

How Lionbridge keeps audiences clean and gains extra visitor insight with **CHEQ**

Results and benefits

68% Reduction of invalid traffic rate

2M+ Blocked invalid entities across campaigns

67% Of blocked traffic are bots and suspicious data centers

Challenge

Maximizing resource efficiency and preventing fake form fills that waste time, money, and energy.

Focused on driving revenue and building pipeline, the Lionbridge paid marketing team manages a wide scope-- advertising across North America, Europe, and Asia, through Google, LinkedIn, Twitter, and content syndication. As a result of bots and invalid traffic, they suffered from fake form fills which had to be manually cleaned from the CRM. Sandra Wendland, Global Digital Marketing Manager, knew a percentage of their web traffic was not legitimate, but she did not know how much.

“CHEQ is a strategic AI tool for our business. I’m not bringing invalid traffic into my marketing funnels or spending dollars on fake people.”



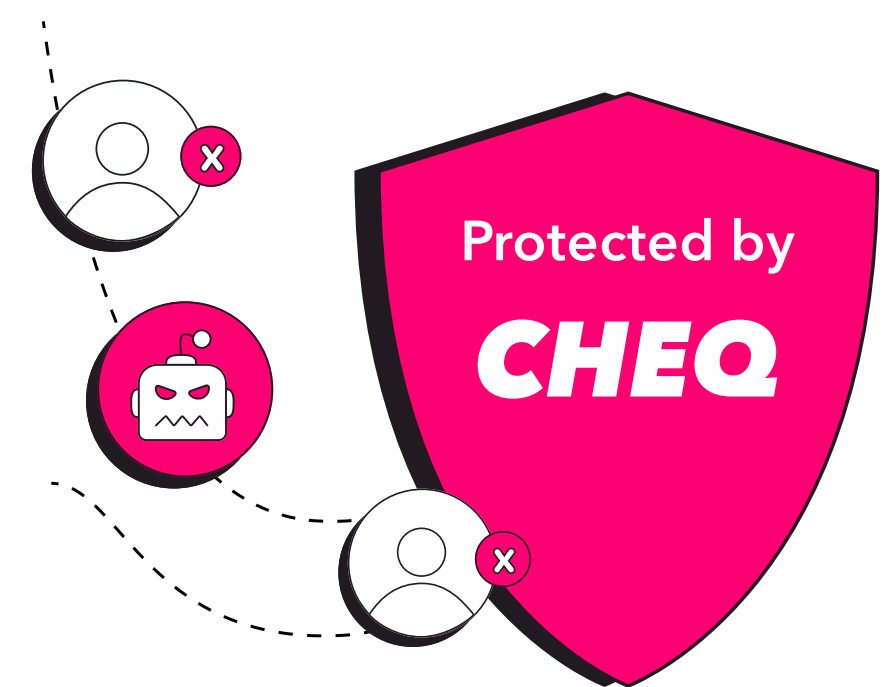
Sandra Wendland
Global Digital Marketing Manager at Lionbridge

The Solution:

Implementing CHEQ to protect campaigns, keep bots out of remarketing audiences, and gain additional insight on web traffic.

The Lionbridge team engaged CHEQ to protect their paid media, and the data presented a compelling case of wasted budget. To further cleanse their GTM efforts of bad data, Lionbridge actively applied CHEQ’s recognized invalid traffic audiences against their remarketing campaigns. It was a quick win to ensure their remarketing budget was not chasing and displaying ads to bots and fake users.

Sandra appreciates the security provided by the CHEQ platform, as well as the data, which helps her track her visitors in the age of GDPR and privacy. “It’s a cool AI tool in the background which has helped me greatly,” says Sandra. “I’d recommend it to other digital marketers. I love it.”



“We’ve also noticed the value of CHEQ as a great statistics tool. In addition to Adobe Analytics, we go into CHEQ and compare the traffic. The additional data source is very, very welcomed.”



Sandra Wendland
Global Digital Marketing Manager at Lionbridge

LIONBRIDGE

About Lionbridge

Lionbridge is a global provider of translation services with solutions centers in 23 countries providing translation and localization services in 350+ languages. Lionbridge relies on a combination of the best human and machine intelligence to create culturally rich experiences for customers, working through a network of over 500,000 linguistic experts and cultural translators.