

All human

The complete guide to conversion rate optimisation (CRO)

How to turn more online visitors into customers



Introduction

How much are you spending on digital ads? In 2024, the global digital advertising market will be valued at over 6 billion euros¹, suggesting that brands are spending quite a lot. Do the results equal the investment? That will depend on the brand, the industry and numerous other factors, but in our experience, rarely.

All too often, the emphasis is misplaced, and the entire focus is on getting visitors to your site. However, what they do once there is really what is important and turns the dial.

Accomplishing this, though, is more complex than most people at first imagine. And for those responsible for making it happen, it comes with immense pressure. Everyone is working towards targets and KPIs and will have to answer questions if these are missed.

Fortunately, there is a solution. And not one that relies on people making assumptions about why people are not converting but one that takes data from your site and combines it with user feedback to identify and propose solutions. **Conversion rate optimisation(CRO) works off an understanding of consumer online behaviour, learning about customer needs, pain points, and frustrations to find out what's working and what's not working** and then taking these insights and turning them into actionable insights.

However, despite its obvious value and role in driving digital performance, CRO is often overlooked and misunderstood. This ebook aims to address these problems by providing 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.

Together, **we have almost 40 years of experience**; we know CRO and want to share our expertise and our passion for increasing conversions with you.

The All human CRO team

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Section 1

What is conversion rate optimisation (CRO)?

Before we look at how CRO drives conversions, we will first establish what we mean by CRO.

CRO is a process that aims to maximise conversions on a digital product. Using a combination of analytics, user research, and a “**test and learn**” approach, CRO increases the likelihood that people transition from visitors to customers.

In short, CRO involves listening to your customers, observing their behaviour, and then building a programme of experimentation to generate substantial growth for your website or app over time.



CRO is a process that aims to **maximise conversions** on a digital product.



Is CRO only about driving sales?

No.

Typically, when people think of conversions, they think only about sales. While this may be the primary (macro) conversion for an eCommerce website, there are also many other smaller (micro) conversions to consider.

Micro conversions for an eCommerce site include:

 **time spent by a visitor on product pages**

 **any products added to the basket**

 **the number of newsletter sign-ups**

 **increases to the average order value of sales**

 **the number of returning customers**

For lead generation websites, the main conversion is generally to get customer leads, but the micro conversions could be to:

 **increase engagement with content or blogs**

 **download a trial**

 **increase newsletter sign-ups**

 **fill in a form**

 **visit a particular page or website**

Section 2

Why is CRO important?

Forrester has forecast that the combined online retail sales in Europe-5 countries will increase to €553 billion in 2027 at a five-year CAGR of 9.3%².

The commercial opportunities presented online are immense; therefore, for brands to succeed they must ensure that their site or app is optimised to drive conversions. You will also need to ensure that they are capturing every person who comes to your site/app and making sure they complete a desired action.

A well-executed CRO strategy is fundamental to improving digital performance and increasing revenue.



By 2024, **21.2%** of total retail sales will happen online³.

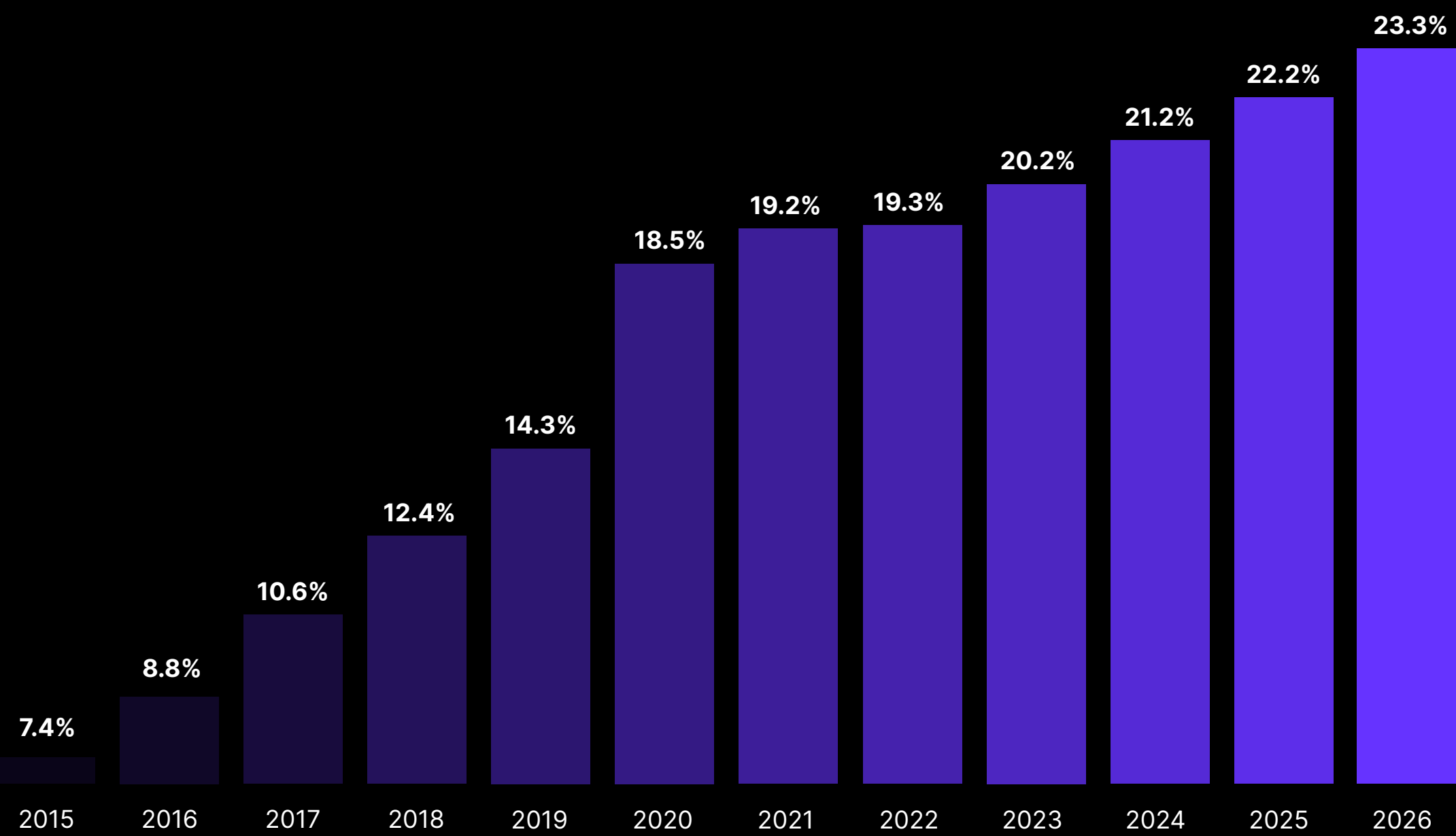


“At the core of CRO is user research. It’s building a deeper understanding of your customer and building on that knowledge, what their frustrations and fears are, and then helping to alleviate those pain points so that you can improve their experience online and consequently improve your sales and performance online.”

