

How Regent University uses **CHEQ** to divert spend from invalid bot clicks to real prospective students.

Executive Summary

Regent University (US), worked with CHEQ to divert spend from invalid bot clicks to real prospective students. With the help of CHEQ, Regent University saw a 21% decrease in invalid clicks across their paid online student acquisition campaigns, which also contributed to a 31% drop in their cost per student enrollment.

About Regent University

Consistently named one of the nation's top Christian colleges, Virginia-based [Regent University](#) serves 11,000 students. The school offers 150 areas of study from cybersecurity to health, both at its 70-acre campus in Virginia Beach, and through online courses around the world. Core to Regent University's growth is attracting students through paid online acquisition campaigns. Jason McGouldrick, Regent University's Director of Marketing, and his team is charged with an ambitious 10% annual increase in student enrollment.

The Challenge: tainted student acquisition campaigns and wasted call center time

Student acquisition by Regent University is through online campaigns: primarily Google, Facebook, and Bing. However, the team soon realized they had a problem of fake clicks and online form-fills driven by bots. McGouldrick says: "We received many junk fill-ins which did not make sense. Call center staff needed to call these leads straight away but sometimes noted poor call quality which was wasting their time and energy."

The Issue: Initial monitoring phase reveals significant rates of invalid users in student acquisition campaigns.

Phase One: Scan Period

CHEQ scanned every Regent University platform and campaign, including multiple campaigns on paid search (Google, Bing) and paid social (Facebook). CHEQ's initial monitoring phase showed exact levels of invalid clicks, platform by platform, and campaign by campaign.



Initial Findings: 3% invalid click rates

The findings of the scan revealed that 3% of paid clicks entering Regent University's funnel were invalid. Bots were auto filling lead forms. Some expensive campaigns saw fake user engagement as high as 6%. This issue was jeopardizing core metrics including raising the cost of student acquisition, driving up cost per student enrollment, and draining call center resources being used to contact junk leads. Given the centrality of improving these metrics, urgent action was needed.

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We knew there were invalid clicks, but we were flying blind until we were able to work with CHEQ.



Jason McGouldrick
Director of Marketing
@ Regent University

The Solution: Implementing **CHEQ** to replace fake user clicks and form-fills with real prospective students.

Phase 2: Blocking and Calibrating

After understanding its exposure to fake users, Regent University used CHEQ's exclusion audiences and IP-blocking to block high-risk invalid users. This made use of CHEQ's 1000 real-time cybersecurity tests to protect acquisition campaigns. McGouldrick says: "With a focus on efficiency, we can improve lead quality over quantity, and deliver more enrollments."

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Reallocating spend to reach students, not fake users, is reducing our cost per enrollment, which is our main KPI.



Darvin Muentes

Marketing Analyst
@ Regent University

Results:

Hitting core student acquisition goals

Regent University saw vast improvement in core business goals after six months deploying CHEQ.

Key results:

- 31% decrease in cost per student enrollment
- 21% decrease in invalid clicks
- Reduction of call center time sorting and calling junk leads

Regent University continues to rely on CHEQ's customer acquisition security as online customer acquisition spend increases. "We have been intentionally ramping up our efforts in search and paid digital channels. As we do, customer acquisition security provided by CHEQ is an important piece of that."

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