

A close-up, artistic photograph of a woman's face. Her eyes are looking slightly to the right. Her hair is light brown and is being touched by a large, dark feather. The lighting is soft and warm, creating a sense of intimacy and human connection.

All human

CRO Agency of the Year | European Agency Awards 2024

The Team

All human

The CRO Team



Louise Ryan
Principal
Performance Manager



Sarah Lachapelle
Principal UX CRO
Specialist



Zonja Bailey
Senior UX CRO
Specialist



Jordan Swope
UX & CRO
Specialist



Antoinette Harley
Senior UX
Researcher



Lynda Rice
Head of
Analytics



John O'Dowd
Lead Data
Analyst



Cian McGovern
Web Analyst



Arek Kilimar
Front End
Developer



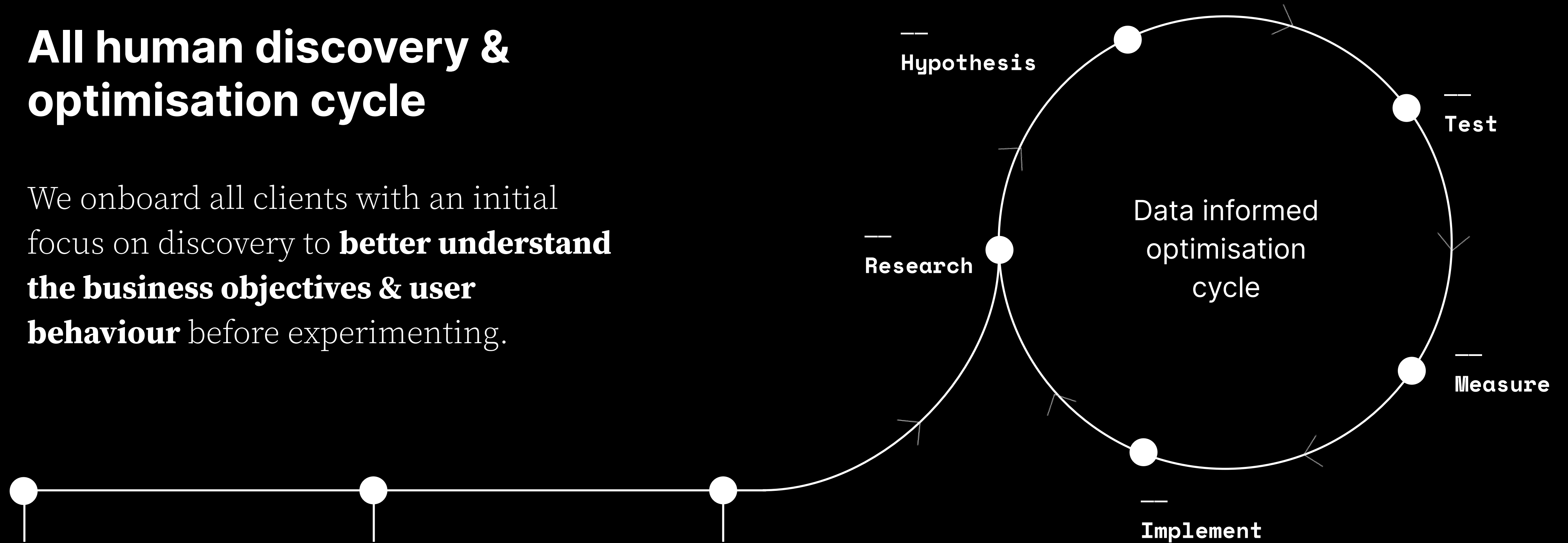
Ankita Bag
Front End
Developer

The Process

All human

All human discovery & optimisation cycle

We onboard all clients with an initial focus on discovery to **better understand the business objectives & user behaviour** before experimenting.



Kick Off

- Client Onboarding
- Tool access & setup
- Business objectives shared
- Company vision shared
- Target audience shared
- Brand documents shared
- Marketing plan shared
- KPI alignment workshop

User Discovery

- Business documents review
- Review existing research
- CRO heuristic review
- Review heatmaps, analytics & behavioural trends onsite
- Identify research gaps
- Plan user research
- Audit and improve analytics, as required

CRO Strategy

- Identify business core focus areas & priorities
- Deep dive into analytics in core focus areas
- Identify opportunities in user journey for CRO
- Create strategic pillars for experimentation
- Agree KPIs and targets
- CRO strategy presentation

Optimisation Cycle

- Iterative CRO cycle
- Continuous learning & feedback loop
- Regular client check-ins

All human

All human optimisation cycle

Research & Insights

We conduct extensive qualitative and quantitative research to get to know the user, the product, the concerns, the issues, and how we can improve the user experience. From our research, we generate insights that inform experiments.

Hypothesis

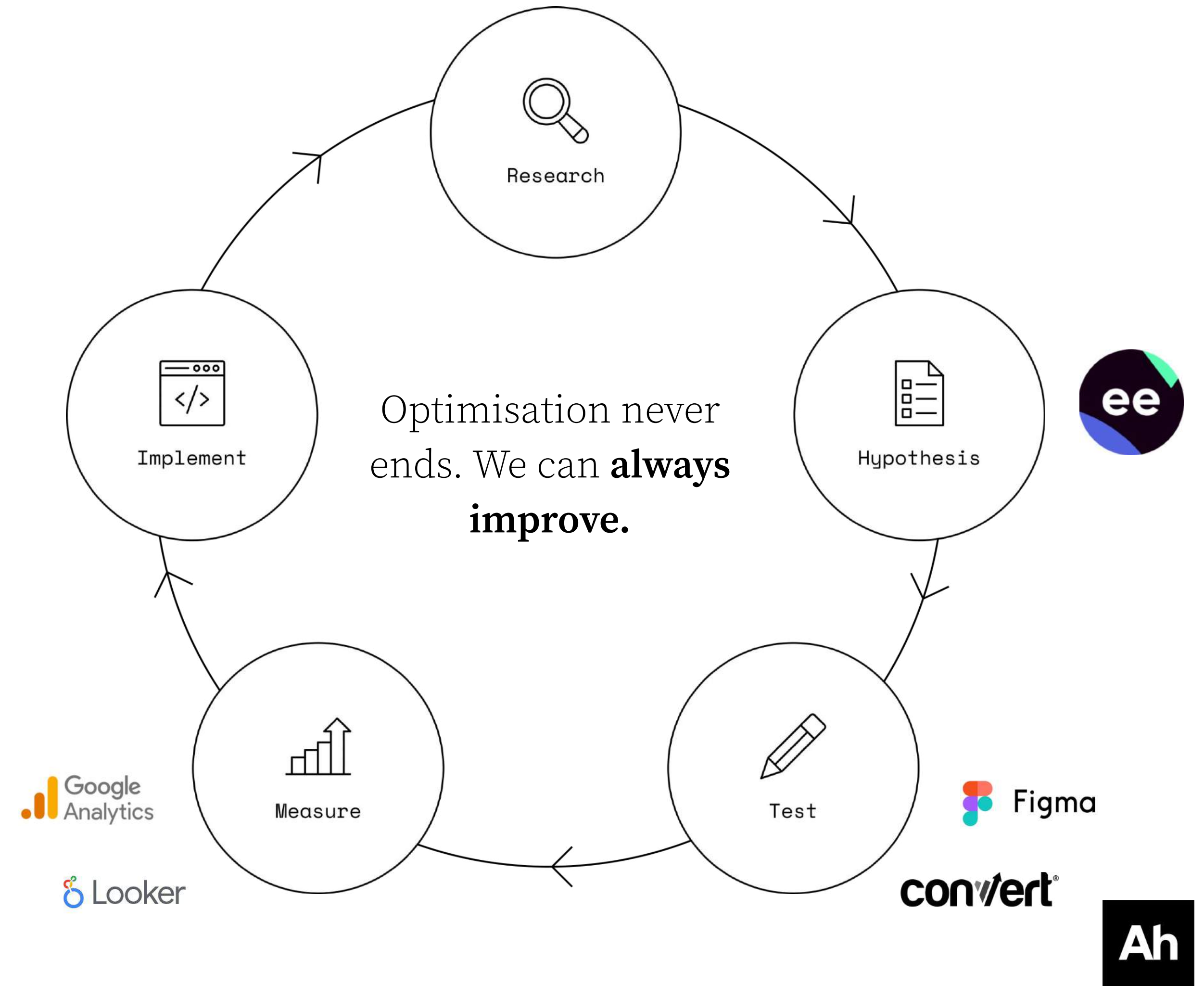
Our research generates assumptions that we test against a measurable set of metrics. We use an objective prioritisation model to order experiment ideas based on what will positively impact the KPIs most.

