

How OGD™ leveled-up their fight against bots, fake users, and fraud with CHEO

OGD[™] upgraded their go-to-market security for broader global protection across more platforms, resulting in over 8.5m entities and IPs blocked and \$300,000 in ad spend re-allocated to potential customers



About OGD™

OGD[™] Overhead Garage Door is a family-owned and operated business offering premium commercial and residential overhead door installation, repair, and replacement services in more than 30+ markets across the United States. The OGD[™] marketing team manages a significant advertising budget across numerous accounts running thousands of campaigns on Google, YouTube, and Bing.

The Challenge

Efficiently generating quality leads in a highly competitive market

In their industry, high quality leads are expensive, and the team closely tracks metrics such as the ratio of clicks to calls or bookings. With Clickcease already successfully protecting their Google campaigns, OGD[™] understood the value of protection against invalid traffic, fraud, and bad actors and was open to expanding their coverage to maximize budget and get insightful data on the effectiveness of top-of-the-funnel activities.



CHEQ is a shield. Every time we launch new campaigns, we implement CHEQ to mitigate our exposure to fraud. It helps us be more profitable from the start.

Jonathon Cunningham, Chief Marketing Officer at OGD™

The Solution

Switching from ClickCease to CHEQ for improved accuracy and greater coverage

To give themselves a competitive advantage, it was important for the OGD[™] marketing team to partner with the best Go-to-Market Security technology.

By upgrading from Clickcease to CHEQ, they added detection and blocking capabilities to their YouTube and Bing campaigns, providing holistic protection across their entire advertising budget.

The team also relies on data when diagnosing discrepancies on key KPI performance, and CHEQ data provides them with additional insight. The team can drill down to uncover a hosting issue, a broken landing page, or see any increases in bot and fake user traffic.

\$300,000+

In spend redirected to potential customers

Reduction of invalid traffic rate

Blocked invalid entities across campaigns



24%

8.5m

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CHEO Customer Acquisition Security Dashboard			
Customer Acqui 🗸	Last 7 days × Sep 1,2020 – Sep 7,2020 C	Policy applied O Available data for: Dec 1, 2022 - Feb 15, 2023	ଓ Updated 2 minut
日日 Dashboard	V Platforms: All Campaigns: All Doma	ains: All	
 Analytics Data Tools Settings 	Summary O	Trends	
	Invalid Visits Total Visits 145.8K (44%) 285.7K	35k 30k 25k 20k	
	 84.5K (57.9%) Paid 61.3K (32.1%) Organic 23.3K (10.1%) Direct 	15k 10k 5k 0 Nov 11, 2022 Nov 9, 2022 Nov 8, 2022 Nov 11, 2022 Nov 9, 2022 Nov 11, 2022 Nov 10, 2022 Nov 9, 2022 Nov 11, 2022 Nov 11, 2022 Nov 9, 2022 Nov 8, 2022 Nov 6, 2022	2 Nov 5, 2022
	Blocking Activity Total 4,300 💿	Blocked Invalid Users Total 3,400	
	^{Cookies} IP 587K 1.5K	 100 Users were blocked in "google_jobs_apply" campaign 11,987 Users were blocked in Facebook platform 	11:10:58 11:10:58
	50/K 1.5K	• 432 Users were blocked from France	11:10:58
	C-Block Events 2.5K 891K	 100 Users were blocked from "games" keyword 558,923 Users of Scrapers type were blocked 	11:10:58 11:10:58
	2.31	5,667 Users were blocked from URL https://team.upwork.com/	11:10:58
	Threat Groups 0	Top Threat Types	VIEW ALL
	Invalid Malicious Activity	10К	

Our CSM has been able to answer questions for us that aren't possible with other platforms. That's important when you're talking about a direct driver of your profitability. The upgrade has been a good move, and it's allowed us to grow faster.

Jonathon Cunningham, Chief Marketing Officer at OGD™