



Established 1994



Dunster House blocks malicious scrapers and invalid clicks across digital platforms

The challenge

With more than 30 years in the market, a strong brand presence, and a significant advertising budget, Dunster House had become an attractive target for malicious activity:

- Malicious scrapers exploited search campaigns, driving low-quality traffic
- Bots and automated systems clicked ads without any intent to convert
- Despite assurances from advertising platforms that invalid traffic was already filtered, substantial volumes continued to pass through

The solution

CHEQ delivered comprehensive protection across Dunster House's paid acquisition activity, including Google, Meta, Bing, and Display campaigns. Unlike previous tools that offered only partial coverage, CHEQ also extended protection beyond paid media to cover organic and direct traffic:

- 4M+ clicks monitored across PPC campaigns quarterly with granular detection
- Reduced server load and cleaner analytics data through the blocking of suspicious bot activity
- Stabilised CPA across long-consideration products, enabling optimisation based on genuine traffic

By closing critical security and attribution gaps, CHEQ enabled the Dunster House marketing team to maximise ROI, protect CPA, and rely on accurate performance data across all major advertising platforms.

Product used:  **CHEQ** Acquisition



By fully safeguarding our PPC campaigns against invalid clicks and bot traffic, we significantly increased our protection rate while maintaining accurate attribution data.



Murad Cumhur
PPC Specialist

About Dunster House

Dunster House is the UK's largest company in the garden structures and sheds market. For more than 30 years, the business has provided accessible, high-quality log cabins, garden offices, climbing frames, summerhouses, sheds, and garden-building solutions across the UK.