

Team Internet protects digital operation with traffic intelligence



361M Invalid requests blocked

63% Reduction in malicious bots

\$50k Per month saved in infrastructure cost

The challenge

Team Internet processes over 6 billion visitor sessions annually across major digital platforms, operating in the high-stakes world of digital advertising and monetization. Distinguishing legitimate users from bots, protecting infrastructure from fraudulent traffic, and maintaining data integrity for decision-making is paramount to flourishing in a highly competitive environment.

- Revenue clawbacks from advertising partners reduce payouts, compress margins, and strain liquidity, compounded by wasted infrastructure and operational spend on invalid traffic.
- Malicious automated traffic consumes the tech stack, diverts engineering resources to fraud mitigation, and pollutes data, making insight and optimization harder.
- Ongoing fraud erodes trust across the brand and monetization ecosystem while increasing exposure to privacy and regulatory risk.

The solution

Team Internet deployed CHEQ's platform with a phased implementation strategy that many digital businesses can replicate: starting small, proving value, then scaling across the operation. "We can proactively look at this, and it protects our partners from spending huge amounts of money only to see it all clawed back." Team Internet saw remarkable improvements across all invalid traffic categories.

- Blocking capabilities saved Team Internet \$50,000/month
- Malicious bots decreased by 63%
- Scraper activity dropped by 56%
- Automation tool traffic reduced by 58%

Product used:



We relied a lot on signals that were reactive, not proactive. We looked at our own data and checked afterwards what was the issue. But here we have a different, multi-layered approach now that helps us identify invalid and low-quality traffic.



Axel Kaltz
Chief Commercial Officer

About Team Internet

Team Internet has been a leader in the digital economy for close to 30 years. Their pioneering omni-platform approach is underpinned by a philosophy of providing every customer with world-class online presence and online marketing services. Team Internet is always working to stay ahead of new developments in the digital ecosystem, combining innovative thinking with the latest technologies to make the impossible possible.