How a major online fashion retailer used CHEQ’s click fraud prevention to reduce CPA’s by 18%, saving over $65k in monthly ad-spend

THE CHALLENGE

DISCREPANCIES BETWEEN CTR AND ACQUISITION

The client is one of the leading online fashion retailers in the US, focused on selling top international brands to its customer base. The retailer was running PPC and shopping campaigns across Google Ads, Facebook, Bing Ads, YouTube, Instagram, Snap and Amazon, with an average CPA of 12$. However, there seemed to be a discrepancy across many of the campaigns between very high CTR’s and disproportionately low acquisition rates.

THE SOLUTION

THE CLIENT DEPLOYED CHEQ TO UNCOVER SUSPICIOUS CLICK ACTIVITY

The client implemented CHEQ across their campaigns and begun automatically blocking invalid, non-human, out-of-geo and competitor clicks, while filtering our high-risk keywords and suspicious IP’s. CHEQ also uncovered a sophisticated affiliate attribution scheme costing the retailer close to 24K (monthly).

RESULTS

CPA’S REDUCED, MASSIVE AD-SPEND SAVED

18% Reduced CPA
35% Improved ROAS
$65K Ad Spend Saved (Monthly)

“Implementing CHEQ for PPC was a fantastic move for us. The implementation was extremely quick and simple and the impact on our ad-spend was astonishing.

VP Marketing, Client
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.

TYPES OF INVALID CLICKS

- Web Crawlers
- Chargeback Fraud
- Click Farms
- Competitor Clicks
- Out of Geo Clicks
- Cookie Stuffing
- Affiliate Link Fraud
- App Download Fraud
- Site-Engagement Fraud
- DDoS Attacks

AVAILABLE ACROSS

Get in touch with our client team to learn more and schedule a demo

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