LTI BMS Q1 REPORT
April 2024

LTI Brands

April 2024

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Table of Content

LIPTON
Teas and Infusions

LTI Decommissioning 2024

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LTI Decommissioning 2024

Phase 1 – 27/03/2024

- Lipton – Pakistan
- Lipton – Australia
- Lyons – Ireland
- Joko – South Africa
- Pukka – Canada(FR-EN)
- Pukka - US

Phase 2 – 01/04/2024

- Lipton – Sweden-SE
- Lipton – Chile
- Lipton – Peru
- Lipton – Poland
- Lipton - France
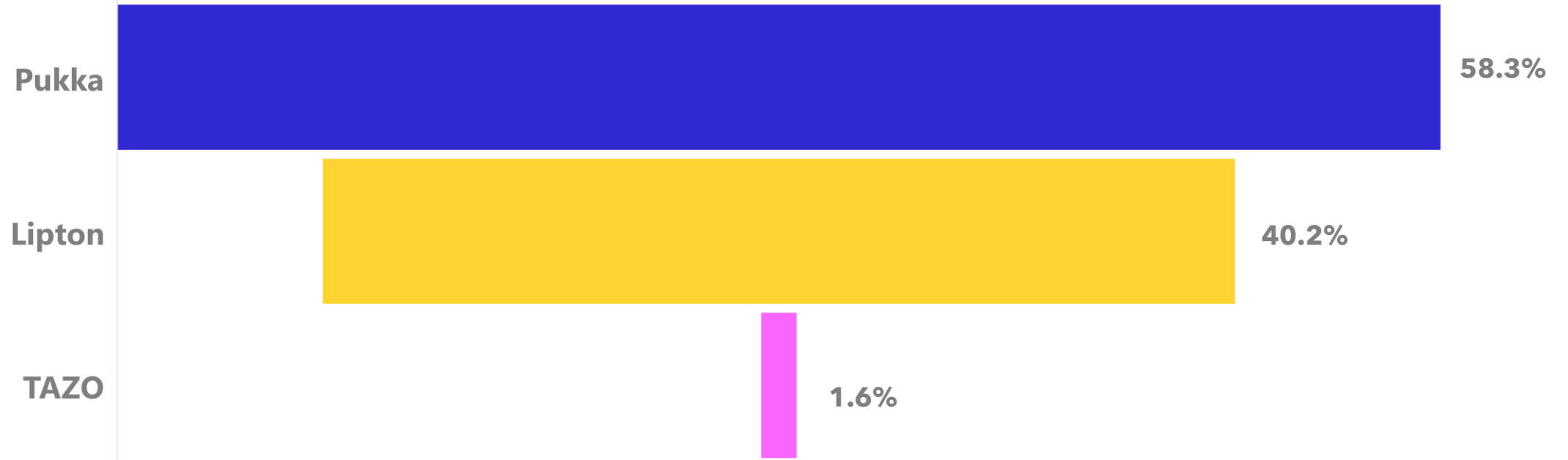- Pukka – UAE-AR

Phase 3 – 02/04/2024

- Lipton – Egypt(EN-AR)
- Lipton – UAE(EN-AR)
- Pukka – Poland
- Pukka – Belgium(FR-NL)
- Elephant Tea – FR

Phase 4 – 03/04/2024

- Lipton – Italy
- Lipton – Belgium(FR-NL)
- Lipton – Netherlands
- Pukka – Switzerland (DE-FR)

- **Pukka US** and **CA** have been decommissioned however these are in discussion for revival with Global Team.

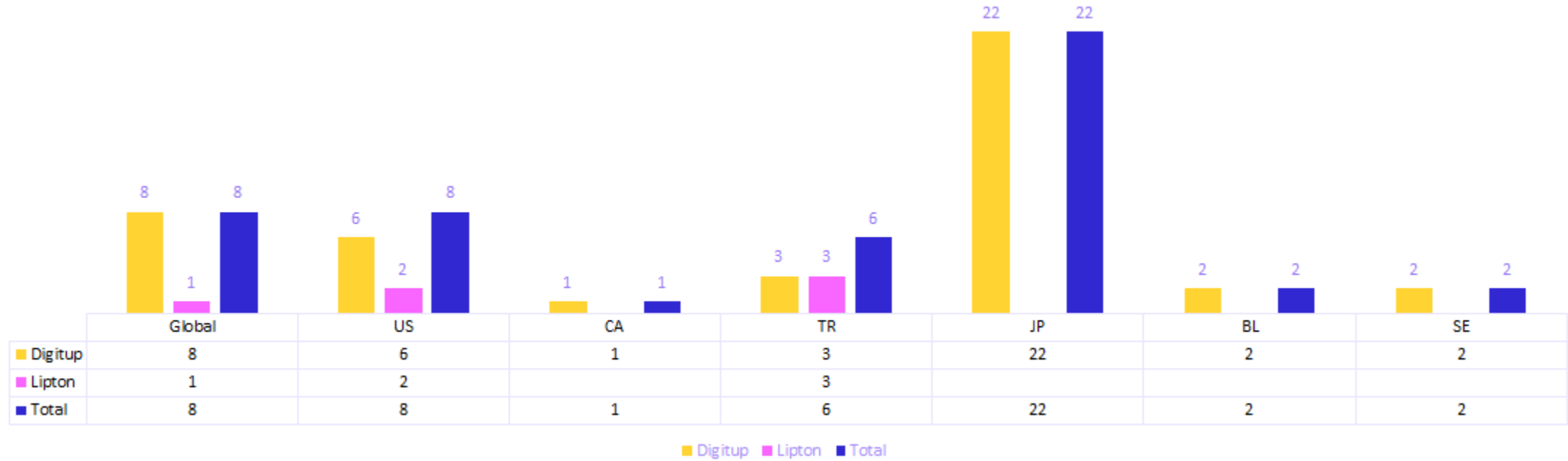- **Lipton CA, TAZO CA** and **Red Rose CA** – These markets are still in discussion for the new strategy.

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Global Service Consumption

Pukka — 58.3%

Lipton — 40.2%

TAZO — 1.6%

**BMS
TICKET SUMMARY**

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Global BMS Tickets Summary - Lipton

	Global	US	CA	TR	JP	BL	SE
Digitup	8	6	1	3	22	2	2
Lipton	1	2		3			
Total	8	8	1	6	22	2	2

Digitup Lipton Total

51	**51**	**0**
Task Received	Task Completed	In-Progress

Lipton

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BMS Tickets Country Breakup - Lipton

Global

Legend: ■ Total ● Open ■ In Progress ■ Done
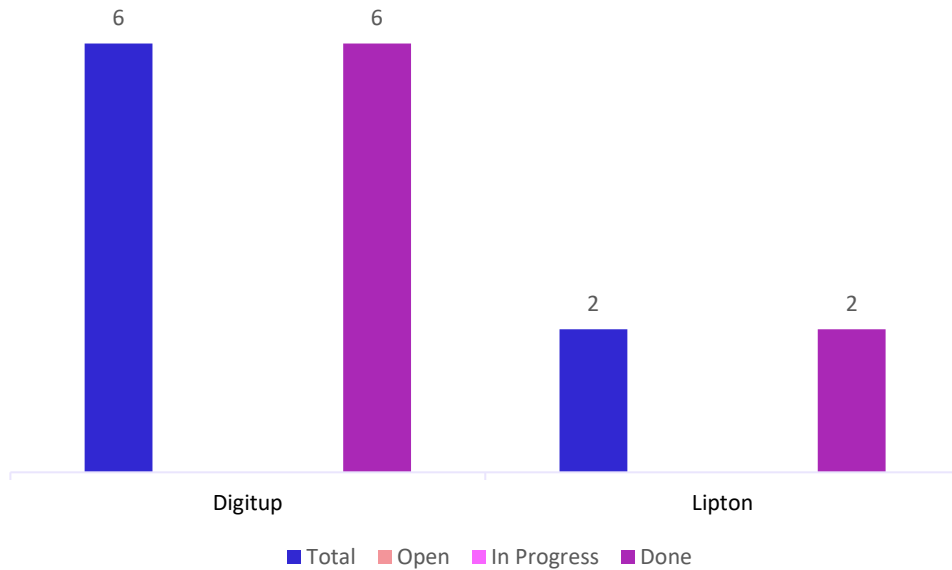
● The Gtag script was called before the GTM script, as required. - 240 min.

