

# How Regent University redirects budget from bot clicks to real prospective students with CHEQ

## Results and Benefits

In six months, Regent University saw:

- 31% Decrease in cost per student enrollment
- 21% Decrease in invalid clicks
- Reduction of call center time sorting and calling junk leads

## Challenge

Tainted student acquisition campaigns and wasted call center time.

Student acquisition by Regent University is through online campaigns: primarily Google, Facebook, and Bing. However, the team soon realized they had a problem of fake clicks and online form-fills driven by bots. McGouldrick says: "We received many junk fill-ins which did not make sense. Call center staff needed to call these leads straight away but sometimes noted poor call quality which was wasting their time and energy."

“We knew there were invalid clicks, but we were flying blind until we were able to work with CHEQ.”



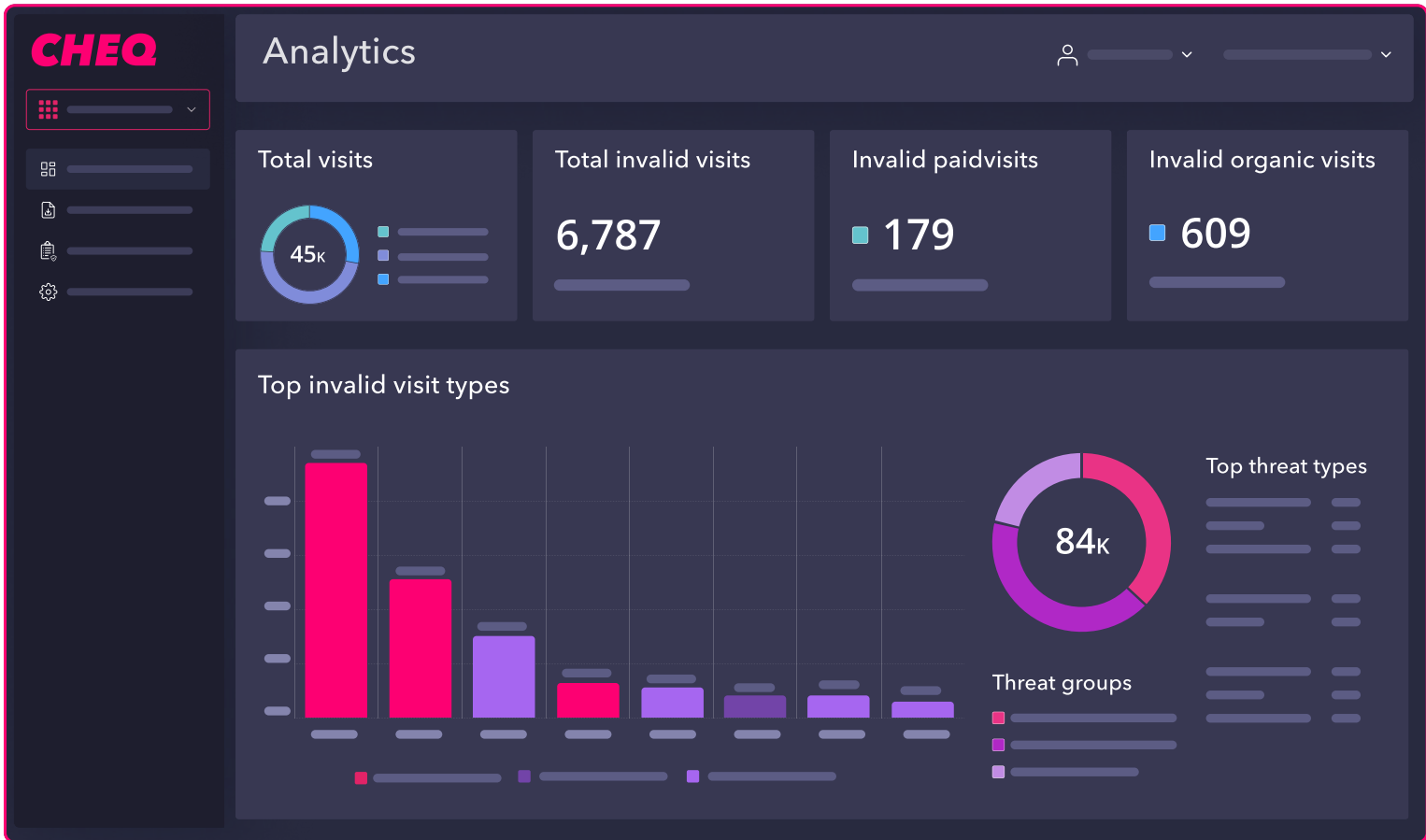
Jason McGouldrick  
Director of Marketing at Regent University

## The Solution:

Implementing CHEQ to replace fake user clicks and form-fills with real prospective students.

CHEQ scanned every Regent University platform and campaign, including multiple campaigns on paid search (Google, Bing) and paid social (Facebook). CHEQ’s initial monitoring phase showed exact levels of invalid clicks, platform by platform, and campaign by campaign.

After understanding its exposure to fake users, Regent University used CHEQ’s exclusion audiences and IP-blocking to block high-risk invalid users. This made use of CHEQ’s 1000 real-time cybersecurity tests to protect acquisition campaigns. McGouldrick says: “With a focus on efficiency, we can improve lead quality over quantity, and deliver more enrollments.”



“Reallocating spend to reach students, not fake users, is reducing our cost per enrollment, which is our main KPI.”



Darvin Muentes  
Marketing Analyst at Regent University



## About Regent University

Consistently named one of the nation's top Christian colleges, Virginia-based Regent University serves 11,000 students. The school offers 150 areas of study from cybersecurity to health, both at its 70-acre campus in Virginia Beach, and through online courses around the world. Core to Regent University's growth is attracting students through paid online acquisition campaigns. Jason McGouldrick, Regent University's Director of Marketing, and his team is charged with an ambitious 10% annual increase in student enrollment.