GTB  
  
**QA**  
[DEV 20.28] OT-924 | AA | FR | NPP | Dynamic Creative Optimisation - 20 July 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-924>

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

**Test location**  
Kuga NPP

**Hypothesis**  
If we tailor the display creative (banner ad) for retargeting and the GUX site experience for returning visitors, then it will drive better conversion.

**Test Description**

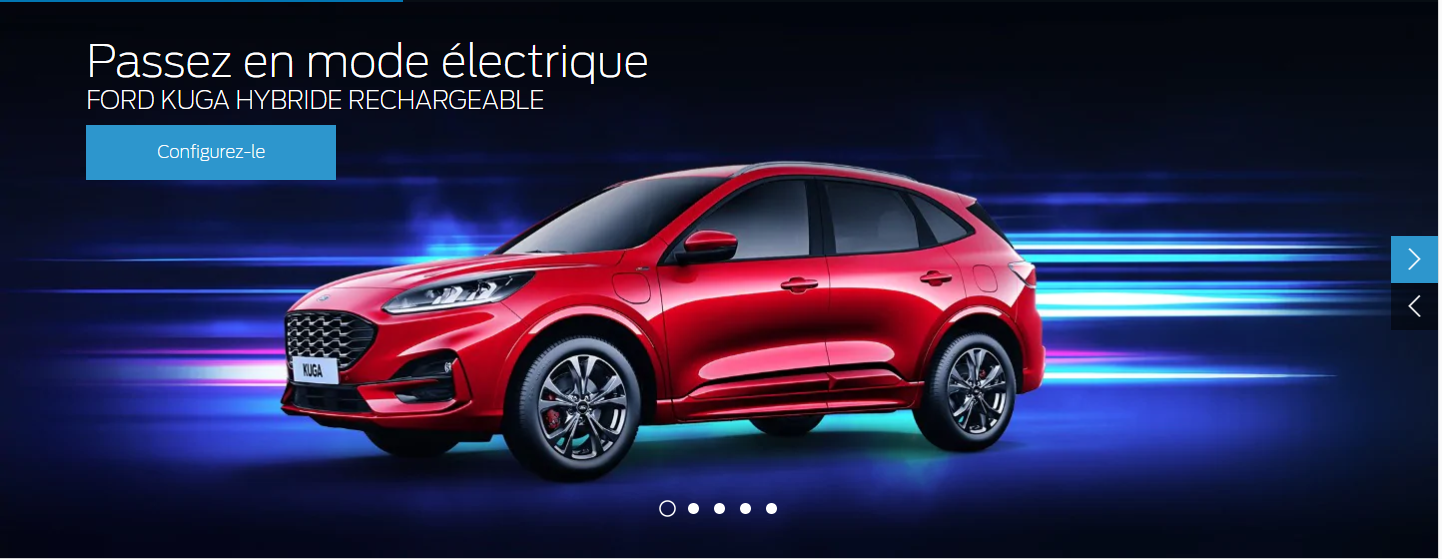
This test adds a new billboard to the carousel on the KUGA NPP. The Image is based on the Challenger Link chosen (Dark, Medium and Light). The Heading and Sub-heading text is always the same. The Button text and URL is based on which action completed.

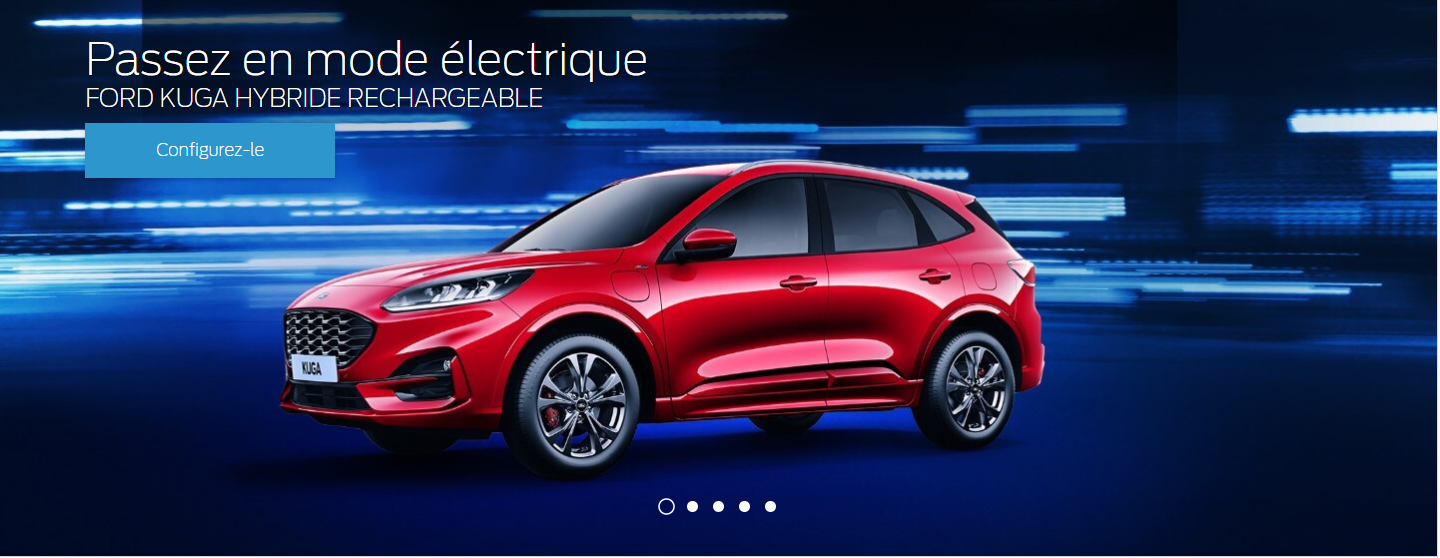
Heading: Passez en mode électrique  
Sub-heading: FORD KUGA HYBRIDE RECHARGEABLE  
  
**Actions:**  
  
**BP-A**: Build and Price Abandoned. Go to <https://www.ford.fr/achat/poursuivre-lexperience/configurateur-gf3#/catalogID/WAEFX-CTD-2019-CX482KugaFRA202075/?code=ACMAA_VS-EA> . Once the page is loaded, load one of the Challenger QA Links.  
  