● Fixed horizontal scrolling on mobile view navigation and added toggle functionality for submenu items using same dropdown button. – 120 min

● The label tag of the hamburger menu now has a html. For attribute that connects to the input tag with a proper id. – 60 min
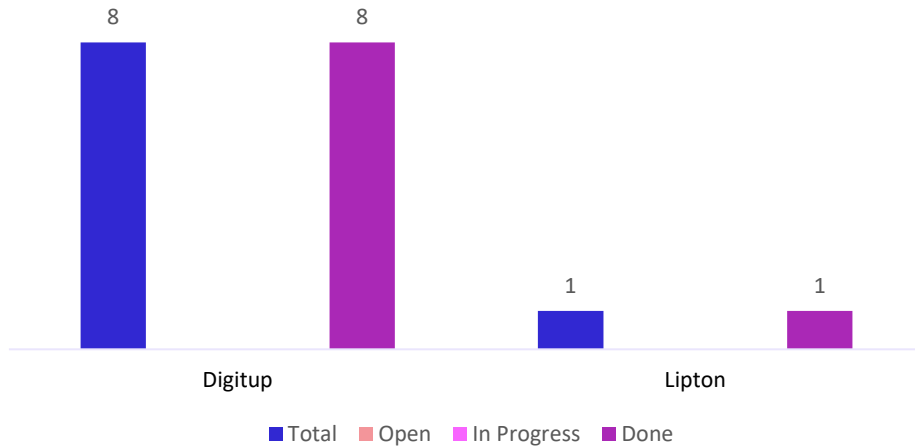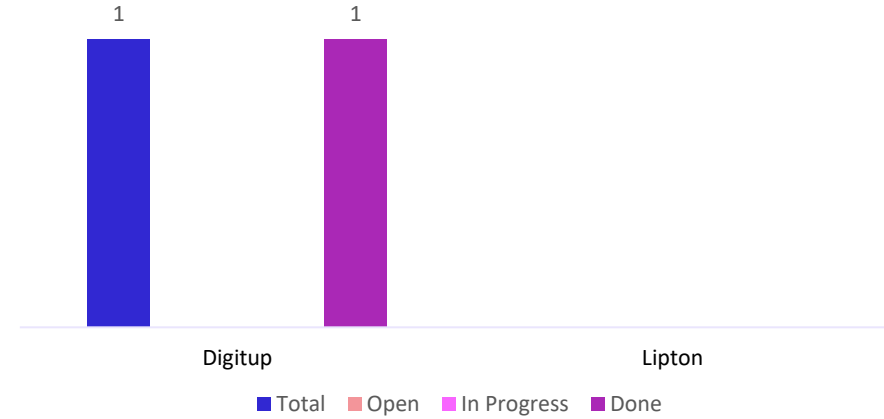
Lipton

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

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BMS Tickets Country Breakup - Lipton

US

8   8

1   1

Digitup   Lipton

■ Total ■ Open ■ In Progress ■ Done

Canada

1   1

Digitup   Lipton

■ Total ■ Open ■ In Progress ■ Done

🟠 The Sitemap title issue over mobile screen sizes has been fixed for the US market. – 30 min

🟢 The Bazaarvoice Reviews display issue has been resolved. – 180 min

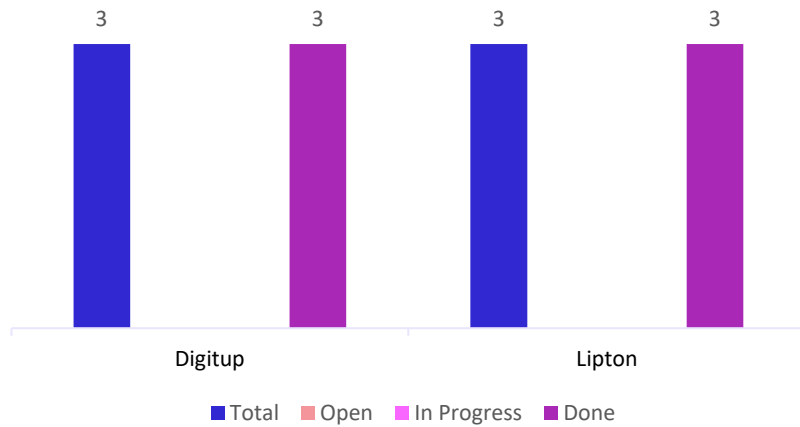🟢 UI/UX support for modifying Meet Our Scientific Experts assets – 90 min

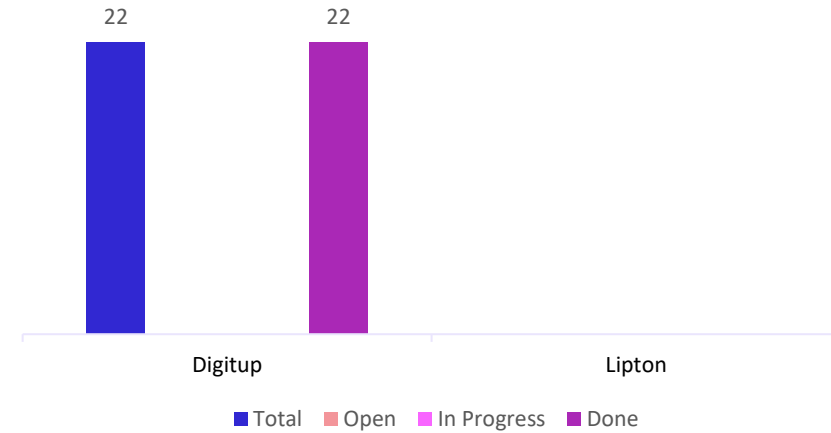🟠 External broken links removed over the page – 20 min https://www.lipton.com/ca/en/world-of-tea/a-beginners-guide-to-types-of-tea/

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

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BMS Tickets Country Breakup- Lipton

Turkey

Bar chart values: Digitup: 3, 3; Lipton: 3, 3

Legend: ■ Total ■ Open ■ In Progress ■ Done

- Google Site Verification ID has been added. - 30 min.
- FB pixel on source code has been removed - 30 min.
- Footer and Header Changes have been implemented – 240 min.
- JavaScript log messages have been removed from the code – 60 min

Japan

Bar chart values: Digitup: 22, 22

Legend: ■ Total ■ Open ■ In Progress ■ Done

- The external broken link issue has been fixed over 4 pages. - 20 min
- Made the first letter capital in CTA text after in English translation as well. – 60 min
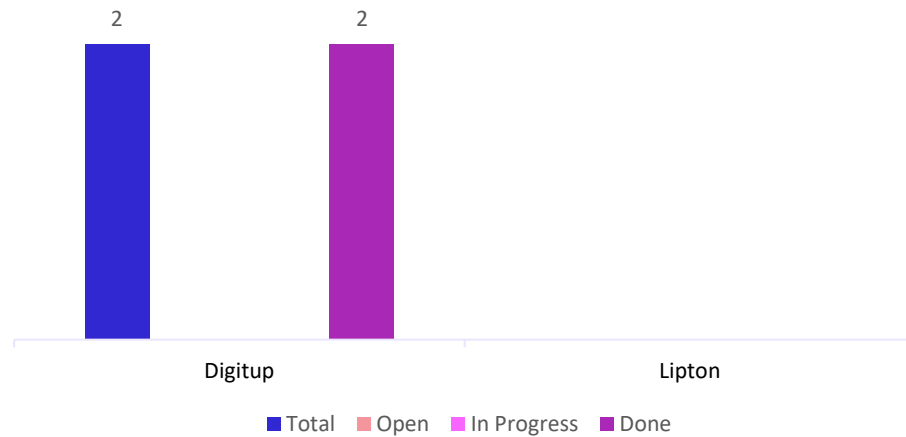- Wider white space over breadcrumb on Desktop mode has been resolved – 120 min
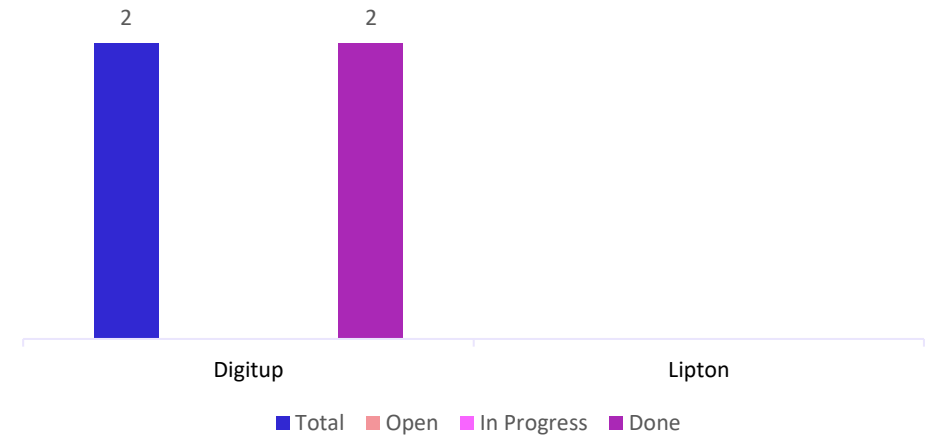
Lipton

