Lipton - Monthly Report

March 2024

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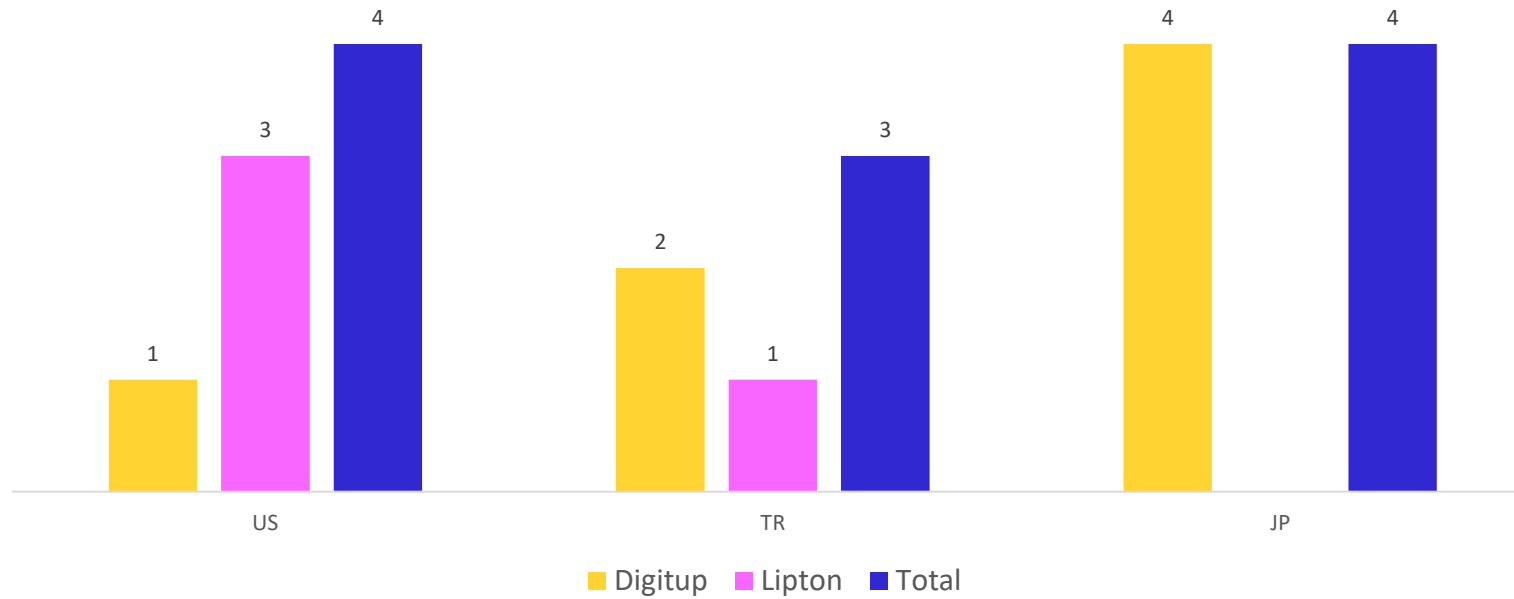# Lipton Ticket Summary

BAU: In-Progress Tickets from February

TR : Header Changes Implementation – The Update and reorganization of header elements has

