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All human

European Agency Awards 2024 - **Digital Agency of the Year**

Business growth

New clients secured in 2023

Energia Group sought a digital partner to win new customers in a competitive retail energy switching market for the ROI whilst continuing to transform its digital real estate and streamline experiences and services across web and native products.

Our scope is to build high-performance commercial channels through unified design, increased channel conversion and self-service, whilst continuing to build innovation through active research, data analysis and ideation.



“All human is key to the launch of Energia in ROI, and we are delighted to have them as our web partners.”

- Geoff Codd, ROI Residential Business & Marketing Director at Energia

New clients secured in 2023

We will work with Unio to redesign the UX and help it expand market reach.



We are supporting BNP Paribas with its UX and UI design.



Industry recognition



Vega Awards: Discover Ireland won for Best Website & Mobile Site for Travel/Tourism



All human won Digital Strategy Partner of the Year at the 2023 Tech Excellence Awards



All human won Global CRO agency of the Year at the 2023 Global Agency Awards



All human won UX Agency of the Year at the 2023 UK Agency Awards



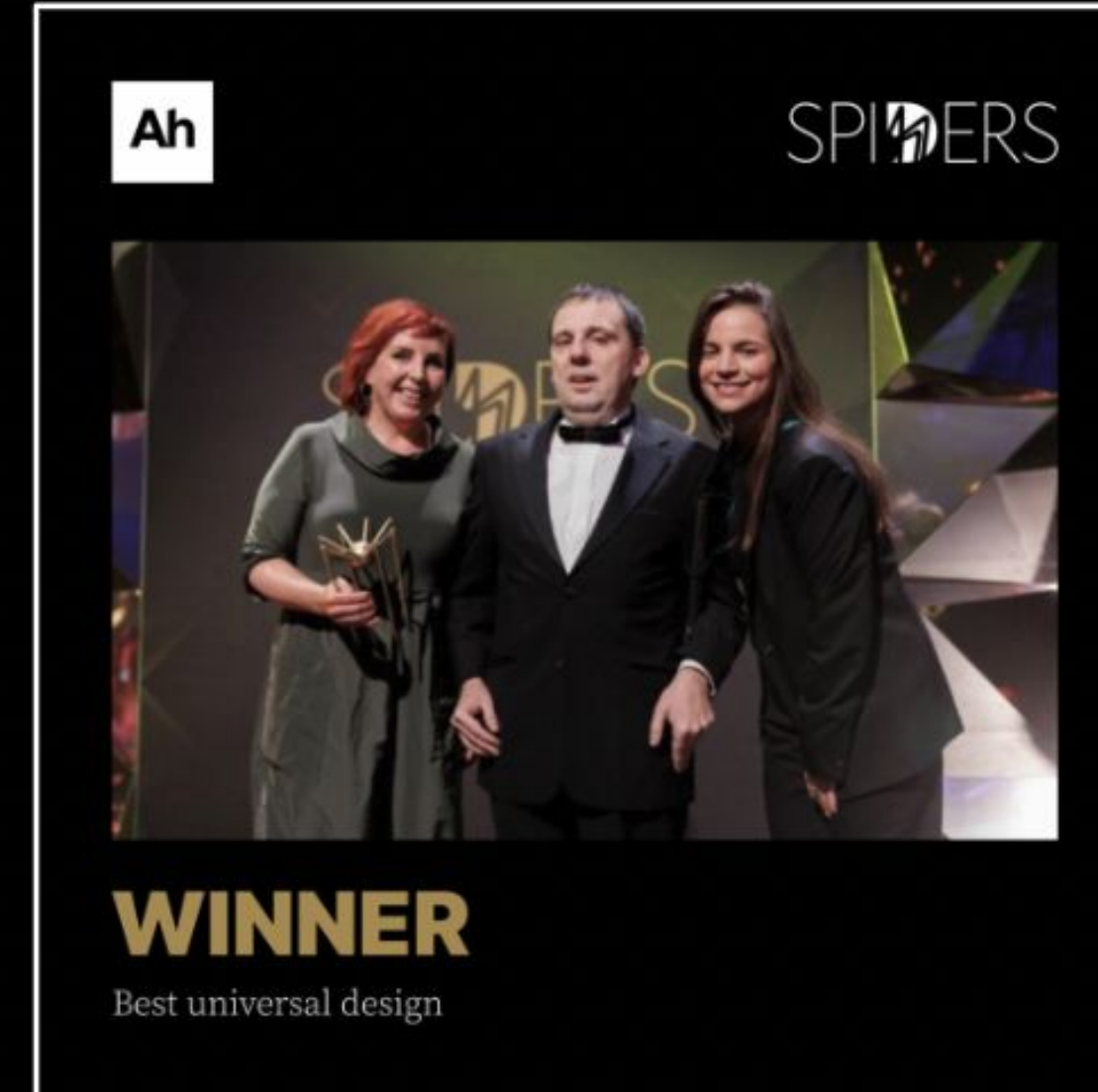
All human won CRO Agency of the Year and UX Agency of the Year at the 2023 European Agency Awards