CTA Button: Configurez-le  
CTA Link: <https://www.ford.fr/achat/poursuivre-lexperience/configurateur-gf3#/catalogID/WAEFX-CTD-2019-CX482KugaFRA202075/?code=ACMAA_VS-EA>

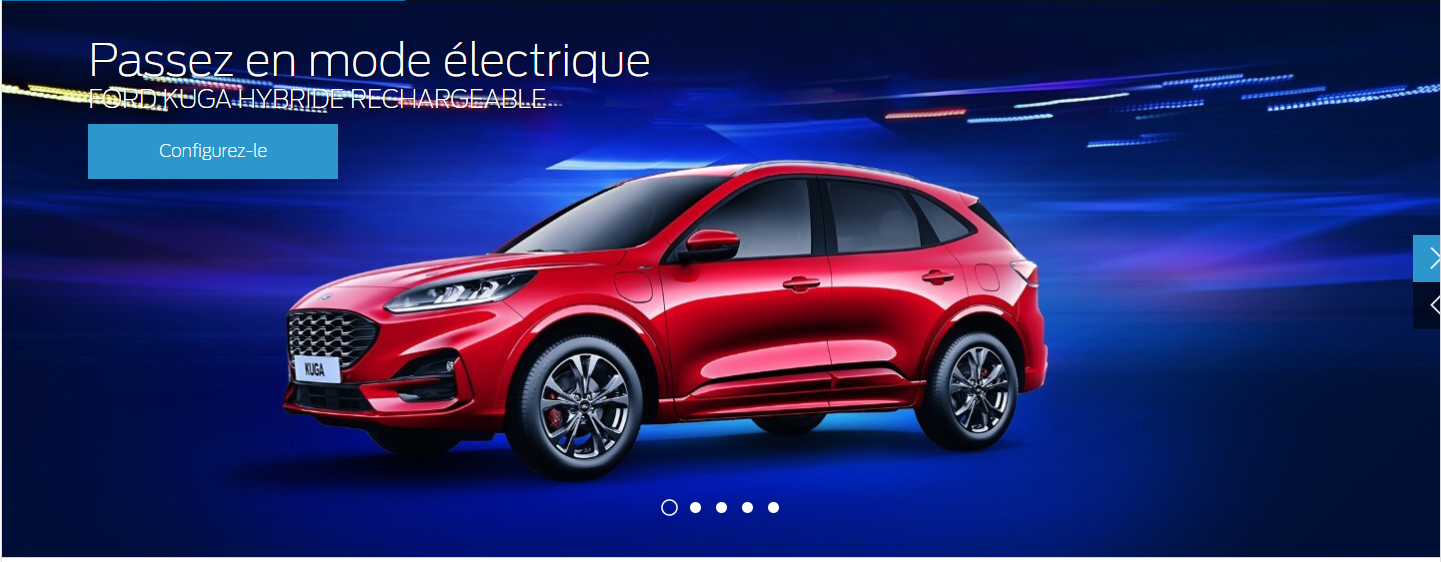
**NPV**: Nameplate Page Visit. Go to <https://www.ford.fr/voitures-neuves/kuga> . Once the page is loaded, load one of the Challenger QA Links.

CTA Button: Configurez-le  
CTA Link: <https://www.ford.fr/achat/poursuivre-lexperience/configurateur-gf3#/catalogID/WAEFX-CTD-2019-CX482KugaFRA202075/?code=ACMAA_VS-EA>  
  
**KMI-A**: Keep Me Informed Abandoned. Go to <https://www.ford.fr/achat/poursuivre-lexperience/tenez-moi-informe?vehicleCode=CBS07-01_12> . Once the page is loaded, load one of the Challenger QA Links.

CTA Button: Découvrez-le  
CTA Link: <https://www.ford.fr/achat/poursuivre-lexperience/tenez-moi-informe?vehicleCode=CBS07-01_12>

Screenshots:  
Dark:  


Medium:  


Light:  


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

**QA Links:**

**CONTROL:** <https://www.ford.fr/voitures-neuves/kuga?at_preview_token=Tg2LFuUQiDpzTDgyOj8j7A&at_preview_index=1_1&at_preview_listed_activities_only=true>

**CHALLENGER (DARK):** <https://www.ford.fr/voitures-neuves/kuga?at_preview_token=Tg2LFuUQiDpzTDgyOj8j7A&at_preview_index=1_2&at_preview_listed_activities_only=true&dco=d>

**CHALLENGER (MEDIUM):** <https://www.ford.fr/voitures-neuves/kuga?at_preview_token=Tg2LFuUQiDpzTDgyOj8j7A&at_preview_index=1_2&at_preview_listed_activities_only=true&dco=m>

**CHALLENGER (LIGHT):** <https://www.ford.fr/voitures-neuves/kuga?at_preview_token=Tg2LFuUQiDpzTDgyOj8j7A&at_preview_index=1_2&at_preview_listed_activities_only=true&dco=l>