

# How CHEQ helps BuySell Technologies reach potential customers instead of malicious bots

## Results and benefits

¥1m

In spend redirected to potential customers

97%

Less time dealing with fake traffic

## Challenge

Wasting digital marketing budget and the team's energy on fake traffic.

Fake traffic on paid search was problematic for the team as over 70% of the platform's marketing budget is spent on digital ads, especially paid search. To maintain marketing performance, the team manually removed fake traffic from the funnel every day. Their energy was also wasted on fake leads that came into the funnel from web forms.

“Any company with a digital ad budget above a certain level should experience benefits from CHEQ.”



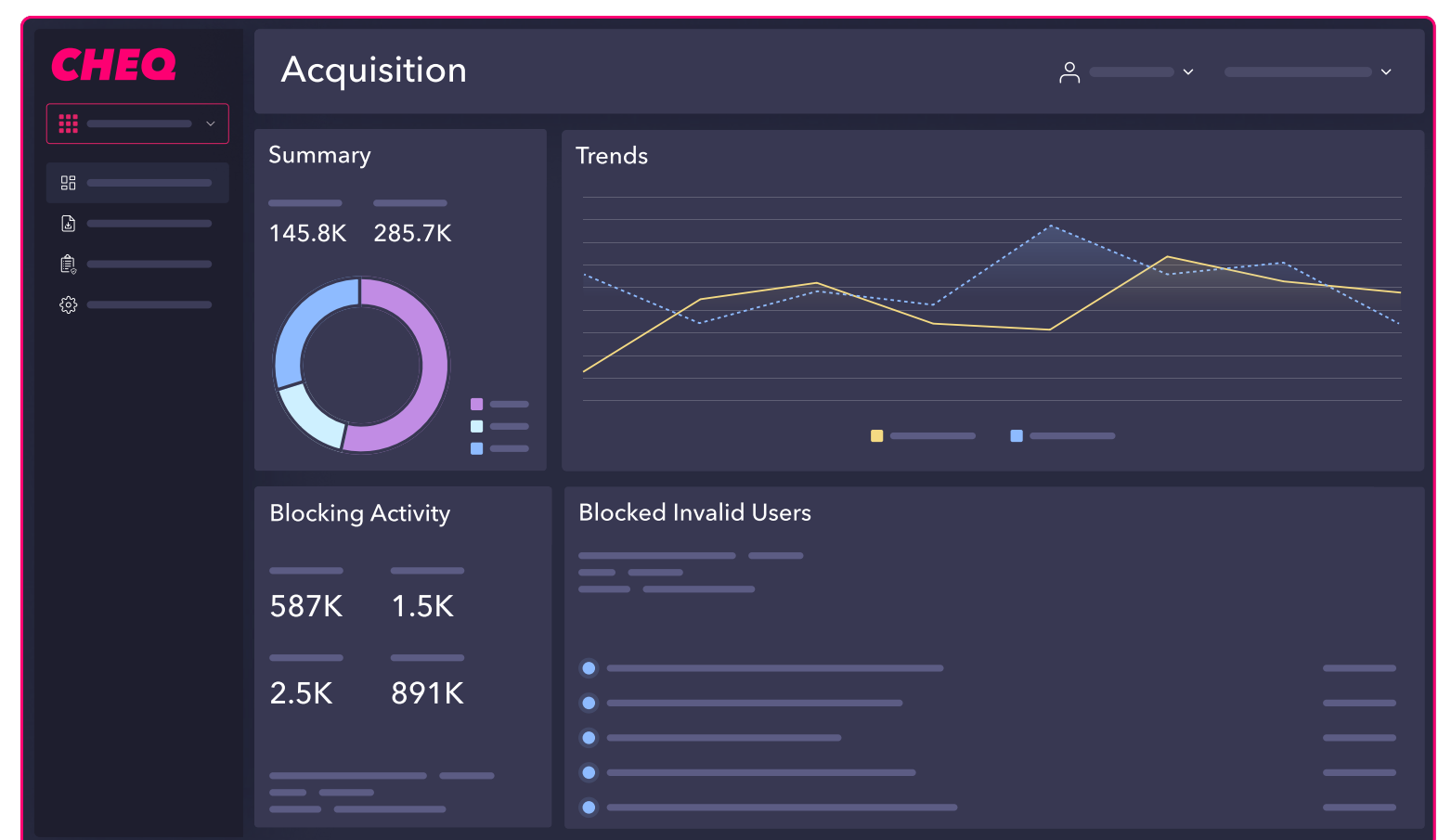
Miyu Ishima,  
Acquisition Team at BuySell Technologies

## The Solution:

Partnering with CHEQ to improve paid search performance and achieve greater business growth

Activating CHEQ was life-changing for the team at BuySell Technologies. Instead of manually removing invalid access daily, they now only check a report by CHEQ monthly to see how much they saved and how much fake traffic is blocked. Even after accounting for the cost of CHEQ, ¥100k marketing budget was saved from fake traffic and made available to reach real potential customers.

The team aims to expand its product lineup and improve the quality of leads with their newly-available time. CHEQ protects BuySell Technologies' Go-to-Market effort from fake traffic by maintaining its marketing performance and the quality of data analytics.



“In digital marketing, the goal is often to increase the number of acquisitions quickly, but it is necessary to improve quality at the same time. So, we must stop wasting our budget. CHEQ is a valuable resource for digital Marketing.”



Kyosuke Ishizaki,  
VP Marketing Strategy at BuySell Technologies



## About BuySell Technologies:

BuySell Technologies is a Japanese eCommerce site with the mission of expanding the lifespan of valuable items through connecting sellers and buyers. One of their services, "BuySell," purchases worn kimonos, old coins, and old stamps in the convenience of owners' homes. The company makes reusing items easier through its eCommerce site and eight brick-and-mortar stores across Japan.