GTB  
  
**QA**  
[DEV 20.44] OT-1040 | MVT | UK | NPP | NPP Secondary CTA Optimisation – 6 Nov 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-1040>

**Site**  
<https://www.ford.co.uk/>

**Test location**  
Puma NPP

**Test Description**

View one of the QA Links, depending on which you view the top right corner will have different links. The first link will always be “Request a Contact”.

Please see below order of the buttons depending on QA Link used.

* Control
  + RAC , BP , Stock
* Challenger B
  + RAC, BP, Promotions
* Challenger C
  + RAC, KMI, Stock
* Challenger D
  + RAC, KMI, Promotions
* Challenger E
  + RAC, BRD, Stock
* Challenger F
  + RAC, BRD, Promotions

RAC = Request a Contact  
BP = Build Your Puma  
KMI = Keep Me Informed  
BRD = Brochure

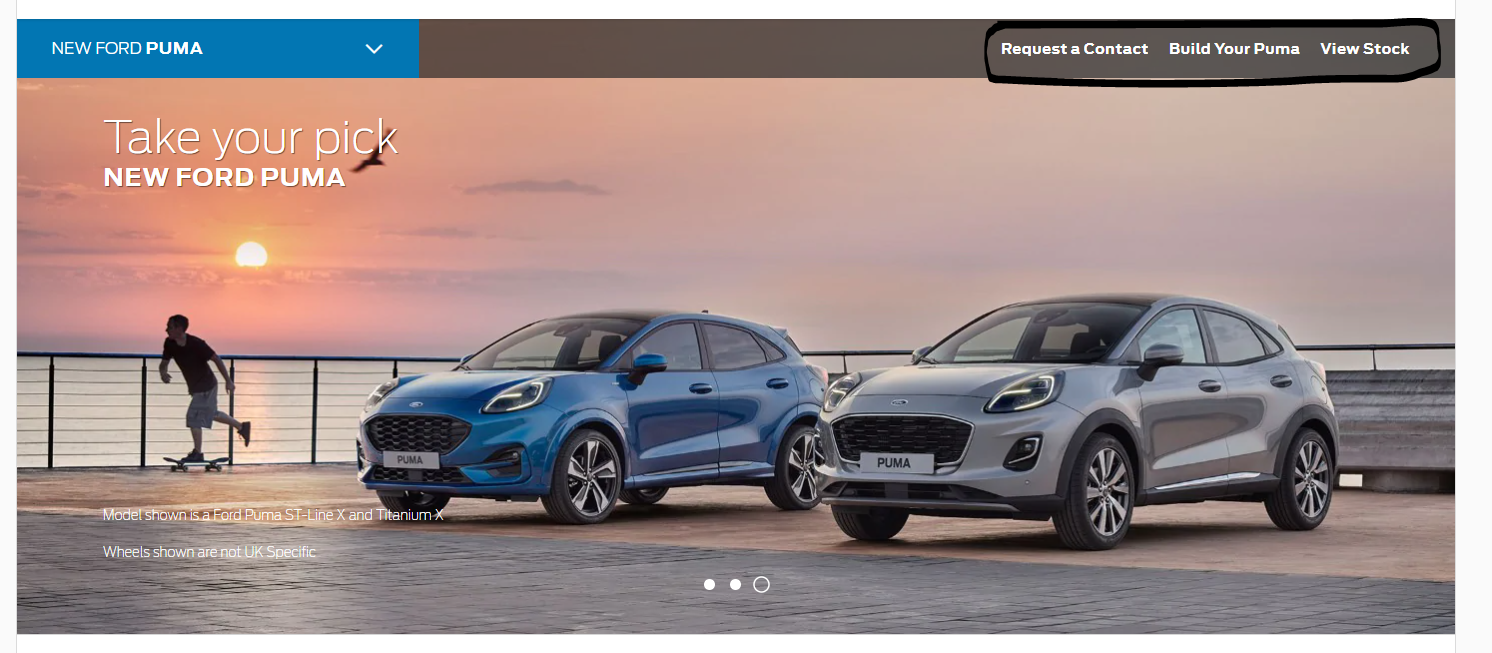
BP will go to:  
<https://www.ford.co.uk/shop/price-and-locate/bp/ice#/model?catalogId=WAEGB-CF7-2020-BX726GBR202075>

KMI will go to:   
<https://www.ford.co.uk/shop/research/keep-me-informed?vehicleCode=00O>

BRD will go to:  
<https://www.ford.co.uk/shop/research/brochure-download#overlay/content/overlays/download-a-brochure/puma>

Promotions will go to:  
<https://www.ford.co.uk/shop/price-and-locate/promotions/personal>

The other buttons weren’t changed and will go where they always go.

Location of links:

**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Links:**

Control:  
<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_1&at_preview_listed_activities_only=true>

Challenger B:  
<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_2&at_preview_listed_activities_only=true>

Challenger C:

<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_3&at_preview_listed_activities_only=true>

Challenger D:

<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_4&at_preview_listed_activities_only=true>

Challenger E:

<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_5&at_preview_listed_activities_only=true>

Challenger F:

<https://www.ford.co.uk/cars/new-puma?at_preview_token=VXjjFfXKQAFC9m8HTVb-4w&at_preview_index=1_6&at_preview_listed_activities_only=true>