CHEQ

Go-to-Market is the largest attack surface. We protect it.

Balancing performance and security with CHEQ.

The conflict between GTM teams prioritizing performance and security teams protecting the organization can create vulnerabilities. As marketers attract potential customers, they also attract bad actors and fake traffic, affecting the entire organization.

Fake, malicious, and automated traffic accounts for 40% of global web traffic. When that traffic interacts with your acquisition campaigns or lands on your website, it wastes your ad spend, fills your funnel with junk, and skews data and decision-making.

The rise of Generative AI technologies worsens the problem by making bot creation easier. At the same time, third-party code deployed on most websites, jeopardizes legitimate visitors' data privacy, potentially leading to legal ramifications, reputational harm, and market share loss for businesses failing to safeguard against these risks.

Trusted by CISOs, loved by marketers: CHEQ's frictionless GTM security solutions

On-site Security

Secure websites, forms, and users.

Marketing Intelligence Security

Un-skew marketing intelligence.

Customer Acquisition Security

Secure customer acquisition efforts.

Privacy Compliance Enforcement

Collect consent and ensure compliance.

Protecting the entire marketing operation from malicious, automated and human-driven threats

CHEQ's GTMsec platform safeguards your campaigns, website and visitors from invalid and malicious cyber activities. It does so by preventing invalid traffic from engaging with your digital assets, draining your ad budget and polluting your funnels. It supports data-driven decision making and forecasting by identifying fake traffic in your performance metrics. CHEQ also protects your customer data with proactive enforcement, blocking unauthorized third-party data collection and enforcing privacy compliance.

Powered by award-winning technology

Bot Detection	**User Validation**
Tag Security	**Behavioral Analysis**

With the most advanced invalid traffic detection engine, CHEQ accurately flags bad traffic, leaving more room for the good human users. Advanced tag security technology prevents third-party code from accessing your visitors' data without consent and safeguards their personal data, while helping you comply with privacy laws and regulations.

Trusted by 15,000 customers worldwide