

How Paycor uses **CHEQ** to eliminate bots from their customer acquisition and drive more revenue opportunities.

Executive Summary

Leading Human Capital Management (HCM) company, Paycor, worked with CHEQ over time to replace invalid bot clicks with authentic human users. With the help of CHEQ, Paycor saw a 400% increase in first-time meetings booked from their customer acquisition campaigns while increasing Sales Qualified Leads by 50%.

About Paycor

Paycor is a leading HCM provider, trusted by more than 40,000 businesses to help them solve their problems and grow. Core to its success is a large scale and highly effective customer acquisition operation, led by Alex Schutte, Paycor's Director of Digital Marketing. Alex works closely with Paycor's performance digital agency Metric Theory to drive customer acquisition across Google, Bing, LinkedIn, Facebook and DV 360, which combine for nearly 60% of the company's online spend.

The Challenge: Invalid clicks tainting customer acquisition funnels

According to Nick Altman, Account Director at Metric Theory, "spending hours looking at clicks that don't make sense just isn't scalable."

This kind of manual investigation is inefficient and impossible to scale as Paycor seeks to focus on driving growth in revenue through paid customer acquisition. "We wanted to make sure users that were returning to the site weren't fake and for that we needed CHEQ" he concluded.

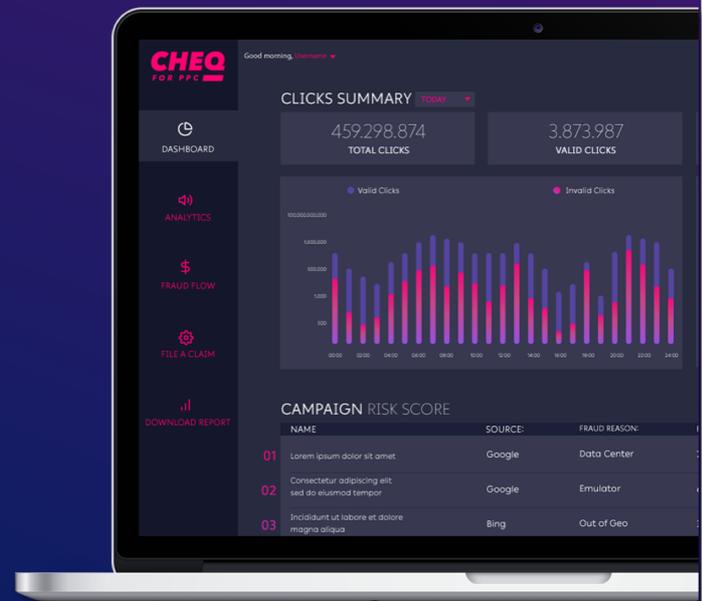
The Issue: Initial monitoring phase reveals significant rate of invalid users in customer acquisition campaigns.

Phase One: Scan Period

Like at a hospital checkup, CHEQ provided a monitoring of the vital signs across every Paycor buying platform and campaign. CHEQ was deployed across Google Search, Google Display Network, Bing, LinkedIn, and Facebook. CHEQ provided an initial monitoring phase where the exact level of invalid clicks, platform by platform, and campaign by campaign, was shown to Paycor.

Initial Findings: 4.5% invalid click rate on paid channels

Of all the customer acquisition campaigns, 4.5% of paid clicks entering the Paycor funnel were invalid. Bots were found to autofill lead forms, and some campaigns on certain platforms saw invalid click levels as high as 11%. This issue was clearly jeopardizing the company's revenue efficiency and required immediate action on behalf of the team.



Spending hours looking at clicks that don't make sense just isn't scalable. We needed CHEQ.



Nick Altman
Account Director
@ Metric Theory

The Solution: Implementing **CHEQ** to replace fake user clicks with real human users who can actually convert.

Phase 2: Blocking and Calibrating

After the initial monitoring phase, Paycor had a good idea of its exposure to bots and fake users. At this point, together with their agency partner Metric Theory, they began blocking high-risk invalid users while calibrating and optimizing the mid to low-risk users. Gradually, the team began seeing meaningful and impactful results on their customer acquisition efforts.

Results: Meaningful rise in lead quality

Paycor saw vast improvement in crucial metrics after 90 days.

Key results:

- 400% increase in first time bookings (*Within 30 days*)
- 50% increase in qualified leads (*Within 30 days*)
- 44% improvement in bounce rate (*Within 60 days*)
- Fraud rate reduced to 1% (*ongoing*)

Once we rerouted spend towards valid users, we saw lead quality rise considerably.



Alex Schutte

Director of Digital Marketing
@ Paycor

“Being able to show marketers proof of attacks taking place on campaigns down to the individual UTM and click is very powerful. Once we rerouted spend towards valid users we saw lead quality rise considerably” said Alex Schutte, Director of Digital Marketing at Paycor.

Working with **CHEQ to eliminate invalid users is a long term play that requires patience and calibration, but when the magic starts to happen, the value is tremendous.**

To learn more about CHEQ’s solutions visit
www.cheq.ai

CHEQ