



# How European eComm giant Altex stops price scrapers, crawlers, and automated tools with **CHEQ**

Faced with fraud and bots abusing their sites, Altex turned to CHEQ to block over 6.8b entities and IPs and redirect over 1.7m impressions to potential customers



## About Altex:

Altex is the most dominant omni-channel brand in Romania. The company operates over 100 brick and mortar stores and an eCommerce site, offering a variety of products, especially large appliances and electronics. The company is driven by a mission to improve the lifestyles of the Romanian people through technology and services such as financing.

## The Challenge:

### Blocking competitive price scrapers, crawlers and automation tools that harm sales

As one of the country's biggest online retailers, the Altex marketing team battled web scrapers, automated tools, click fraud, and fake users daily. The Altex site was commonly targeted by invalid traffic, and their paid marketing budgets were frequently consumed by bots looking for prices and promotions and mysterious visitors from outside of Romania. The team wanted to get more data on the problem and stop the fake traffic.



***In digital marketing, savings is an important buzzword. Whatever helps us have a greater ROAS and reach a more relevant audience I'm always going to love. CHEQ is amazing for us in all regards.***

**Daniel Pană, Digital Marketing Manager at Altex**

# The Solution:

## Implementing CHEQ to stop the bots and boost customer reach

With sales a top priority, the team decided to boost their efficiency by working with CHEQ. Price scrapers and suspicious crawlers were immediately blocked, and a negative audience of invalid users was applied to all campaigns. Targets were further refined by geography and the Altex developers permanently banned a list of fraudulent data centers from accessing their site.

With cleaner traffic, the team saw lower bounce rates, faster page loading speeds, and fewer hits on instant buy forms of big ticket items, as expected. CHEQ provides the data for them to feel confident about the traffic they purchase from Google and Facebook as their budget grows year over year.



***In eCommerce we face competitors and bots that scrape prices, slow page load speeds, and bounce. CHEQ provides peace of mind.***

**Matei Auroaica, PPC Manager at Altex**

**CHEQ**

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

**1.7m+**

**impressions redirected to potential customers**

**43%**

**of blocked traffic are bots and suspicious data centers**

**6.8b**

**blocked invalid entities across campaigns**