Test & Measure

We relentlessly validate our hypotheses through testing and iteration. We can test and learn from several ideas within weeks, avoiding long, drawn-out development cycles.

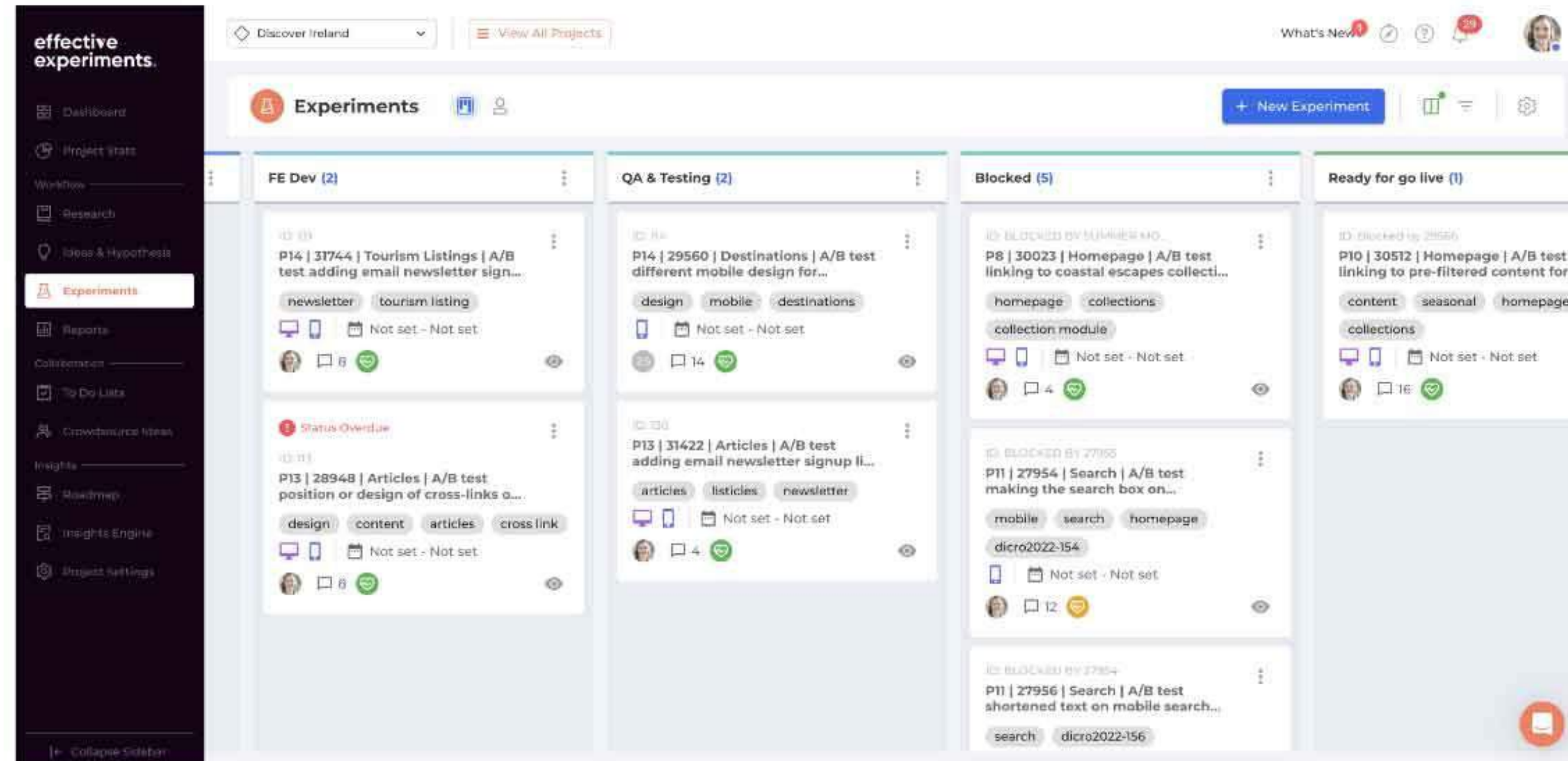
Implement

By testing our ideas instead of directly implementing them, we ensure only successful tests are executed, reducing risk to the business and avoiding unnecessary digital investment.



All human

Effective Experiments - Experiment Tracking



We use **Effective Experiments** to gather our research and analytics data, to then generate hypothesis for testing.

We have several stages in our process for experiments, all of which is carefully monitored on Effective Experiments:

- Design
- Internal QA Demo (review with product dev teams)
- Client Approval
- Server Side **or** FE Dev
- QA & testing
- Blocked (if another experiment on same pg / element)
- Ready for go live
- Live
- Complete (pending report)
- Finalised (includes the data, our learnings & recommendations)

We use EE for both client and internal team collaboration as our single source of truth.

Prioritisation Model

Effective Experiments - Prioritisation model

Our bespoke prioritisation model for Failte Ireland (left), based on the PXL framework and an example of the logic behind it (right)

Criteria and Responses:

Criteria	Response
Server side	Yes
Is this a completely new module / functionality?	Yes
Discovered via qualitative feedback - interviews, surveys, polls, user feedback	No
Discovered via quantitative feedback - heatmaps, tree testing, card sorting	No
Based on previous experiment	No
Supported by analytics	Yes
% of audience targeted	20-30%
Is it on top half of page?	No
Opportunity to impact free referrals?	No
Opportunity to impact trade referrals?	No
Opportunity to impact newsletter signups?	No
Direct impact on conversions	No
Direct impact on repeat visitors	Yes
Is this a personalisation?	No
Does it interfere with accessibility or SEO?	No

Form Builder Examples:

- Criteria: Is this a completely new module / functionality? (Yes)
- Criteria: Discovered via qualitative feedback - interviews, surveys, polls, user feedback (No)
- Criteria: Discovered via quantitative feedback - heatmaps, tree testing, card sorting (No)
- Criteria: Based on previous experiment (No)

We are extremely proud of our bespoke prioritisation model, based on criteria that allow us to be completely objective:

- **Effort** - Lower priority when it's server-side dev as this increases effort & resources
- **Risk** - Higher priority when it's a new feature, as the risk of failure may be higher
- **Evidence-based** - Higher priority the more data behind it:
 - Usability Testing or User Interviews
 - Supported by surveys, polls or customer care feedback
 - Supported by heatmaps or session recordings
 - Supported by card sorting or tree testing
 - Based on previous experiment results
 - Supported by analytics data
- **Targeting** - Higher priority for the higher percentage audience that will see it
- **Visibility** - Higher priority if it appears high up as more visitors will see it
- **KPIs** - Higher priority if it would directly impact a KPI (unique to each client)
- **Guardrails** - If there is any potential negative impact on SEO and accessibility, the idea is immediately discarded

This simple yet effective framework ensures experiments are prioritised objectively, evidence-based, with a solid hypothesis and clear measures for success and are more likely to impact the business KPIs positively.

