

Collegis mitigates millions in wasted ad spend across higher education institutions



\$2.2M ad spend saved

2.7x ROI improvement

216k invalid visits blocked

The challenge

- Marketing targeted unqualified, potentially fraudulent users who would never convert into genuine enrollment applications.
- Competitors artificially inflated advertising costs through systematic click fraud, particularly in high-competition program areas.
- Marketing attribution became unreliable when inflated by non-human traffic. Institutions struggled to understand which channels and campaigns were genuinely driving enrollment.

The solution

Recognizing that traditional campaign optimization wouldn't address the root cause of their challenge, Collegis sought a solution that could identify and block invalid traffic in real-time. After evaluating multiple options, they selected **CHEQ** Acquisition for its comprehensive approach to Go-to-Market Security.

- **Real-time detection:** 2,000+ cybersecurity tests per visit analyze behavior, device, and network signals to stop sophisticated bots and bad actors in milliseconds.
- **Multi-vector protection:** Campaigns were shielded from threats including click farms, malicious scrapers, competitor surveillance tools, and automated bot networks.
- **Granular reporting:** CHEQ provided detailed analytics on threat sources, types, and cost implications that enabled Collegis to educate clients about traffic quality and make data-driven decisions.

Beyond the \$2.2 million saved in ad spend targeting fake users and exploited by competitors, Collegis delivered significant wins for higher ed partners by protecting enrollment submission quality, improving attribution accuracy, and restoring confidence among marketing leaders in their own data and performance.

“

Our clients were seeing the web traffic, but not the results. We needed a way to ensure their budgets were reaching real prospective students, *not* malicious bots or bad actors.



Kevin Henderson
Director of Digital Marketing

About Collegis Education

Collegis Education's mission is to enable impact in higher education. They help their institutional partners achieve more, deliver superior experiences, and drive impact across the entire student lifecycle by leveraging and aligning data, technology, and talent.