

Pukka Herbs -Monthly Report

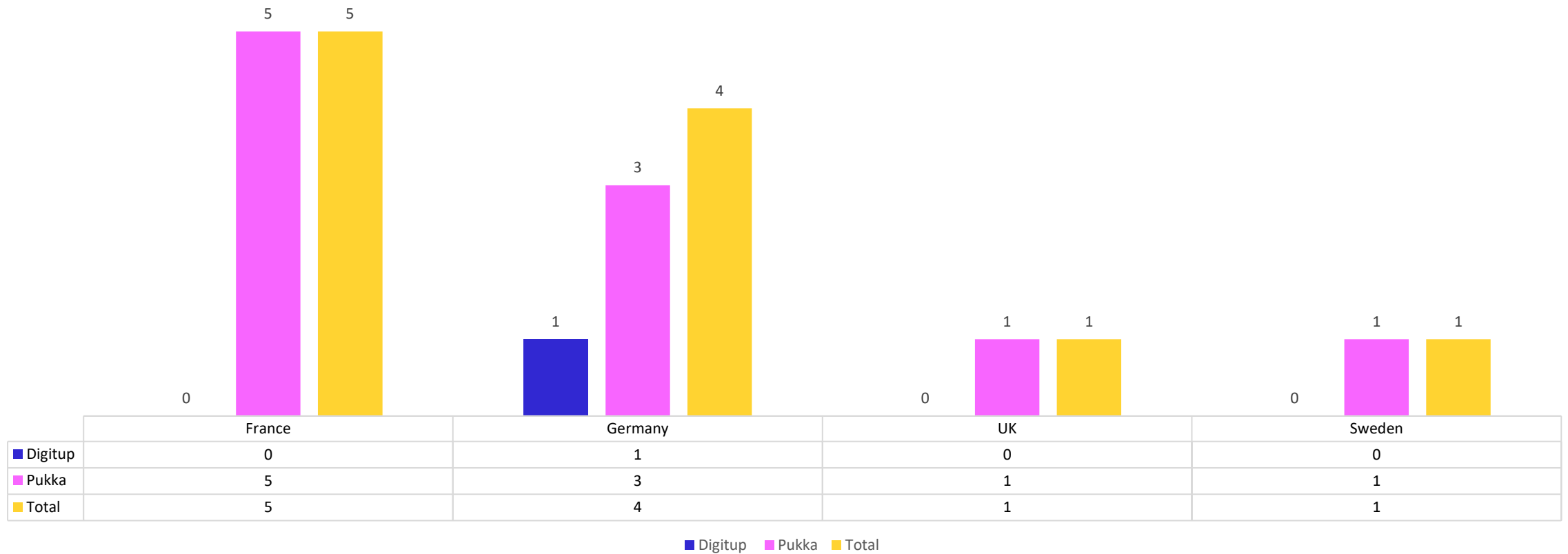
July 2024

Table of Content

- BAU Ticket Summary
 - Overall ticket status
- Market status
 - France Ticket Status
 - Germany Ticket Status
 - UK Ticket Status
 - Sweden Ticket Status
- Website Performance
- Core Web Vitals Assessment

