GTB  
  
**QA**  
[DEV 20.26] OT-907 | AB | ES | NPP | FV KMI Popin - 10 vs 15 Seconds – 25 June 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-907>

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

**Test location**  
Future Vehicle Section

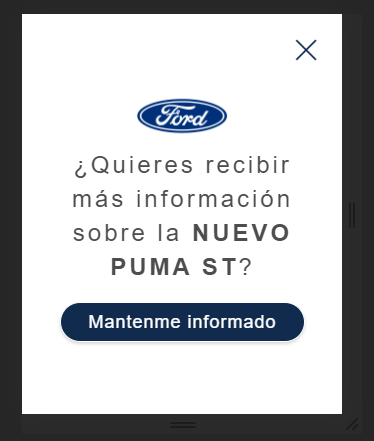
**Hypothesis**  
Previous testing on timings, where we tested 30 v 15 v 7 seconds shows the sweet spot seems to be 15 seconds. Indeed, 15 seconds was 7% up against 7 seconds (26.1% v 27.9%); 30 seconds was lowest at 20.6% (-21%) . As part of this iteration, we want to further refine and we will be testing a control group without popin, a 15 second version and a 10 second version. This will be the final testing on timing. We are confident that identifying the most successful timing will enable us to maximise the conversion driven not just by this popin, but also all other popins live on the site.

**Test Description**

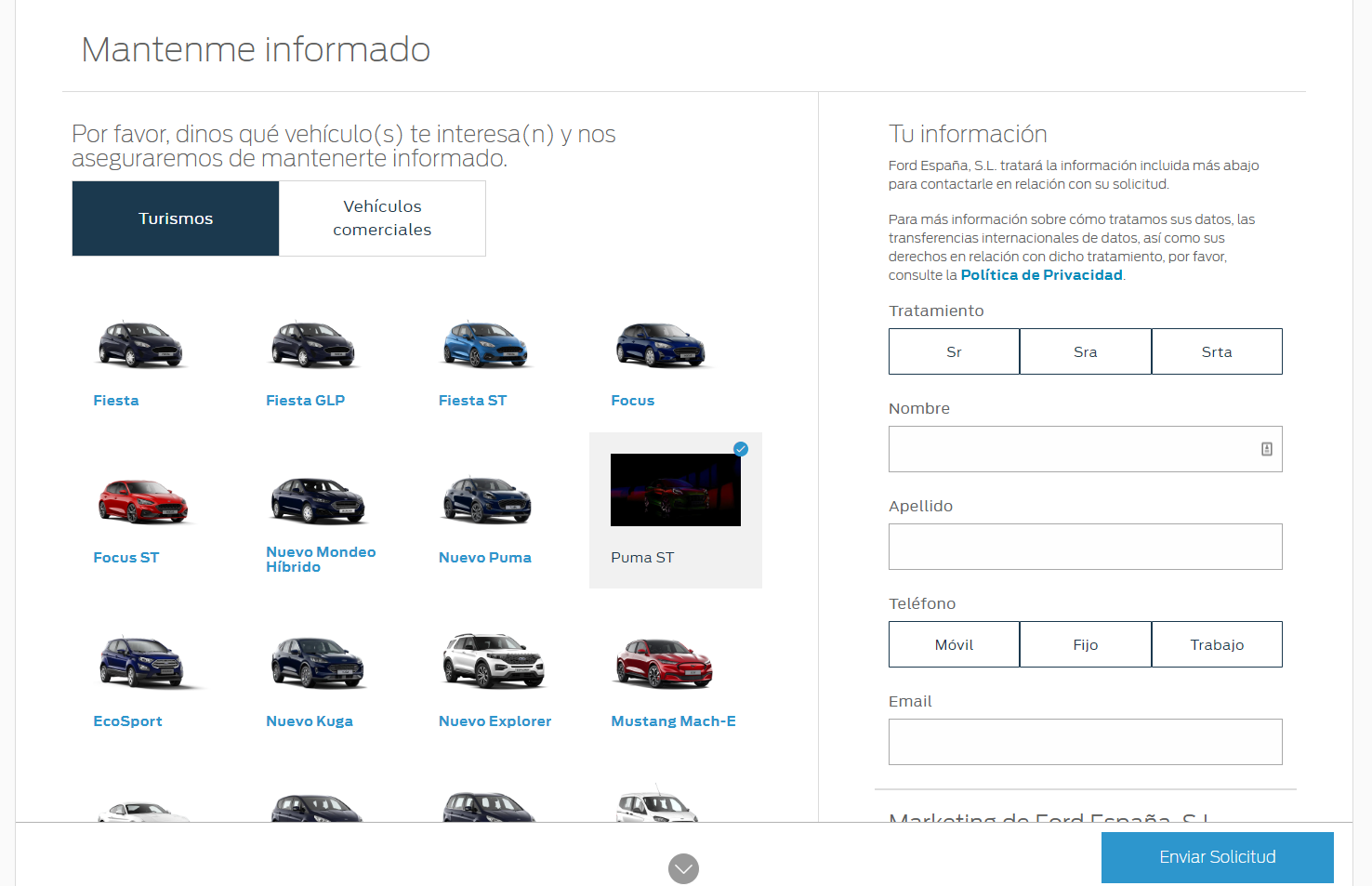
View one of the CHALLENGER QA Links. The page should put you on the Future Vehicles page allowing you to see all future vehicles. As of writing this brief, the only vehicle is the “NUEVO PUMA ST”. Click on the name or the button below to view the vehicle, if there are vehicles when testing, test them too. Once the page has loaded a popup will appear after 10 (CHALLENGER C) / 15 (CHALLENGER B) seconds. Images found below of the Popup. The popup will always say “¿Quieres recibir más información sobre la NUEVO PUMA ST?” with the car name in all capitals and bolded. With a button that says “Mantenme informado” that redirects to the keep me informed page with the vehicle pre-selected.

The Control QA Link does nothing when the page is viewed.

Desktop:

Mobile:  


CTA Button Destination: <https://www.ford.es/content/overlays/wizard-overlays/keep-me-informed?vehicleCode=CF701-VS_C9>



**Browser:**   
All  
  
**Device:**   
All  
  
**Audience rules:**   
Everyone who is on one of the Future Vehicles pages

**QA Links:**

**CONTROL:**

<https://www.ford.es/proximos-lanzamientos?at_preview_token=6km-VIOawM0Gztv0sBie0w&at_preview_index=1_1&at_preview_listed_activities_only=true>

**CHALLENGER B:**

<https://www.ford.es/proximos-lanzamientos?at_preview_token=6km-VIOawM0Gztv0sBie0w&at_preview_index=1_2&at_preview_listed_activities_only=true>

**CHALLENGER C:**

<https://www.ford.es/proximos-lanzamientos?at_preview_token=6km-VIOawM0Gztv0sBie0w&at_preview_index=1_3&at_preview_listed_activities_only=true>