

Media.net & Brave Fuel 124% Revenue Growth for App Publishers

The BRAVE platform—focused on mobile gaming apps—aims to provide the most direct link between advertisers and premium publishers, thus ensuring transparency and access to quality supply for buyers while sellers receive their fair share of ad value at every opportunity.

The Challenge

Boosting in-app revenue for BRAVE's publishers by bringing in high-performing demand as well as curating the right audiences for buyers to drive higher bids and attract more ad spend.



The Solution

Media.net and BRAVE launched a deeply integrated, multi-layered strategy combining exclusive demand with smart supply curation and AI-driven optimization.



Key Levers

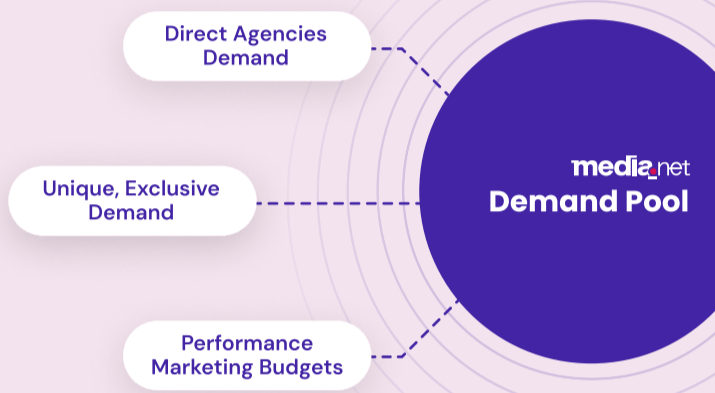


Premium Demand + Intelligent Curation



Intentional Ad Spend for BRAVE's Supply

Tapping into its strong relationships with agencies, Media.net curated a vast and diverse demand pool for BRAVE.



Intelligent Curation

Verified, High-Quality Supply

All BRAVE inventory was certified by HUMAN, ensuring validity and fraud-free impressions to unlock PMP and premium programmatic spend.

Sustainability-Focused Inventory

Leveraging its Scope3 partnership, Media.net curated low-carbon inventory, aligning with green media goals of top advertisers.

Demographic Precision

Experian audience segments further refined supply to meet specific advertiser targeting goals.



AI-Powered Traffic Shaping and Optimization



Traffic-shaping Algorithms

- BRAVE's traffic-shaping algorithms dynamically analyzed and optimized the bidding process across Media.net's demand sources.
- BRAVE ensured that only the most relevant users on apps were being targeted, thereby increasing engagement potential.



Predictive AI Targeting

- BRAVE's advanced predictive AI protocols allowed Media.net teams to anticipate and act on customer preferences.
- Bids and creatives were optimized in real time, at the impression level, based on data from Brave's protocols.

The Impact

Within 4 months of BRAVE and Media.net's collaboration, there were strong signals of a healthy demand-side uplift for Brave's supply.

26.5%
RPMs

2X
Win Rate

As a result, Brave's publishers saw a substantial **124% rise** in app revenue QoQ.

* QoQ; Q3 2024

Top Advertisers



In BRAVE's Words



Amir Sharer
Founder & CEO
BRAVE



Media.net has been instrumental in sourcing exclusive, high-performing, and diverse ad budgets tailored to our premium app inventory. Their strategic curation of our supply has consistently delivered outcomes for us. The partnership has been seamless, collaborative, and results-driven—we're certain we'll continue scaling new heights together.