Our proprietary methodology was developed in-house, and just like with CRO, it has been refined, tweaked, and improved over the years. We believe this unique approach sets us apart from our peers in the industry.

Experiment Case Studies

Case Study 1:

Discover Ireland Search

The data from a succession of 14 previous experiments led us to this insight

PREVIOUS EXPERIMENTS

Successful Experiments:

- A/B test adding links to most popular searches
- A/B test the size and prominence of search CTA on mobile on the homepage

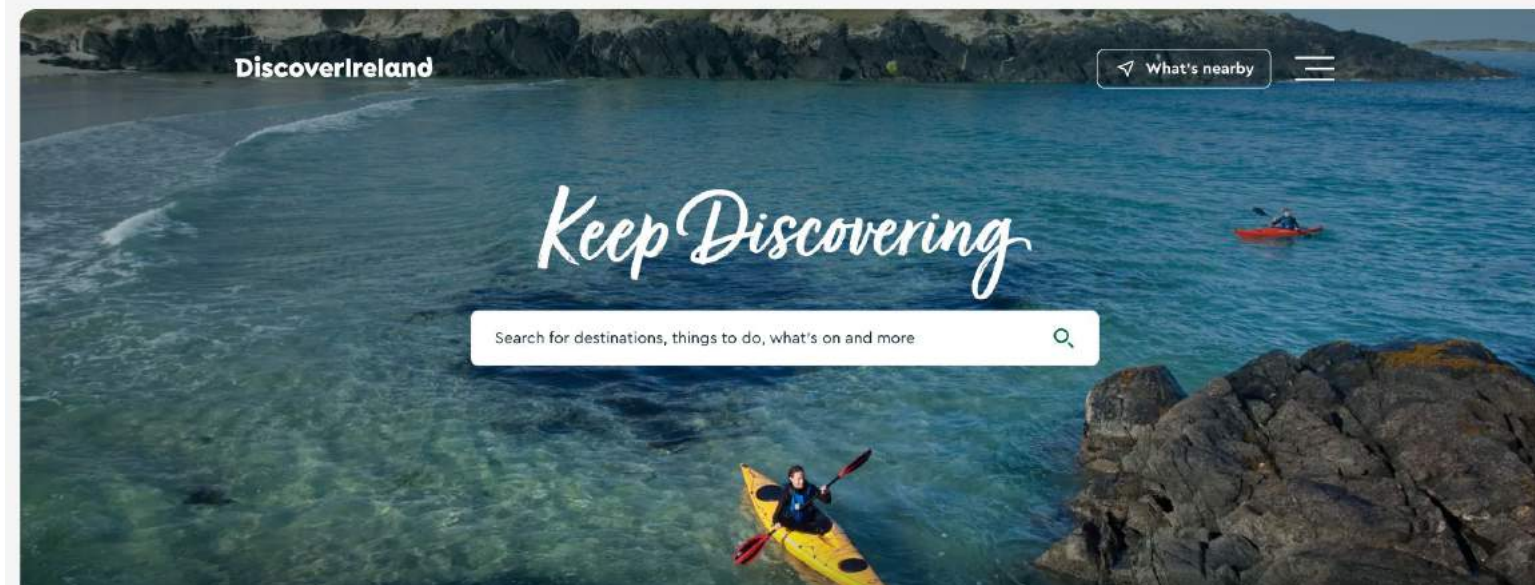
Inconclusive Experiments:

- A/B test adding a background to the search icon
- A/B test making the search box on the homepage a larger tap area on mobile
- A/B test a full screen search overlay on mobile
- A/B test exposing the search box on the mobile header
- A/B test changing the wording on the search bar on the homepage
- A/B test adding Dublin into popular destinations on-site search

Unsuccessful experiments:

- A/B test position of collections on search overlay
- A/B test shortened text on mobile search placeholder
- A/B test desktop search CTA design & label
- A/B test wording of search bar placeholder text on mobile
- A/B test items that show on the search overlay
- A/B test popular destinations on search overlay

Learnings from the experiment data



—
Control

From **unsuccessful** experiment **25115**, we learned that adding a green search button to the right of the search bar on desktop with the label 'Search' or 'Search now' (several variations) resulted in significant decreases in search usage, referrals, and pages per session. You can see the variants below:

Experiment 25155: A/B test desktop search CTA design & label

Our thinking from this experiment was that the search icon was performing better than the wording 'Search' or "Search Now", so we continued testing with the icon.



—
Variant 1



—
Variant 2

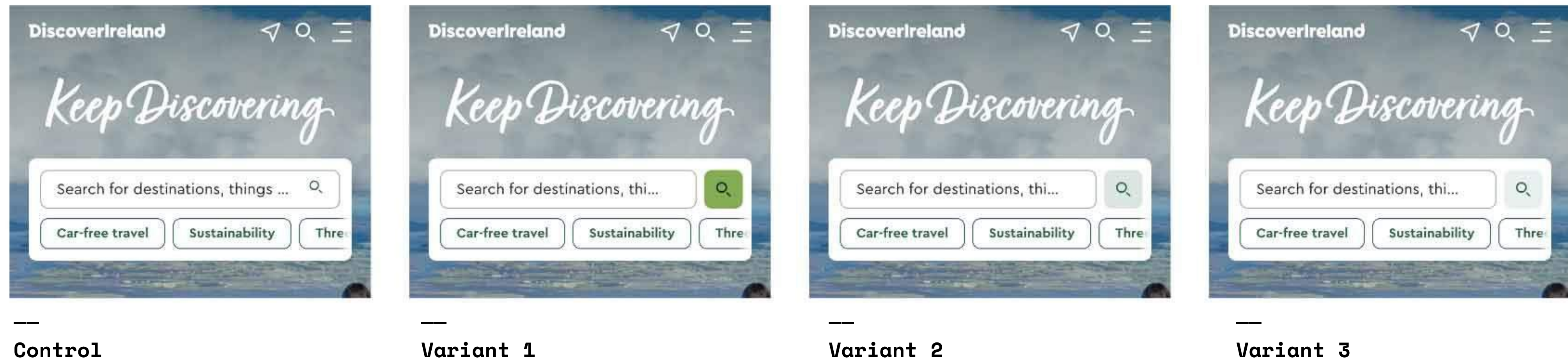


—
Variant 3



—
Variant 4

Learnings from the experiment data



In a follow-up experiment **27955** we looked at adding a background to the search icon on desktop and mobile devices. You can see the variants of this experiment above.

Experiment 27955: A/B test adding a background to the search icon

From this **inconclusive** experiment, we saw that variant Variant 1 had a +10% significant increase in search usage on mobile, however, it had a -5.9% significant decrease in search usage on desktop. So a successful win for mobile and had a negative impact on desktop search.

We hypothesized that the colour behind the icon wasn't as visible on desktop compared to mobile. In light of this, we planned a 3rd follow-up experiment on both devices, exploring colour options for Variant 1.

