GTB  
  
**QA**  
[DEV 20.12] OT-834 | AB | UK | eBP | Video Billboard – 26 March 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-834>

**Site**  
<https://www.ford.co.uk/>

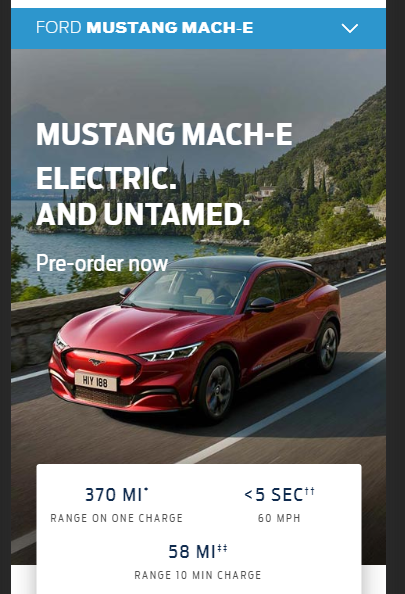
**Test location**  
Mach-E Landing Page

**Tags**

CONTROL - tt:nwp:opt-834:ab:as:video-billboards:control

CHALLENGER - tt:nwp:opt-834:ab:as:video-billboards:challenger

**Hypothesis**  
Previous AB testing shows the benefit of video content on the site. We increased BP Starts by 1.2% by introducing video content on desktop, and we are hoping using videos on mobile will also have a positive effect.

**Test Description**  
CHALLENGER: View the Challenger link on a mobile / tablet device.   


The above background image should be replaced with a video. The video should’ve started on load and have loop indefinitely. Furthermore, there should be a pause/play button at the position of the cross in the below image, always in the top right corner just above the stats of the car. Clicking anywhere on the video area will play/pause the button.  
**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Links:**

**CONTROL:**

<https://www.ford.co.uk/cars/mustang-mach-e?at_preview_token=1xVPVgtycPBbIuaFPfc%2FCg%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true&at_preview_evaluate_as_true_audience_ids=3622485>

**CHALLENGER:**

<https://www.ford.co.uk/cars/mustang-mach-e?at_preview_token=1xVPVgtycPBbIuaFPfc%2FCg%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true&at_preview_evaluate_as_true_audience_ids=3622485>