

# How Parks Project ensures bots and fake users leave no trace on Go-to-Market operations with CHEQ

To build a sustainable business to support their mission, Parks Project looked for more efficiency within their go-to-market activities, eliminating invalid traffic by 75% and realizing an extra 207,000 opportunities to reach customers

## About Parks Project:

Parks Project is a purpose-driven outside apparel and lifestyle brand whose core mission is to protect and preserve parklands for future generations by advocating, volunteering, and activating park supporters to participate in conservation. To date, Parks Project has contributed over \$2,000,000 to help fund vital projects in local and national parks throughout the US.

## The Challenge:

### Building a sustainably profitable eComm business in world full of fraud

The team at Parks Project is building a sustainably profitable business to support their mission for years to come. With a background in media buying, Tyler Prone, Director of Customer Acquisition and Retention, already knew fraud was a pervasive issue that drained budgets, and that his team could achieve targets more efficiently by eliminating it.



***“As a purpose-driven company, I'd say we (more than most) want to be as efficient as possible. At the end of the day, we're trying to get results to propel the impact we're making and to drive more contribution to projects in the parks that need support.”***

**Tyler Prone, Director of Acquisition and Retention at Parks Project**

# The Solution:

## Partnering with CHEQ to ensure bots and fraudsters leave no trace on go-to-market operations

In addition to traditional marketing and SMS, Parks Project relies on paid advertising channels and affiliates to find and retain customers. Activating CHEQ to protect their campaigns across Google, Facebook, Instagram, YouTube, and Bing dramatically reduced invalid activity that wasted budget and skewed audiences, keeping the focus on attracting real people and purchases.

When attributing sales back to their sources, CHEQ's log-level data is helpful as a form of third-party validation. "It's a problem when affiliates take credit for sales that don't seem to show in Shopify or Google Analytics," says Tyler. "CHEQ is a great way to say, 'Hey, is this real traffic or not?'"



***First and foremost, CHEQ helps me sleep at night, knowing that our ad dollars are being maximized, especially in this post iOS 14 world. CHEQ is there (kind of at the best time in history) to reduce fraud and make sure the systems stay on.***

**Tyler Prone, Director of Acquisition and Retention at Parks Project**



To learn more about CHEQ's Solutions visit [www.cheq.ai](http://www.cheq.ai)

**66%**

**fewer invalid clicks  
on Facebook**

**75%**

**reduction in invalid traffic  
rate**

**200k+**

**impressions redirected to  
potential customers**