Pukka Herbs Ticket Summary

BAU Tickets Resolution Status July - Pukka Herbs



11

Task Received

11

Task Completed

0

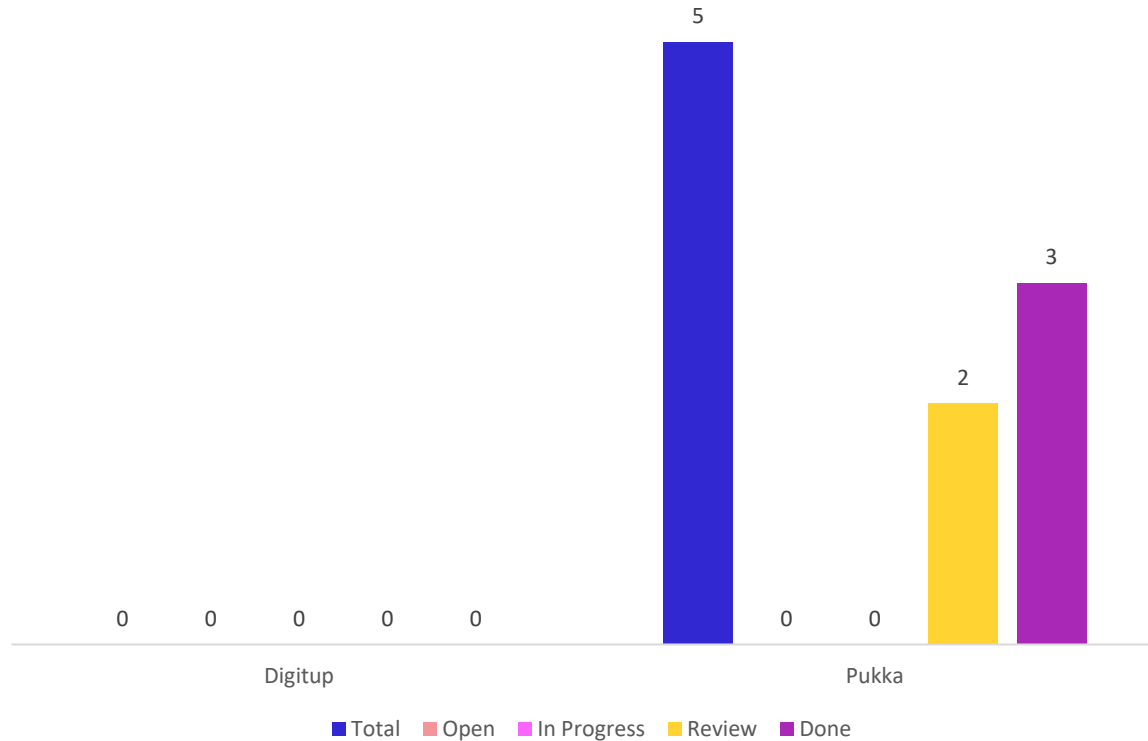
Task In-Progress

100%

SLA Met



BAU Ticket Summary - Pukka Herbs France



Highlights on July month Tickets

- Deleted collection de Noël (Estimated Time – 20 min.)
- Deleted coffret selection (Estimated Time – 20 min.)
- Deleted Or de Curcuma product (Estimated Time – 20 min.)
- Updated the homepage banner text (Estimated Time – 20 min.)
- Changed text on the home page pukka.fr (Estimated Time – 20 min.)

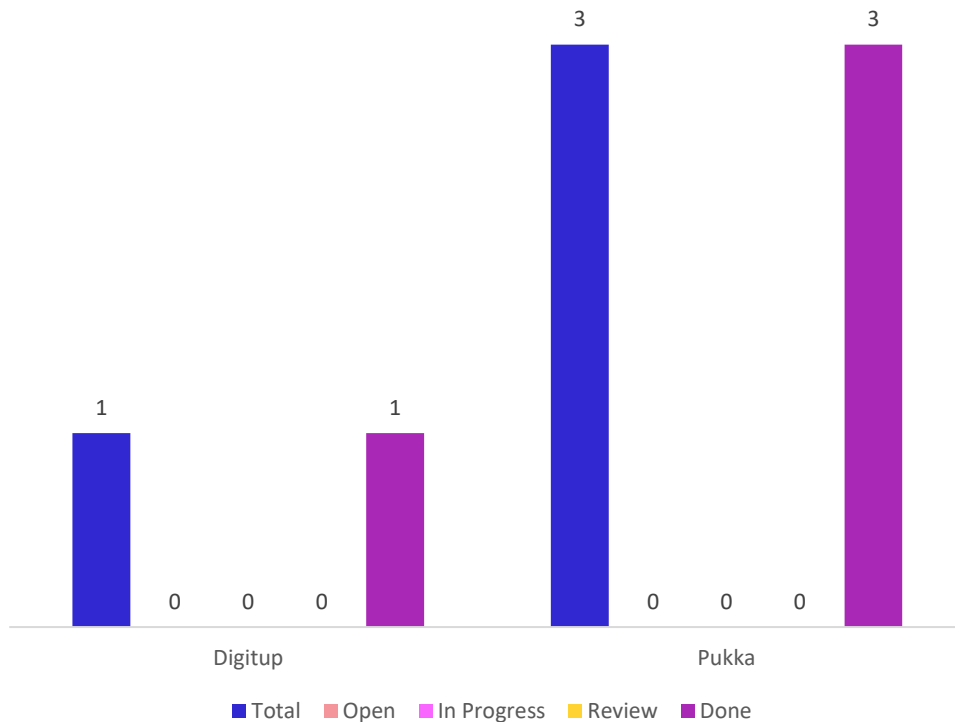
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs



BAU Ticket Summary - Pukka Herbs Germany



Highlights on July month Tickets

- Fixed the broken external link - Silktide (July 2024) (Estimated Time – 15 min.)
- Updated the Workday Wellness images (Estimated Time – 45 min.)
- Removed "Pukka Filialfinder" (Where to Buy) Page (Estimated Time – 30 min.)
- Added new product 2024 version of the bamboo box (Estimated Time – 60 min.)

