GTB  
  
**QA**  
[DEV 20.06] OT-803 | AB | NL | eBP | BP Summary Page | Sticky CTA Bar – 7 February 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-803>

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

**Test location**  
<https://www.ford.nl/handige-links/ik-wil/pre-order/build-your-own#/summary?series=ACMRA_VS-KZ&powertrain=DR--B_EN-EH_HTHAD_TR-WA&paint=PNZAT&trim=11MSJ>

**Tags**  
A. Control (Default)  
B. Challenger (Sticky CTA Bar) 

**Hypothesis**  
We hypothesise making the CTA bar sticky and always visible will increase CTR by up to 13%; this estimate is based on previous testing conducted on GUX 1.0 TDR journey.

**Test Description**

CHALLENGER: View the link, the cta bar should be stickied at the bottom of the screen. Note that you need to accept the cookie before you see it as it hides behind it.

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

**QA Links:**

**CONTROL:**

<https://www.ford.nl/handige-links/ik-wil/pre-order/build-your-own?at_preview_token=pLS7fpHuhkK%2FsveSaoMfig%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true#/summary>

**CHALLENGER:**

<https://www.ford.nl/handige-links/ik-wil/pre-order/build-your-own?at_preview_token=pLS7fpHuhkK%2FsveSaoMfig%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true#/summary>