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

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BMS Tickets Country Breakup- Lipton

Belgium

Digitup — 2, 2
Lipton

■ Total ■ Open ■ In Progress ■ Done

Sweden

Digitup — 2, 2
Lipton

■ Total ■ Open ■ In Progress ■ Done

● Paragraphs Too Close to Yellow Bar DigitUp has been resolved by using proper css property values – 120 min

● On the page link, button section text content was missing, so that has been resolved – 60 min

● Optimized User Experience by addressing Excessive Padding Around Paragraphs on a Page – 120 min

● Contact Us" Text Overlaps Button issue has been fixed – 120 min

Lipton

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

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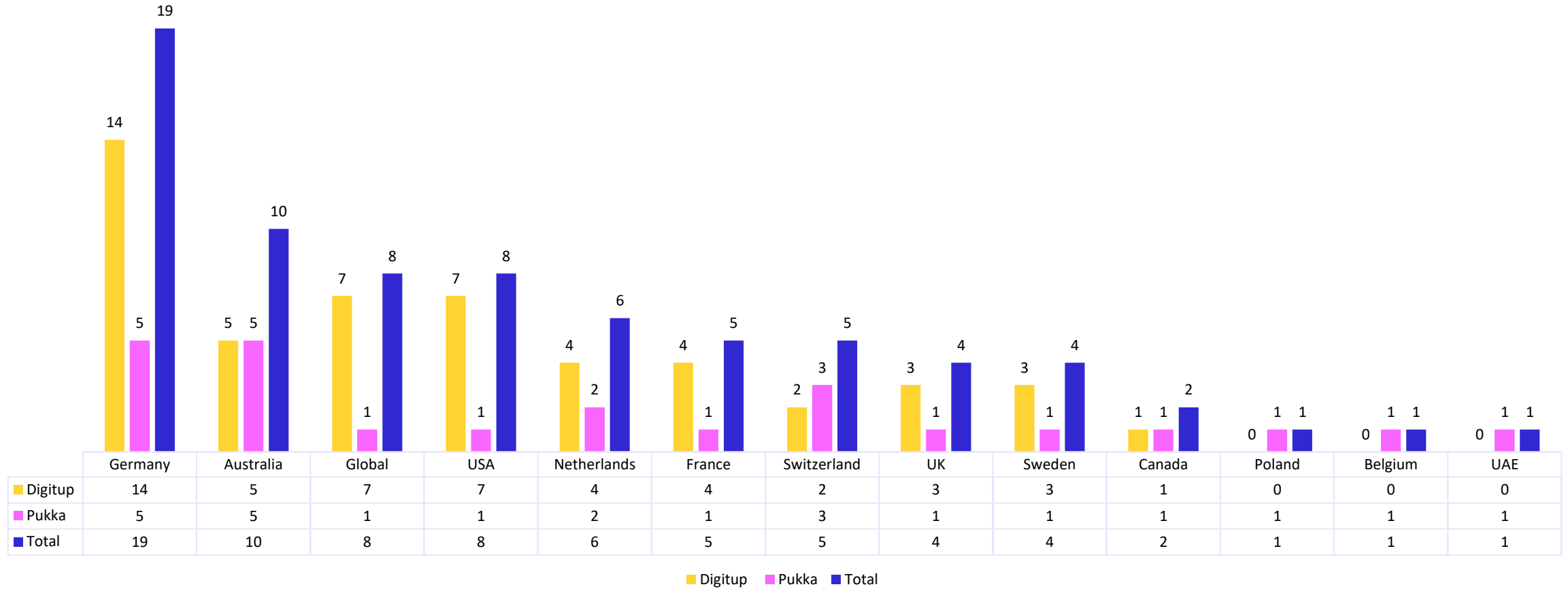
Lipton Key Highlights – 2024

- **Global:** The Gtag consent script has been implemented.

- **US:** The sitemap title issue over mobile screen sizes has been fixed for the US market.

- **US:** The Bazaarvoice Reviews display issue has been resolved.

- **TR:** Google Site Verification ID has been added.

- **TR:** FB pixel on source code has been removed

- **TR**: Footer and Header Changes have been implemented

- **JP**: Wider white space over breadcrumb on Desktop mode has been resolved

- **JP:** The external broken link issue has been fixed over 4 pages.

- **JP:** Numerous sanity issues have been resolved over the JP website.

- **CA:** External broken links removed over the page: https://www.lipton.com/ca/en/world-of-tea/a-beginners-guide-to-types-of-tea/

- **BL:** On the page link, button section text was missing, so that has been resolved

- **SE:** Optimized User Experience by addressing Excessive Padding Around Paragraphs on a Page

Lipton

BMS
TICKET SUMMARY

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Global BMS Tickets Summary- Pukka

	Germany	Australia	Global	USA	Netherlands	France	Switzerland	UK	Sweden	Canada	Poland	Belgium	UAE
Digitup	14	5	7	7	4	4	2	3	3	1	0	0	0
Pukka	5	5	1	1	2	1	3	1	1	1	1	1	1
Total	19	10	8	8	6	5	5	4	4	2	1	1	1

■ Digitup ■ Pukka ■ Total

74	**69**	**5**
Task Received	Task Completed	In-Progress

pukka

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BMS Tickets Global Pukka

GLOBAL

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done
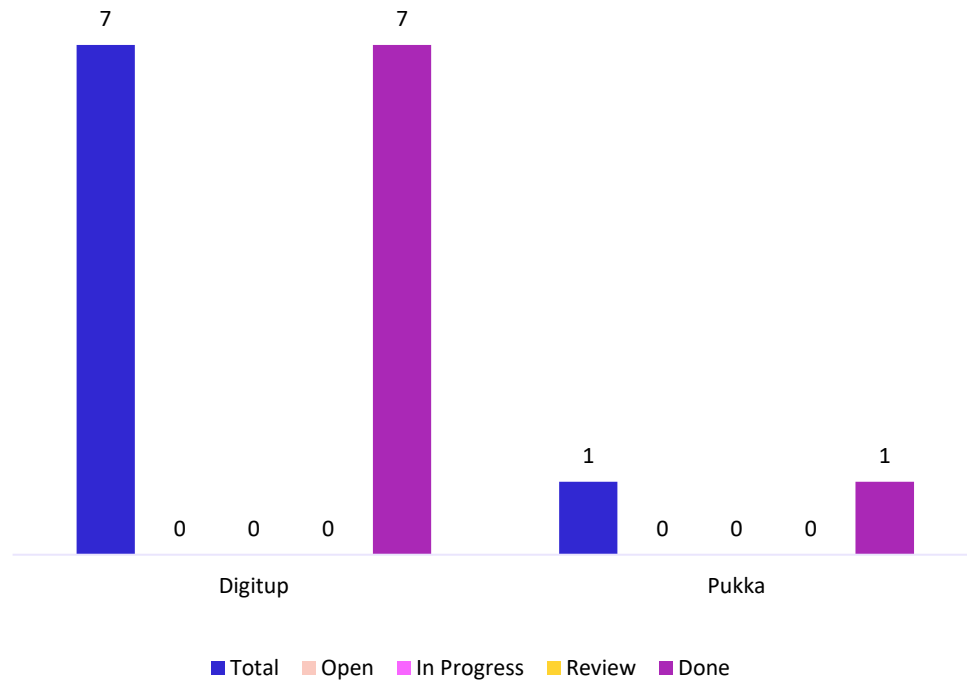
● Resolved Filter Sidebar Bug - Digitup (Jan 2024) - 160 minutes