● External tasks were raised by Lipton POCs

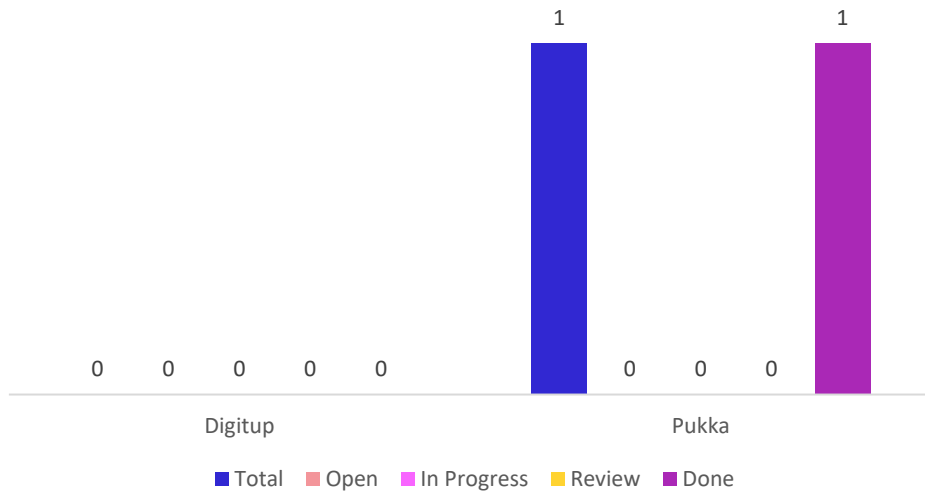
● Internal tasks were raised by Digitup as improvement assessment



*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

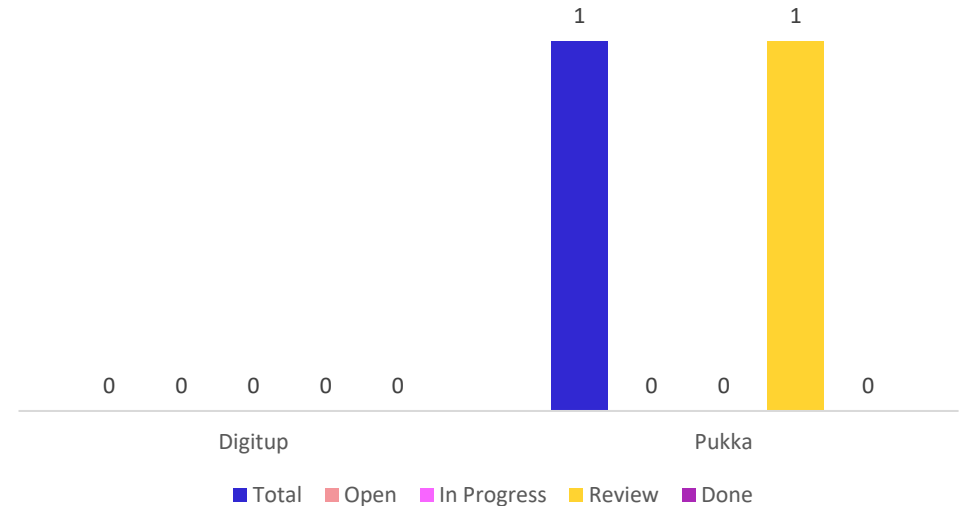
BAU Ticket Summary

Pukka Herbs UK



- Three Mint - product ingredients updated (Estimated Time – 15 min.)

Pukka Herbs Sweden



- Updated the content of Cleanse Tea (Estimated Time – 60 min.)

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

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs



Pukka BAU July Highlights

- Deleted collection de Noël for Pukka FR
- Deleted coffret sélection for Pukka FR
- Deleted Or de Curcuma product for Pukka FR
- Updated the homepage banner text for Pukka FR
- Changed text on the home page for Pukka FR
- Updated the Workday Wellness images for Pukka DE
- Removed "Pukka Filialfinder" (Where to Buy) Page for Pukka DE
- Fixed the broken external link - Silktide (July 2024) for Pukka DE
- Added new product 2024 version of the bamboo box for Pukka DE
- Three Mint - product ingredients updated for Pukka UK
- Updated the content of Cleanse Tea for Pukka SE

Pukka Herbs 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 - June	Overview - July	Delta	Content	Accessibility	Marketing	UX
Australia	95	97	2	97	99	99	94
Germany	94	96	2	96	99	98	91
France	89	91	2	77	96	95	94
Netherlands	90	91	1	76	96	95	99
Sweden	92	94	2	91	95	96	94
UK	95	95	0	88	99	96	96

DQM Analysis - Silktide

Our goal is to reach and maintain a Silktide score of 80. We have noted significant fluctuations in certain markets. Based on our analysis, we have compiled the following pertinent insights for your reference.

- Pukka AU - Overall score Improved due to marketing module score increased.
- Pukka DE - Overall score improved due to marketing module score increased and 1 broken link resolved.
- Pukka FR - Overall score Improved due to marketing module score increased.
- Pukka SW - Overall score Improved due to marketing module score increased.

Note: Please be informed that despite the fluctuations, we have diligently maintained a consistent threshold of 80 across all the aforementioned websites. Our continuous focus remains on the enhancement and sustainable maintenance of these websites.

Core Web Vitals Assessment

Core Web Vitals Assessment

Addressing Pukka 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 have implemented an approach to address INP issues. We are happy to share that due to our constant efforts & regular monitoring we are able to achieve a passing score of core web vitals on Pukka.

Please refer to the updated scores below for Pukka as on 10th August 2024.

Brand	URL	Core Web Vital Status	LCP	INP	CLS	FCP	FID	TTFB
Pukka	https://www.pukka-herbs.com/	Passed	1.7s	195 ms	0	1.4 s	13 ms	0.7 s



Thank You