— Sarah Lachapelle, Digital Performance Principal, All human

Section 3

CRO turns visitors into customers



Retail Ecommerce Share of Total Retail Sales Worldwide, 2015-2026⁹

How are people navigating to your site or app?

CRO turns visitors into customers by identifying and addressing the barriers that prevent them from taking the desired action.

And it does this by first looking at how people arrive at your site/app.

Currently, 26.5 million eCommerce sites are operating worldwide⁴, and the number increases daily. For many online services, investing in digital marketing and pay-per-click (PPC)⁵ to drive traffic is often the default. However, consumers are overwhelmed by the sheer number of ads and pop-ups that appear while browsing. By some estimates⁶, we are exposed to between 4,000 and 10,000 ads in a single day. In 2022, Google's ad revenue amounted to a sizeable sum of 224.47 billion U.S. dollars⁷. That's a lot of ads! While PPC is crucial to any brand's digital marketing strategy, it can get expensive. Brands need to be careful or can spend a lot on traffic acquisition but get minimal actual business sales in return. While getting people to your site/app is essential, what they do once there is more important.

Another tactic aligned to paid advertising is to ensure every part of your digital presence is framed to assure search engine optimisation (SEO)⁸, a process whereby you make your site better for search engines organically. It's about ensuring that the words people use in their search are part of your site copy. SEO is an essential part of any digital strategy as it allows sites to be indexed by search 'naturally', thus potentially reducing the cost of paid search.

So, assuming your paid advertising is appropriately 'tuned' and your website is fully optimised for search, what happens once consumers arrive at your site, and what can you do to ensure they engage?



Moving from awareness to intent

What influences a consumer to progress from awareness and interest to purchase?

With CRO, the first task is to determine the intent of your visitors based on how they navigate to your site, if they are a new or returning customer, and what they want to do once there.

How does it accomplish this?

CRO works on the basis that through observation, study, and analysis, you can better understand how people behave online, specifically on your site. Then, it takes these insights and applies them to make tweaks and incremental changes to encourage greater engagement and, ultimately, sales.

To minimise potential negative fallout from any change, CRO relies on experimentation and a controlled environment whereby you can carry out tests. These experiments can involve anything from moving a button, changing the copy or changing the structure of a page layout. Using the data findings and insights, CRO experts then create experiments to try to direct user behaviour into increasing purchases.

Who moved the cornflakes?

CRO at the local supermarket

An easy way to understand the broader implications of CRO is by looking at how it works in a real-world context. For example, imagine your local supermarket did a shop refit, moved the products from their original aisles, and put up new signage to help people find products.

After the refit, they saw a massive drop in sales for many of their products. Management assumes this is because the products' locations have changed and requests that the products be moved back to their original places so that sales will return to normal.

However, one of the managers wants to look into the data before making such a drastic decision after all the hard work to upgrade the store.

She looks at the customers' data and can see from their customer profiles that there is an even higher number of new customers than existing customers purchasing in the store since it reopened (quantitative data). This indicates that moving the products might not have caused sales to drop, as new customers did not know the previous layout. More investigation is needed.

They survey customers leaving the shop to find what they were looking for today and if they had trouble finding the products (qualitative data).

From talking to new and existing customers, they discover that the fonts they have used on the new signage are hard to read. Consequently, customers are not finding the products in their new locations.

Without looking into the data, qualitative and quantitative, management moving the products back to their original places would not have solved the problem. Instead, thanks to the savvy manager who used data and customer research to figure out the real issue behind the dip in sales, the shop can correctly address and resolve the problem. They get new signage, and once again, they see the sales rise back to normal, and everyone breathes a sigh of relief.