Winning Experiment

Experiment Name:

A/B test search icon outside of the search field

Hypothesis:

Because we saw in a previous experiment that moving the search icon outside the field with a background had a significant +10% in mobile search usage but -5.9% on desktop

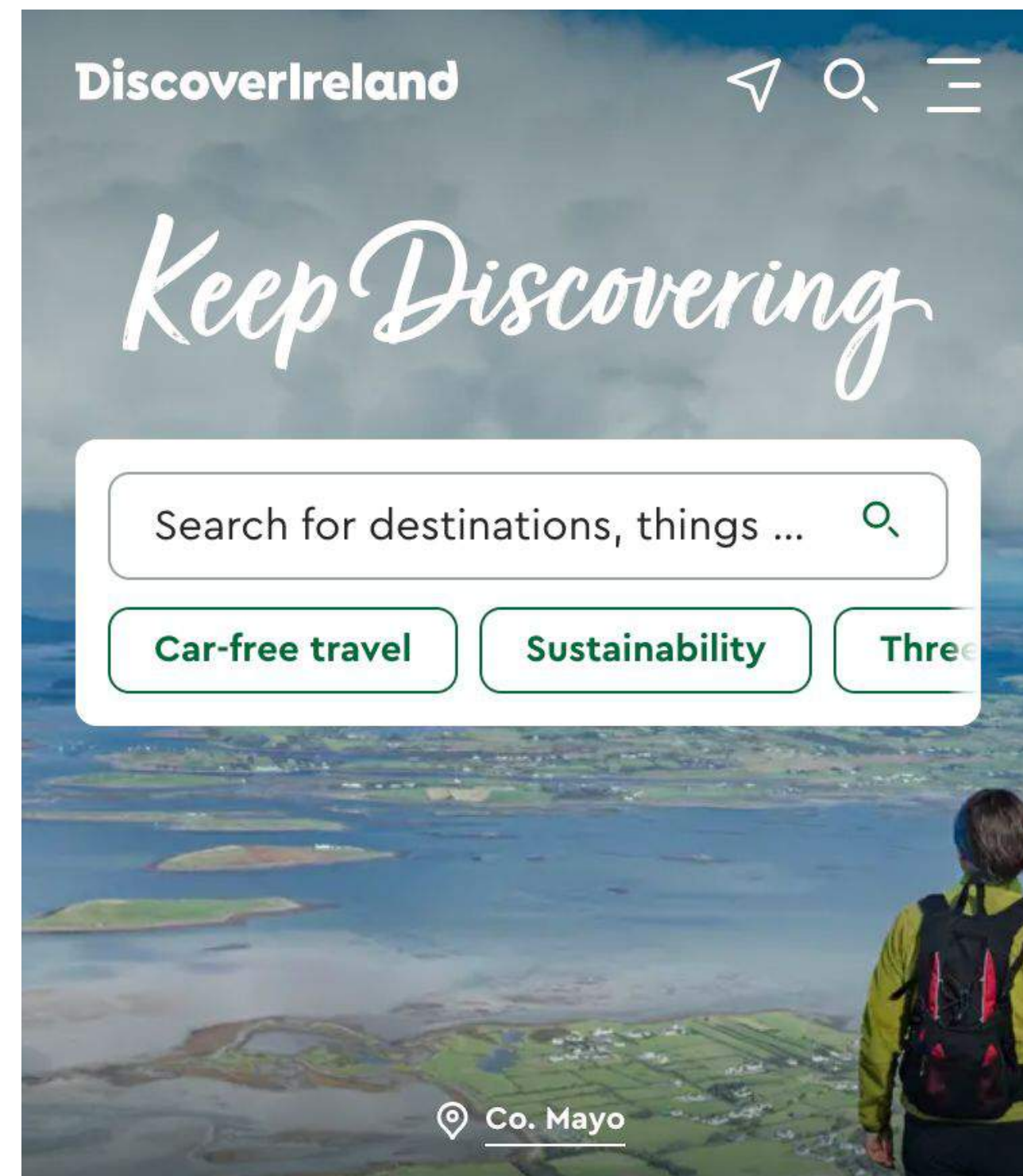
We expect that testing this variant in a variety of colours will increase visibility on desktop and increase search usage across devices

We will measure this with search usage, search navigation usage and referrals

All human

Control

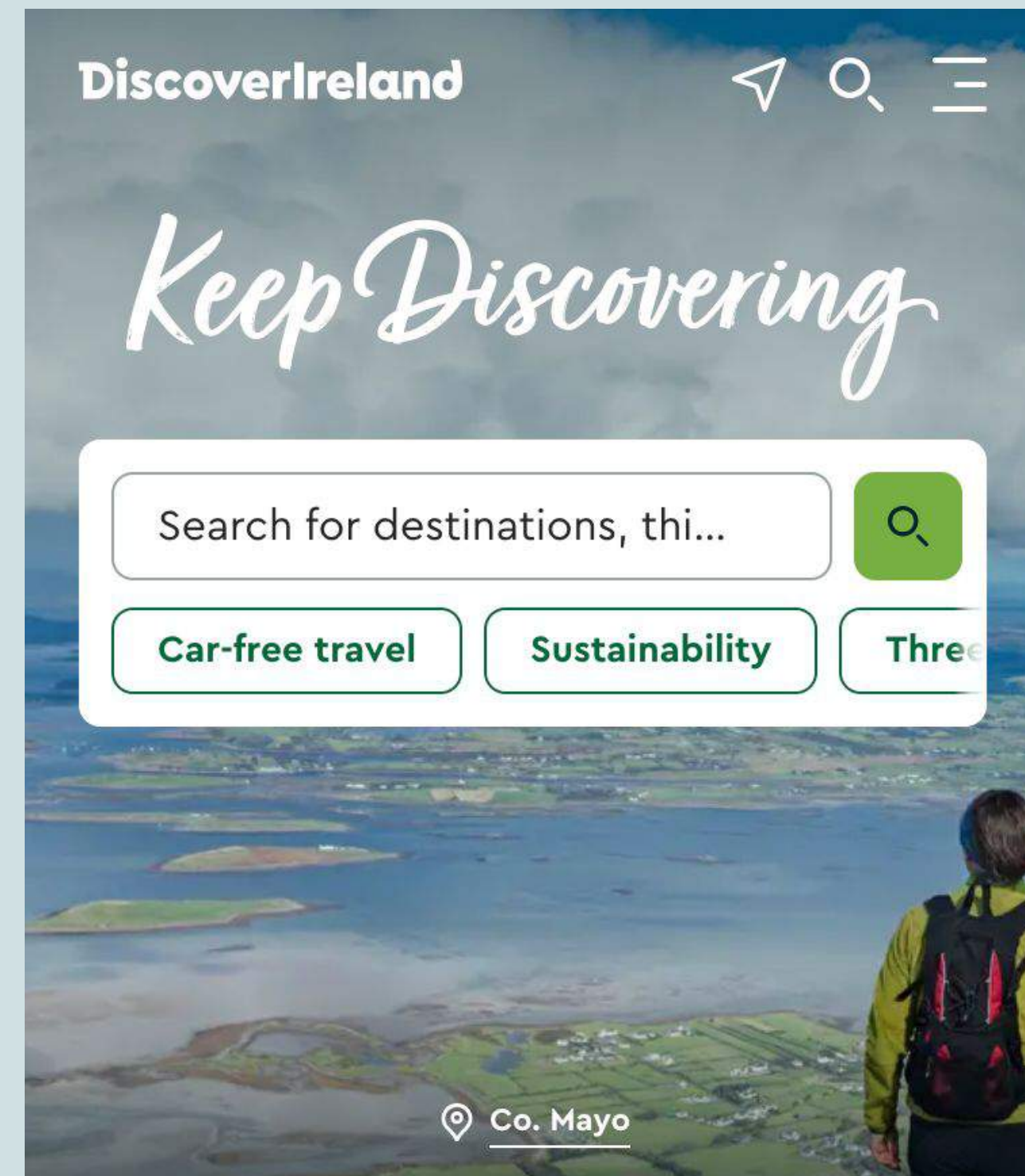
Search icon on a **white background** and positioned **inside** the search box



