



How **CHEQ** protects Creditfix from fraud, bots, and out-of-geo visitors

With CHEQ protecting their funnels from over 220 million threats and invalid users, the Creditfix team has recaptured £2.76m in ad spend for reaching people in need of financial assistance

CHEQ

About **Creditfix**:

Creditfix is a UK-based organization with over 17 years of experience helping individuals improve their financial standing through debt management advisory and assistance. Spread across three offices, the company is beloved by their customers and commands a significant digital presence.

The Challenge:

Effectively reaching humans that need help in an industry full of bots and fraudsters

The marketing team at Creditfix allocates 90% of their budget for lead generation across Google, Facebook and Yahoo channels. In their highly competitive industry, leads are expensive, and Creditfix believed competitors used bots and other methods to drain their ad spend. Their fears were confirmed when Google began regularly refunding thousands of pounds a day for fake clicks. They were not only missing revenue opportunities on a daily basis, but also forced to spend extra hours with finance, reconciling budgets and fixing reporting.



CHEQ is a layer of protection against other companies who may be using agencies or bots to flood us with fake traffic.

Paul Curran, Head of Marketing at Creditfix

The Solution:

Implementing CHEQ to protect paid marketing channels from fraud and sharpen targeting efforts

With CHEQ in place, the Creditfix team appreciates the consistency and peace of mind provided by CHEQ's advanced detection and blocking capabilities. Google refunds have stopped and so have the meetings with the finance department to reconcile their daily basis CPL and CPA budgets.

The team has also customized their settings to enable greater accuracy on their target audience. In addition to blocking fake users, the team has calibrated the system to focus advertising spend on target geographies, and as a result, 95.2% of all traffic being blocked by CHEQ is due to the users' location.



CHEQ provides consistency for us and removes apprehension about fraud when there are so many other moving parts and variables you need to consider.

Martin Kelly, PPC Manager at Creditfix

£2.76m

in spend redirected to potential customers

95.2%

of blocked traffic due to out-of-target geography

220m

blocked invalid entities across campaigns



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