All human, An Post and Tapadoo won Best App at the 2023 Spiders



All human and An Post
won Design & UX Team at
the 2023 Spiders



All human won Best in
Universal Design at the
2023 Spiders - for
visitdublin.com

Provocative thought leadership

We surveyed 2,500+ people across Ireland and the UK to gather shopper feedback on the delivery experience - looking at how it influences the buying decision, home delivery preferences and what happens when you need to return something.

The results and our expert analysis and insight we published in the All human Digital Pulse 2024: The last mile: the role of digital innovation in reshaping the delivery experience.

Retailers and delivery companies have a huge opportunity to win the doorstep if they use AI and other technologies to connect with their customers. Our in-depth report explains how and includes recommendations that retailers and delivery companies can use to get ahead of the competition.



Webinars

To help prepare for the implications of the new legislation, Adela Buliman IA Labs and Zonja St Clair, All human, hosted a webinar: Time is running out: How to ensure your digital assets comply with the new EU Accessibility Act.

Packed with information and real-world examples, registrants got

- ✓ Insights into why accessibility online matters
- ✓ An overview of the EU Accessibility Act 2025 and how it impacts organisations
- ✓ Recommendations and expert advice about the solutions available
- ✓ Actions to implement and ensure compliance with the new regulation.



Time is running out: How to ensure your digital assets comply with the new EU Accessibility Act

Thursday, March 7th, 12:30pm (GMT)

allhuman.com



Zonja St Clair

Sr CRO Specialist, All human

Adela Buliman

QA and Customer Success Manager, Inclusion and Accessibility Labs

ialabs.ie

Webinars

Having completed surveys of over 2,500 people across Ireland and the UK, we have a deep understanding of current delivery experiences and where they fall short of customer expectations. This webinar explores these gaps and proposes how to solve them using innovative technologies such as artificial intelligence.

Here is what registrants got from the session:

- ✓ Data and our expert analysis of current consumer sentiment around the online shopping delivery experience
- ✓ Examples of how to use AI to personalise your customer's delivery experiences
- ✓ How you can use digital solutions to drive customer retention and loyalty