Variant 1

Winner

Search icon on a **bright-green background** and positioned **outside** the search box



Search
Usage **sitewide**

+13%

Search
navigation usage

+6%

Referrals
from search

+8.5%

Overall CR

+3.1%

Case Study 2:

Irish Life Health Compare Plans Tool

Winning Experiment

Experiment Name:

A/B test defaulting to Level 1 on the homepage
comparison tool

Hypothesis:

Because we saw a higher conversion rate when visitors
selected Level 1 plans

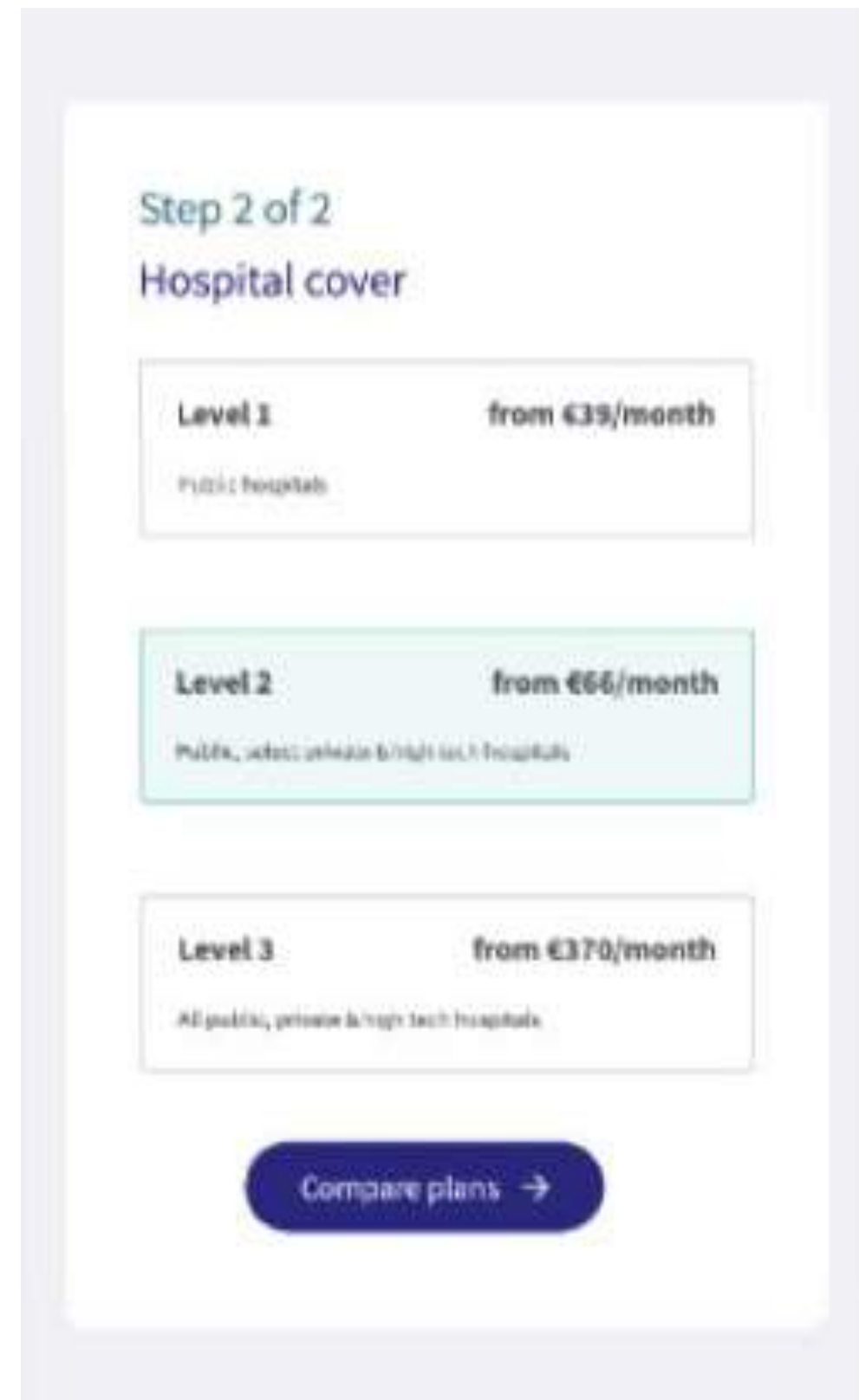
We expect that by defaulting to Level 1 on the homepage tool
we will encourage more Level 1 quotes and transactions.

