

Lipton - Monthly Report

June 2024



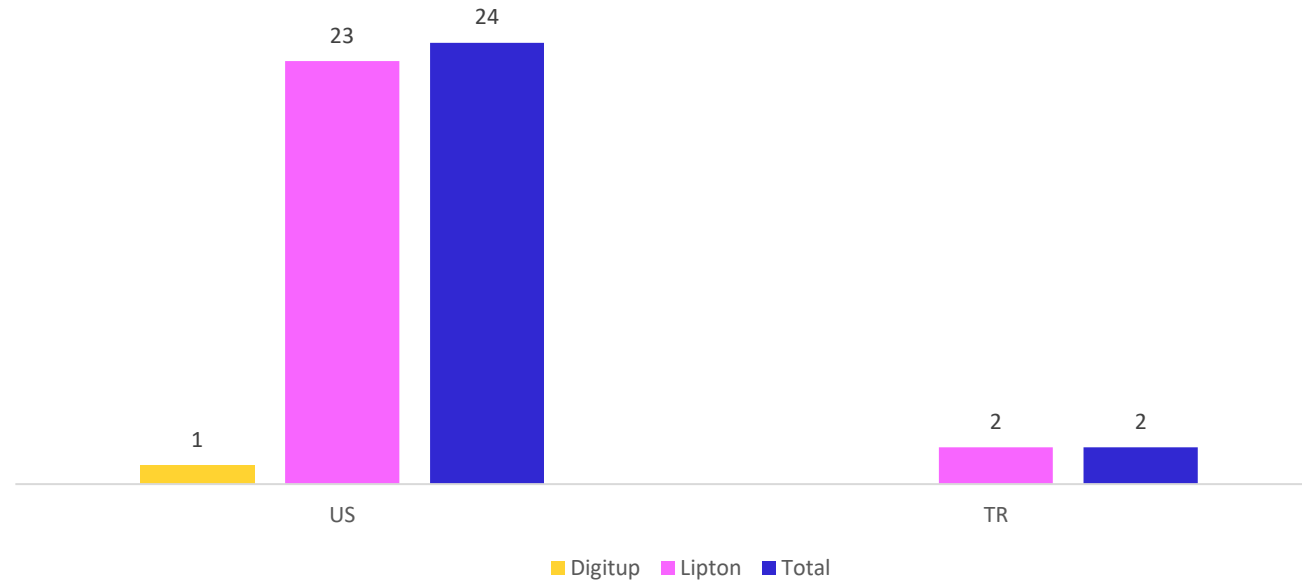
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Lipton Ticket Summary

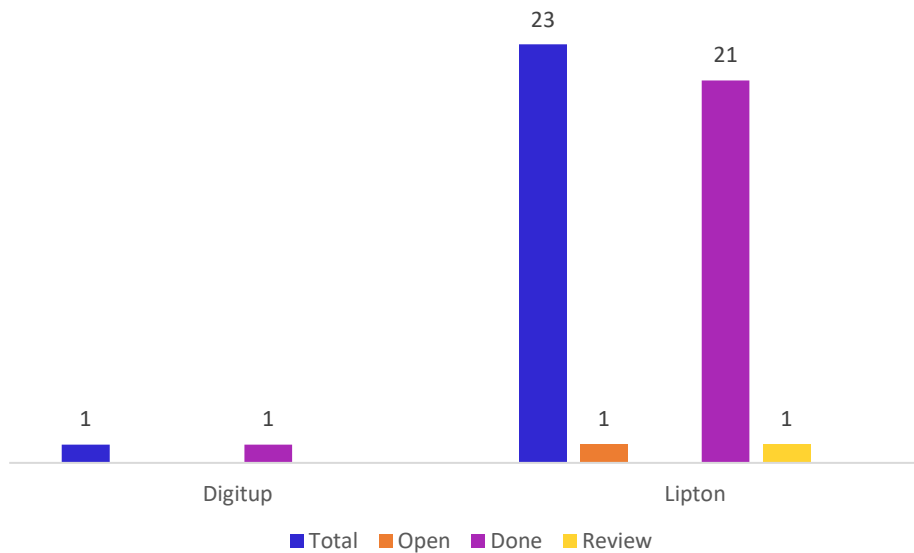
BAU Tickets Resolution Status - Lipton



26	24	1	1	100%
Task Received	Task Completed	In Review	Open	SLA Met



BAU Ticket Summary & Highlight - Lipton US



- Meta data and Content for eight recent Recipes pages has been updated . 160 min
- Created a new category page for the Lipton Black Specialty Tea and re-ordered Our Teas drop down menu order as well as updated GREEN TEA LANDING PAGE - <https://www.lipton.com/us/en/green-tea/> 210 min
- Created a 'Green Tea Recipes' circular pod on <https://www.lipton.com/us/en/world-of-tea/recipes/> and use the visual of Green & Tonic image . 180 min
- Updated home page's hero image for mobile version and Flavonoids page text content (<https://www.lipton.com/us/en/love-your-heart/flavonoid/>) . 60 min
- Added 3 new recipes and replaced third image (next to American Heart Association text) with bynder image - <https://lipton.bynder.com/share/98413C52-A6C0-4EFB-8DE0F91CDBDEDEF8?mediaId=D7DC46AD-9192-4D42-8CCEDB31CF77CF54> 210 min
- Removed the HEART HEALTH TIPS page asset- <https://www.lipton.com/us/en/love-your-heart/heart-health/> and also updated the HEALTH RESOURCES SECTION - <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/#section-4> 270 min
- Made third section of home page to cater a separate image for mobile version. 180 min
- Removed the HEART HEALTH TIPS page asset - <https://www.lipton.com/us/en/love-your-heart/heart-health/> 30 min (In-Review)
- To Create Opt-in Functionality over the Love Your Heart Page (Open)

