

Brave Reduces Install Costs Up to **85%** **Across Multiple Ad Channels**

About

Brave, a privacy browser, is a fast, free, and safe web browser with ad blockers — allowing users to browse the internet without being tracked by advertisers, malware and pop-ups. It also provides a way for users to earn and send cryptocurrency contributions in the form of Basic Attention Tokens to websites and content creators.

Situation

Before joining Ascenial, Brave was operating with six figure budgets towards digital advertising to accelerate their user acquisition and take on their biggest competitor — Chrome. While initially successful, they began hitting roadblocks in early 2020: their install costs were going through the roof.

The method

We completely restructured Brave's campaign set up with the Ascenial Method. We divided up campaigns per platform by country, placement, and device type. With our program, we were able to get granular enough without harming the optimization algorithms in each respective platforms. We crafted and injected brand new ad copy, images, and video throughout the account, resulting in a huge CTR increase across all ads. That, combined with the new structure, led to the immense success.



Results

Facebook & Instagram

Ascenial did a full value prop analysis — creating multiple angles via image and video to highlight the features of Brave browser. With differentiated value props across image, video, placements, and country, Ascenial reduced CPIs by **86%**.

Google – Search, Youtube, & App

With completely new campaigns across multiple countries, Ascenial reduced CPIs on Search by 80%, YouTube by 70%, and App Campaigns by 25%. All while increasing the volume of installs by **125%-180%**.