been done and made live.
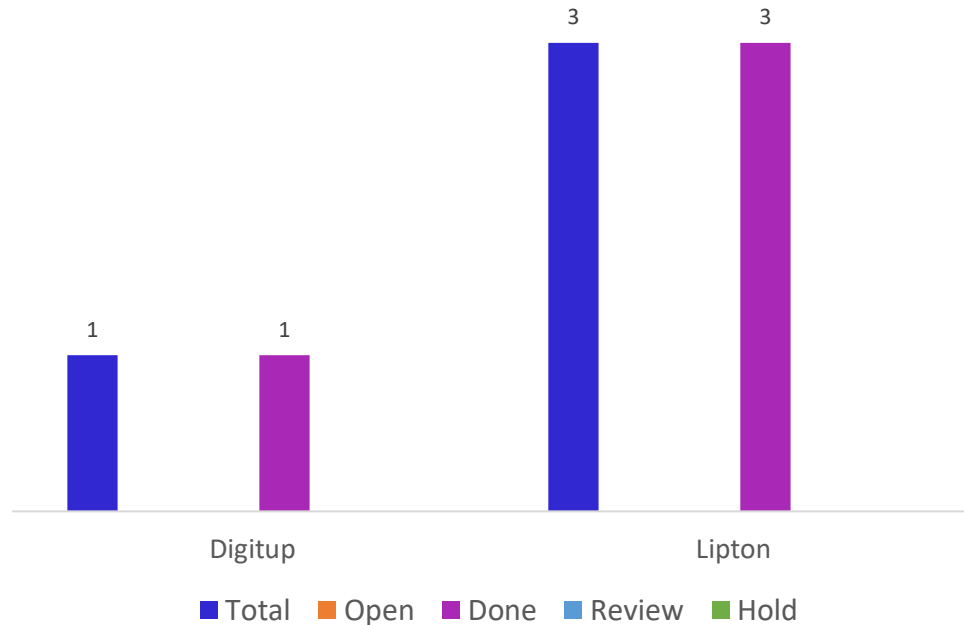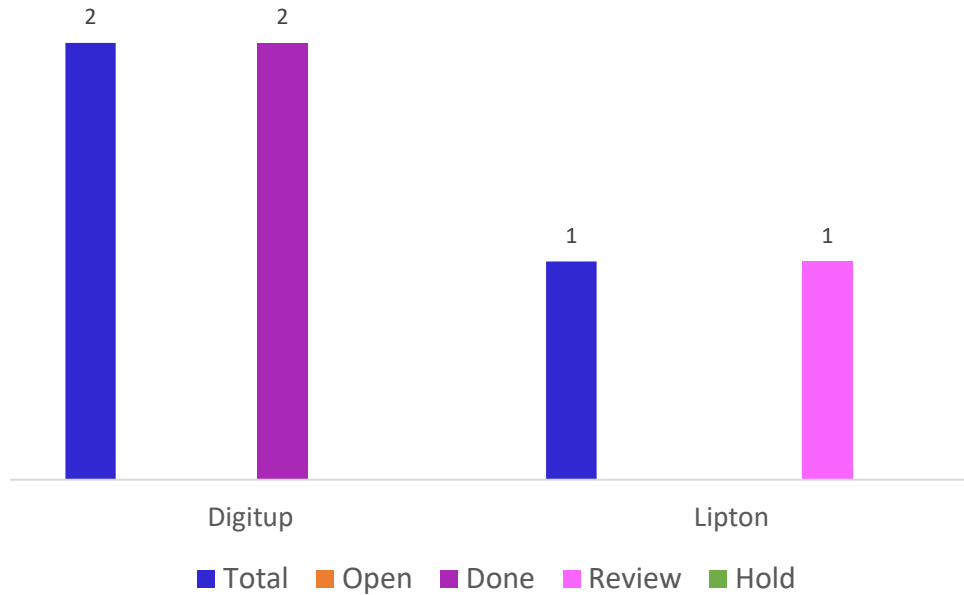
BAU Ticket Summary & Highlight – Lipton US

- US : Bazaar voice social commerce script implementation over green tea landing page has been done. – 8 hours

- US : Bazaar voice social commerce script has been implemented over black tea product page : https://www.lipton.com/us/en/our-teas/black-tea/ – 3 hours

- Product image has been updated over page : Page URL: https://www.lipton.com/us/en/our-teas/black-tea/ via bynder assent link. – 1 hour

- Cookies used over US market have been reviewed and approved over Silktide platform to improve the Silktide score.