We will measure this by CTR on the the tool, quotes and
transactions

All human

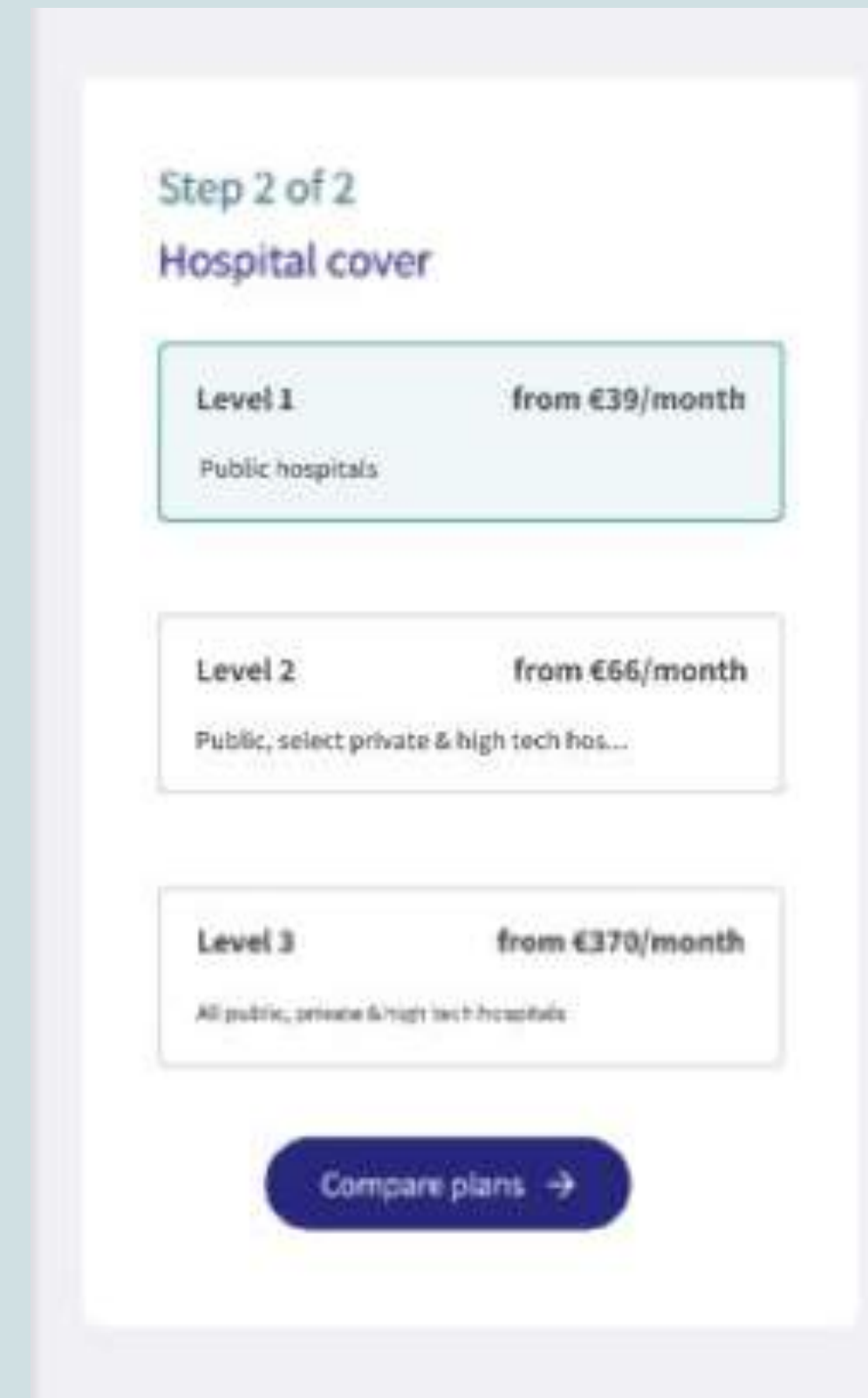
Control

Hospital cover on step 2 of the compare plans tool is **defaulted to Level 2**



Variant

Hospital cover on step 2 of the compare plans tool is **defaulted to Level 1**



Winner

CTR changing
to level 2

+15%

Quotes
generated

+19%

Transactions

+42.6%

Client Case Studies

DiscoverIreland

+18%

conversion rate

+23%

referrals

Visit **Dublin**

+56%

conversion rate

+128%

referrals

Client testimonial

“Our experience working with the Digital Performance team in All human has been extremely positive and insightful. We embarked upon a programme of optimisation as soon as we launched our new websites, with a continuous pipeline of testing, experiments and research, enabling us to continuously improve the experience for our users, leading to better results and improved KPI delivery. The work has challenged our assumptions and ensures that our visitor-first approach is always kept to the forefront of delivery. We work very collaboratively with the team in a partnership approach and overall have found them very responsive and proactive, whilst challenging us in all the right ways.”

Jane Baxter, Digital Marketing Manager, Fáilte Ireland



PLAY SHOWREEL



Irish Life Health
by Great-West Lifeco

+34%

online sales

+26%

conversion rate

+36%

quote to sale rate

Client testimonial

“Irish Life Health has seen significant online growth over the last number of years and this has coincided with our work with All human. Through ongoing collaboration we have made great improvements on our sales journey through data-led A/B tests, a roadmap of continuous development and a conversion-focused strategy.”

Richard Dunne, Digital Marketing Lead, Irish Life Health

Lily O'Brien's

+65%
online conversion rate

+54% online revenue &
+117% online transactions

Expanded into the UK, growing
online revenue by **25%**

Private & confidential

Client testimonial

“All human has worked with Lily O’Brien’s since 2016 on growing revenue via our eCommerce channel. The team has a strong focus on conversion and revenue generation with a customer-centric approach. Their practical, data-driven, ideas for A/B testing and CRO have resulted in extremely positive ongoing year-on-year growth for Lily O’Brien’s via our digital channel.”

Jessica Morris, Web Sales Manager, Lily O’Brien’s

Ah

ROI from CRO calculation

A part of our process at EOY is to calculate return on investment, specifically for the changes we make through CRO, helps our client's to see the **real value** we've created at the end of the year insights presentation.



+235%

ROI for the amount spent on CRO



+232%

ROI for the amount spent on CRO

Awards & Partnerships



Winner European
CRO Agency of the year
2023

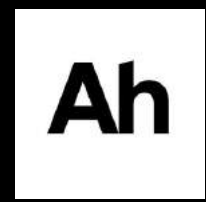


Winner Global
CRO Agency of the year
2023



Finalists:

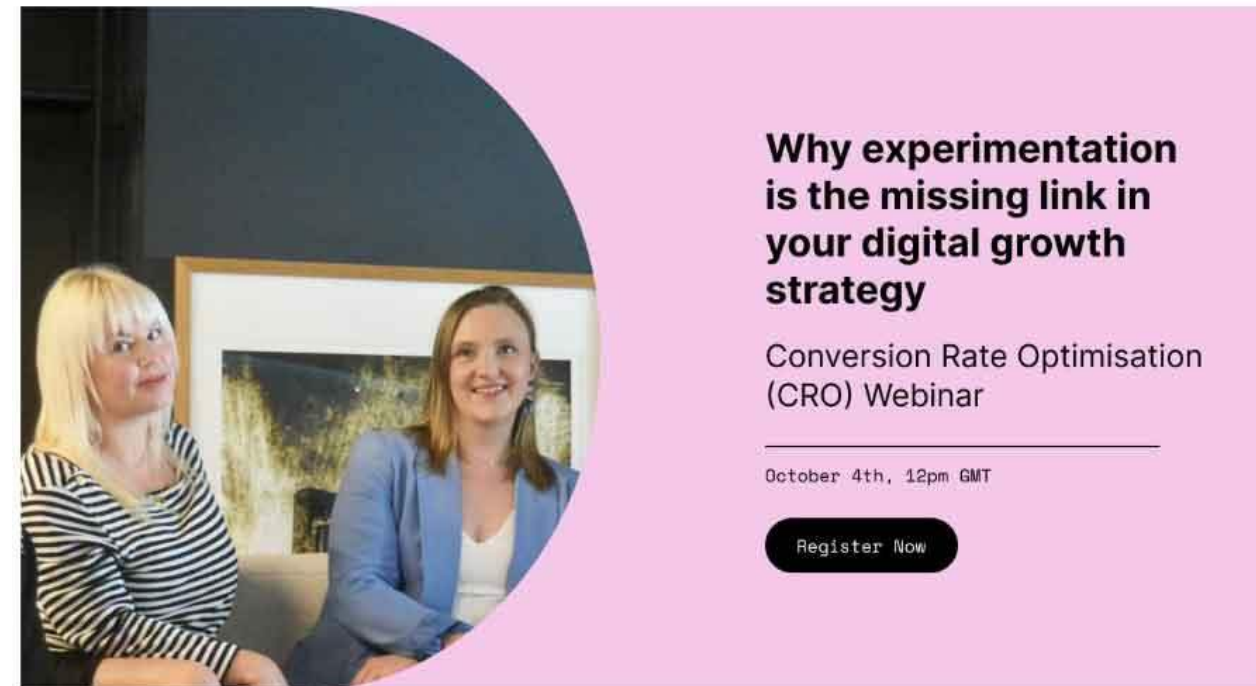
- 2023 Experimentation Elite Awards - Team of the Year
- 2023 Experimentation Elite Awards -Best Experimentation Campaign Travel & Hospitality
- 2023 Experimentation Elite Awards - Best Experimentation Campaign Finance & Insurance
- 2023 Global Digital Excellence Awards (GDEA) - CRO Agency of the Year
- 2022 Engage B2B Awards - Best use of data & customer insight in marketing award
- 2022 Digital Media Awards - Best conversion strategy for Irish Life Health
- 2022 European Agency Awards - CRO Agency of the Year



Thought Leadership

All human

CRO Webinar



In October 2023 we hosted the first in a series of webinars on CRO.