● Aligned Icons in Recipe Page in One Row - UI/UX Sanity - 15 minutes

● Added Breadcrumbs to the Product Page - UI/UX Sanity - 15 minutes

● Removed Autocomplete Tooltip Suggestion from Search Bar Input - 15 minutes

● Increased Gap in Products Row - UI/UX Sanity - 15 minutes

● Replaced Background Image of Dosha Quiz - UI/UX Sanity - 45 minutes

● Implemented GTag Script with Default Consent Configuration Before Google Tag Manager Script - 405 minutes

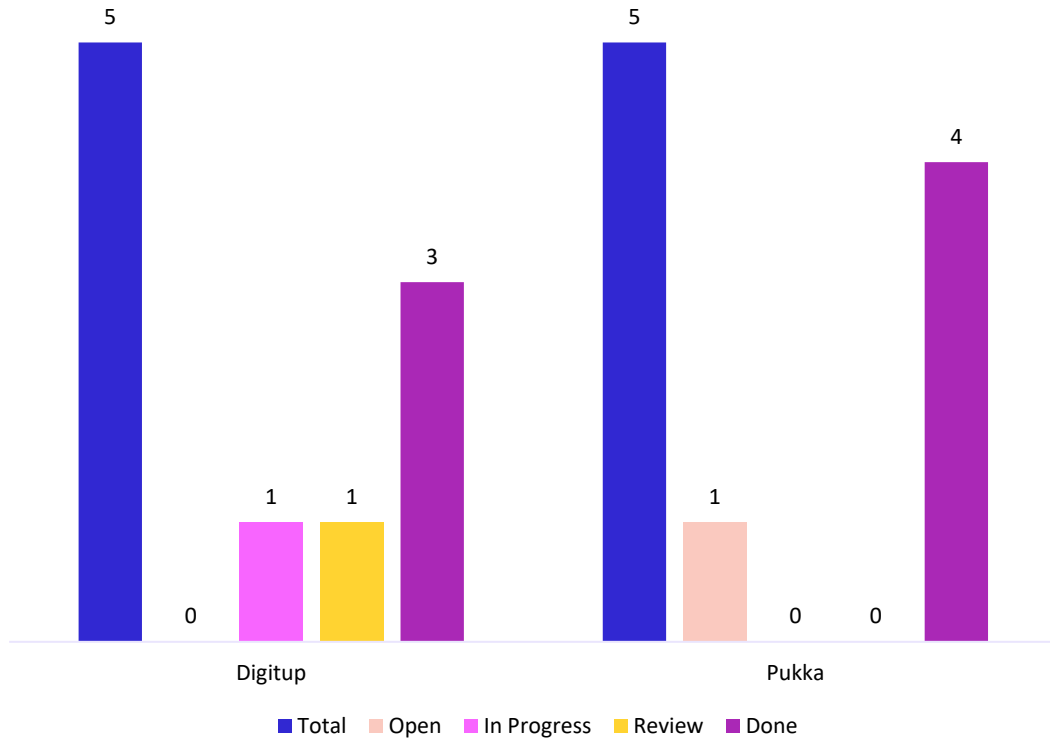● Removed Campaign Popup - 120 minutes

pukka

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

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BMS Tickets Country Breakup- Pukka

AU

Legend: Total, Open, In Progress, Review, Done

- Enhanced Mobile App Header, Addressed Sub-Menu Marking - UI/UX Sanity Check - 30 minutes
- Removed Days of Joy Advent Calendar/Calm Collection/Festive Collection- 60 minutes
- Products, Exchanged Festive Collection Banner with Favorites Tea Collection - 60 minutes
- Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity Silktide Report 2024 will be generated every week throughout the year and this task will remain in progress.
- Provided Access for Email: jason@organictrader.com.au 10 minutes
- Activated Cleanse Tea on Pukka AU Website - 60 minutes
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 120 minutes
- Work is in open for the inclusion of Promotion of Mug on the Website
- Identified and Fixed Family Filters Issue on Header Menu - Digitup (Mar - 2024) - 300 minutes
- Addressed Preselected Undefined Filters Issue on Article Overview Page - Digitup (Mar - 2024)
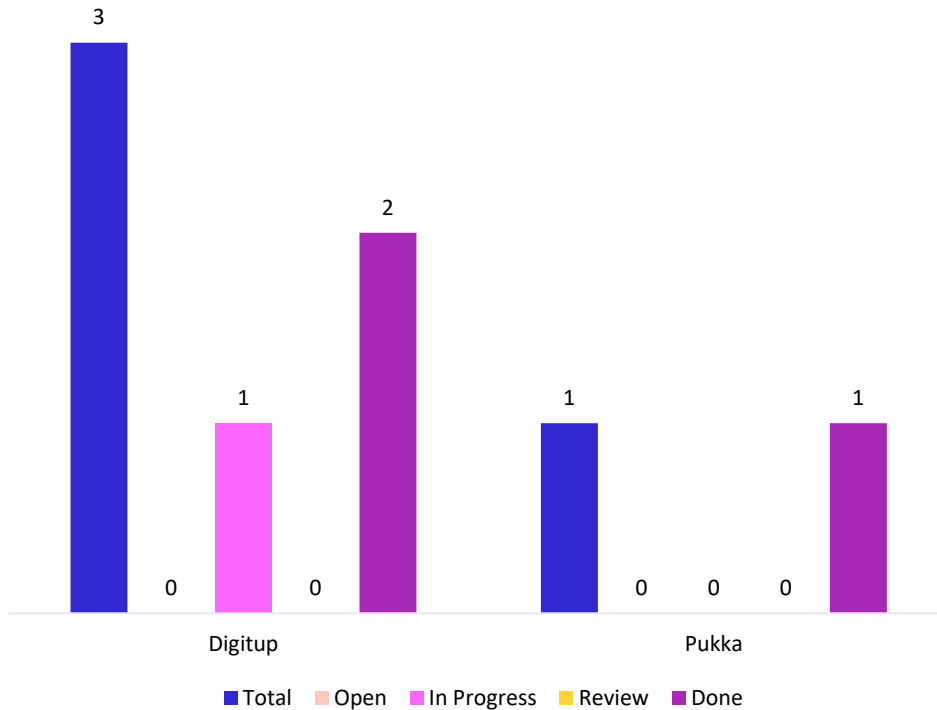
pukka

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

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BMS Tickets Country Breakup- Pukka

UK

- Implemented New Pop-Up for Visitors Landing on the Website 540 minutes

- Fixed Missing Title and Meta Description for URLs in Raw View - SEMrush (Feb 2024) 180 minutes

- Conducted Pukka Herbs Trailing & Non-Trailing Slash Analysis - SEMrush (Feb 2024) 240 minutes

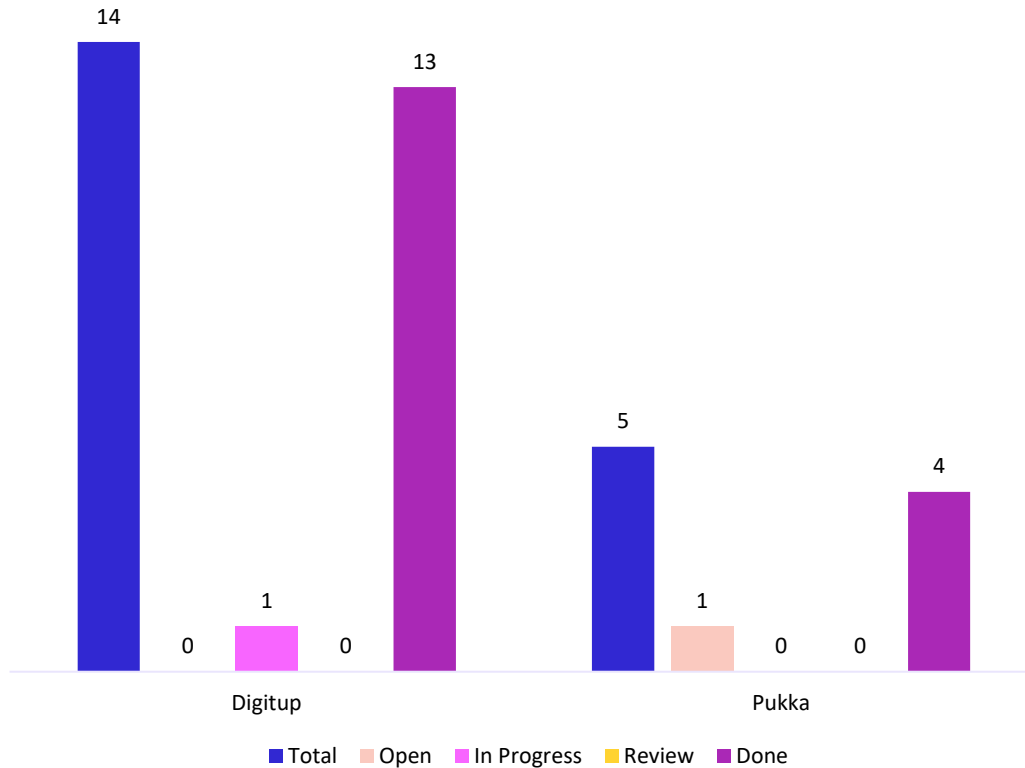- Silktide Report 2024 will be generated every week throughout the year and this task will remain in progress.

