How Epic Digital blocked 500k bad actors and achieved 10x ROI in 9 months with *CHEQ*

epic.

About Epic Digital

Epic Digital is a dynamic agency driving digital transformation for businesses across Brazil and the United States. With a focus on delivering exceptional results, Epic combines strategic thinking with cutting-edge technology to create impactful marketing campaigns.

By aligning marketing, sales, and customer service efforts, they foster growth and build lasting customer relationships. As a HubSpot premium partner and Google Premier Partner, Epic harnesses the platform's power to optimize processes, enhance customer experiences, and achieve measurable success.

Challenge

Epic Digital was facing significant challenges due to **junk leads** generated from ad campaigns.

These junk leads caused:

- A significant drop in qualified lead generation
- Increased cost to new customers (CAC)
- Polluted CRM data
- Inflated cost per click (CPC)
- Increased bounce rates & SEO rankings

Solution

To address these problems, CHEQ provided a comprehensive solution that includes audience blocking, bot detection, fake lead detection. With CHEQ's advanced tools and tactics, Epic Digital was able to optimize paid marketing efforts, improve onsite conversion rates, and enhance data analytics, ensuring their marketing campaigns deliver better value and comply with data policies.

CHEQ Acquisition and CHEQ Form Guard protect Epic Digital from invalid traffic and fake form submissions.

CHEQ Acquisition

CHEQ Form Guard
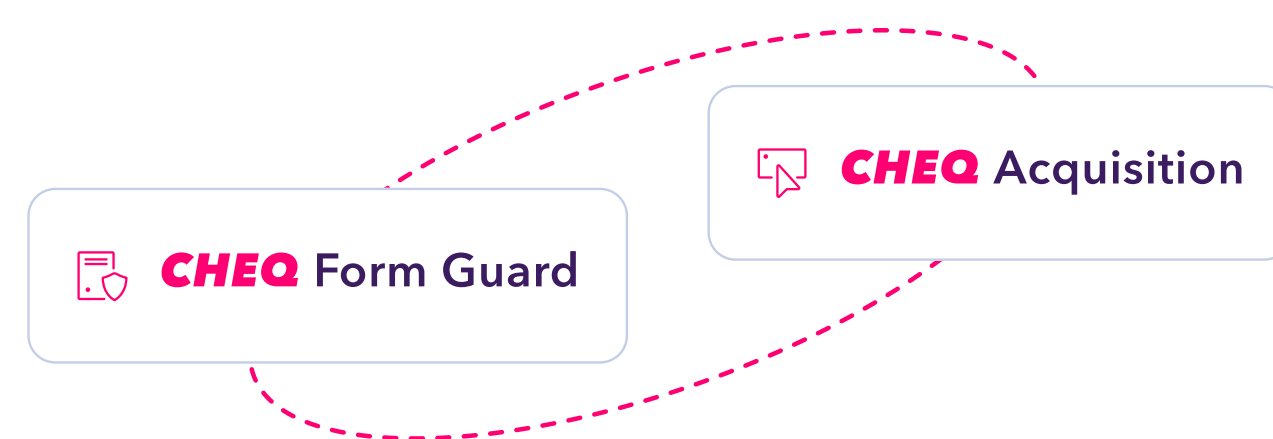
> *In 2018, we experienced a 35% performance loss in one of our most promising client accounts. Despite months of investigation and considerable effort, we couldn't pinpoint the cause among our campaign, content, or strategy changes. It wasn't until we noticed that a significant portion of our daily budget was being depleted early in the mornings that we began to suspect fraudulent activity.*
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> *We initially turned to ClickCease by CHEQ to address the issue, which helped us regain our performance within weeks. However, as our understanding of the importance of comprehensive fraud prevention grew, we evolved our approach and, since 2019, upgraded exclusively to CHEQ. Today, CHEQ's suite of products, including CHEQ Acquisition and CHEQ Form Guard, are integral to our operations. We do not launch any ad campaigns without CHEQ's robust fraud protection in place, which has saved us millions of dollars over the years."*

Fábio Munhoz,
CEO of Epic Digital (Hubspot Platinum Solutions Partner)

Results and Benefits

First 9 months with CHEQ:

500K	**66%**	**2.5K**	**10X**
Bad actors blocked across paid marketing campaigns	Improvement in invalid click rate	Fake form submissions were prevented with CHEQ Form Guard	ROI achieved with CHEQ