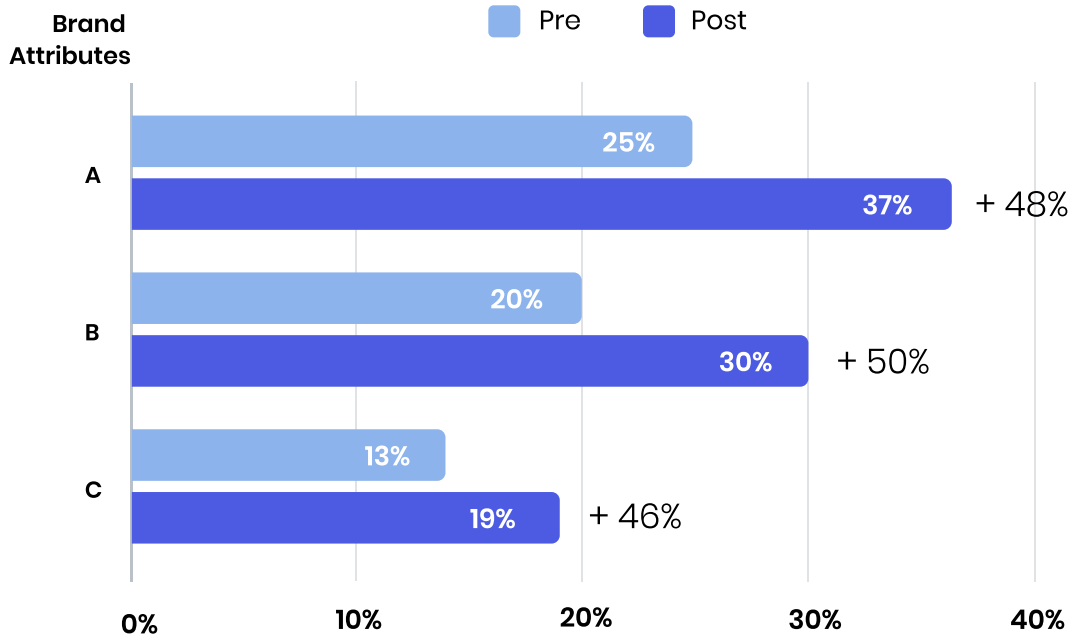
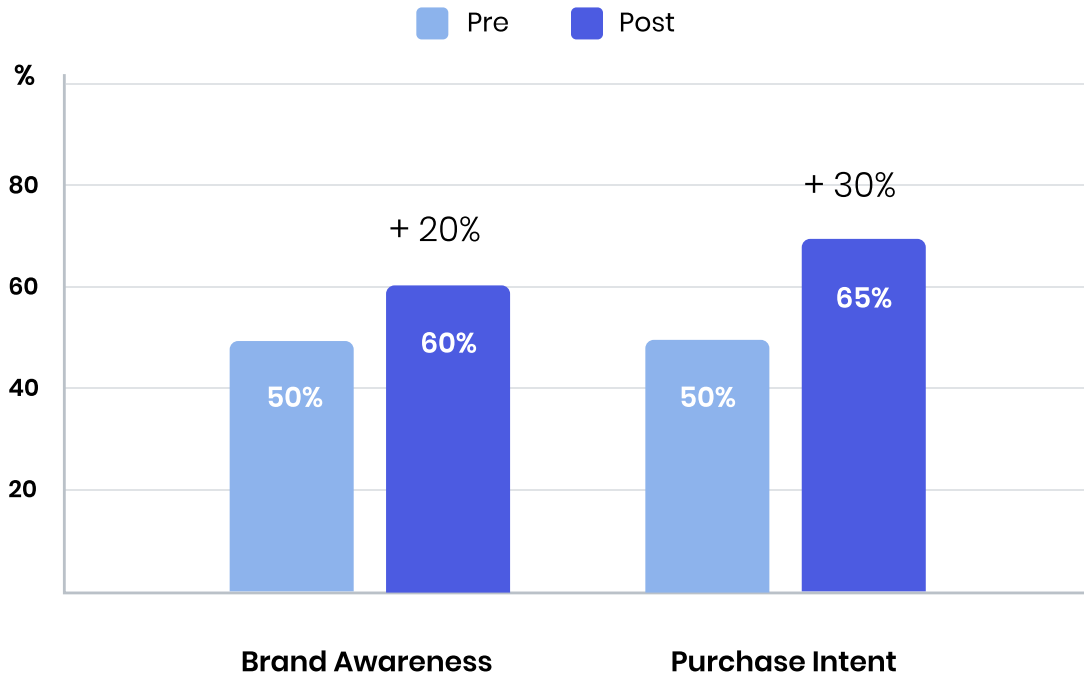
- Brand awareness
- Brand perceptions
- Purchase intent
- Brand usage/purchases

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



Get started!

Contact adsales@brave.com

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)