pukka

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

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BMS Tickets Country Breakup- Pukka

Germany

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

- Resolved 5XX Error on Sitemap Page - 145 minutes
- Enhanced Mobile App Header, Addressed Sub-Menu Marking - UI/UX Sanity Check - 30 minutes
- Adjusted Category Page Heading, Removed Supplement Keywords - 15 minutes
- Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity - 60 minutes
- DE Product Pages have been taken Offline - 60 minutes
- Silktide Report 2024 will be generated every week throughout the year and this task will remain in progress.
- Removed Product and News Articles from Website - 40 minutes
- Updated Product Slider - UI/UX Sanity – 10 minutes
- Addressed Excessive Spacing Issue - UI/UX Sanity – 20 minutes
- Aligned Texts with Images in Article Pages - UI/UX Sanity - 15 minutes
- Corrected Hyperlink Blue Color Highlight - UI/UX Sanity - 15 minutes
- Balanced Gap between Banner & Heading - UI/UX Sanity - 15 minutes
- Rectified Horizontal Text Overflow in Article Page - UI/UX Sanity - 15 minutes
- Aligned Icons in Recipe Page - UI/UX Sanity - 15 minutes
- Translated "min" to "Minuten" and "persons" to "Personen"- 300 minutes
- Fixed H1 Tag Loading Issue in Initial Page View - SEMrush (Feb - 2024) - 45 minutes
- Work is in open to implement redirection for pukkaherbs.de to pukkaherbs.com/de/de
- Implemented Gtag Script with Default Consent Configuration before Google Tag Manager Script - 160 minutes
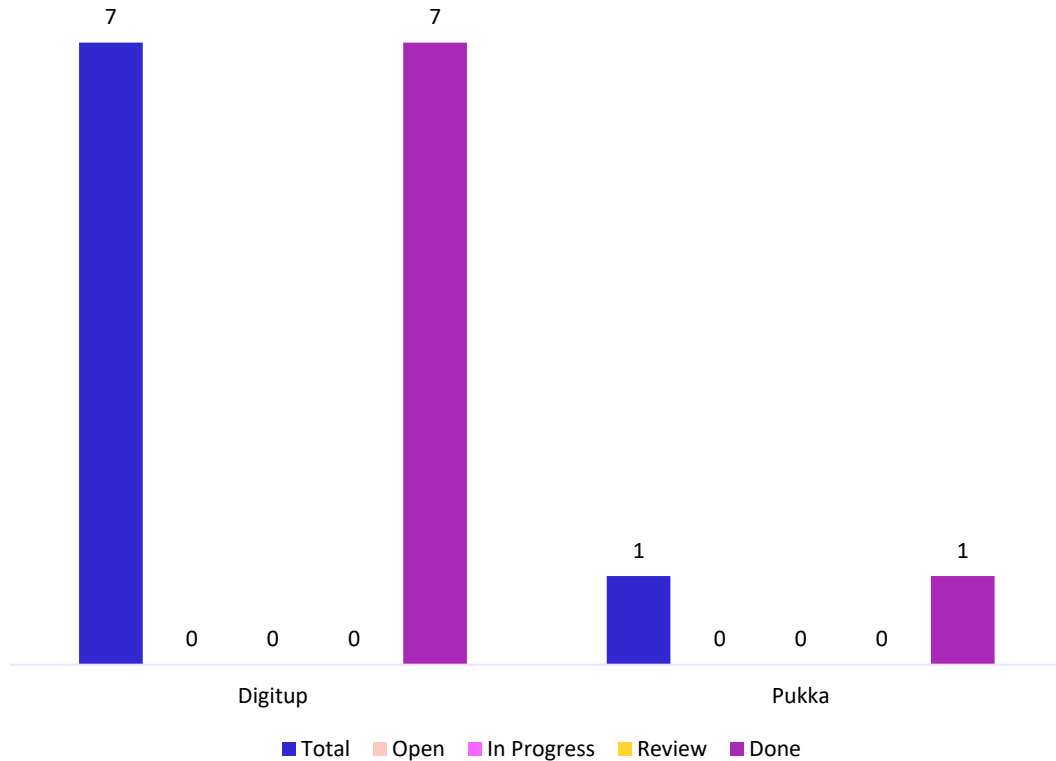- Repaired Broken External Link - Silktide (Mar 2024) - 15 minutes

pukka

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

BMS Tickets Country Breakup - Pukka

USA

- Enhanced Mobile App Header, Addressed Sub-Menu Marking - UI/UX Sanity Check - 40 minutes
- Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity - 60 minutes
- Corrected Banner CTA Redirecting to 404 - 20 minutes
- Resolved Elderberry Family Page 404 Error in Header Navigation - 20 minutes
- Confirmed News Page Removal Decision with POC - Digitup (Jan 2024) - 20 minutes
- Ensured Font Consistency on Pukka Herbal Expertise Page - UI/UX Sanity - 15 minutes
- Fixed Product Schema Issue, Added Missing Product Title – SEMrush   - 30 minutes
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 160 minutes
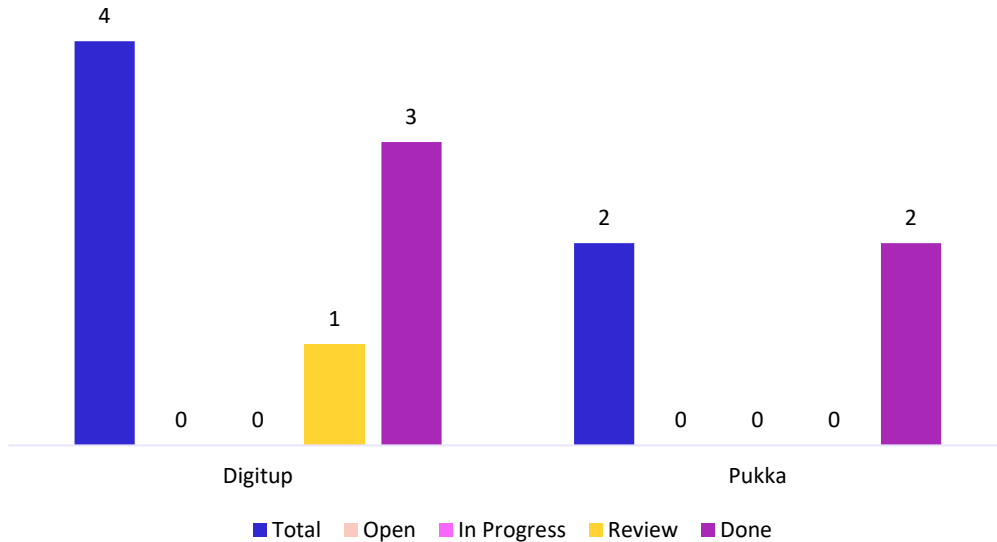
Total **Open** **In Progress** **Review** **Done**

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment
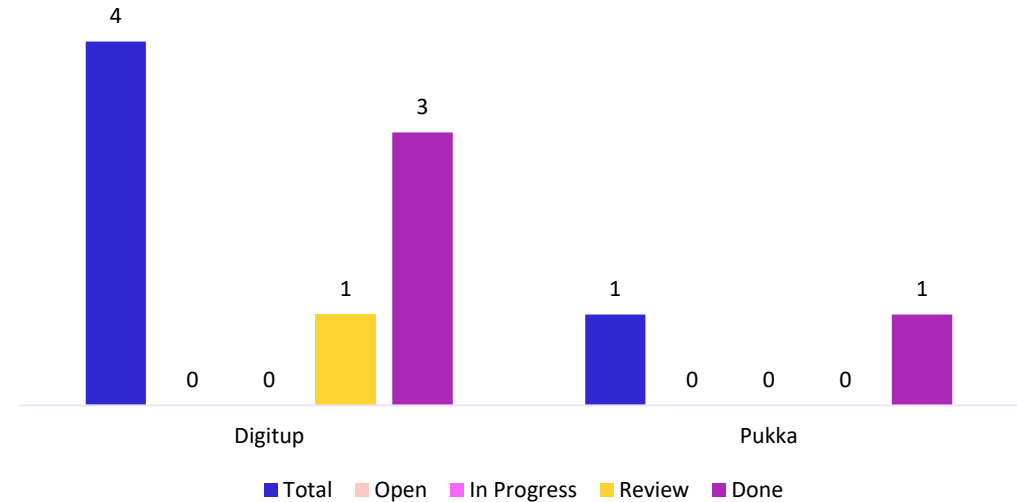
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BMS Tickets Country Breakup- Pukka