Form our discussion about the strategy of experimentation, attendees got

- An understanding of the importance of learning about your customer's behaviours
- Real-world examples of turning insights into action
- An exploration of why failure is, in fact, the key to success

CRO eBook



We are launching our first eBook later this month. It will provide:

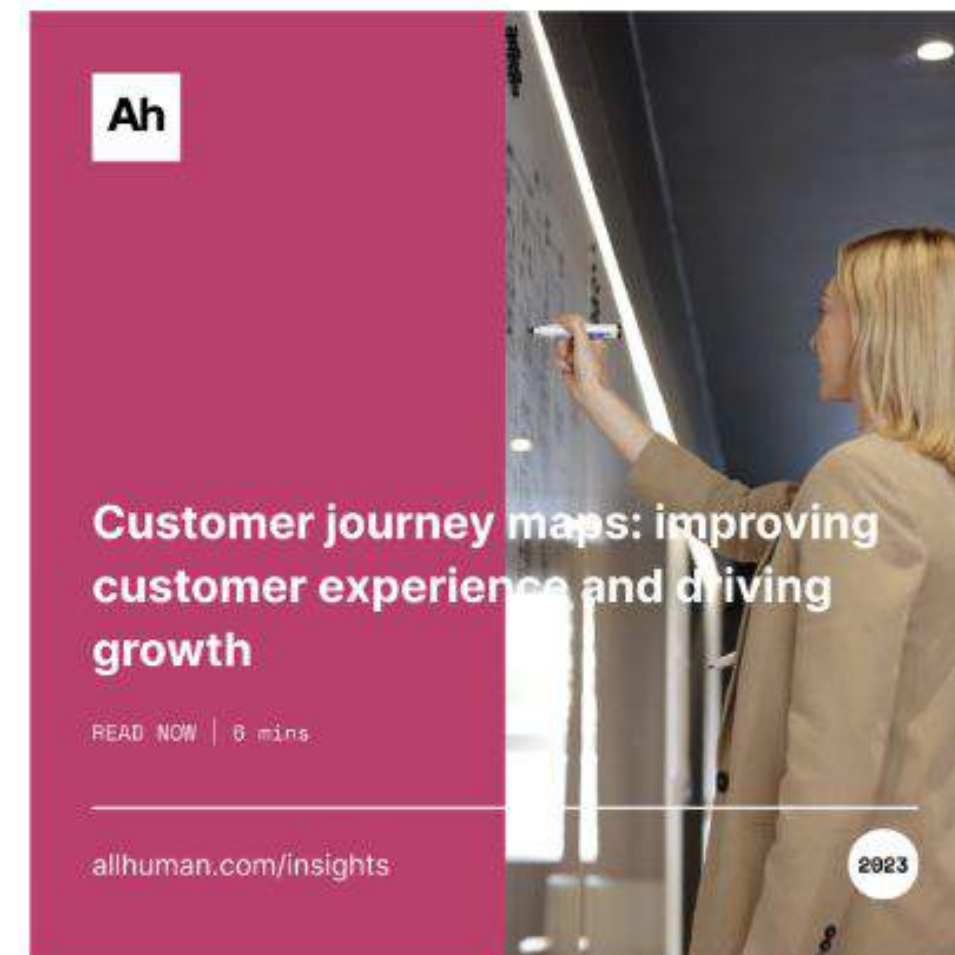
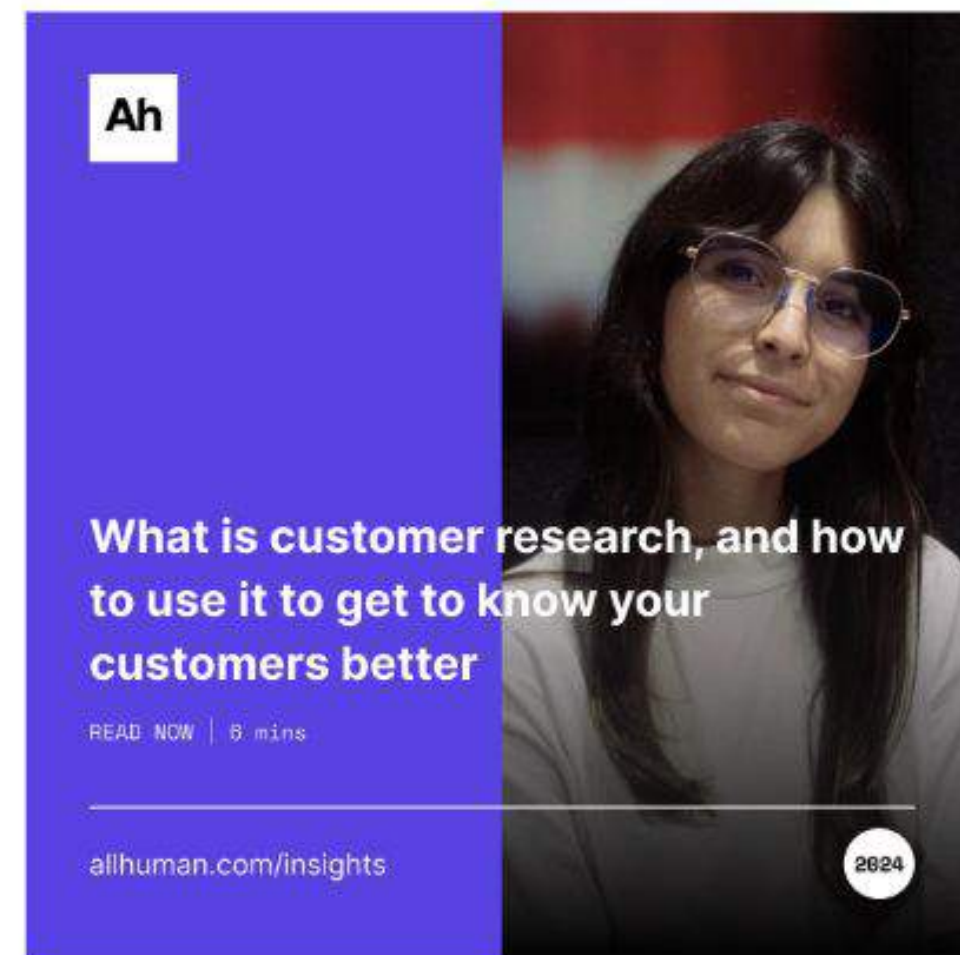
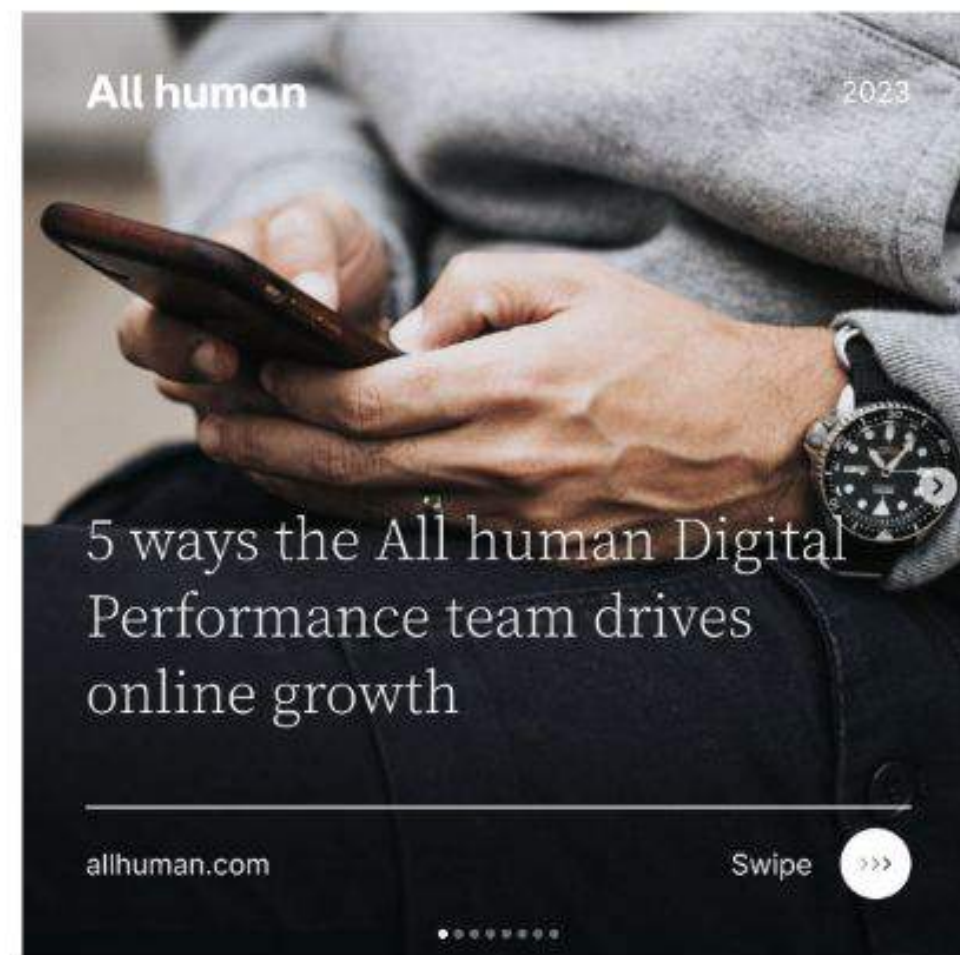
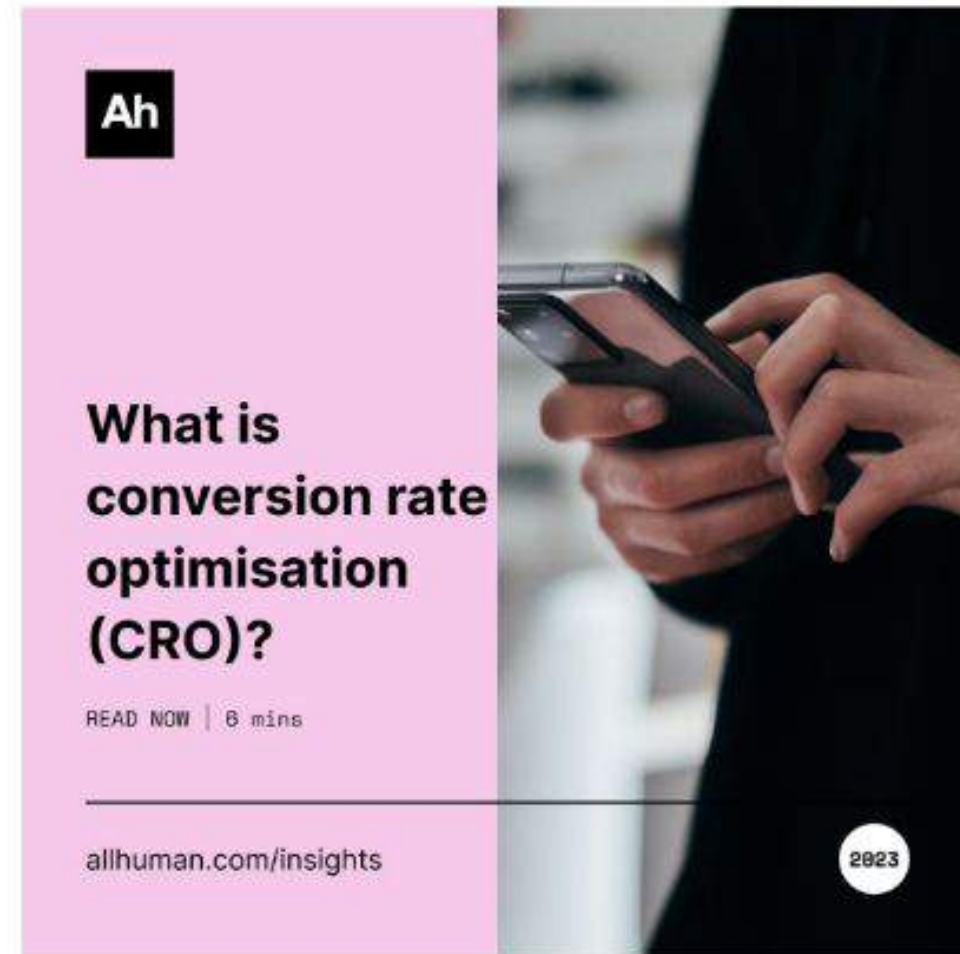
- a very clear and comprehensive guide to CRO, how it works, how to implement it, and
- why it must be part of every brand's business strategy

