How CHEQ helped ClickUp scale marketing operations with confidence

With CHEQ's layer of Go-to-Market Security, ClickUp could confidently increase their media spend by 13x across paid channels in 180 countries, protected from over 517m entities

CHEQ
para**dome**

About ClickUp:

ClickUp is a market-leading productivity management platform, trusted by over 800,000 teams across 85,000 companies for project management and collaboration within documents and spreadsheets. In ClickUp's early days, customer acquisition was largely organic, and word of mouth drove downloads and installs.

The Challenge:

Scaling a marketing operation 13x in a world filled with bots, fraud, and fake users

As the company secured additional rounds of funding, the team took the opportunity to invest in more paid marketing to drive larger-scale adoption and capture market share globally. Their initial budget protected by CHEQ was rapidly increased by 13x over 18 months.

If you're past a certain threshold in spend, as a business you need to consider using CHEQ.

Aaron Cort, Vice President of Operations at ClickUp

The Solution:

Implementing CHEQ to protect all paid marketing channels from bots and fake users

During the trial period, CHEQ scanned every ClickUp campaign on paid search (Google, Bing), paid social (Facebook, Instagram) and video (YouTube). When analyzing the paths of detected invalid users, ClickUp concluded that none of the visitors flagged resulted as real paying customers. They trusted CHEQ to protect their go-to-market funnel and activated blocking.

In addition to monitoring paid advertising in over 180 countries, CHEQ was activated to monitor affiliate channels and uncovered a new partner whose referred traffic was over 20% invalid users.

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CHEQ is a no brainer that companies should consider as part of their modern and proper marketing stack for Go-to-Market as a fundamental checklist item.

Aaron Cort, Vice President of Operations at ClickUp

$350,000
in spend redirected to potential customers

72%
reduction of invalid traffic rate

517.4m
blocked invalid entities across campaigns

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To learn more about CHEQ's Solutions
visit www.cheq.ai