

Lipton - Monthly Report

April 2024



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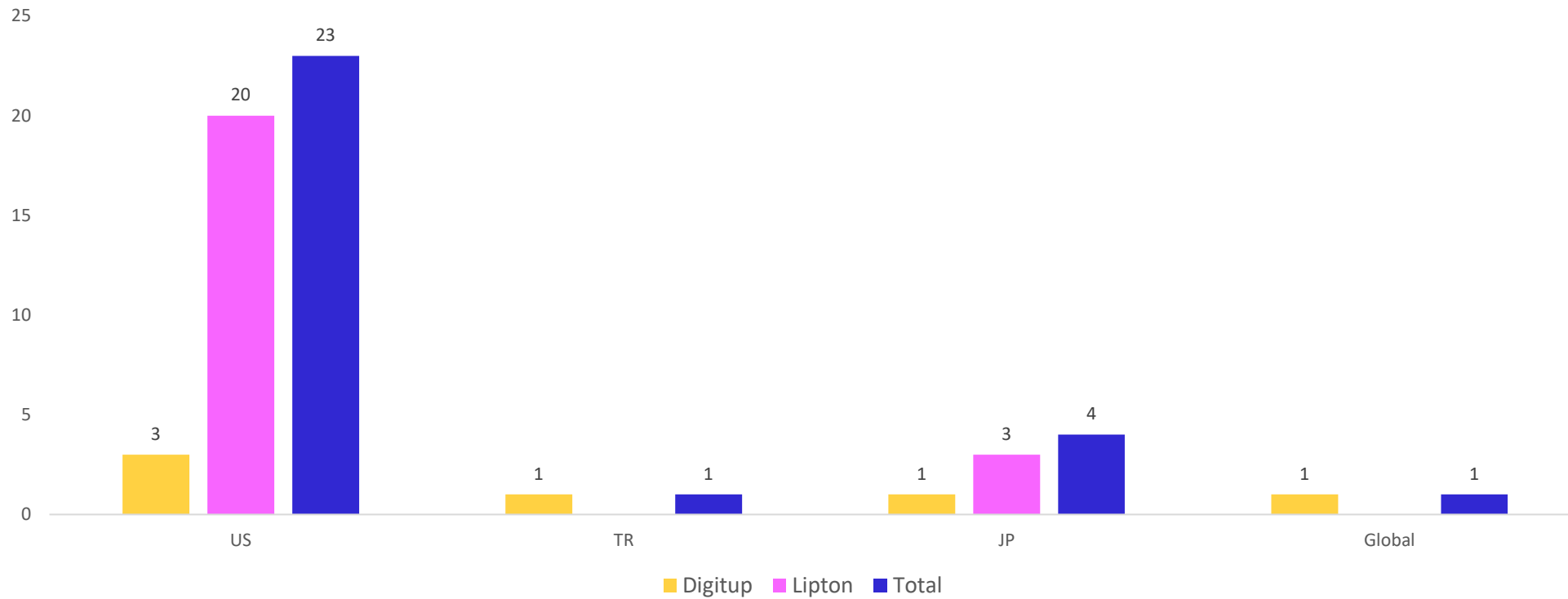
Lipton Ticket Summary

BAU: In-Progress Tickets from March

TR : New Website with single page has been developed and made live, however the redirections associated with the new development request are under progress.



BAU Tickets Resolution Status April - Lipton



29

Task Received

29

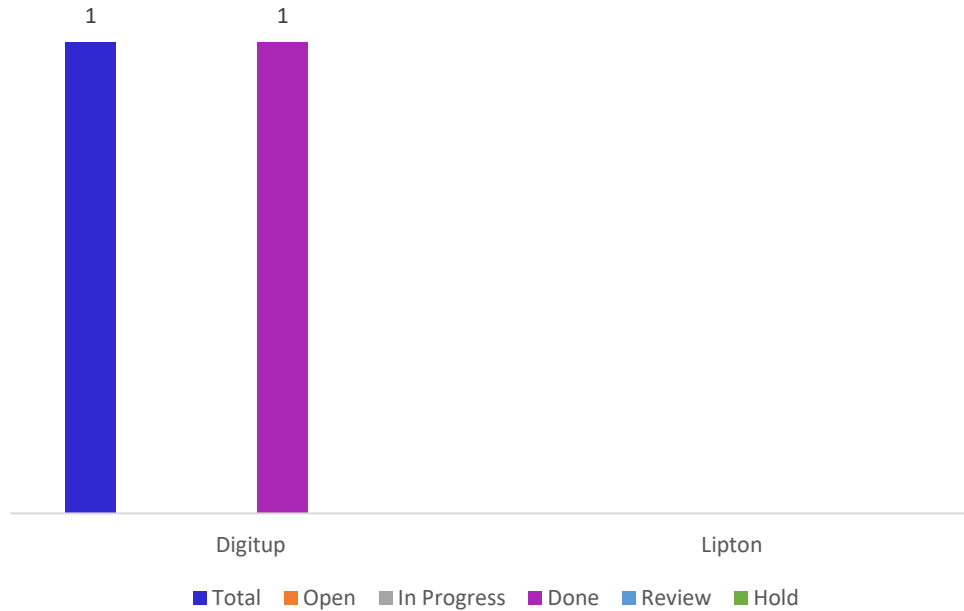
Task Completed

100%

SLA Met



BAU Ticket Summary - Lipton Global



- Various code related log statements as well as warning generated while code execution have been fixed to improve the Silktide score and code quality.