CRO for your online product



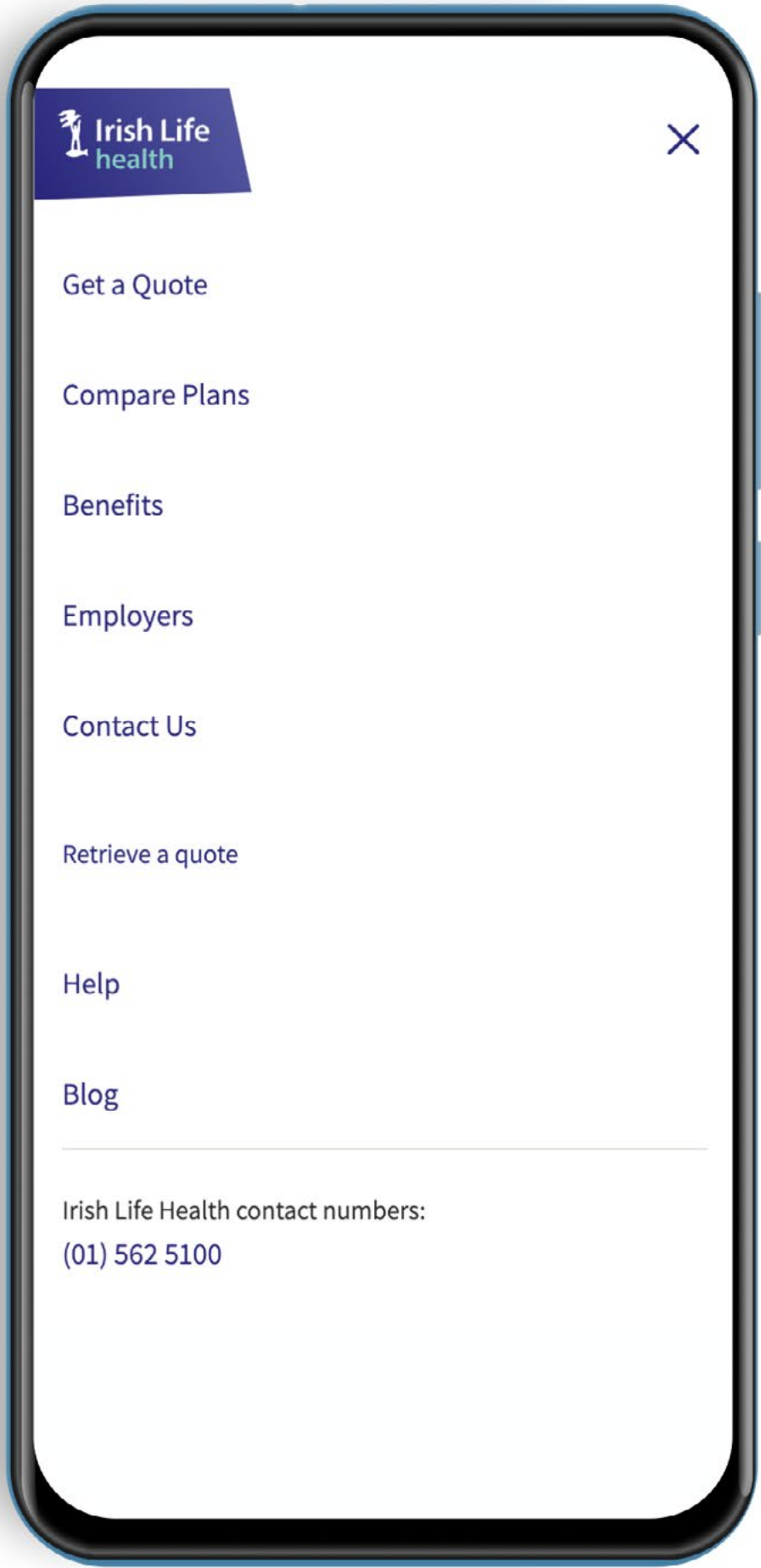
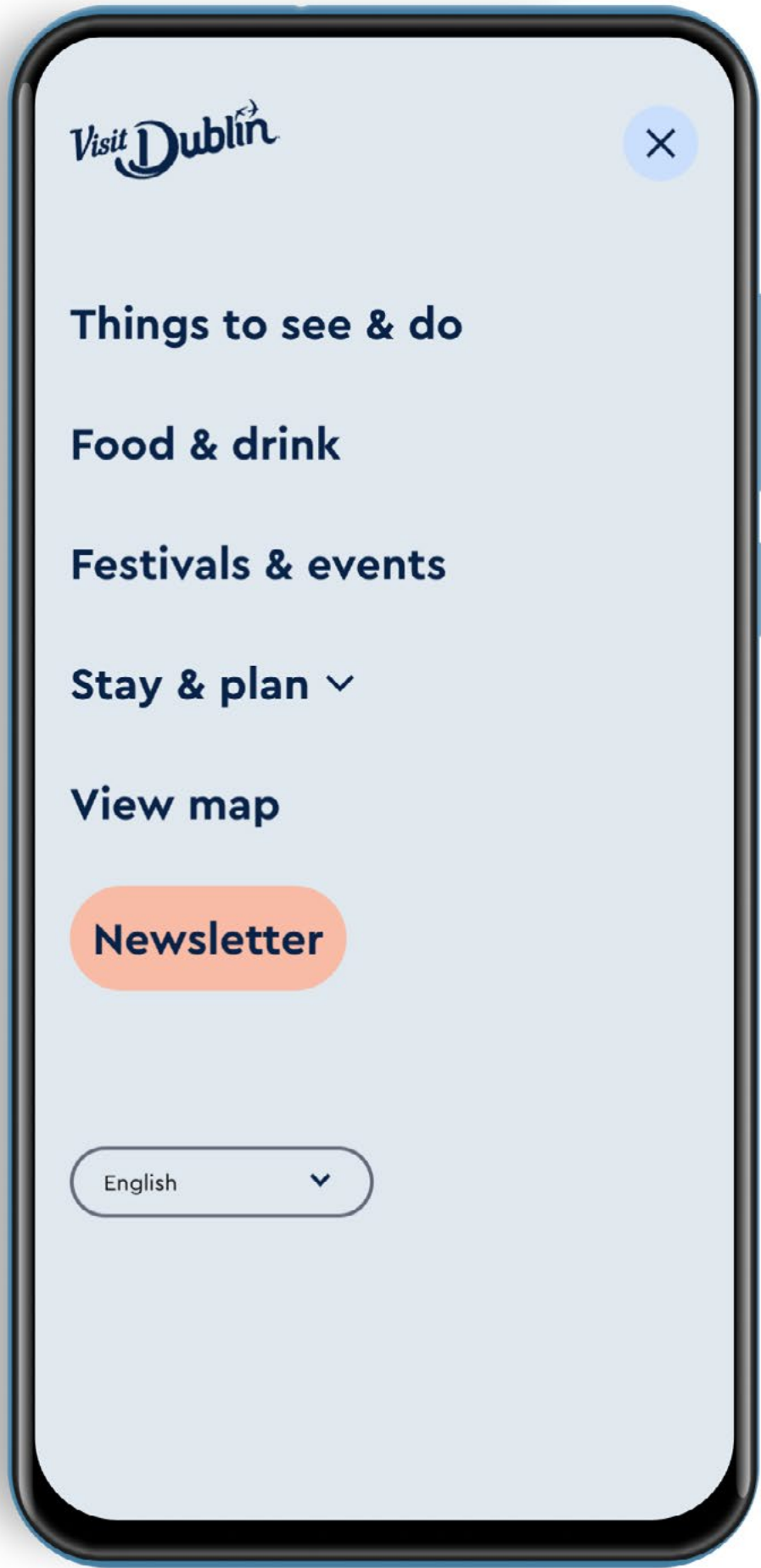
The signage highlighting what's in each aisle is similar to a brand's website's navigation menu. **These "signs" help customers navigate everything on the site, which can be hundreds of thousands of products, efficiently and quickly.**



By not having the correct wayfinding signage or wording, brands can miss out on sales simply because their customers can't find what they're looking for.



To best understand this, we need to look at the data, speak with consumers, and begin to know why baskets are abandoned or products are overlooked. This is the backbone of CRO. **It's about using data from purchases and behaviours online that we've accumulated over time, experimenting with different solutions and then using these insights to improve the customer experience, ensuring revenue growth.**



Examples of signposts for a visitor to a site



CRO - uncovering new opportunities



But the value of CRO doesn't stop there. If we return to our supermarket example, the shop has changed the signage, and people are finding and buying products. But is there the potential to do more? For instance, their purchase data shows that most customers who buy cereal will also buy milk or alternative milk products.

They now run a new experiment and moved the cereal aisle next to the dairy and non-dairy products aisle. From this, they most likely will see an increase in sales of both cornflakes and milk!

It's that simple. CRO is also about making it easy for customers to find what they're looking for to achieve their goals seamlessly.

Section 4

The role of experimentation in CRO

A CRO strategy is built on and around experimentation. Experimentation gives you the power to put the consumer at the centre of everything you do- a better understanding of how they think and act online. It's taking the guesswork out of why things are working (or not) and looking to the facts to find the answers. When brands make assumptions about their target market and base marketing and product strategies around them, many go wrong.

At All human we believe there's no one solution to different user experience problems. Our job is to find the right solution for the issue at hand. We continuously test and learn from several ideas within weeks, avoiding long, drawn-out development cycles.

The 3 steps to creating an experiment

Step 1

Decide what to test

Step 2

Choose the type of test you will run

Step 3

Analyse the results



Step 1

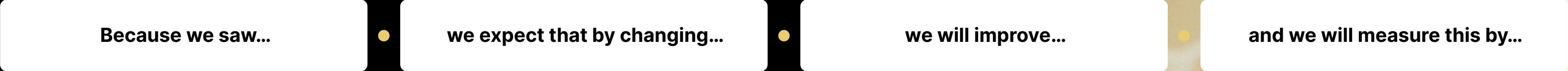
Decide what to test

Before beginning any experiment, the first action is to form a **hypothesis**.

What is a hypothesis?

It is an educated and informed idea that will improve conversion rates. It should be based on data, user research, and best practices. For example, you might hypothesise that changing the colour of a call-to-action (CTA) button will increase clicks.

We usually start with the following phrase and fill in the gaps of what our idea is, how we hope it will improve conversions, and how we will measure success:



An example experiment might look like this:

Because we saw from Google Analytics data that the click-through rate on the button was below the website's average **we expect that by changing** the button position of the button further up the page, **we will improve** interaction with the button. **We will measure** this by click-through rate on the button and progressing to the next page.



Step 2

Choose the type of test you will run

Decide what kind of experiment you will run and conduct and what your measurements of success are.

