

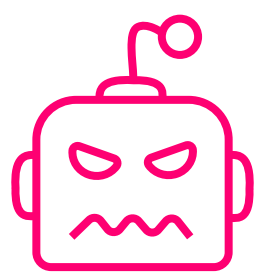
# Victorinox safeguards digital ad budgets with **CHEQ** Acquisition

## About Victorinox

Founded on integrity and family values, Victorinox operates in over 120 countries. Its solid heritage, exacting commitment to Swiss precision, and consistent focus on quality and innovation are the cornerstones of its business. Directional, intrepid, and pioneering on the global stage, Victorinox spans five product categories: Swiss Army Knives, Cutlery, Watches, Travel Gear, and Fragrances, embodying excellence and innovation in each.

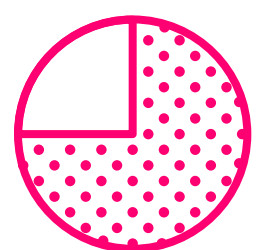
### Key Metrics

The implementation of **CHEQ Acquisition** dramatically reduced invalid traffic rates, leading to big savings.



54%

Reduction in invalid traffic rates when using CHEQ



\$200K+

Estimated annual savings due to reallocating budget from bots to buyers.

## **CHEQ** Acquisition benefits

### Target buyers, not bots

Reroute paid media spend from bots and invalid users to real buyers, optimize to real signals, and prevent future waste.

### Granular performance data

Detailed reporting down to distinct campaigns and specific UTMs allows for granular optimization and exclusions.

### Protected audiences and segments

Prevent invalid traffic from polluting audience segments.

## Challenge

Victorinox has significantly expanded its e-commerce efforts over the past few years, particularly following the COVID-19 pandemic. This expansion was accompanied by an increase in website traffic.

Victorinox had a high volume of bot traffic impacting Display ads, significantly hindering campaign performance, and the team was under pressure to find a solution that would increase ROI.

## Solution

Victorinox evaluated various solutions and chose **CHEQ Acquisition** for its user-friendly dashboard and comprehensive, granular data capabilities.

CHEQ protects Victorinox's Google Ads, DV360, and Facebook campaigns. Upon implementation, Victorinox saw a significant reduction in invalid traffic rates across its paid channels:

- Google paid search: 55% reduction in invalid traffic
- Bing: 73% reduction in invalid traffic
- Facebook: 66% reduction in invalid traffic

Overall, CHEQ reduced Victorinox's invalid traffic rate on paid campaigns by 54% in the first month. This reduction in bot traffic allowed the team to reroute spend to real potential buyers.

This translated into considerable savings of over \$200K annually, making **CHEQ Acquisition**, an ROI-positive investment.

**"CHEQ significantly reduced invalid traffic, which was draining our ad budget".**

*"Evaluated various solutions and chose CHEQ Acquisition for its user-friendly dashboard and comprehensive, granular data capabilities."*



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Performance Marketing Manager, Victorinox