



POWTOON

How Powtoon uses CHEQ to get more from their marketing budget

Within one month of using CHEQ Paradome, Powtoon's Self Serve team was able to get more bang for their buck by diverting ad spending from fake traffic to real humans



About Powtoon - A Visual Native Company:

Powtoon is a leading video and visual communication platform that empowers over 40 million active creators worldwide. Supporting 96% of the Fortune 500, its parent company, Visual Native, is an Innovation Center that harnesses visual tools, AI, and Deep Learning technologies to power workplace solutions, including its enterprise platform for knowledge engagement.

The Challenge:

Stopping Bots from Eating Away Ad Budget

In 2021, user acquisition team lead Alex Kandel looked at the data and knew something wasn't right. The number of clicks and impressions remained the same, but the cost for each was climbing rapidly. Operating in a highly competitive environment, with an already heavy ad spend on Google, Bing, YouTube, and Facebook, the team could not afford the additional budget to keep conversions on the same level. Suspecting that bots are infecting their most heavily invested campaigns, driving costs up, they searched for a remedy.



Reallocating ad budget towards CHEQ's solution was a no-brainer for us. We knew it would drive our ad budget efficiency up, and it did - big time.

Alex Kandel, User Acquisition Team Lead, Powtoon

The Solution:

Use CHEQ Paradome to Eliminate Bots and Direct Spend Towards Real Users

After a lightning-fast implementation, CHEQ immediately started to deliver results, improving the quality of Powtoon's traffic. Within a month, the ROI in CHEQ's solution proved positive, as their ad budget became more efficient and campaigns were bringing more conversions.

Powtoon's team found the UX and UI very intuitive and native to their day-to-day. CHEQ dashboard quickly became part of the marketing team's weeklies, displaying stats and results easily digestible by the whole marketing team.



As marketers, cybersecurity isn't exactly our domain, and one of the things we love about CHEQ is that it speaks fluent marketing. The UX and UI are native to our teams' day-to-day

Alex Kandel, User Acquisition Team Lead, Powtoon

\$20,000

in spend redirected to potential customers

65K

users blocked in Google, translating into over 160K visits



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