How CHEQ Helps UserWay Get More Value from Their Paid Marketing Budget

Within two months of partnering with CHEQ Paradome, the UserWay team reduced their unqualified traffic by 56% and redirected their ad spend towards real businesses seeking solutions for digital accessibility.

CHEQ
paradome

About UserWay:

UserWay is a globally respected digital accessibility company, considered one of the leaders in its market. It helps thousands of companies comply with ADA Section 508 by automating the process that ensures websites and digital documents are Section 508 compliant.

Most of UserWay's customers, including Cheq.ai, have successfully reduced costs by 90%, thanks to emerging UserWay AI and ML technologies. As a result, they have achieved digital accessibility compliance and significantly increased traffic to their websites.

The Challenge:

Achieving More with Less in a Performance-Oriented Marketing Environment

Led by Chief Strategy Officer Adam Ikar, the UserWay marketing team maintains a strong focus on performance and constant improvement. The team does substantial advertising with Google, Facebook, LinkedIn, and Bing. However, they began to suspect competitors and bots were reducing their efficiency.

> *CHEQ works! It's significant to our marketing tech stack, and our Cost Per Acquisition metrics have significantly improved.*

Adam Ikar, Chief Strategy Officer at UserWay

The Solution:

Use CHEQ Paradome to Stop the Bots and Maximize the Ad Budget

The UserWay team saw an immediate improvement in the quality of their traffic with CHEQ Paradome. Additionally, they diversified their outreach efforts, focusing more on creating landing pages, white papers, and webinars. Notably, the budget reallocation significantly reduced monthly paid advertising costs. In addition to stopping unqualified users from abusing their paid ads, CHEQ also identified poor-performing campaigns that attracted bots. In tandem with the other marketing activities, and despite the reduction in advertising spend, UserWay's conversion rates steadily improved.

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As a team, we constantly create, test, and improve our campaigns to optimize performance. CHEQ is an integral part of the process that helps us deliver great results.

Adam Ikar, Chief Strategy Officer at UserWay

56%
reduction of invalid traffic rate

46%
of blocked traffic are bots and suspicious data centers

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To learn more about CHEQ's Solutions
visit www.cheq.ai