

How Nu Mexico Improved Paid Performance & Achieved 8X ROI with **CHEQ**

Results and Benefits

In the first year, Nu Mexico saw:

8X Return-on-investment with CHEQ

60% Improvement in Invalid Click Rate

8M Blocked bad actor across paid marketing campaigns

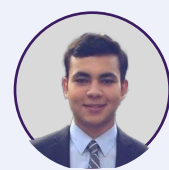
+\$ Significant spend redirected to real consumers

Challenge

As a division of the largest digital banking platform, Nu Mexico invests a considerable amount in paid media across various channels, including Google, Meta, and TikTok.

Given the amount of their paid media investment and the highly competitive space Nu Mexico operates within, concerns started to grow internally over the lack of visibility into potentially wasted ad spend. As a banking trailblazer with incredible market momentum, the team is hyper-focused on maintaining every aspect of its competitive edge, including in performance marketing.

“CHEQ gives us peace of mind. We invest significantly in paid media, and it’s reassuring to know bot traffic and bad actors are automatically blocked from all our campaigns. With CHEQ, we have confidence we’re reaching real people that can benefit from our services.”

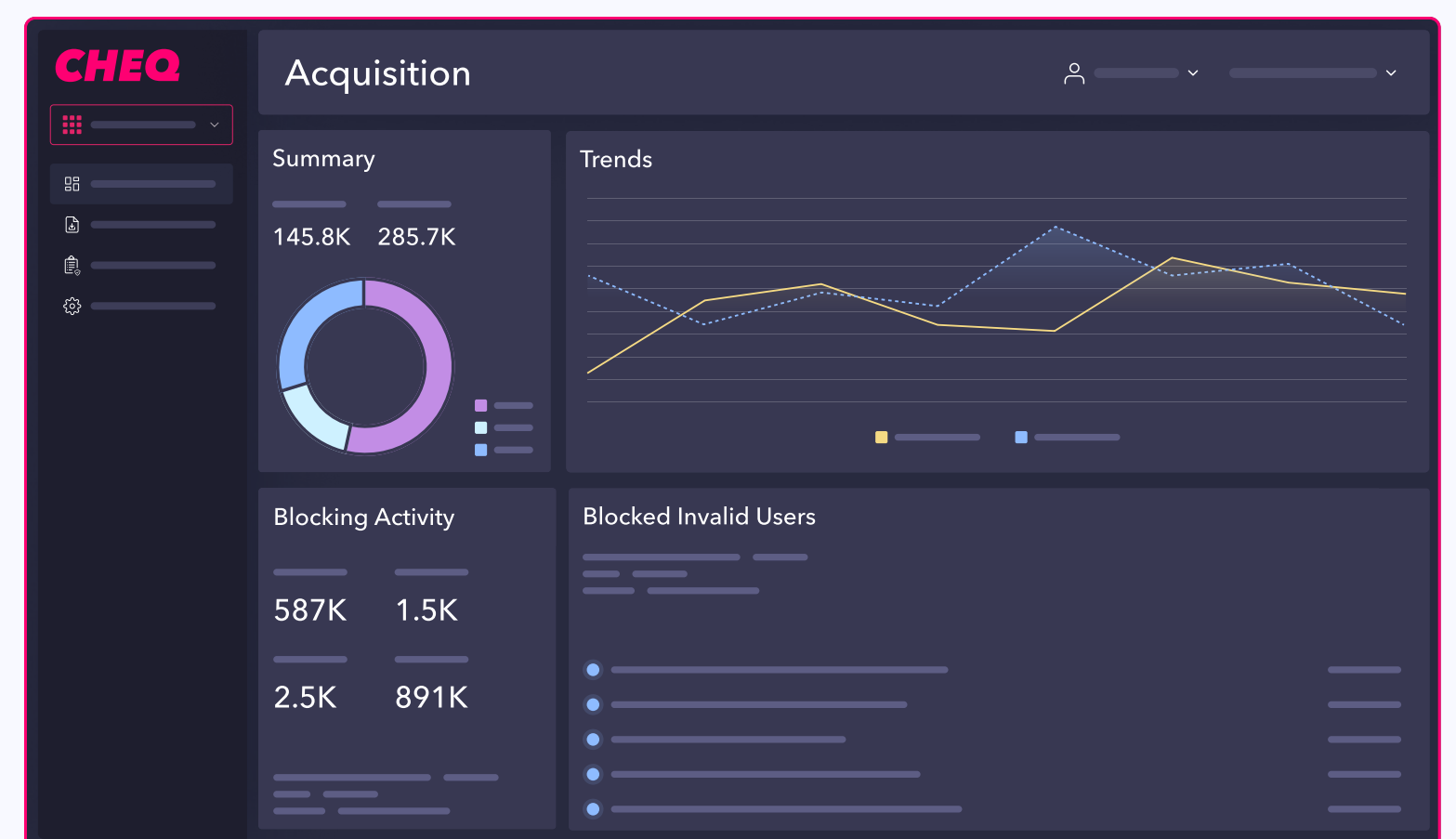


Armando Neira,
Sr. Business Analyst, Nu Mexico

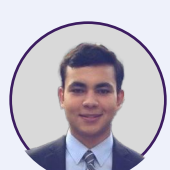
The Solution: **CHEQ** Acquisition

CHEQ protects Nu's paid marketing channels from invalid traffic, including bots and fake users.

During an initial 30-day trial period, Nu partnered with CHEQ to investigate the efficacy of each campaign across each paid channel. Immediately, the team saw bots and automation tools were depleting budgets and that up to 10% of traffic driven by paid channels was invalid. The Nu team quickly recognized the significant performance improvements to be had by reallocating the wasted spend and through a longterm partnership with CHEQ.



“CHEQ has been an amazing partner every step of the way. They’ve helped us improve the efficiency of our ad spend and we’re seeing 8X ROI from the investment.”



Armando Neira,
Sr. Business Analyst, Nu Mexico

About NU

Nu is the world’s largest digital banking platform outside of Asia, serving over 100 million customers across Brazil, Mexico, and Colombia. The company has been leading an industry transformation by leveraging data and proprietary technology to develop innovative products and services.

Guided by its mission to fight complexity and empower people, Nu caters to customers’ complete financial journey, promoting financial access and advancement with responsible lending and transparency. Nu’s impact has been recognized in multiple awards, including Time 100 Companies, Fast Company’s Most Innovative Companies, and Forbes World’s Best Banks.