There are 5 things to consider:

1 A/B test or Multivariate testing

A/B testing (or split testing) is the most common CRO method where you create two or more versions of a webpage or element (A + B) with one variable changed. You then show these versions to different audience segments to determine which performs better in conversion. In an A/B test, the "control" is the current version (the original), and the "variations" are the versions with changes. Variations should only differ in one specific element or aspect you want to test: the headline, call to action (CTA) text, image, or layout. In addition to A/B testing, consider multivariate testing, where you test multiple changes simultaneously to understand how different elements interact with each other.

2 Randomisation

To minimise bias and ensure that the test results are statistically significant, assign respondents to the control or variations randomly. For an A/B split test, we split the traffic 50/50.

3 Sample size

Determine the required sample size for the experiment to achieve statistical significance. If the sample is too small, the results may not be reliable. There are many calculators available online to help you calculate how many people you need to run the experiment with to get your desired results, such as **this one by CXL**.

4 Tracking and analytics

Implement proper tracking and analytics tools to monitor user behaviour and conversions. Tools like Optimise, VWO or Convert and specialised CRO software can help gather and interpret data.

5 Duration

Run experiments for a sufficient duration to account for potential variations over time (e.g., weekdays vs. weekends). Avoid making conclusions too quickly; we recommend a minimum of 2 weeks and a maximum of 2 months.



Analyse the results

If you have a significant winner or loser (over 90% significance), you will know outright if the experiment is a success. When an experiment is successful, add the relevant changes to the development backlog. If you are experimenting regularly, it is good practice to synchronise with the development team so you can launch successful experiments in regular sprints.

Remember, there are always learning opportunities when an experiment is unsuccessful or inconclusive.

When reviewing your experiments, consider the following:

Based on the results, iterate and refine your hypotheses. If a variation significantly outperforms the control, consider implementing the change permanently. If not, try a different approach.

CRO is an ongoing process. Even after implementing changes, continue testing and optimising to improve conversion rates further.

Keep detailed records of all experiments, including hypotheses, variations, results, and changes incorporated based on those results.

By following this framework and maintaining a structured and data-driven approach, you should begin to see more people completing an action on your site.



Real world example

While working on a project for one of our larger clients, we discovered during usability testing that users expected to enter the checkout directly when clicking on the "checkout" button when it was linked to the basket. So, we ran an experiment.

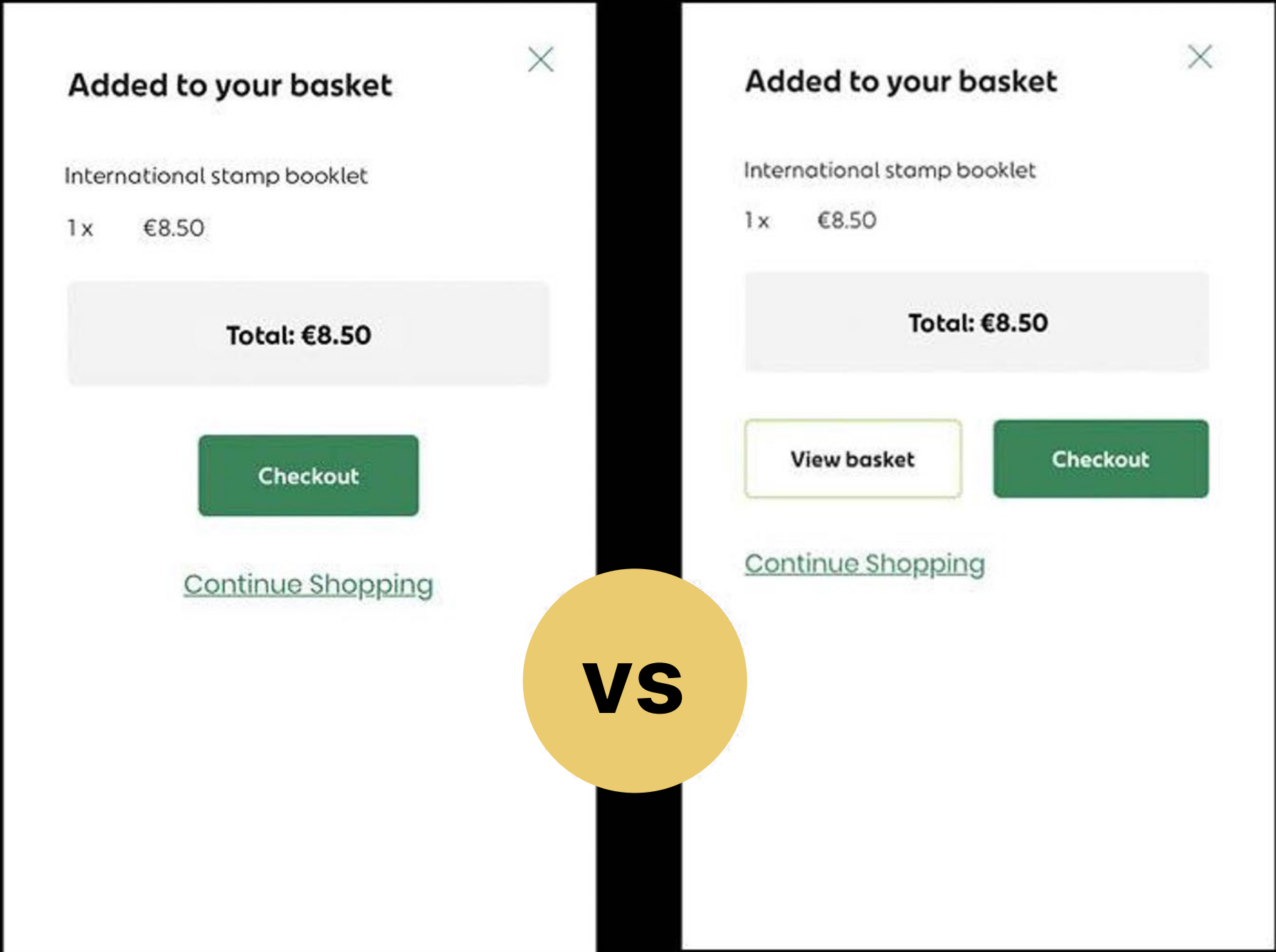
We wanted to see if adding another call to action (CTA) to **View Basket** separate from **Checkout** would reduce confusion and create two distinct customer pathways.

The design on the left was the original, and the design on the right was our variant to test.

Our goals for success were increasing the number of:

👤 visitors entering the checkout

🛒 purchases.



