

# How CHEQ protects the Linkvertise business model from fraud

With CHEQ's Go-to-Market Security as part of their tech stack, Linkvertise protects their 500k+ advertisers and publishers from being abused by bots who have no intention of doing business

## About Linkvertise:

The Linkvertise platform enables the monetization of content through its ecosystem of content creators / publishers, and advertisers. Within its platform, content is freely available, and creators are compensated by advertisers. Linkvertise operates globally, helping over 400k publishers generate revenue over their search network in 200+ markets.

## The Challenge:

### Finding a Complete Fraud Solution Optimized for Specific Technical Needs

The Linkvertise business model relies on a mutually beneficial ecosystem. To COO Moritz Schelkle, fraud presents an intolerable risk, and his team searched for a solution that supported special user flows and customized detection capabilities and delivered binary decisions on identified fraudsters. While testing potential solutions with an ad fraud vendor and one of the most well-known CDN and bot mitigation platforms on the market, one of Linkvertise's business partners recommended they also look into CHEQ.



***For us, the biggest purpose of CHEQ is to protect our business model.***

**Moritz Schelkle, COO at Linkvertise**

# The Solution:

## Partnering with Technology and Knowledge Experts at CHEQ

CHEQ's Real-Time Interception feature and fast, responsive team were exactly what Linkvertise needed. CHEQ data analysts and researchers shared deep technical expertise unmatched by the other vendors. Open communication with a dedicated team enabled Linkvertise to run millions of visitors through Paradome's calibrated detection engines within days.

The end result: a decisive, real-time detection system to that helps the Linkvertise ecosystem stay fraud-free. Advertisers continue to increase their spend thanks to profitable campaigns seen by real humans, and as a result, content creators earn more revenue, keeping the platform growing.



***CHEQ is an important partner for us to maintain the happiness of all stakeholders involved, which is critical to our growth and success.***

Moritz Schelkle, COO at Linkvertise



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

## CHEQ vs Leading Bot Mitigation vendor

***"We are incredibly satisfied with CHEQ. We evaluated another technology which only returned the probability of whether something is fraud or not. Through calibration fine-tuning calls, CHEQ was able to optimize our approach to invalid traffic, and we now get clear actionable results in real-time on billions of queries. And that was not possible with the bot mitigation vendor."***