GTB  
  
**QA**  
[DEV 20.06] OT-714 | AB | IT | BP | B&P Summary | Add "Richiedi Preventivo" CTA – 12 February 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-714>

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

**Test location**  
B&P Summary Page

**Tags**

CONTROL - tt:nwp:opt-714:ab:bp:preventivo:control

CHALLENGER - tt:nwp:opt-714:ab:bp:preventivo:challenger

**Hypothesis**  
Currently, the dealer website conversion rate is 0.8%. However, we know from the high number of visits (1.394.705) that there is appetite for this type of communication. As such, we assume that making a CTA to "Richiedi un preventivo" more obvious, we will meet customer objectives and in turn increase conversion.

**Test Description**  
CHALLENGER: View the Challenger link, browse to the B&P page (Configura), select any vehicle, click the summary button on the right (Riepilogo). The following should have changed:  
The visualizza costo mensile button should be blue. The two buttons below it should be white. The Richiedi prentivo button should be second in the list of buttons instead of last. The same should be true in a mobile view.  
Lastly below the “Riepilogo offerta” section, it should have 2 new buttons, “Richiedi preventive” and “Prenota un Test Drive” in that order (left to right) and the same should be true in a mobile view but on top of on another instead of next to one another.  
  
**Browser:**   
All

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

**QA Links:**

**CONTROL:**

<https://www.ford.it/?at_preview_token=bpa3y5JW%2Fbb7iFwJpqRSlA%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**CHALLENGER:**

<https://www.ford.it/?at_preview_token=bpa3y5JW%2Fbb7iFwJpqRSlA%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>