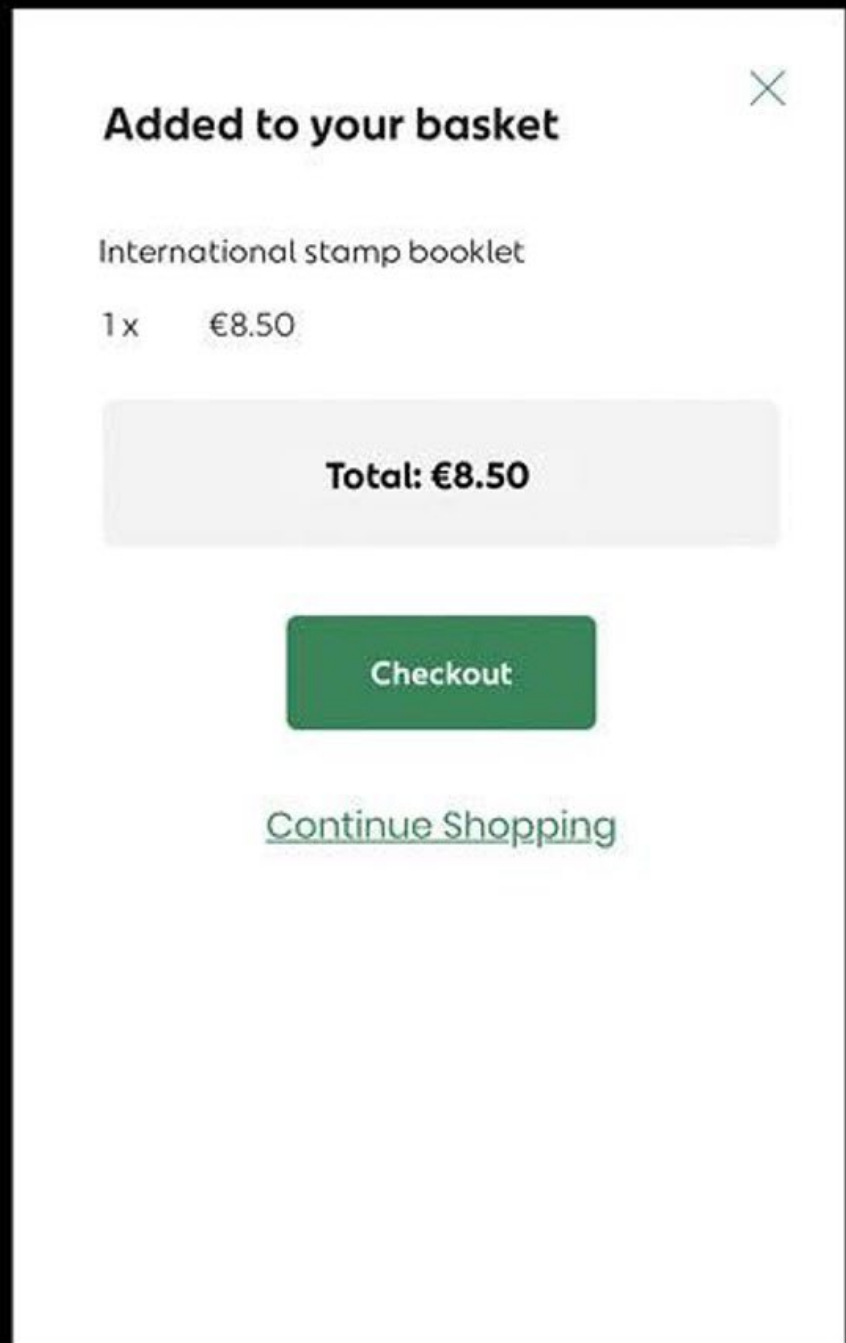
Control

One 'Checkout' CTA which links to the basket

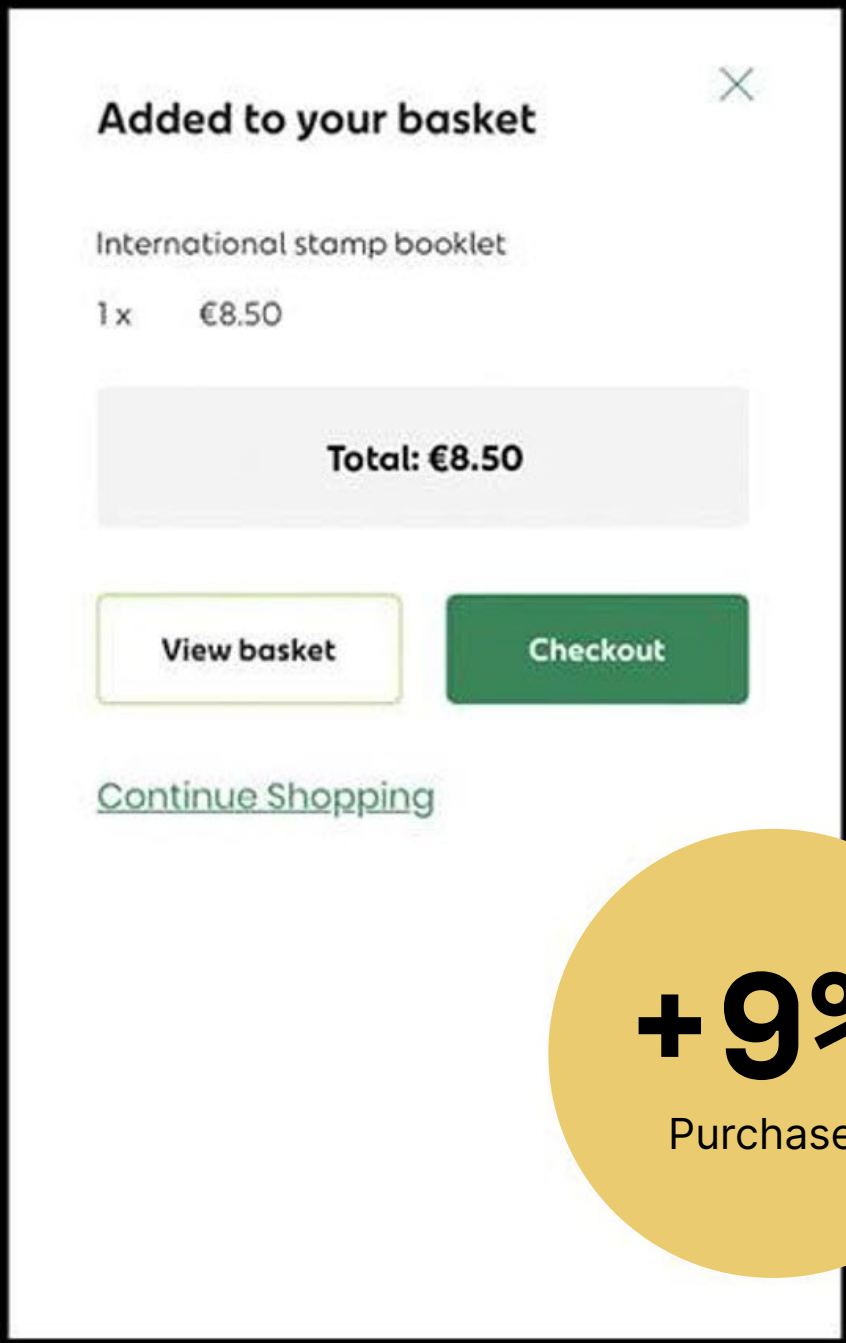
Variant

Separate 'View basket' and 'Checkout' CTAs

All human



Control
One 'Checkout' CTA which links to the basket



Variant
Separate 'View basket' and 'Checkout' CTAs

+9%
Purchases

The results

The variant with two CTAs was the clear winner.

