GTB  
  
**QA**  
[DEV 20.28] OT-932 | XT | NO | AS | Find a Dealer Popin v1 - 15 July 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-932>

**Site**  
<https://www.ford.no/>

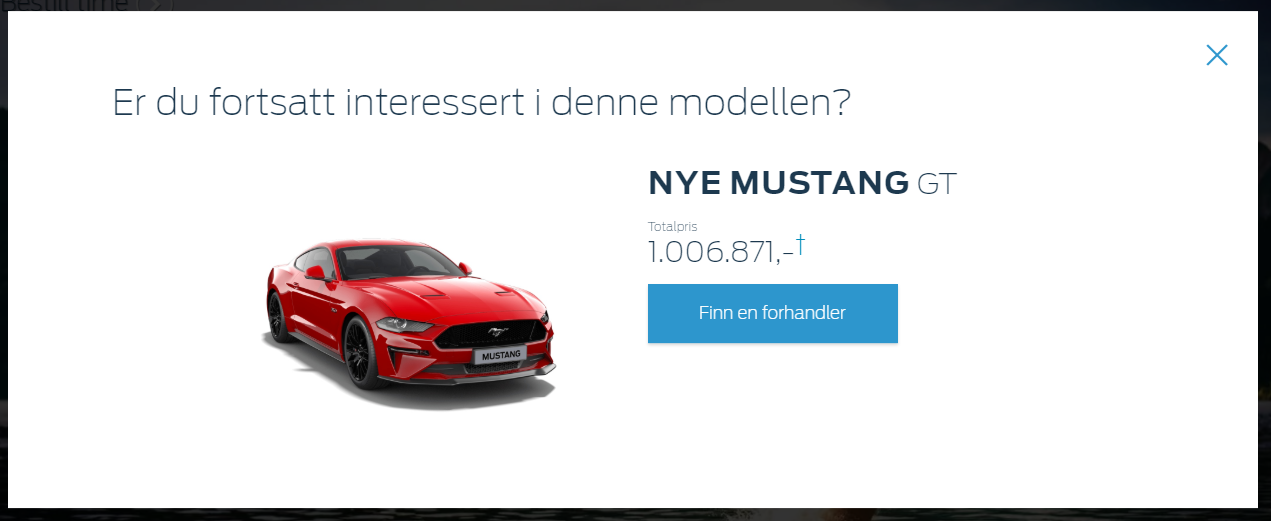
**Test location**  
All pages except on BnP

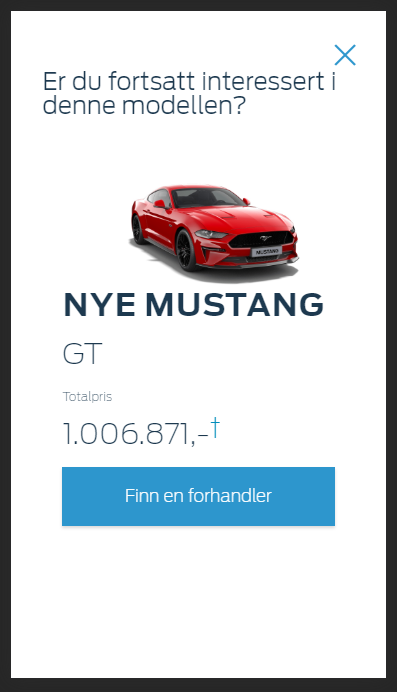
**Hypothesis**  
Analysis on the TDR Popin and UC5 has shown that TDR Popin converts at a higher rate than UC5 for TDR Completes. We know that we can expect the conversion rate to be 100% higher than onsite conversion. As such, we want to ensure we keep leveraging this popin and its audience even during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

**Test Description**

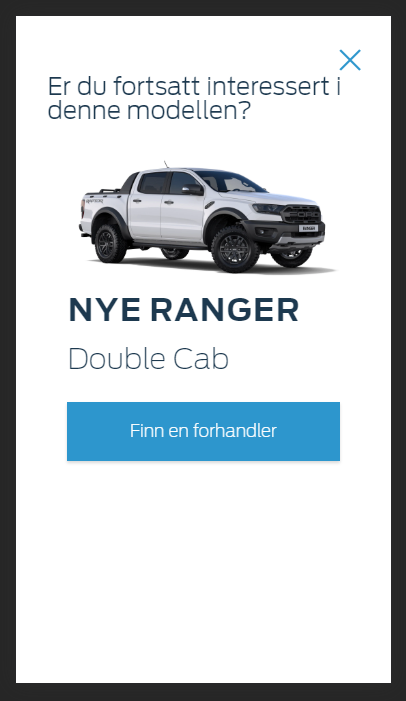
View the QA link. Click on the "Bygg din Ford” link in the main heading on the right-hand side. On the configure page on the left you will see an option to pick "Personbiler” or “Nyttekjøretøy” - select vehicles from both sides to test. The Puma and Mach-E is excluded from this test.  
  
Next click the Ford Logo in the top left corner to go to the home page. 10 seconds after the page has a loaded a popup will appear, here you will see the vehicle you viewed and the price (NOTE: Commercial vehicles don’t show a price). You can find a dealer by clicking the “Finn en forhandler” button on the popup, this link should take you to <https://www.ford.no/finn-en-forhandler>

See screenshots below for examples.

Desktop Non-Commercial Popup:  


Mobile Non-Commercial Popup:  


Desktop Commercial Popup:  


Mobile Commercial Popup:  


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

**QA Links:**<https://www.ford.no/?at_preview_token=Tn1PgQHLTl0aa4I_PSLoIg&at_preview_index=1_1&at_preview_listed_activities_only=true>