GTB  
  
**QA**  
[DEV 20.04] OT-779 | AB | UK | KMI Data Capture from Brochure Downloads

**Jira ticket:**  
https://jira.uhub.biz/browse/GTBEMEAOPT-779

**Site**  
[https://www.ford.](https://www.ford.it/)co.uk

**Test location**  
[https://www.ford.co.uk/shop/research/brochure-download](https://www.ford.co.uk/shop/research/brochure-download" \l "/overlay/content/overlays/download-a-brochure/<nameplate)

**Tags**

CONTROL - tt:nwp:opt-779:ab:as:kmi-bro-dl:control

CHALLENGER - tt:nwp:opt-779:ab:as:kmi-bro-dl:challenger

**Hypothesis**  
Ford of Britain receives circa 133,000 brochure downloads in a month, by far the highest KBA figures achieved on their website and a trend that we see across all markets. It seems a wasted opportunity that we're not tapping into this qualified audience to capture email addresses. By introducing a data capture element at an optimum stage in the brochure request process, we can collect valuable incremental leads without actually disrupting the current performance of this SBE.

**Test Description**

The trigger to swap the brochure download page with the repurposed KMI form should fire when the first download takes place.

If KMI form submit is successfully made, do not show this XT to the same person again.

If prospect abandons (i.e. closes the KMI form overlay), do not trigger the experience again in the current browsing session. But if a brochure download takes place on a return visit for a previously abandoned case, the trigger should fire up the KMI overlay again.

**Notes:**

1. Load the challenger QA link in a incognito browsing session
2. Next navigate to https://www.ford.co.uk/shop/research/brochure-download
3. Click on one of the “Brochures & Price Lists >” links for any vehicle in the vehicle grid
4. in the popup that displays, any CTA with the word “Brochure” or “Pricelist” in the buttons text should trigger the overlay swap once clicked. Buttons that do not have the word “Brochure” or “Pricelist” should not trigger the overlay swap.

**Browser:**   
Exclude IE11  
  
**Device:**   
All  
  
**Audience rules:**   
All visitors downloading a brochure

**QA Links:**

**CONTROL:**

https://www.ford.co.uk?at\_preview\_token=x0frwD9W5EqbZmUhrmwPrQ%3D%3D&at\_preview\_index=1\_1&at\_preview\_listed\_activities\_only=true&at\_preview\_evaluate\_as\_true\_audience\_ids=3461791

**CHALLENGER:**

https://www.ford.co.uk?at\_preview\_token=x0frwD9W5EqbZmUhrmwPrQ%3D%3D&at\_preview\_index=1\_2&at\_preview\_listed\_activities\_only=true&at\_preview\_evaluate\_as\_true\_audience\_ids=3461791