GTB  
  
**QA**  
[DEV 20.18] OT-822 | AT | BEFR | Promo | Personalised Promo Banners on HP – 8 May 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-822>

**Site**  
<https://www.fr.ford.be>

**Test location**  
HP Promotional Banner

**Hypothesisn**  
AB testing a personalised promo banner on HP has proved successful, and the challenger generated +16% CTR compared to control. In light of the positive results, the activity will be rolled out as Auto-Target (always-on).

**Test Description**

View the HomePage Promo Box QA Link. Click on the “Configurer” button found below some of the vehicles when mousing over them. Return to the home page. If the specific vehicle has an offer the name of the vehicle will appear in the promo banner, else the promot banner will stay generic.   
  
You can view the Private/Commercial Vehicle offers link below to see which vehicles have offers. Just because the vehicle has an offer, does not mean it can be “Configurer”.

**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
People who have abandoned or completed a GUX 1.0 B&P

**QA Links:**

**EXPERIENCE A/CONTROL:**

<https://www.fr.ford.be/tous-modeles?at_preview_token=n%2B7vRnGMGfIsQZrAtRBsEg%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**EXPERIENCE B/HOMEPAGE PROMO BOX:**

<https://www.fr.ford.be/tous-modeles?at_preview_token=n%2B7vRnGMGfIsQZrAtRBsEg%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>

Private Vehicle Offers:

<https://www.fr.ford.be/achat/poursuivre-experience/offres/particuliers>

Commercial Vehicle Offers:

<https://www.fr.ford.be/achat/poursuivre-experience/offres/professionnels>