External tasks were raised by Lipton POCs   Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary – Lipton Turkey

Chart: Digitup — Total: 2, Done: 2; Lipton — Total: 1, Review: 1

Legend: ■ Total ■ Open ■ Done ■ Review ■ Hold

- New Website with single page has been developed and certain redirection and integration tasks are under progress for the page . – 10 hours. – In Review

- H1 heading issue over page "https://www.lipton.com/tr/home/" has been fixed to follow SEO rules and improve score.

- Cookies used over TR market have been reviewed and approved over Silktide platform to improve the Silktide score.
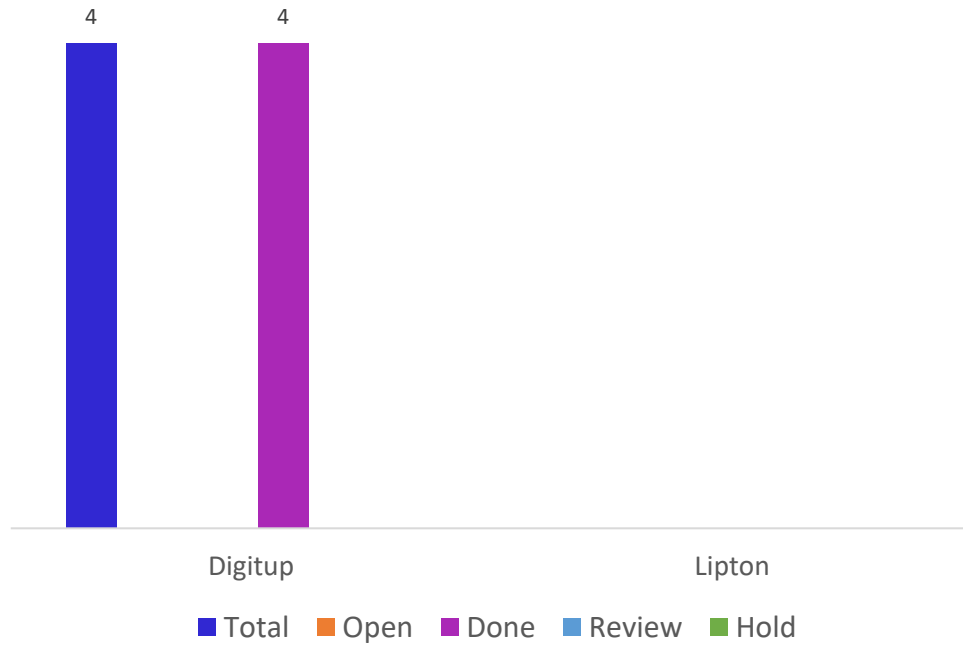
● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary – Lipton Japan

Chart legend: ■ Total ■ Open ■ Done ■ Review ■ Hold

Categories: Digitup (4), Lipton (4)

- External Broken link which were directing towards product page of rakuten website has been fixed over page.

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

Lipton March Highlights

- **US :** Bazaar voice social commerce script implementation over green tea landing page has been done.

- **US :** Bazaar voice social commerce script has been implemented over black tea product page :

  https://www.lipton.com/us/en/our-teas/black-tea/

- **TR :** New Website with single page has been developed and made live.
- **TR :** H1 heading issue over page "https://www.lipton.com/tr/home/" has been fixed to follow SEO rules and improve score.
- **JP :** External Broken link which were directing towards product page of rakuten website has been fixed over page.

- **Market Decommissioning :** As per the directions of LTI Central Team, we've decommissioned total 12 Lipton Markets, mentioned in the next slide along with their decommissioning date and redirection URL.