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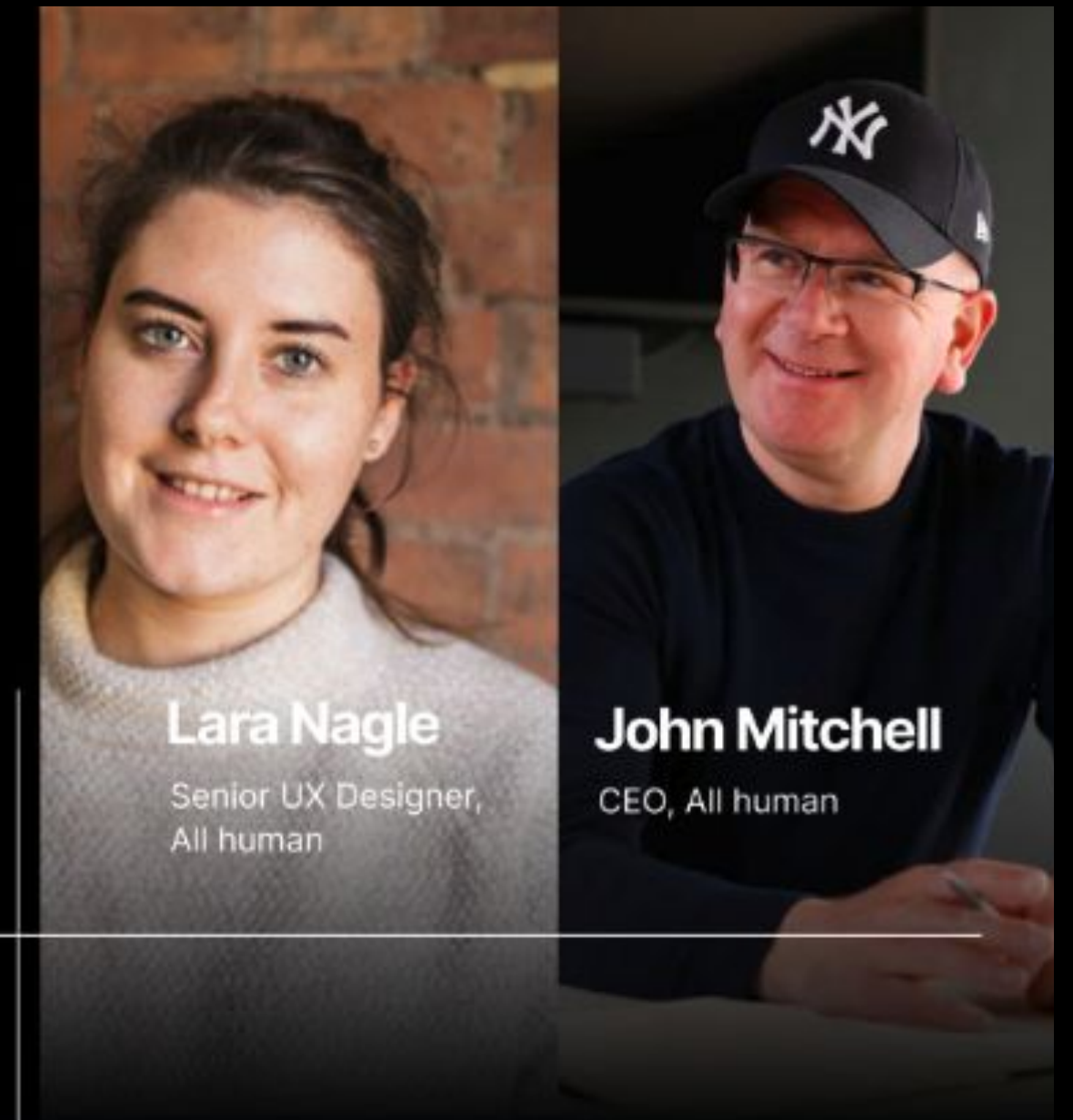
1 week to go

Think outside the box: reshape your delivery experience in 2024 through digital innovation

Thursday, November 23rd, 12pm GMT

Register Now

allhuman.com



Lara Nagle

Senior UX Designer,
All human

John Mitchell

CEO, All human

Webinars

Increasing conversions means getting to know how your customers behave online. The way to do this is through experimentation, running tests and seeing what changes produce the desired outcomes.

Here is what registrants got from the session:

- ✓ An understanding of the importance of learning about your customer's behaviours
- ✓ Several real-world examples of how All human has turned insights into action
- ✓ Proof that failure is, in fact, the key to success



CRO team

As part of All human's commitment to increasing digital performance, we have a dedicated conversion rate optimisation (CRO) team.

The team is a dedicated cross-functional team of 10 CRO specialists, UX researchers, data analysts, and developers who align user needs with business objectives producing measurable impact.