When two options were available, we saw an increase of **22% of shoppers going directly to checkout** rather than through their basket, showing us that viewing the basket before checkout is unnecessary. More visitors going to the checkout resulted in a whopping **9% rise in purchases**, significantly impacting overall revenue.

There was always a risk that changing any CTAs without experimenting first might negatively impact transactions and revenue. That's why an experimentation programme is essential to avoid this and increase conversions while reducing business risk.

When we ran a follow-up experiment and removed the **Continue shopping** link, which we theorised was distracting users from the main CTAs, we saw a further **6% increase in transactions**.



Section 5

Top 5 reasons to invest in CRO

Despite its obvious benefits, investment into ongoing analysis and optimisation is something brands or senior leadership often overlook or de-prioritise.

Here's a reminder of why that is a mistake.

01

Make the most of your current visitor traffic

Don't waste any opportunities - you already spend a lot of money and effort on getting people to your site, but what happens then? At what point are users dropping off, and why? Conversion optimisation focuses efforts on getting the most from traffic already on site, whether it is coming from organic or paid channels such as search engines, paid ads, social media, or email.

Optimising this traffic allows businesses to generate more conversions, meaning more sales, sign-ups, or referrals online. Ultimately, it can mean more sales without investing further in traffic generation, and now your marketing team can look at other ways to maximise your digital marketing spend.

In addition, focusing on site conversion metrics will help you understand which channels are performing best so that you can make the necessary adjustments to both proposition and budgets.

02

Reduce business risk

Introducing a change to your site or app that is not grounded in data or user research could have severe consequences both in terms of the potential impact on business metrics and user experience. Making this even more complex and tricky is when several fundamental changes are introduced at once. Now, you have no idea which difference is the source of adverse trends or outcomes, and it can take time to identify the source.

However, by experimenting, brands can test ideas first with a group of real website visitors before investing time and effort in changing the website code permanently. This is a relatively low-risk approach as test variants can be run for a short time until they become statistically significant. Also, most A/B testing tools allow tests to be stopped instantly if they are having a particularly negative impact on core metrics.

And even if the experiment is deemed unsuccessful against the primary metrics set, it still provides an excellent opportunity to learn even more about your online visitor behaviour. We firmly believe that failed tests should be embraced as we always learn from them and generate new experiment ideas.

03

Delight your users

One of the key trends that emerged from All human's proprietary research, **All human Digital Pulse 2022**¹⁰, into online shopping habits and behaviours was the overwhelming desire for a seamless website experience and frictionless journey.

Aside from driving monetary metrics up, such as sales, revenue, or average order value, a focus on conversion optimisation can also improve customer experience and overall satisfaction with a brand. With so many alternatives just a click away, customer satisfaction is a pivotal driver for a brand's overall success.

As part of our CRO process, we focus on identifying bottlenecks in online customer journeys and experiment to improve the user experience ensuring repeat customers and better brand loyalty.

04

Be cost-effective

You have already invested in marketing campaigns to get people to your site. Now, you want to ensure that any activities that optimise conversions onsite are cost-effective. Conducting basic A/B testing can be relatively inexpensive and can be done in parallel with other core projects.

Taking subjectivity out of the equation and pursuing objective data-based decision-making also means that you can reduce the amount of time spent debating or discussing changes internally. Resources can instead be freed up to ideate and build out the experimentation roadmap. At the same time, product backlogs can become more impactful. Changes are only given the green light once they are validated through experimentation and can be directly tied to increases in primary metrics such as sales and revenue figures.

05

Achieve a clear return on investment

This follows our first point- you've spent the money on ads, campaigns, website and app developments. Now, it's about making sure you get the highest returns. For marketers, it is also about proving that what they are doing is working. Everyone is working to tight KPIs to demonstrate that their strategy is the right one and that they are having a measurable impact on business and improving the overall profitability of your digital channel.

Through its very actions and tools, CRO delivers continuous uplifts to ensure that brands achieve these goals.





Section 6

Why outsourcing CRO is a good strategy

Hiring a specialist agency can have significant advantages:

Outsourcing CRO can save you time and resources. Instead of building an in-house CRO team from scratch, you can leverage an agency's existing infrastructure, talent pool and established processes. This means you can optimise your website and marketing campaigns more quickly and efficiently.

01

Access to CRO expertise

CRO is an intricate and constantly developing discipline that requires a deep understanding of user behaviour, website analytics, and conversion funnels.

Collaborating with a specialist agency allows businesses access to a team of **experienced professionals with specialised knowledge and skill sets**. These experts stay up-to-date with the latest CRO techniques, tools, and best practices, ensuring your business benefits from cutting-edge strategies tailored to your specific requirements. With their expertise, an agency can quickly identify areas for improvement, develop data-driven hypotheses, and execute tests to enhance conversion rates.

02

Expert planning and implementation

CRO demands meticulous planning, extensive data analysis, and iterative testing. By outsourcing these tasks to a specialist agency, businesses can focus on their core operations, allowing their internal teams to concentrate on strategic initiatives and day-to-day business.

The CRO agency will be responsible for

 **conducting in-depth research**

 **analysing user behaviour**

 **setting up A/B tests**

 **optimising conversion funnels**

This increased efficiency translates into faster turnaround times, quicker implementation of CRO strategies, and **accelerated improvements to your online performance**.

03

Fresh perspective and objectivity

Within your business, there will always be different opinions on your customers' needs, leading to tunnel vision and biases. Bringing in an external agency introduces a fresh perspective and unbiased assessment of your website and conversion funnels.

Specialist agencies will analyse your business objectives, target audience, and user behaviour from an outsider's viewpoint, allowing them to identify hidden conversion barriers and opportunities for optimisation that may have been overlooked.

This objectivity helps challenge assumptions and introduce new ideas, fostering innovative approaches to CRO that can yield significant results.

04

Cost efficiencies

Building an in-house CRO team involves substantial costs, including hiring, training, retaining specialised talent, and investing in CRO tools and technologies. On the other hand, outsourcing CRO requirements to a specialist agency offers a cost-effective alternative.

Businesses can avoid the expenses associated with staffing and training, instead opting for a scalable solution that provides access to a diverse team of experts for a fraction of the cost. Additionally, agencies often have established relationships with CRO software providers, enabling them to access cutting-edge tools at discounted rates.

Section 7

The All human CRO process and methodology



All human has created a **unique type of CRO process**. It involves extensive, focused user research and testing combined with data and analytics to understand what drives human behaviour, intent, and psychology and discover new insights to inform winning digital products.

The rigour of our process strips out the guesswork. Our design decisions are never based on assumptions. Instead, we have created new digital growth and revenues for clients by putting the user at the core of our thinking and validating our ideas through experimentation and iteration.

3 principles guide us:

-  We define what we THINK the problem is
-  We propose several solutions for that problem
-  We experiment and iterate until we find a winning solution

We always

-  Get to know the clients' customers by watching their behaviour online through analytics, heatmaps, user research, and experimentation
-  Conduct quantitative data - what action a person is taking.
-  Conduct qualitative data - why is the person taking that action?

