GTB  
  
**QA**  
[DEV 20.04] OT-716 | AB | ES | HP | Cookie Banner | Position Test – 27 January 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-716>

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

**Test location**  
Ford.es sitewide

**Tags**

CONTROL - tt:nwp:opt-716:ab:as:cookie-position:control

CHALLENGER B - tt:nwp:opt-716:ab:as:cookie-position:var-b

CHALLENGER C - tt:nwp:opt-716:ab:as:cookie-position:var-c

**Hypothesis**  
With the new cookie policy coming, there are concerns that the impact on paid media will be significant and the retargeting pool will shrink. Equally, we need to establish a happy medium between opt ins, site bounce and customer satisfaction (measured in Leads). By testing three variations of the banner, which range from high user flexibility to high opt in rate, we will identify the best banner that ensures we don't see a significant negative impact compared to the previous cookie policy.

**Test Description**

Experience A: View the link, the cookie popup should appear at the bottom of the page.  
Experience B: View the link, the cookie popup should appear at the top of the page.  
Experience C: View the link, the cookie popup should appear in the middle of the screen with the backdrop being blurred, so that you can only somewhat see the content ‘behind’ the popup.  
  
**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Links:**

**EXPERIENCE A/CONTROL:**

<https://www.ford.es?at_preview_token=Fl9LU4j4%2B%2BQ9oiws27aoaA%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**EXPERIENCE B/CHALLENGE B:**

<https://www.ford.es?at_preview_token=Fl9LU4j4%2B%2BQ9oiws27aoaA%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>

**EXPERIENCE C/CHALLENGE C:**

<https://www.ford.es?at_preview_token=Fl9LU4j4%2B%2BQ9oiws27aoaA%3D%3D&at_preview_index=1_3&at_preview_listed_activities_only=true>