GTB  
  
**QA**  
[DEV 20.26] OT-845 | XT | ES | AS | Click to Call Popin v1 - 29 June 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-895>

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

**Test location**  
All pages except on BnP

**Hypothesis**  
Analysis on the TDR Popin and UC5 has shown that TDR Popin converts at a higher rate than UC5 for TDR Completes. We know that we can expect the conversion rate to be 100% higher than onsite conversion. As such, we want to ensure we keep leveraging this popin and its audience even during the pandemic. However, we will be shifting our focus to "Contact Us" to maintain a touch-free approach.

**Test Description**

**NOTE:** This activity does not run in Incognito.

View the “BnP Start and Finish” link. Click on the "Configurador” link in the main heading on the right hand side. On the configure page on the left you will see an option to pick "Turismos” or “Comerciales” - select vehicles from both sides to test.  
  
Next view the “Only on profile script true” link. If the vehicle has Test Drives available a popup will appear 10 seconds after viewing the page, here you will see the vehicle you viewed and price. You can contact a dealer by clicking the “Te llamamos” CTA underneath the vehicle information, this link should take you to a different contact page depending on what vehicle you were viewing on the configure page. See “845 Brief.pptx” (<https://jira.uhub.biz/secure/attachment/2784384/845%20Brief.pptx>) to see a list of all vehicles and URLs.

The popup should look like this:

A close up of a car

Description automatically generated

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

**QA Links:**

**BnP Start and Finish**

<https://www.ford.es?at_preview_token=fUfPzLT48aIG4vi1jaOgDg&at_preview_index=1_1&at_preview_listed_activities_only=true>

**Only on profile script true**

<https://www.ford.es?at_preview_token=fUfPzLT48aIG4vi1jaOgDg&at_preview_index=1_2&at_preview_listed_activities_only=true>