The All human CRO process

 **Discovery Phase**

 **Research & Insights**

 **Hypothesis**

 **Test & Measure**

 **Implement**



Discovery phase

All human invests time with our clients to agree on what success looks like in quantifiable terms. We decide on key performance indicators (KPIs) like online sales, cost reduction, or new customer acquisition and how we can record them as digestible information to inform business decisions. We also use this time to identify any constraints - technical, product propositions, and compliance - so we completely understand the limitations and barriers to success.



Research & insights

CRO is also about knowing why people behave the way they do. So, we conduct extensive qualitative and quantitative research to get to know the user, the product, the concerns, the issues, the goals of people looking for this product or service, and how they interact with existing digital products to understand the pain points and the user experience. Such research usually elicits valuable insights or ‘the gold’ to inform site improvements, build loyalty and increase conversions. This is how we help brands win and differentiate online.



Hypothesis

Our research generates hypotheses that we can test against a measurable set of results. We then use an objective prioritisation model to order these ideas based on what we expect will impact the KPIs most. For example, what is the impact on the desired outcome if we change something as simple as the wording on a ‘call-to-action’ button? Do more people click on the button, and if so, how many of them also complete a purchase?



Test & measure

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



Implement

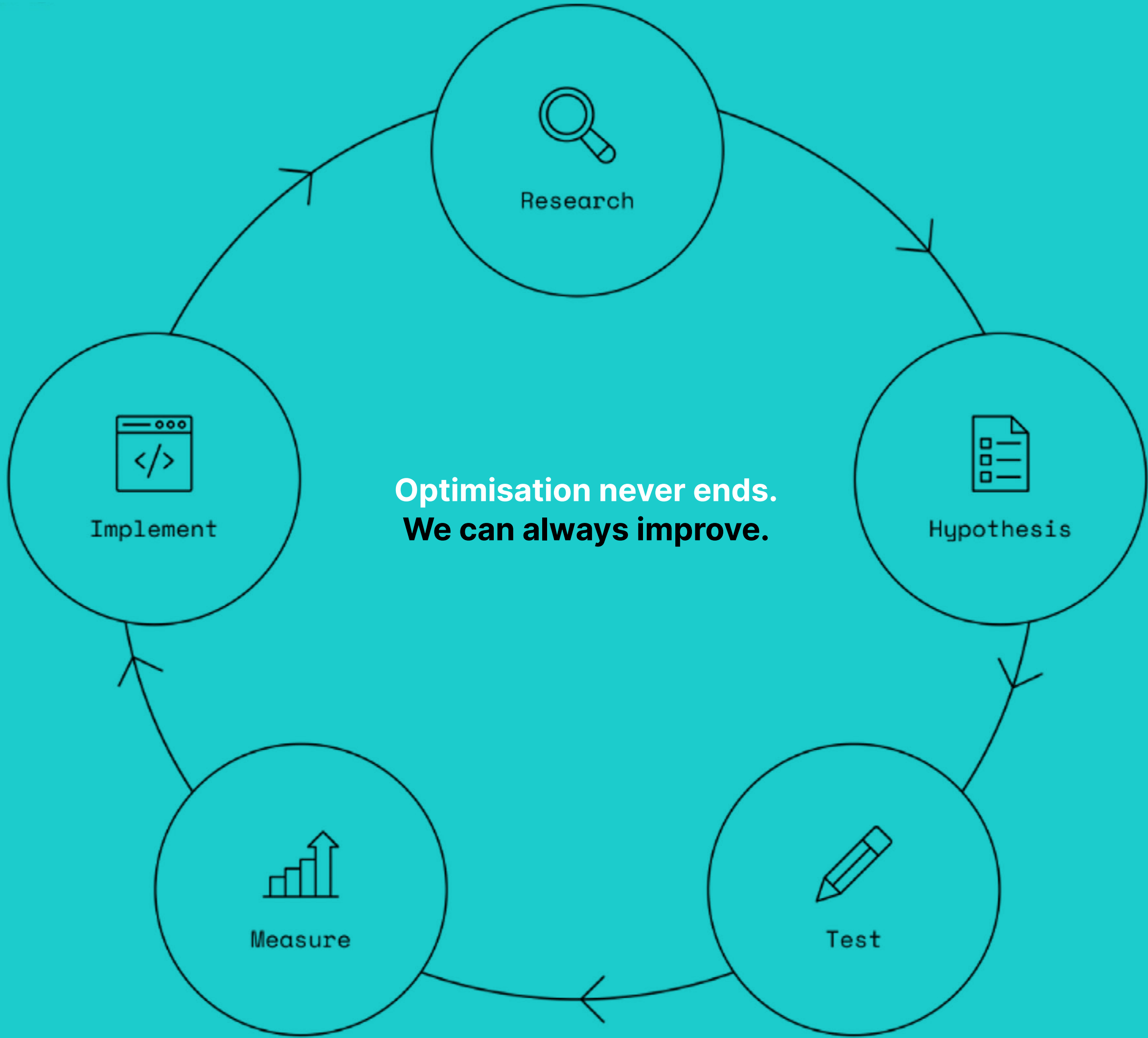
By testing our ideas instead of directly implementing them, we ensure only successful tests are implemented, reducing risk to the business and avoiding unnecessary digital investment. This creates efficient use of time and resources, providing only designs proven to improve the user experience and increase conversions will go live. Interestingly, we often learn more from those tests that have failed than the ones that were deemed a success.

CRO never ends

The CRO cycle never ends. New ideas are constantly generated based on ongoing research and observation, creating a dynamic, evolving backlog of ideas. Digital products, the market, propositions, technology, and consumer behaviour are all non-static, so progressive brands need continuous innovative improvements to stay ahead.

Results

Our CRO team has a proven track record of growing strong conversion metrics for our clients.



All human Optimisation Cycle

Section 8

Client successes



Partnership since 2015

All human expanded Lily O'Brien's chocolates to the UK
growing online revenue by 25% and **+65% conversions rate**

