

How Paycor uses **CHEQ** to eliminate bots from their customer acquisition and increase revenue.

Results and benefits

Within 30 days with the help of CHEQ, Paycor saw :

+400%

Increase in first time bookings

+50%

Increase in qualified leads

Challenge

Invalid clicks tainting customer acquisition funnels.

According to Nick Altman, Account Director at Metric Theory, "spending hours looking at clicks that don't make sense just isn't scalable." "This kind of manual investigation is inefficient and impossible to scale as Paycor seeks to focus on driving growth in revenue through paid customer acquisition." "We wanted to make sure users that were returning to the site weren't fake and for that we needed CHEQ" he concluded.

“ Spending hours looking at clicks that don't make sense just isn't scalable. We needed CHEQ. **”**



Nick Altman
Account Director, Metric Theory

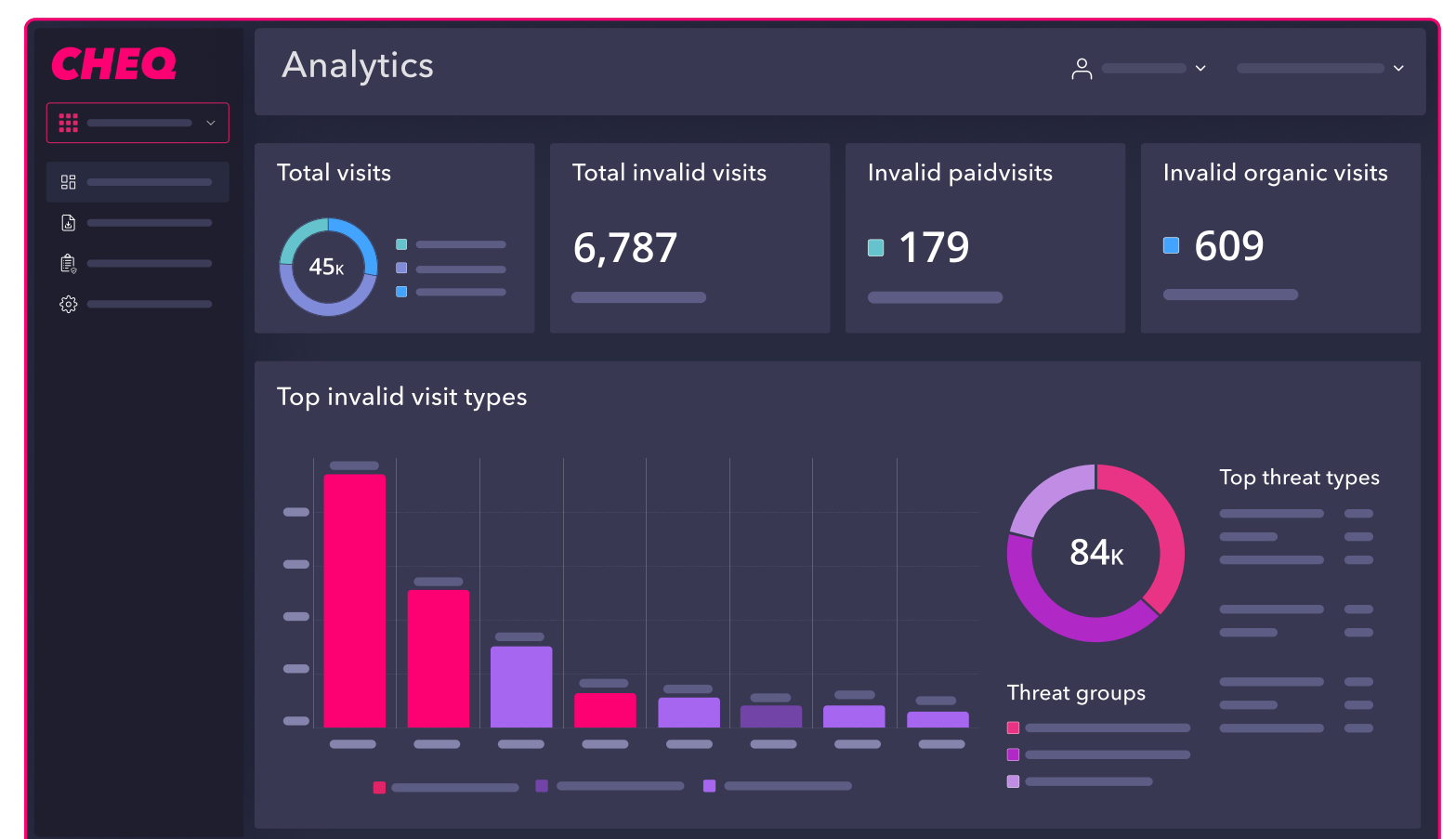
The Solution:

Implementing CHEQ to replace fake user clicks with real human users who can actually convert.

After the initial monitoring phase, Paycor had a good idea of its exposure to bots and fake users. At this point, together with their agency partner Metric Theory, they began blocking high-risk invalid users while calibrating and optimizing the mid to low-risk users. Gradually, the team began seeing meaningful and impactful results on their customer acquisition efforts.

90 days after, Paycor saw vast improvement in crucial metrics and a meaningful rise in lead quality.

With the help of CHEQ, Paycor saw a 400% increase in first-time meetings booked from their customer acquisition campaigns while increasing Sales Qualified Leads by 50%.



“ Once we rerouted spend towards valid users, we saw lead quality rise considerably. **”**



Alex Schutte
Director of Digital Marketing, Paycor



About Paycor

Paycor is a leading HCM provider, trusted by more than 40,000 businesses to help them solve their problems and grow. It's large scale and highly effective customer acquisition operation is led by Alex Schutte, Director of Digital Marketing, who Alex works closely with Paycor's performance digital agency Metric Theory.