GTB  
  
**QA**  
[DEV 20.06] OT-725 | AB | IT | NPP | NPP | Swap "TDR" with "Request a Quote" in the KBA Bar - 19 February 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-725>

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

**Test location**  
NPP Summary - All Vehicles

**Tags**

CONTROL - tt:nwp:opt-725:ab:vhp:tdr-vs-preventivo:control

CHALLENGER - tt:nwp:opt-725:ab:vhp:tdr-vs-preventivo:challenger

**Hypothesis**  
Currently, the dealer website conversion rate is 0.8%. Ford.it conversion rate is 0.1%. 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 and more visible we will meet customer objectives and in turn increase conversion.

**Test Description**

View the CHALLENGER link, browse to any NPP page of a vehicle. Scroll down to the bottom of the page just before the disclaimer, the first button/icon on the left should be renamed from “Richiedi Un Test Drive” to “Richiedi un preventivo”. Pressing the button should bring up a popup with all available cars. In the top left corner of the popup it should say “Richiedi un prentivo” instead of “Contatta Ford Partner”. ~~If it’s working as intended, it shouldn’t say “Stai chiedendo di essere ricontattato da un Ford Partner” just above “Auto” underneath the previous mentioned title.~~ The popup should have the vehicle pre-selected. In other words, if you were viewing the Fiesta, the Fiesta would now be shown in the popup.  
  
**Browser:**   
All

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

**QA Links:**

**EXPERIENCE A/CONTROL:**

<https://www.ford.it/?at_preview_token=AcqICoy5YwtKu%2BuE%2FqGuvw%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**EXPERIENCE B/CHALLENGER:**

<https://www.ford.it/?at_preview_token=AcqICoy5YwtKu%2BuE%2FqGuvw%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>