431%

ROI for money spent on CRO

+54%

online revenue

+117%

online transactions

+25%

increase in revenue on the UK website
comparing 2022 vs 2017

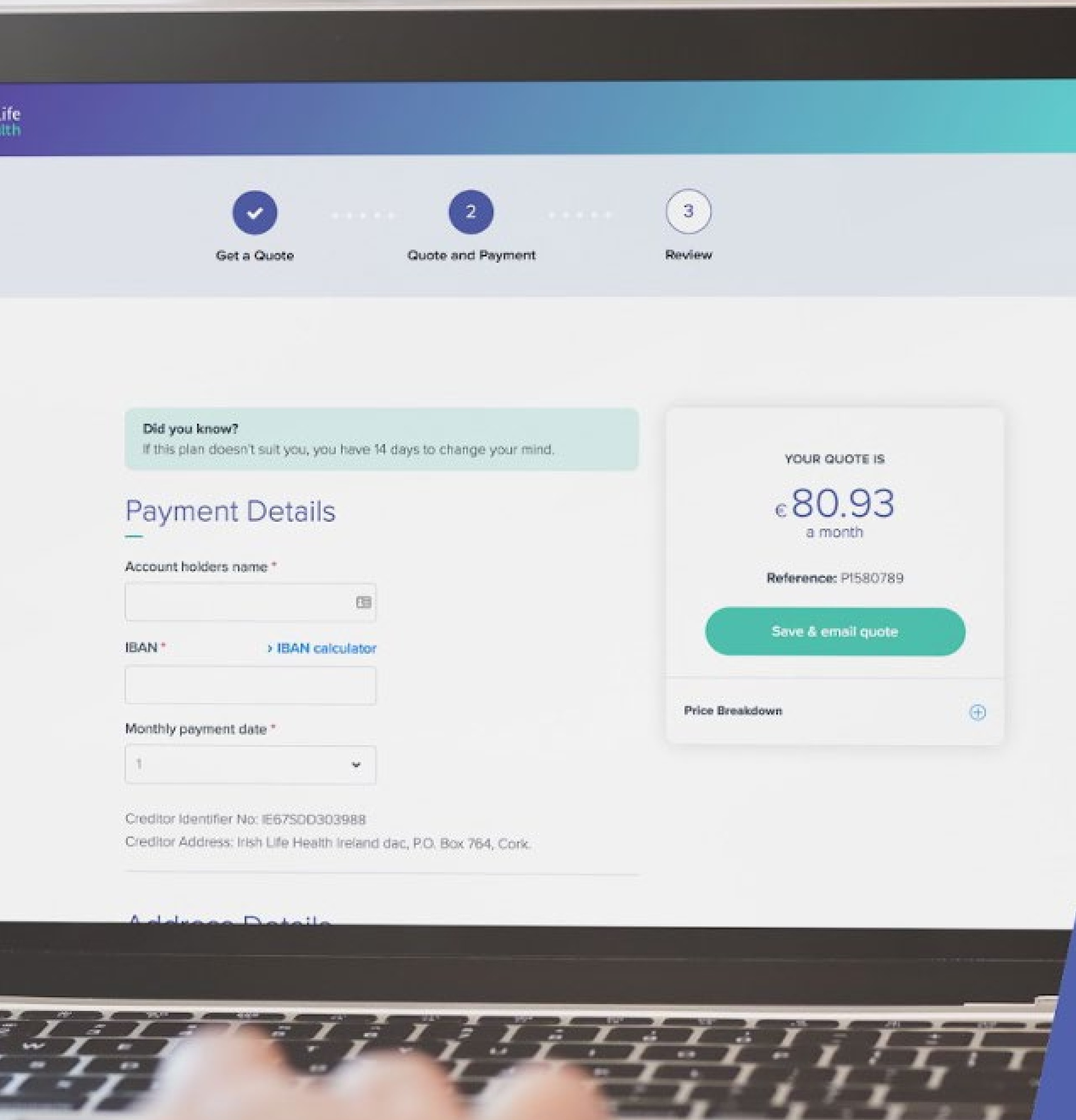
+65%

conversion rate



“All human has worked with Lily O’Brien’s since 2016 on growing revenue via our e-commerce 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



Results for Irish Life Health (ILH)

380% ROI for money spent on CRO

“Irish Life Health has enjoyed significant online growth over the last few years, coinciding with our All human partnership. Together, we are utilising data-led AB tests, a roadmap of continuous development and a conversion-focused strategy, improving our sales journey greatly.”

— Richard Dunne, Digital Marketing Manager, Irish Life Health

Section 9

The future of CRO and what to expect in 2024 and beyond

Not surprisingly, we will see massive changes in scope and capabilities as technologies such as artificial intelligence begin to play a greater role in CRO.

Artificial intelligence(AI)

AI is changing the way we do business, and CRO will benefit from it in multiple ways:

Personalisation

As more brands leverage AI to believe in hyper-personalised customer experiences, we'll see them use it to gather more data and insights about how people behave and interact with their brand across all its digital channels. This will lead to more detailed insights, which we can expect to result in more conversions.

A/B Testing

We'll see AI introduce greater efficiencies around the A/B testing processes. By automating the gathering and analysis of the data from variations results, CRO experts can interpret and propose data-backed solutions faster.

Here at All human, we've just started using AI-generated heatmap and session recording recommendations through Copilot, a new feature in Microsoft Clarity. By automating the session replays and producing critical insights in simple terms, we save the time we typically spend watching the volumes of sessions.

Predictive analytics

AI's ability to predict who might be ready to convert will be invaluable in helping brands identify and then target specific customers with messages and incentives tailored to appeal to them.

Dynamic pricing

Customers care about price; today, comparing prices is easier than ever. AI can help by enabling brands to adjust pricing automatically in response to competitor activity, demand, or other factors.



AI is not the only technology that can positively affect conversions. Over the next few years, more brands will adopt new technologies to optimise their digital products.

Chatbots and virtual assistants

Delivering a seamless buying experience means being there at any point that is a blocker and having a solution. AI-powered chatbots and virtual assistants can play an essential part in this if they are leveraged to answer customer service-type questions and provide information about products and services. Having AI provide the nudge at critical moments will help increase conversions.

Natural language processing (NLP)

By its very nature, being online means brands are operating on a global scale. Therefore, using AI's NLP algorithms to interpret and analyse user-generated content such as product reviews and social media comments is hugely beneficial. Armed with such insights, the brand can address any problem areas and identify opportunities to increase sales.

Email marketing

Not all conversions relate to sales. As mentioned earlier, email open and click-through rates are key micro conversions. AI's ability to optimise an email marketing campaign by segmenting subscribers, personalising email content, and sending messages at the most effective times will be hugely beneficial.

User experience optimisation

We'll see brands use AI to improve the user experience by analysing and evaluating the existing customer journey and identifying potential pain points or bottlenecks.

Fraud detection

While we've made great strides in combating fraud, there is still the perception of an inherent risk when completing a transaction online. We believe brands have an opportunity to use AI to reduce any uncertainty and remove anxiety and thereby encourage more completed actions.



We are very passionate about CRO. We hope we've conveyed some of this here and shared our knowledge and experience so that you can become, if not passionate, at least understand why it is so critical.

In a nutshell, CRO is about

-  Understanding that there are **multiple solutions** for every problem
-  Getting to know and **understand your audience**- their behaviours, frustrations, pain points and what's working well for them
-  Investing in CRO and improving the user experience of your digital products, **you will achieve business growth**
-  And by improving your UX, you'll create more **loyal and happy customers and ROI for your marketing spend**

Conclusion



How can we help?

Want to increase conversions?

Contact us today digitalperformance@allhuman.com

Want to learn more?

We have produced a CRO webinar about why experimentation is the missing link in your digital growth strategy

Watch now

1

Oberlo <http://tinyurl.com/4u23zxu4>

2

Forrester <http://tinyurl.com/ys3b4cm2>

3

Shofity <http://tinyurl.com/4sjbdh9n>

4

eMarketer <http://tinyurl.com/4d8xyx8j>
Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, restarant sales, food services and drinking place sales, gambling and other vice goods sales

5

Google campaigns & Tools <http://tinyurl.com/ybmvtf9>

6

Web Tribunal <http://tinyurl.com/3jyhajfh>

7

Statista <http://tinyurl.com/265rwtuc>

8

Google Developer <http://tinyurl.com/2a3bdnxj>

9

Markin Blog <http://tinyurl.com/2s43xxn7>

10

All human <https://allhuman.com/report-2022>



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