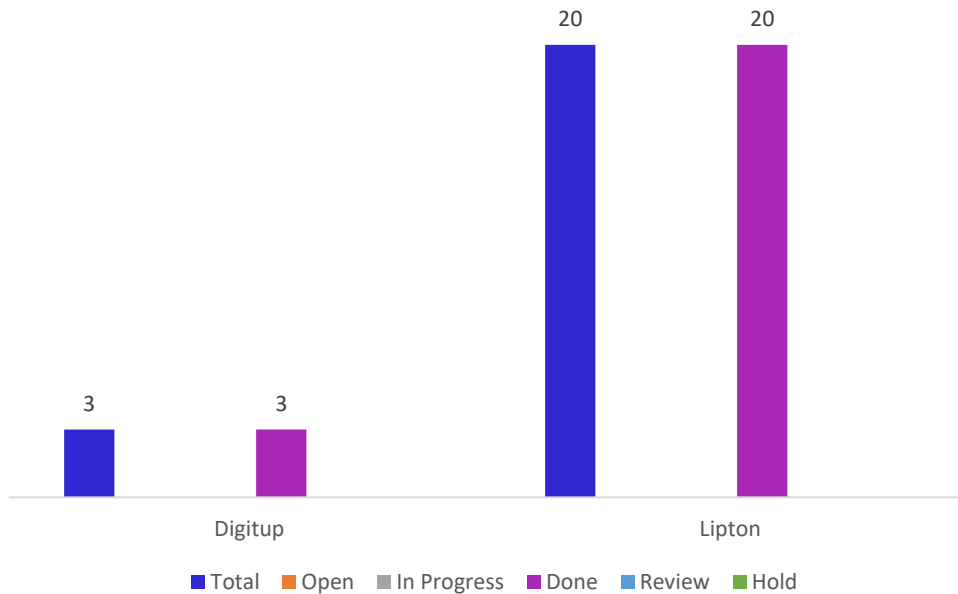


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton US



- US : Total of 11 New Products have been added to Lipton US portfolio. - 2 hours 15 minutes
- US : Total 14 products have been delisted from Lipton US portfolio. - 3 hours
- Textual and Image content has been updated over home page of website. - 2 hour
- Various mis-spellings corrected over US webpages to enhance Silktide scores.

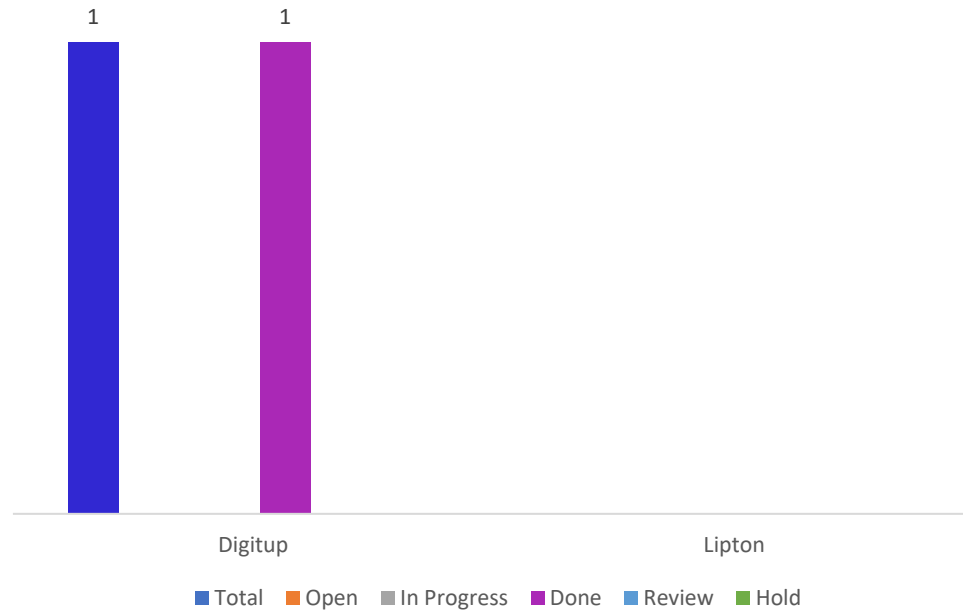


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton Turkey



- Alternative attribute data added for green tea page's "multiple images section's images".