Netherlands

- 🟡 Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity - 60 minutes
- 🟡 Translated Articles as Required - SEMrush
- 🟡 Aligned Icons in Recipe Page in One Row - UI/UX Sanity - 15 minutes
- 🟢 Corrected Time Format: Replaced "min" with "minutes" in Recipes - 60 minutes
- 🟡 Removed Autocomplete Tooltip Suggestion from Search Bar Input - 15 minutes
- 🟢 Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 60 minutes

France

- 🟡 Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity - 60 minutes
- 🟡 Aligned Icons in Recipe Page in One Row - UI/UX Sanity - 15 minutes
- 🟡 Added Missing Sitemap Page
- 🟡 Removed Autocomplete Tooltip Suggestion from Search Bar Input - 15 minutes
- 🟢 Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 60 minutes
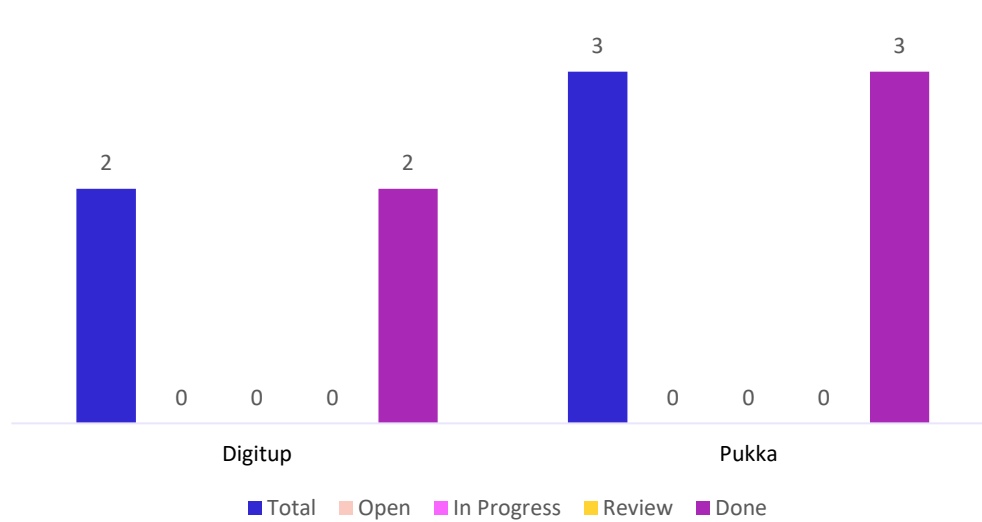
pukka

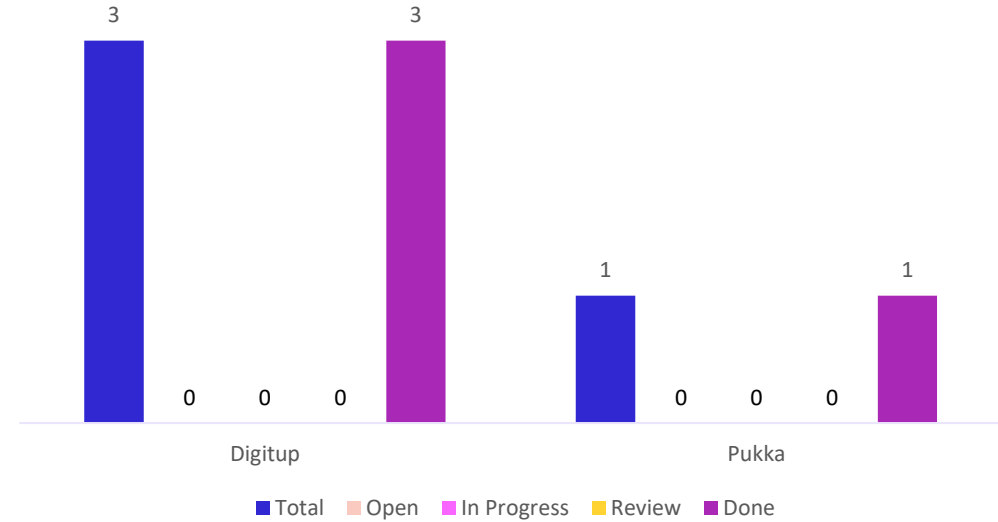🟢 External tasks were raised by Lipton POCs   🟡 Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup- Pukka

Switzerland

Digitup — 2, 0, 0, 0, 2
Pukka — 3, 0, 0, 0, 3

■ Total ■ Open ■ In Progress ■ Review ■ Done

Sweden

Digitup — 3, 0, 0, 0, 3
Pukka — 1, 0, 0, 0, 1

■ Total ■ Open ■ In Progress ■ Review ■ Done

● Removed Products from Website   90 minutes
● Added Both Black Teas (English Breakfast and Earl Grey) on the CH/DE   45 minutes
● Fixed Internal Links Breakage - Global SEMrush - (Jan 2024) 45 minutes
● Resolved Issues with Incorrect HREFlang - Global SEMrush - (Jan 2024) 15 minutes
● Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script 60 minutes

● Implemented Active Filter and Clear All Functionality for Filters - UI/UX Sanity 60 minutes
● Aligned Icons in Recipe Page in One Row - UI/UX Sanity 15 minutes
● Removed Autocomplete Tooltip Suggestion from Search Bar Input 15 minutes
● Implemented Gtag Script (Default Consent Configuration) Before Google Tag Manager Script 60 minutes
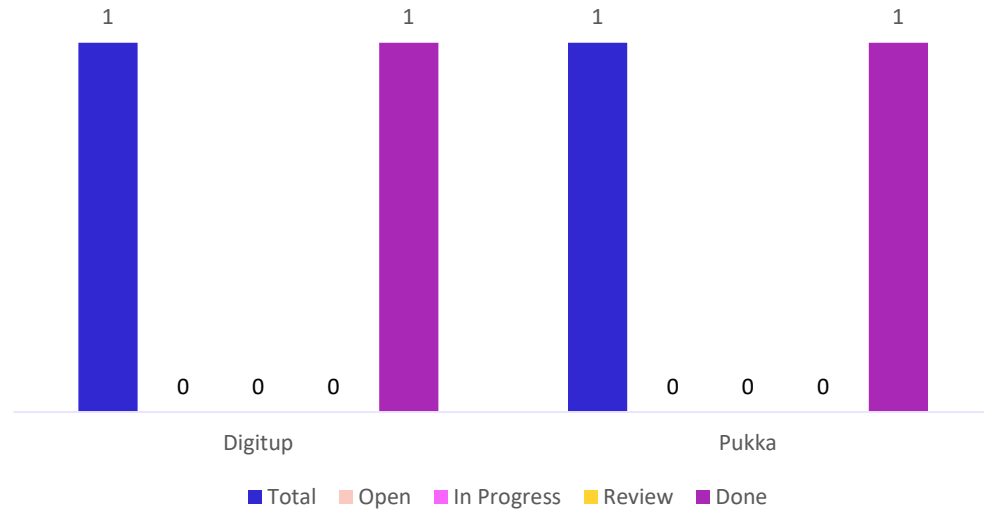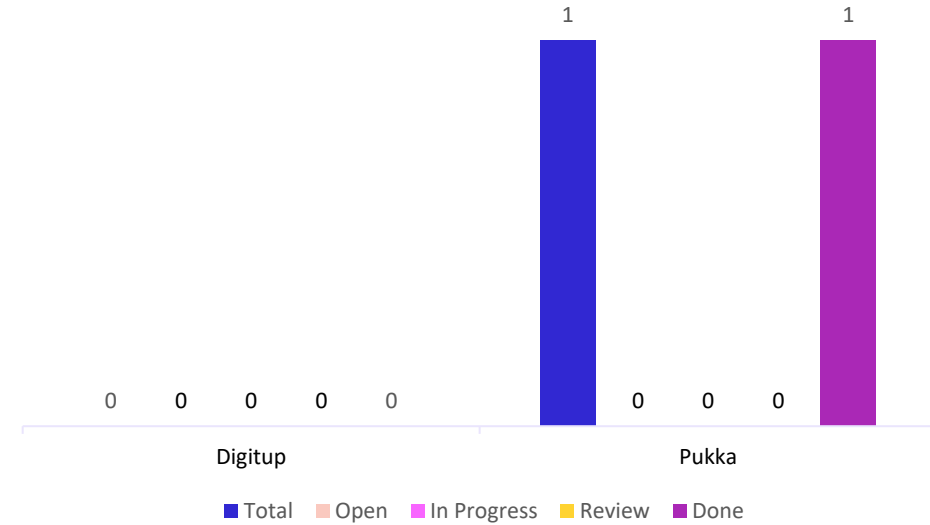
● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

