

How CHEQ helps Bike O & Company discover affiliate fraud and go further with ad budget

Results and benefits

The team worked with CHEQ to increase the visibility of affiliate fraud and successfully reduced the fake click rate in paid searches by as high as 50%.

50% Maximum reduction of invalid traffic rate in paid searches

Challenge

Wasted marketing budget due to fake clicks

Bike O & Company has used paid search and affiliate programs for years. Upon a proposal from Septeni Japan, the company assisting their ad management, the company started working with CHEQ and discovered a significant amount of fake traffic. Within the first month of the trial period, the team found that the damage by fake traffic was more than the cost of CHEQ

“Implementing CHEQ is not a big deal because we can improve security with the same amount of time as setting up ads.”



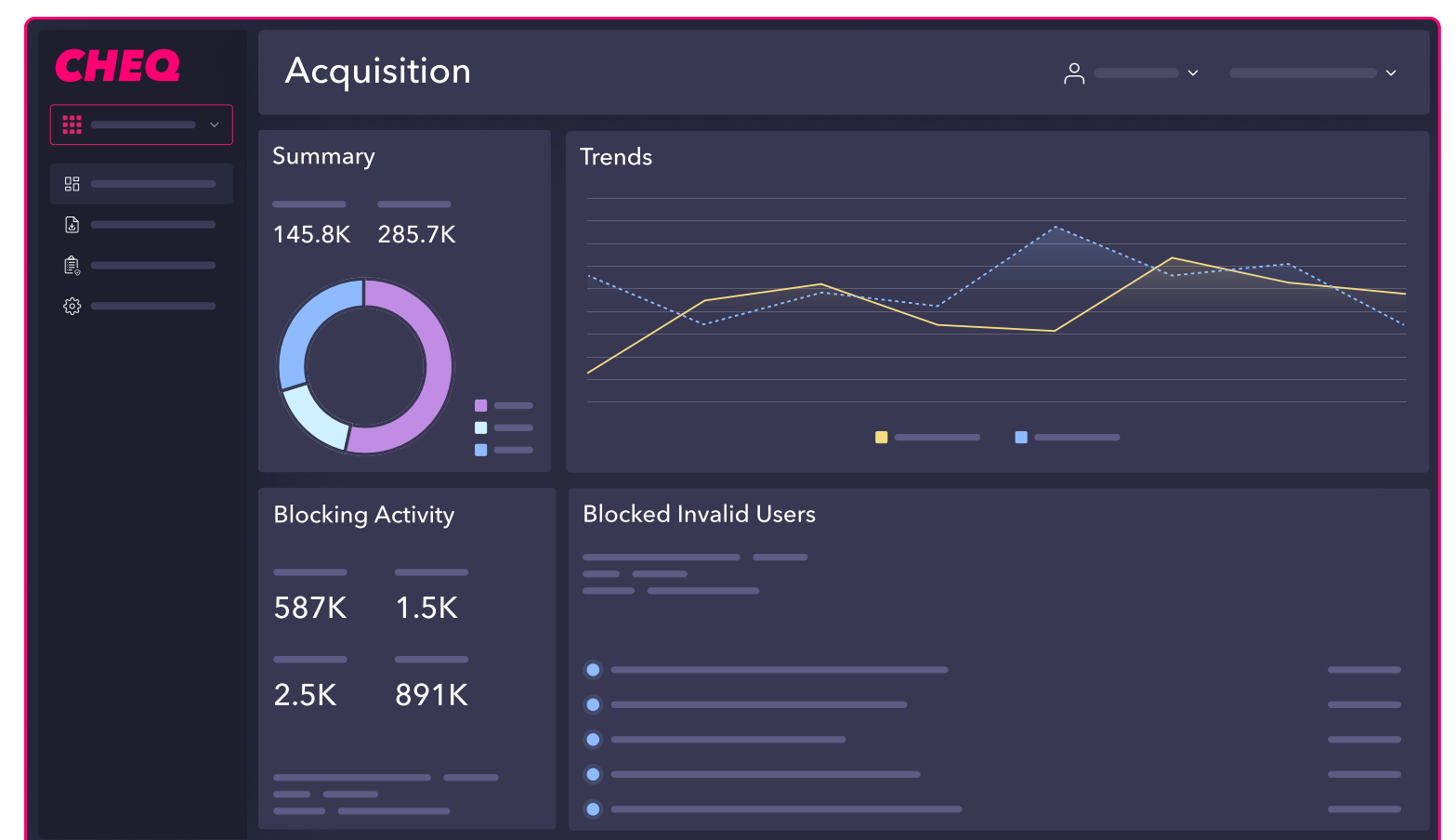
Atsushi Maeda
Performance Growth Headquarters Expert at Septeni Japan

The Solution:

Implementing CHEQ to optimize the ROI of paid marketing and secure their Go-to-Market effort

Kazuyuki Oishi, Digital Marketing Group Manager at Bike O & Company, explains the benefits of working with CHEQ, "It is significant that we can shine a light on fake affiliate leads." For example, the team discovered malicious affiliates using inappropriate tags to turn users who browsed a specific website into fake attributions even when they made conversions via organic search or other ads.

Also, CHEQ helped to reduce fake clicks in paid searches by as high as 50%, allowing their marketing budget to be invested meaningfully instead of wasted on fake traffic. With CHEQ, the team can secure their paid marketing, optimize their ROI, and reallocate resources for their go-to-market efforts.



“The goal of working with CHEQ is about something more than reducing our ad budget. It is about optimizing ads and analyzing our Go-to-Market potential.”



Kazuyuki Oishi
Digital Promotion Division, Digital Marketing Group Manager at Bike O & Company



About Bike O & Company:

As a Japanese motorcycle thrift store and service provider, Bike O & Company aims to be their customers' "life-long partner of their motorcycle journey." The company has provided highly convenient and prompt services with its nationwide network of stores since its founding in 1998.