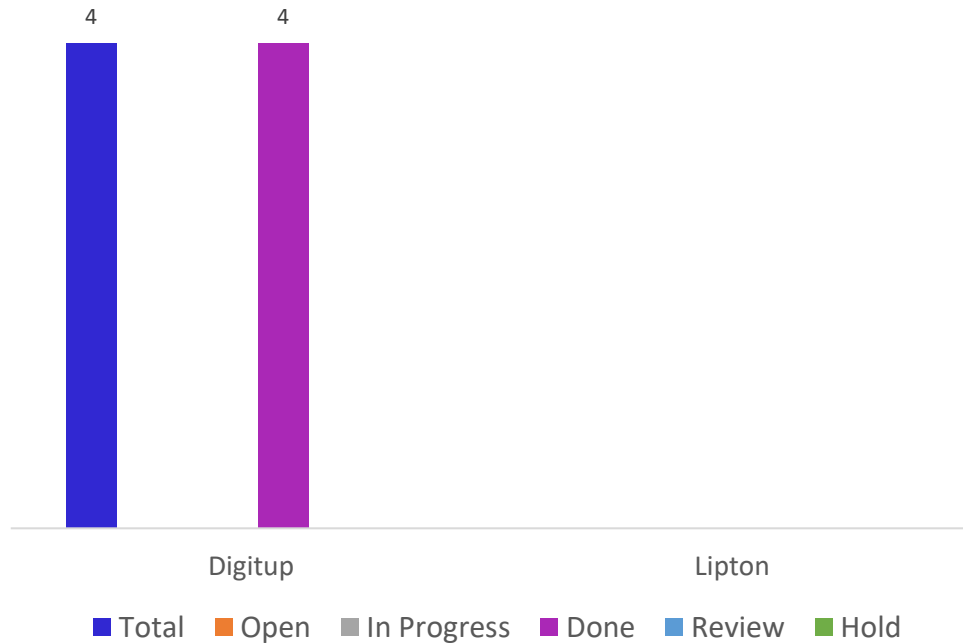


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton Japan



- A broken link found over page "https://www.lipton.jp/ja/products/lipton-pure-rooibos-15p" has been replaced to fix the issue.
- Certain updates shared via a document have been implemented and made live over page "Home & Cold Brew Page" - 2 hours.
- As per shared PPT instructions, the image has been deleted from alternate product section -20 minutes.
- One product was revised with updated content and images received via PPT document - 30 minutes.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton April Highlights

- **US** : Total of 11 New Products have been added to Lipton US portfolio.
- **US** : Total 14 products have been delisted from Lipton US portfolio.
- **US** : Textual and Image content has been updated over home page of website.
- **TR** : Alternative attribute data added for green tea page's "multiple images section's images"
- **JP** : A broken link found over page "<https://www.lipton.jp/ja/products/lipton-pure-rooibos-15p>" has been replaced to fix the issue.
- **JP** : Certain updates shared via a document have been implemented and made live over page "Home & Cold Brew Page".
- **JP** : As per shared PPT instructions, the image has been deleted from alternate product section.
- **JP** : One product was revised with updated content and images received via PPT document.
- **Global** : Various code related log statements as well as warning generated while code compilation have been fixed to improve the Silktide score and code quality.



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 – March	Overview – April	Delta	Content	Accessibility	Marketing	UX
Japan	87	93	6	94	96	87	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	90	91	1	87	95	91	92
USA	90	90	0	87	92	89	93



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 market.

- **JP :** A broken link found over page "<https://www.lipton.jp/ja/products/lipton-pure-rooibos-15p>" has been replaced to fix the issue.

Check and fix mis-spelling : Various mis-spellings corrected over US webpages to enhance Silktide scores.

Check and log messages and warnings : Various code related log statements as well as warning generated while code execution have been fixed to improve the Silktide score and code quality.



Core Web Vitals Assessment

Addressing Lipton Core Web Vitals Metrics Issues.

We are implementing the following approach to fix the INP issues:

- Transitioning the global scripts into the necessary component.
- Use responsive images and modern formats like WebP to reduce image size without compromising quality.
- Implement lazy loading for non-essential scripts, ensuring that critical scripts are prioritized to reduce initial load times and improve interaction readiness.
- Use async for non-critical scripts and defer for scripts that can execute after HTML parsing to improve interaction speed.

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 Core Web Vitals Metrics issues or performance degradation, enabling the development team to swiftly address and rectify the situation.

Next Step: We plan to sanitize the code to reduce the DOM size and eliminate unnecessary logic and conditions.



Thank You