Lipton Decommissioned Markets 2024

Market	Redirection URL	Decommissioning Date
Lipton Pakistan	https://www.liptonteas.com/our-brands/portfolio/lipton	27/03/2024
Lipton Australia	https://www.liptonteas.com/our-brands/portfolio/lipton	27/03/2024
Lipton Sweden	https://www.liptonteas.com/our-brands/portfolio/lipton	01/04/2024
Lipton Chile	https://www.liptonteas.com/our-brands/portfolio/lipton	01/04/2024
Lipton Peru	https://www.liptonteas.com/our-brands/portfolio/lipton	01/04/2024
Lipton Poland	https://www.liptonteas.com/our-brands/portfolio/lipton	01/04/2024
Lipton France	https://www.liptonteas.com/our-brands/portfolio/lipton	01/04/2024
Lipton Egypt	https://www.liptonteas.com/our-brands/portfolio/lipton	02/04/2024
Lipton UAE	https://www.liptonteas.com/our-brands/portfolio/lipton	02/04/2024
Lipton Italy	https://www.liptonteas.com/our-brands/portfolio/lipton	03/04/2024
Lipton Belgium	https://www.liptonteas.com/our-brands/portfolio/lipton	03/04/2024
Lipton Netherlands	https://www.liptonteas.com/our-brands/portfolio/lipton	03/04/2024

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Lipton Website Performance

DQM Scores - Silktide

DQM scores highlighted below, please note these might be different when you're checking specific links as Silktide updates these scores regularly

Market	Overview – February	Overview – March	Delta	Content	Accessibility	Marketing	UX
Egypt (EN,AR)	91,92	92,92	1,0	86	94	92	99
UAE (EN,AR)	90,91	91,92	1,1	85	94	92	90
Peru	93	93	0	92	92	96	90
Pakistan	92	93	1	91	96	94	91
Sweden	92	92	0	92	95	90	91
Canada (EN,FR)	92,90	92,92	0.2	86	93	96	91
Japan	91	87	-4	92	96	83	91
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	90	90	0	84	95	92	90
Australia	92	92	0	89	95	87	99
USA	86	90	4	83	94	89	90
Belgium (NL,FR)	92,94	94,92	2,-2	87	95	95	93
Netherlands	90	91	1	85	96	92	92
Chile	88	91	3	82	93	89	99
Italy	88	90	2	86	89	89	98
France	93	93	0	92	94	94	91
Poland	90	91	1	87	93	92	90

DQM Analysis - Silktide

Our objective is to attain and consistently uphold a Silktide score of 80 or higher across all Lipton markets. It's worth noting that we have been able to achieve and maintain an impressive score of approximately 90 for most of these markets. We have identified both global and specific concerns that are currently under active resolution, with some already successfully addressed.

Check and fix broken links : External links tend to expire over time, and Silktide consistently reports these occurrences. We maintain constant vigilance and actively engage in efforts to refresh and rectify these broken links across all markets.

In recent assessments, we've successfully identified and resolved broken link issues in following markets.

1. **JP :** The 4 external broken links identified on the JP website through the Silktide platform have been successfully resolved. However, the overall score has decreased due to multiple instances of broken privacy policy links affecting 106 pages. This score is expected to improve once the new privacy policy link is updated.
2. **TR :** Cookies used in the TR market have been examined based on whether they are covered in the cookie policy or not, and this verification action has helped us to maintain the consistency.
3. **USA :** Cookies used in the US market have been examined based on whether they are covered in the cookie policy or not, and this verification action has improved the Silktide score.

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Core Web Vitals Assessment

Addressing Lipton Core Web Vitals Metrics Issues.

In accordance with the recent announcement by Google Chrome regarding the replacement of **First Input Delay (FID)** with **Interaction to Next Paint (INP) by March 2024**, we are implementing the following approach to address INP issues:

• Generating comprehensive reports for Core Web Vitals (CWV) Mobile Metrics utilizing the PageSpeed Insights API alongside the Screaming Frog tool.

• Filtering page data to identify instances with INP issues (scores exceeding 200 milliseconds).

The importance of this initiative lies in enhancing user experience, particularly in terms of responsiveness. Chrome emphasizes the significance of responsiveness, defined as a web page's ability to promptly respond to user interactions.

Regular Monitoring: A proactive approach is being adopted by monitoring the identified pages on a daily basis. This consistent monitoring allows for the prompt identification of any emerging the Core Web Vitals Metrics issues or performance degradation, enabling the development team to swiftly address and rectify the situation.

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Thank You

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