Testimonial from webinar attendee

"This is the way to run a webinar! Problem solvers Sarah Lachapelle and Zonja St. Clair from All human just ran a lovely webinar about experimentation on your website. The whole experience was a joy."

Shelly Browne, Marketing Manager, Broadlake

CRO Articles



The CRO team is always trying to communicate with new audiences.

Our digital marketing channels provide a unique opportunity to discuss CRO and explain it in simple terms to those who aren't already on board with a programme.

We strive to educate and inform our clients and potential prospects in how our team can help them achieve measurable success with their digital products.

Testimonials from All human

All human

“When we started the Digital Performance team in All human I never could have dreamed of receiving a global award.

We were driven by our shared passion for understanding users through data and research, turning those insights into measurable business value for our clients. We geeked over graphs and got excited at every experiment that won - especially the unsuspecting winners.

Over the years our process, much like CRO itself, has been iterated, refined and grown from strength to strength. With the help of our platform partner Effective Experiments and the sprint methodologies we adopted, we have created an efficient and meticulous way of working with our clients.

Our team has grown exponentially since its inception, a testament to our powerful results, and I couldn't be more proud of the work we are doing for our clients today.”

Sarah Lachapelle, Digital Performance Principal , All human

All human

“As a UX Designer, collaborating with the CRO team has been instrumental in enhancing the user experience and driving impactful results across many of the projects I have worked on.

The CRO team's expertise in A/B testing, heat mapping, and user feedback analysis has empowered us to be able to make informed design decisions, with real time results, without sacrificing project development time. By leveraging their insights, we have been able to refine the user interface, streamline navigation, and create more engaging content, ultimately enhancing the overall user experience.

I am immensely grateful for the invaluable support and collaboration provided by the CRO team. Their expertise, dedication, and collaborative spirit have been instrumental in elevating projects to new heights. ”

Annmarie Judge, Principal Product Designer, All human



All human

“Collaborating with the CRO team has significantly enriched my approach to UI design. By scrutinising and testing previous design decisions through various optimisation experiments, I’ve gained invaluable insights that impact and shape my work on new projects.

The knowledge gained from CRO experiments empowers me to make better and informed decisions and enhances the effectiveness of the user interface I design for various clients.”

André Goncalves, Principal UI Designer, All human

All human

Driving eCommerce growth by creating experiences that people love