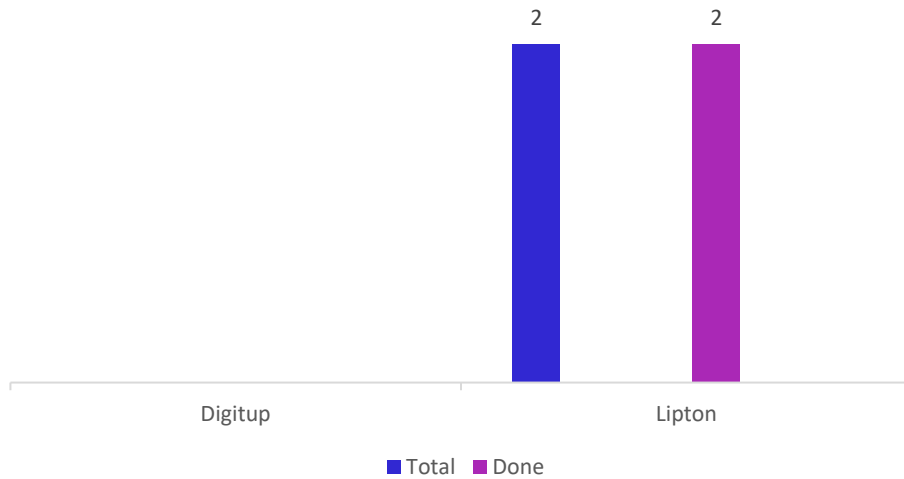


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton Turkey



- Update Hero images of yellow label landing page : <https://www.lipton.com/tr/yellow-label/> 30 min
- Update the youtube video URL over LYL Page : <https://www.lipton.com/tr/yellow-label/> 30 min



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton Highlights

- **US** : Meta data and Content for 8 recent Recipes pages has been updated
- **US** : Create new category for Lipton Black Specialty Tea and re-order Our Teas drop down order
- **US** : Created a 'Green Tea Recipes' circular pod on <https://www.lipton.com/us/en/world-of-tea/recipes/> and use the visual of Green & Tonic image
- **US** : A total of 3 new recipes have been added
- **US** : Updated home page's hero image for mobile version .
- **US** : Replaced third image (next to American Heart Association text) with Bynder image - <https://lipton.bynder.com/share/98413C52-A6C0-4EFB-8DE0F91CDBDEDEF8?mediaId=D7DC46AD-9192-4D42-8CCEDB31CF77CF54>
- **US** : Flavonoids page text content has been updated(<https://www.lipton.com/us/en/love-your-heart/flavonoid/>)
- **US** : Updated textual and image content over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/#section-1>
- **US** : Removed the text 'Learn More About Sponsorship' on lipton.com homepage .
- **US** : Removed the HEART HEALTH TIPS page asset- <https://www.lipton.com/us/en/love-your-heart/heart-health/>
- **TR** : Update Hero images of yellow label landing page : <https://www.lipton.com/tr/yellow-label/>
- **TR** : Update the youtube video URL over LYL Page : <https://www.lipton.com/tr/yellow-label/>



Lipton Website Performance

DQM Scores & 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.

Market	Overview – May	Overview – June	Delta	Content	Accessibility	Marketing	UX
Japan	92	93	1	94	96	87	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	91	91	0	84	97	91	90
USA	89	89	0	86	92	89	91

In recent assessments, we've successfully identified and resolved a horizontal scroll bar issue.

- **US** : Two dimensions scroll issue for URL <https://www.lipton.com/us/en/world-of-tea/recipes/long-brew-cold-brew/> has been resolved.



Core Web Vitals Assessment

We are adopting a proactive approach by monitoring identified pages daily to promptly identify and address any Core Web Vitals Metrics issues, including LCP, CLS, and INP. This regular monitoring helps us swiftly fix CWVs issues in the Turkey and US markets.

- Generating comprehensive reports for 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).
- Identifying and optimizing Script and high-resolution images Impacts on Interaction to Next Paint (INP)

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.

Recent Actions : In the first week of June, we've identified some potential issues like multiple script loads which were causing increase in INP scores, however, these issues have been resolved and positive results have started showing. The Core Web Vitals data is collected and updated every 28 days. Hence, the scores have improved since the first week of July.

Date	URL	Status	LCP	INP	CLS	FCP	FID	TTFB
08-07-2024	https://www.lipton.com/	Passed	2.1 s	186 ms	0	1.7 s	12 ms	1.2 s

CWV Report

<https://www.digitupcentral.com/core-web-vitals-report/?search=https%3A%2F%2Fwww.lipton.com%2Fus%2Fen%2F&formFactor=PHONE&context=origin>



Thank You

