



### European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) along with any supporting files.

Please note all documents must be under 2MB.

- You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
- If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
- Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
- Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
- If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
- **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
- All entries should relate to work carried out between **March 2023 - July 2024**
- Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
- All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C's can be found here: <https://europeanagencyawards.com/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>
- Payment for all entries must be made at the time of submission.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Please read the [Terms & Conditions](#) before submitting your entry.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	All human
<b>Contact Name</b>	Ursula Dempsey

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

**SECTION B – SELECT YOUR CATEGORY**

Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>		Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E

<b>26. eCommerce Agency of the Year</b>		Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>	X	Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		Please complete section E

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**SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS**

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

**Name of Nominee - Agency / Team / Rising Agency Star**

Please keep this concise as it will appear on the website if you are shortlisted.

All human

**Date of Birth** (Rising Agency Star nominees only)

***Please note that nominee must be under 30 on October 19, 2023***

**Contact email address of nominee** (Rising Agency Star nominees only)

**Contact phone number of nominee** (Rising Agency Star nominees only)

**Overview of the Agency / Team / Rising Agency Star nominee**

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

For over 20 years, [All human](#), Ireland's largest independent digital agency, has been working with major household brands such as [Fáilte Ireland](#), [Lily O'Briens](#), [AXA](#), [Irish Rail](#), [Bord Bia](#), [Irish Life](#) and [An Post](#) creating experiences that people love. Our unique focus on user behaviour and commitment to the customer experience underpins every project. Our team of dedicated researchers, designers, developers, and conversion rate optimisation (CRO) professionals means we provide a full end-to-end service providing brands with the strategy and solutions required to compete and win online.

One of our key objectives is to drive digital performance. To deliver on this goal we established a Digital Performance team that is dedicated to providing a uniquely science-based offering. This dedicated cross-functional team of ten consists of UX and CRO experts, data analysts, and developers who align user needs with business objectives producing measurable impact with conversion rate optimisation strategies.

The Digital Performance team consists of

- Louise Ryan - Principal Performance Manager
- Sarah Lachapelle - Principal User Experience & CRO Designer
- Zonja St.Clair - Senior User Experience & CRO Specialist
- Antionette Harley - Senior UX Researcher
- Jordan Swope - User Experience & CRO Specialist
- Lynda Rice - Head of Analytics
- John O'Dowd - Lead Web Analyst
- Cian McGovern - Web Analyst

- Arek Kilmar- Front End Developer
- Ankita Bag - Front End Developer

In 2023, the team earned industry recognition, winning **Global CRO Agency of the Year** and **European CRO Agency of the Year**.

All human are certified **Google Marketing Platform** partners (one of only 2 agencies in Ireland with this partnership across the Google suite of tools. We are also certified **Convert Experiences** Agency partners, the only agency in Ireland to with this certification.

### **Agency / Team / Rising Agency Star objectives (1-10 points)**

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

Our goal is to drive conversions. To set targets, we run a KPI workshop with the client each year.

#### **Fáilte Ireland**

Discoverireland.ie and VisitDublin.com are operated by Fáilte Ireland. They are comprehensive consumer websites for Irish tourism that showcase destinations, attractions, events, restaurants, pubs, and accommodations.

The main KPI for these sites is **referrals** - clicks to industry partner websites.

Targets for **DiscoverIreland.ie** set in 2023:

- Increase referrals 18% (from 301,077 to 356,024)
- Increase referral CR 7.5% (from 13% to 13.97%)

Targets for **VisitDublin.com** set in 2023:

- Increase referrals 49% (from 235,491 to 350,679)
- Increase referral CR 5% (from 16.8% to 17.66%)

#### **Irish Life Health (ILH)**

Irish Life Health is a leading provider of health insurance in Ireland. Our goal was to provide best-in-class UX for creating awareness and purchasing online. The main KPIs for ILH are to generate quotes and turn these quotes into sales:

The targets set in 2023:

- Increase quote-to-sale rate 22%
- Increase online sales 18.5%
- Increase CR 16%

### **Recent work example(s) (1-10 points)**

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

#### **Discover Ireland**

We focused on improving the search to enhance referral CR in 2023.

Visitors who engaged with the search had a higher CR of 15.66%, compared to non-searching visitors at 11.61%.

The problem was only 23% of homepage visitors were using the search function.

We conducted 14 experiments, including placing the search icon outside the search box on a green background, which led to +10% mobile search usage but -5.9% on desktop.

We hypothesised that the colour behind the icon wasn't as visible on desktop compared to mobile.