![Digitup - Power to Evolve]

BMS Tickets Country Breakup- Pukka

Canada

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

- ● Addressed product media does not support video playback for Turmeric Active Tea product identified by Semrush - 15 minutes

- ● Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. - 60 minutes

Poland

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

- ● Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 60 minutes

pukka

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

![digitup logo]

BMS Tickets Country Breakup- Pukka

Belgium

UAE

● Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. - 60 minutes

● Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script - 60 minutes
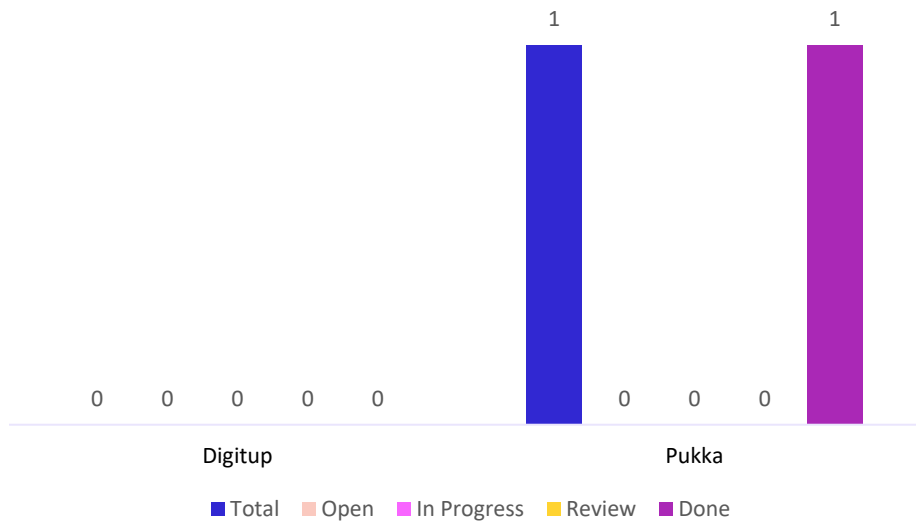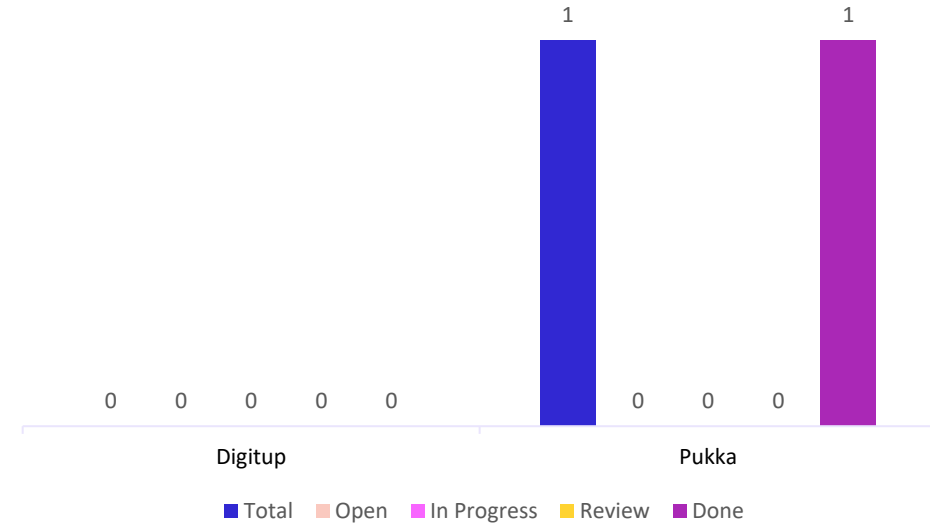
![pukka logo]

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

Pukka Key Highlights – 2024

- Resolved various technical issues, including 5XX Error on Sitemap Page, H1 Tag Loading Issue, and broken internal links.

- Enhanced UI/UX Sanity by adjusting category page headings, updating product sliders, ensuring font consistency, and addressing excessive spacing, horizontal text overflow, and banner CTA redirecting issues.

- Implemented Active Filter and Clear All Functionality for Filters, improving user experience across the website.

- Conducted thorough SEMrush analysis, addressing Hreflang conflicts, missing titles, and meta descriptions, and ensuring proper translations.

- Undertook website optimizations such as removing outdated products, implementing new banners, and adding new content like articles and recipes.

- Implemented essential scripts like Gtag with Default Consent Configuration for Google Tag Manager, ensuring compliance and tracking functionality.

- Addressed specific locale-related issues such as time format corrections, language translations, and product media compatibility.

- Collaborated on decisions regarding the removal of products and news articles, and the inclusion of specific promotions on the website.

- Ensured smooth navigation by adding breadcrumbs to the product page and removing autocomplete tooltip suggestions from the search bar input.

- Confirmed the removal of specific pages and products through discussions with relevant points of contact.

**BMS
TICKET SUMMARY**

BMS Tickets Country Breakup- TAZO-US


Legend: Total · Open · In-Progress · Review · Done
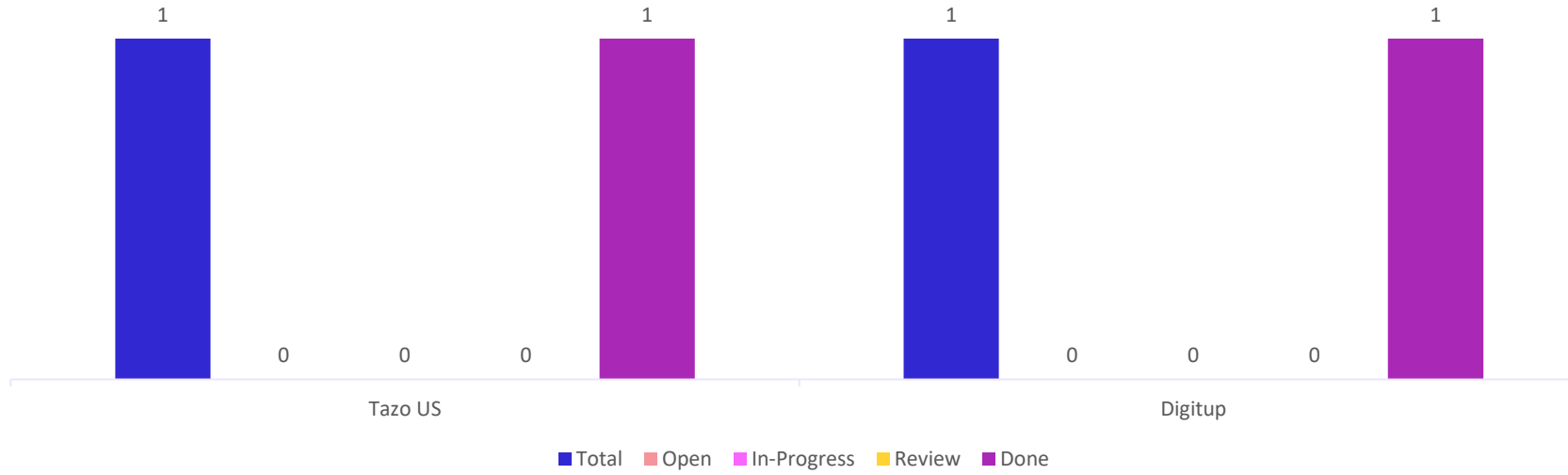
🟡 Content and code update : Copyright year update on the website (dynamic) - 50 min