All human | Fáilte Ireland

The CRO Team



Sarah Lachapelle
Principal UX CRO
Specialist



Zonja St. Clair
Senior UX CRO Specialist



Jordan Swope
UX & CRO Specialist



John O'Dowd
Lead Web Analyst



Lynda Rice
Head of Analytics



Cian McGovern
Web Analyst



Arek Kilmar
CRO Frontend Developer



Ankita Bag
Frontend Developer



Louise Ryan
Principal Performance
Manager

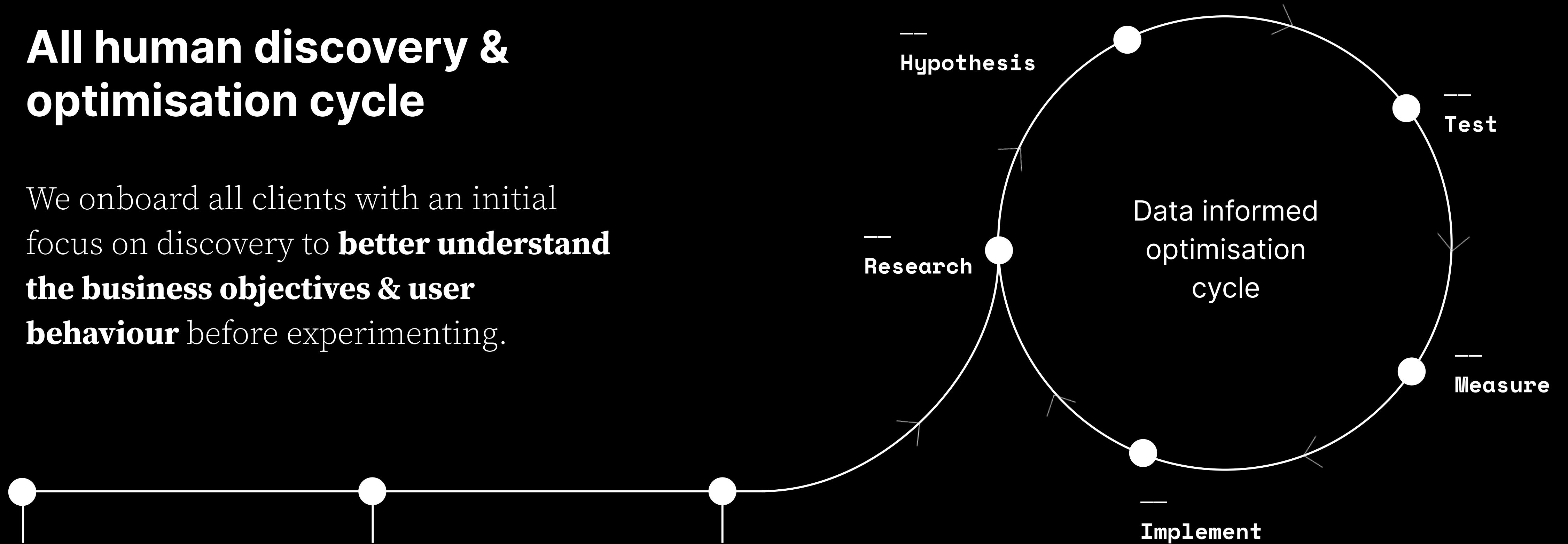


Antoinette Harley
Senior UX
Researcher

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

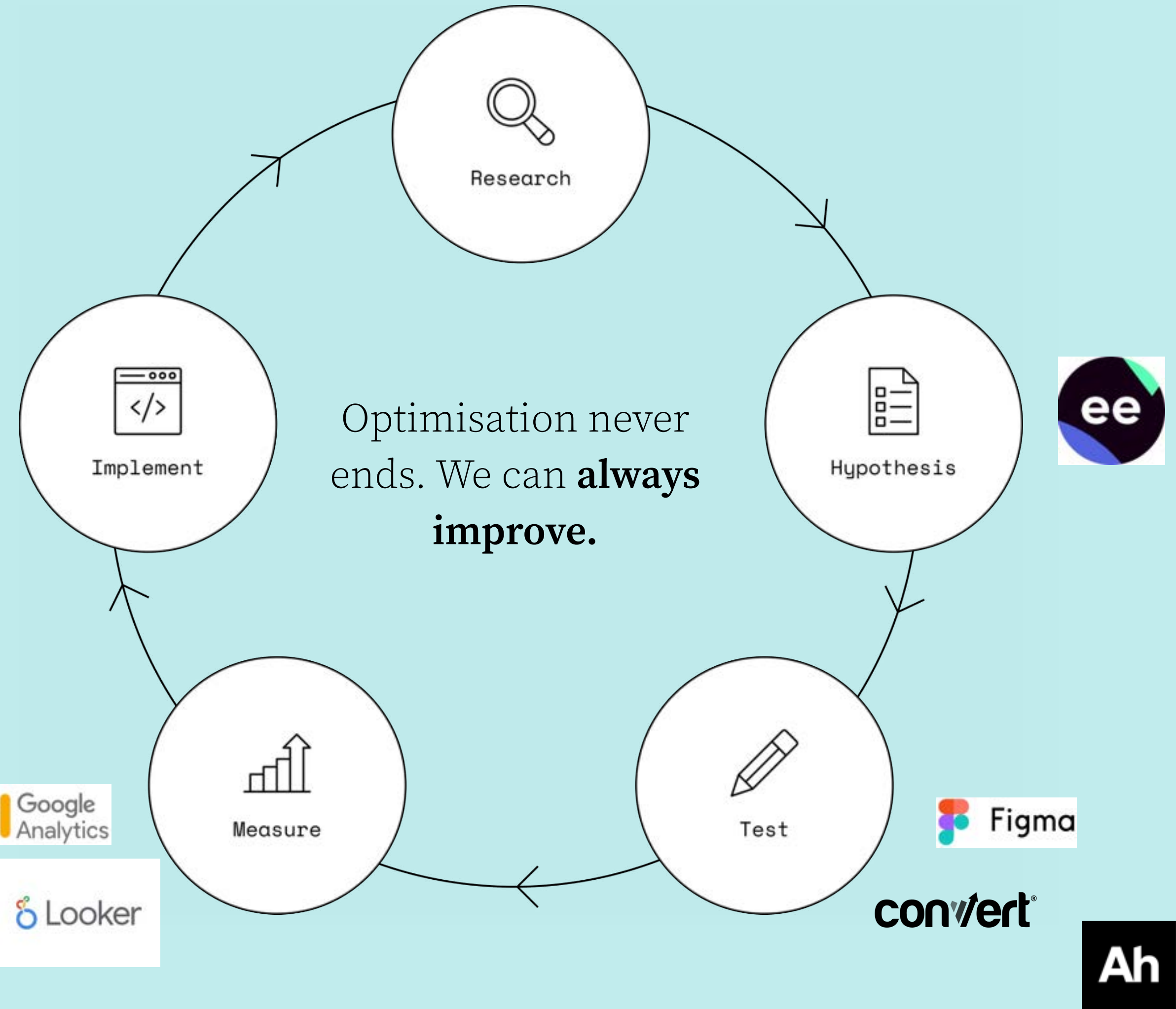
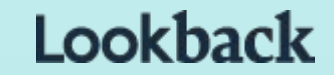
Our research generates assumptions that we test against a measurable set of metrics. We use an objective prioritisation model to order experiment ideas based on what will positively impact the KPIs most.

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.





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

Partnerships

Partnerships



Digital
Business
Ireland

Partnership

All human



Kentico
Gold Partner

Partnership

All human



vially

Partnership

All human

"We're delighted to announce this strategic **partnership** with All human. Their expertise and **innovative thinking** will be a huge asset to our members at a time when success in business can come down to very small margins."

Caroline Dunlea
CHAIRPERSON OF DIGITAL BUSINESS IRELAND



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Kentico
Gold Partner

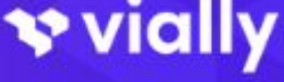
"Kentico is recognised in the 2023 Gartner® Magic Quadrant™ for Digital Experience Platforms. Being a Kentico Gold Partner demonstrates All human's commitment to digital excellence. It's a great achievement for everyone."



- Alan Murphy, CTO, All human




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"It's time everyone prioritised digital accessibility to ensure all digital products and services are inclusive. We are delighted to partner with All human, a digital agency that shares our passion and commitment to creating digital experiences everyone can love."



- Andrew Power, Head of Growth, Vially

All human

Creating digital experiences that people love.