GTB  
  
**QA**  
[DEV 21.09] OT-845 | XT | ES | AS | 1.0 C2C Popin (1210)

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-1210>

**Site**  
[https://www.ford.es](https://www.ford.es/)

**Test location**  
[https://www.ford.](https://www.ford./)es

**Hypothesis**

Analysis on the TDR Popin and UC5 has shown that TDR Popin converts at a higher rate than UC5 for TDR Completes. We know that we can expect the conversion rate to be 100% higher than onsite conversion. We expect the same to apply for c2c. As such, we want to ensure we keep leveraging this popin and its audience even during the pandemic.

**Test Description**

View qa link , configure any vehicle that’s still using the 1.0 configurator, it is most likely only the commercial vehicles.

Popin should appear across ford.es with the following exceptions

Exclude popin from the below:

* **Service Booking:** URL contains "clientes"
* **Owners Dashboard:** URL contains "dashboard"
* **Account:** URL contains "ford-account"
* **Login:** URL contains "login"
* **Registration:** URL contains "register"
* **FordPass:** URL contains "fordpass"
* **Build & Price:** URL contains "configurador"
* Please also exclude from appearing on **NGC configurator** (GUX 3.0)
* Please exclude from appearing on **ANY GUX 3.0 page**
* Never appear on **Showroom** (BP or generic)
* Never appear in **Fleet** section
* Never appear in **Approved Used** section

Allow popin from the below:  
 \* Homepage

* NPP of relevant vehicle (eg Ranger popin to only appear on Ranger NPP)
* Model Pages of relevant vehicle
* Appear in PV promotions only if it is a personal vehicle
* Appear in CV promotions only if it is a commercial vehicle
* Appear in CV landing page only if commercial vehicle
* If vehicle is present in Mini Showroom -> SUV & Crossover, then show also on SUV page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Hybrid Electric, then show also on Hybrid Electric page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Family Cars, then show also on Family Cars page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Performance, then show also on Performance page (see footer on Homepage for link)
* If vehicle is present in Mini Showroom -> Commercial Vehicles, then show also on Commercial Vehicles page(see Thin Header on Homepage for link)
* If vehicle is ST-line, then show also on ST-line page (see footer on Homepage for link)
* If vehicle is Vignale, then show also on Vignale page (see footer on Homepage for link)
* If vehicle is Transit Custom Nugget or Transit Custom Nugget Plus, then show also on Motorhome page (see footer on Homepage for link)
* If vehicle is Fiesta, Ecosport or Puma, then show also on Small Vehicle page (see footer on Homepage for link)
* If vehicle is Tourneo Courier, Tourneo Connect, S-Max, Galaxy or Tourneo Custom and Transit Bus, then show also on People Carrier page (see footer on Homepage for link)

Based on the vehicle in the popin the CTA will be one of the following pages, please note however that some vehicles appear on this only because they were originally using the 1.0 Journey.

C2C FIESTA: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nuevo-fiesta

C2C FIESTA ST: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nuevo-fiesta-st

C2C ECOSPORT: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nuevo-ecosport

C2C MUSTANG: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nuevo-mustang

C2C S-MAX: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-s-max

C2C RANGER: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nuevo-ranger

C2C RANGER RAPTOR: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nuevo-ranger-raptor

C2C FOCUS ST: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-focus-st-C519

C2C FIESTA GLP: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-fiesta-glp

C2C PUMA: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-puma-mhev

C2C GALAXY: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-galaxy

C2C EXPLORER: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-explorer-phev

C2C FIESTA MHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-fiesta-mhev

C2C KUGA: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-kuga-phev

C2C FOCUS MHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-focus-mhev

C2C MONDEO: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nuevo-mondeo

C2C TOURNEO COURIER:https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-nueva-tourneo-Courier

C2C TOURNEO CONNECT: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-tourneo-connect-V408

C2C TOURNEO CUSTOM: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nuevo-tourneo-custom

C2C TOURNEO CUSTOM MHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-tourneo-custom-mhev

C2C TOURNEO CUSTOM PHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-tourneo-custom-phev

C2C TRANSIT CONNECT: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nuevo-transit-connect

C2C TRANSIT CUSTOM: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nuevo-transit-custom

C2C TRANSIT COURIER: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nueva-transit-courier

C2C TRANSIT CUSTOM MHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?turismos-transit-custom-mhev

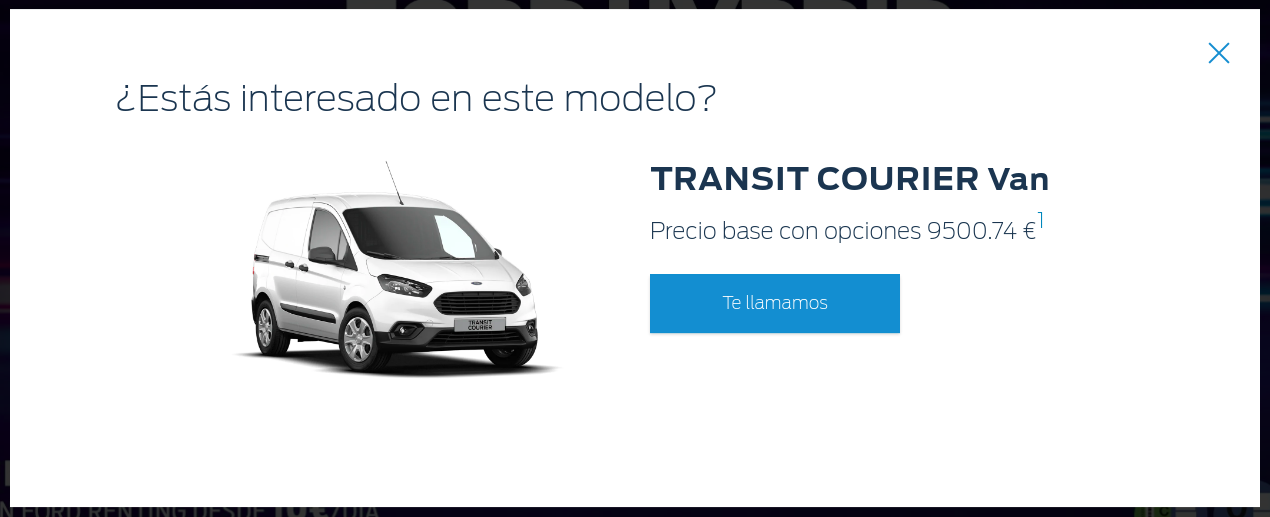
C2C TRANSIT CUSTOM PHEV: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-transit-custom-phev

C2C TRANSIT: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nueva-transit

C2C TRANSIT CHASSIS: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nueva-transit-chasis-cabina

C2C TRANSIT MINIBUS: https://www.infoford.es/c2c/iframe/nameplate\_gux/?comerciales-nueva-transit-minibus

The Popup:



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

**QA Links:**

https://www.ford.es?at\_preview\_token=0sDMqwjPh9NQa\_eI-isAfg&at\_preview\_index=1\_1&at\_preview\_listed\_activities\_only=true