THE CHALLENGE

DISCREPANCIES BETWEEN CTR AND ACQUISITION

Our client, a major Travel-Tech platform, spends significant dollars across multiple search and paid social channels, relying on those to generate a sizeable portion of their business. But while their PPC campaigns were driving fairly high Click-Through-Rates, the conversion rates from click to purchase were sub-par, indicating a possible problem with the quality of incoming traffic.

THE SOLUTION

THE CLIENT DEPLOYED CHEQ TO UNCOVER SUSPICIOUS CLICK ACTIVITY

The client implemented CHEQ to their tag manager, automatically deploying CHEQ across their Search and Paid Social campaigns, to detect and block those users who were generating invalid clicks.

THE RESULTS

CHEQ found that 22% of the client’s incoming ad clicks were either completely fraudulent or simply invalid. The invalid clicks were generated by multiple different sources in a host of different ways, ranging from sophisticated botnets, to manual click farms. When examining the invalid users closely, CHEQ discovered that many of the invalid clicks were being driven by the client’s affiliates. This included fraudulent, non-human traffic flowing directly from affiliate sites, email campaigns and individual referrers like travel agents and even hotel chains. These amounted to millions of dollars in wasted ad spend which are now being saved by using CHEQ for PPC, which segments all invalid users into invalid audiences in the client’s ads account, eliminating them indefinitely from all campaigns and remarketing.
INVALID SOURCES UNCOVERED

**Significant fraud driven by affiliates (15K clicks)**
Affiliate networks leveraged by Google and Bing were leading to large volumes of fraud. Once CHEQ was deployed, we singled-out the networks passing back fraud and removed them from all campaigns.

**Invalid clicks from individual email referrals (4K clicks)**
Approximately 4K invalid clicks we’re generated via individual email referrals. These could be driven by travel agents, tour guides or other players who might have an interest in driving such activity on the client’s site.

**Invalid clicks driven by email campaigns (10K clicks)**
Large volumes of invalid clicks we’re observed coming through on email campaigns. These were fairly simple to remove. Once deployed, CHEQ easily eliminate all email generated invalid clicks.

**Hotel website also caught driving invalid clicks (5K clicks)**
A hotel chain generated 5K invalid clicks, indicating the client was susceptible to invalid traffic originating in hotel websites and other sites/aggregators in its network.

ABOUT CHEQ FOR PPC

CHEQ applies best-in-class cybersecurity, machine learning and bot mitigation capabilities to proactively eliminate invalid activity plaguing today’s PPC industry.

**AVAILABLE ACROSS**

-CNBC - SELECTED AS ONE OF THE HOTTEST STARTUPS IN THE WORLD 2019
-MMG - WINNER OF THE PRESITOFIOUS TECH TRANSPARNCY AWARD 2019
-The Drum - VOTED BEST ANTI FRAUD SOLUTION OF THE YEAR 2019