GTB  
  
**QA**  
[DEV 21.01] OT-989 | XT | CZ | NPP | Puma NPP to RAC Popin (1133)

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-1133>

**Site**  
<https://www.ford.cz/>

**Test location**  
Puma Nameplate Page

**Hypothesis**  
We know from previous testing on popups that this type of engagement can help keeping lead-gen healthy; we assume that by proactively suggesting a contact we can generate more leads than leaving the user alone.

**Test Description**

View the QA link – this takes you to the Puma NPP.

After 15 seconds a pop in should appear. This pop in should appear a max of 3 times in the space of 15 min.

The content of the pop in is as follows:

* **H1:** ŘEKNĚTE SI O NABÍDKU
* **H2:** Vyberte si model, autorizovaného prodejce a poptávku odešlete
* **CTA copy:** [Chci nezávaznou nabídku](https://form.ccford.cz/Forms/PriceOffer/?utm_source=ford.cz&utm_medium=product_page_popin&utm_label=puma)
* **Image URL:** [https://www.ford.cz//content/dam/guxeu/cz/cs\_cz/home/dynamic-billboard/puma/ford-puma-cz-PUMA-16x9-1600x900-bb-billboard-popup.jpg](https://www.ford.cz/content/dam/guxeu/cz/cs_cz/home/dynamic-billboard/puma/ford-puma-cz-PUMA-16x9-1600x900-bb-billboard-popup.jpg)

The pop in looks like this:  
  
Graphical user interface, website

Description automatically generated  
  
**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Link:**

<https://www.ford.cz/osobni-vozy/puma?at_preview_token=IKljXphEdeDIf_SkWgreSQ&at_preview_index=1_1&at_preview_listed_activities_only=true>