So, we planned a follow-up experiment on both devices, exploring new colour options.

The winning variant resulted in the following:

- +13% search usage
- +3.1% referral CR
- +8.5% referrals from search

The overall impact from CRO 2023 YoY was:

- +23% referrals
- +18% referral CR

### **Irish Life Health**

Our CRO strategy for 2023 focussed on engagement with the homepage compare plans tool, which feeds into the sales funnel.

We uncovered these insights:

- Level 2 was the most clicked hospital cover option despite it being the default
- 85.2% of these clicks were from users selecting Level 1 and re-selecting Level 2
- CTR to get quote on Level 1 plans was lower than Level 2, but transactions were higher, resulting in a higher CR for Level 1 plans

We launched an experiment to default the hospital cover to Level 1 to increase quotes, transactions and revenue.

Variant 1 was the winner with:

- +19% quotes
- +42.6% transactions

There was a business concern that defaulting to Level 1 would decrease revenue, so we reviewed the purchases in detail. Despite the new default being Level 1, we saw an **increase in sales of Level 2 plans:**

- -5% Level 1 plans purchased (88.5% v.s 84%)
- +39% Level 2 plans purchased (11.5% v.s 16%)

This is one example of the creative thinking we use in our CRO programme.

The overall impact from CRO 2023 YoY was:

- +36% quote to sale rate
- +34% online sales
- +26% CR

### **Details of any recent achievements (1-10 points)**

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

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We take pride in our prioritisation model, which empowers clients to make data-driven decisions and sets us apart from our industry peers.

We're one of only two agencies in Ireland to be accredited with Google Marketing Platform Partnership and the only agency in Ireland to be Convert Certified Agency Partners.

Our team is a thought leader in its field, constantly creating content to help potential clients understand the importance of CRO.

We hosted our first in a series of webinars in 2023, in which we show you ***“Why experimentation is the missing link in your digital growth strategy.”*** covering:

- Learn about the importance of understanding your customer's behaviour
- Have real-world examples of turning insights into action
- Know why failure is, in fact, the key to success

We just launched our first CRO eBook **“The complete guide to conversion rate optimisation (CRO)”** It provides:

- 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

### **Details of any challenges faced and how these were overcome (1-10 points)**

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

#### **Operational challenge**

Operating in a multi-agency framework, working alongside separate product teams is a key challenge we've had to overcome. How can we maintain efficiencies and smoother ways of working whilst dealing with so many diverse stakeholders?

#### **Solution:**

We implemented agile processes, consistent approvals, and regular alignment sessions with stakeholders, which were critical in maximizing value.

#### **Tactical challenges**

We regularly encounter the following challenges regarding experiments with certain technical factors limiting our scope.

- Experimenting on single-page applications & requiring server-side experimentation
- Requiring server-side experimentation
- Working within defined design systems
- Working with 3rd party vendors on areas of the site e.g: payment gateways

#### **Solution:**

- We implemented agile processes, consistent approvals, and regular alignment sessions with stakeholders, which was critical in maximizing value.
- We collaborated closely with engineering teams to overcome technical challenges and ensured technical blockers were considered in our prioritisation model.
- We also used [Effective Experiments](#) to ensure research-driven, objectively prioritised experiments with strict process alignment and documented learnings are shared.

**Why should your Agency / Team / Rising Agency Star win? (1-10 points)**

Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?

CRO is about increasing conversions. We are committed to making this happen and producing results for our clients. We believe experimentation is the key to this, but only if it is done in a meaningful and strategic way. We developed a unique prioritisation model that we customise for each client based on their business KPIs. This has enabled us to ramp up our experiment velocity and success rate and is, therefore, invaluable in optimising conversion rates and business goals.

Due to this prioritisation model, our experiment success rate is 47%, which is significantly higher than the industry average.

But it doesn't end there. We've streamlined our handover with the Ah BAU team to deploy insights from these successful experiments. This means we can be efficient and ensure continuous optimisation.

We are always looking to do more which is why our ongoing investment in our team with learning, development, and recruitment helps us to broaden our offering.

**URLs**

[Irish Life Health](#)  
[Discover Ireland](#)  
[Visit Dublin](#)

Experimentation showreel for Failte Ireland: <https://youtu.be/ntnlOqnr0-8>  
[allhuman.com/digital-performance](http://allhuman.com/digital-performance)  
[allhuman.com/insights](http://allhuman.com/insights)

**Please detail any supporting documents you are including as part of your submission**

Optional – please upload to online entry portal when submitting this entry form

**See attached.**