🟢 A new script consent mode added on the top of google tag manager script. - 60 min

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

![digitup Power to Evolve]

BMS Tickets Country Breakup- TAZO-Canada
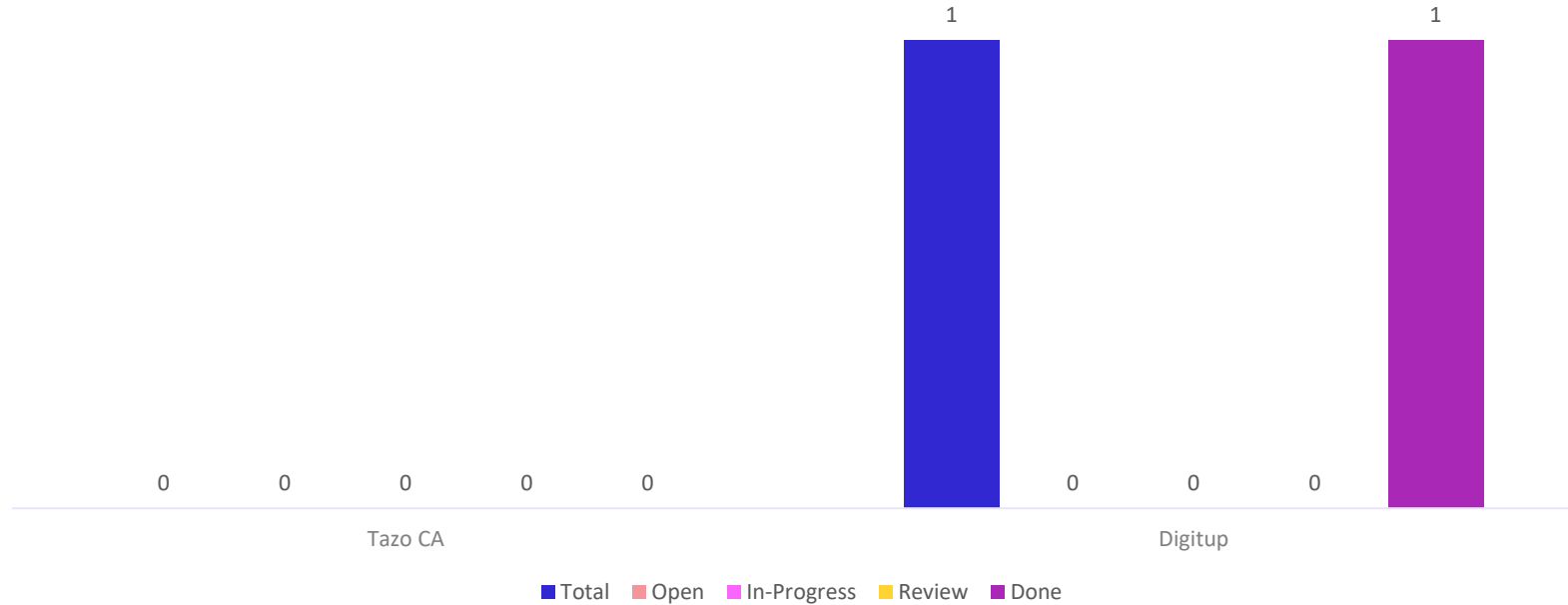
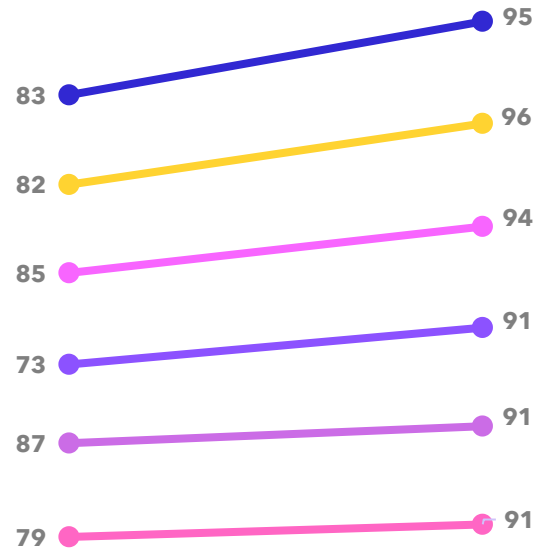🟡 Content and code update : Copyright year update on the website (dynamic) - 70 min

TAZO.

🟢 External tasks were raised by Lipton POCs   🟡 Internal tasks were raised by Digitup as improvement assessment
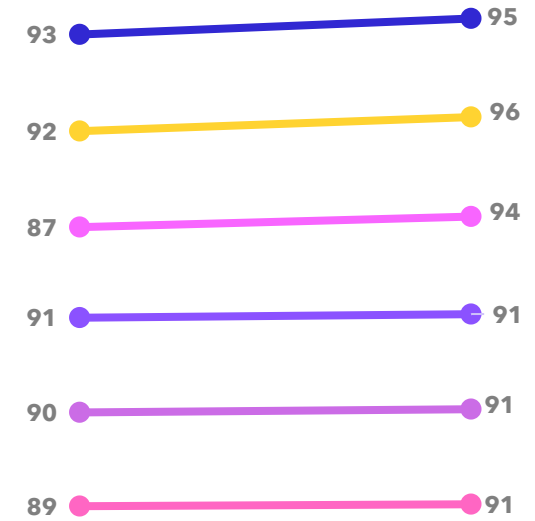
<#>

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Silktide Improvements and Comparison

Q1-23 vs Q1-24

	Q1-23	Q1-24
Redrose	83	95
JOKO	82	96
Elephant	85	94
Tazo	73	91
Lipton	87	91
Pukka	79	91

Q4-23 vs Q1-24

	Q4-23	Q1-24
Redrose	93	95
JOKO	92	96
Elephant	87	94
Tazo	91	91
Lipton	90	91
Pukka	89	91

Silktide Accessibility checks

Automated checks

- **Automated checks** are run entirely by a computer, and measure criteria where a computer has a very high probability of determining an issue by itself.
- For example, a computer can easily detect where a page is missing a title.

Assisted checks

- **Assisted checks** are where a computer can help a person test something, but it can't make a definitive judgment by itself.
- For example, is a page title appropriate? Silktide presents this information for users to decide, and records their findings.

At this time, 40.8% of WCAG 2.1 AA Success Criterions are covered by Silktide's automated checks. 75.5% of WCAG 2.1 AA Success Criterions are covered by Silktide's Assisted or Automated checks. The remaining 24.5% need to be covered by manual testing.

User Experience Checks

High Priority Checks

- Ensure pages don't scroll in two dimensions on small screens WCAG AA 1.4.10
- Design all pages for mobile
- Compress images

Medium Priority Checks

- Fix missing images
- Ensure that mobile zoom is allowed on all pages
- Reduce JavaScript execution time
- Ensure text remains visible during webfont load
- Eliminate render-blocking resources
- Remove unused JavaScript
- Consider optimizing images
- Reduce Round Trip Times
- Avoid excessive DOM size
- Avoid shifting layouts
- Cache static assets efficiently
- Minify CSS
- Serve images in modern formats
- Preconnect to required origins
- Avoid serving legacy JavaScript to modern browsers
- Specify a width and height for all images
- Ensure that links are large enough to tap on mobile
- Ensure that text is large enough to read on mobile
- Fix JavaScript errors
- Reduce the impact of third-party code

Low Priority Checks

- Remove unused CSS
- Ensure pages appear to load quickly
- Keep server response times short

Content Checks

High Priority Checks

- Check and fix misspellings
- Check and fix broken links

Medium Priority Checks

- Review potentially offensive language
- Ensure links explain their purpose
- Ensure links contain text

Low Priority Checks

- Combine adjacent links with the same destination WCAG A 1.1.1
- Ensure captions are provided for all prerecorded audio and video WCAG A 1.2.2
- Ensure every page contains a top-level heading WCAG A 1.3.1
- Consider making text easier to understand
- Ensure content is not too difficult to understand WCAG AAA 3.1.5
- Avoid using the same link text for different destinations WCAG A 2.4.4
- Minimize 'thin' pages
- Ensure headings include text WCAG A 1.3.1
- Improve weak alternative text
- Avoid alternative text that is the same as adjacent text WCAG A 1.1.1
- Ensure page titles are not longer than 60 characters
- Ensure links explain they open in a new tab WCAG AAA 3.2.5
- Avoid more than one H1 header per page

THANK YOU