

Lipton BAU - Monthly Report

September 2024



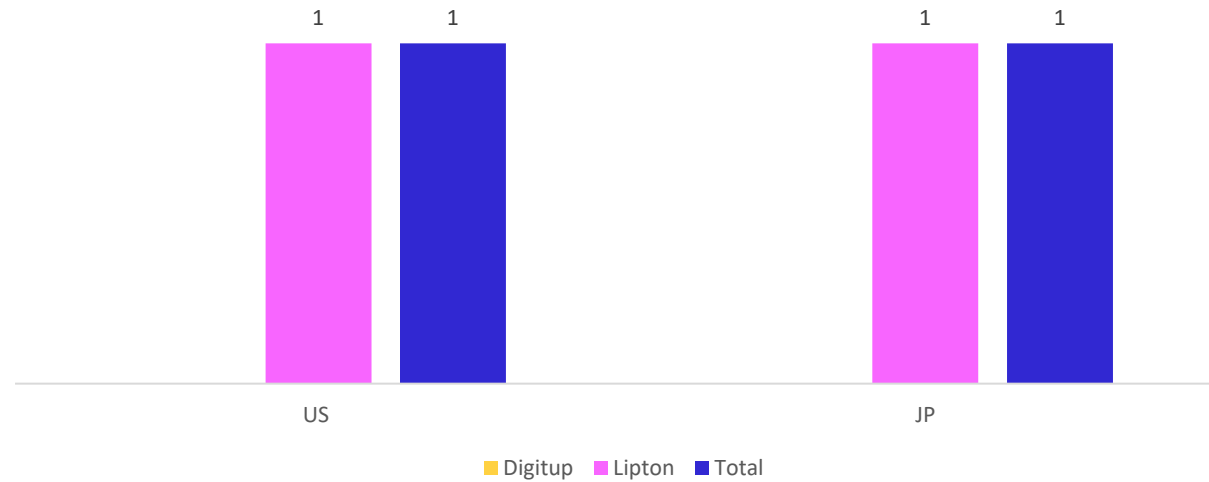
Table of Content

- Overall BAU Ticket Summary
- Market Status
 - US Ticket Status
 - JP Ticket Status
- Website Performance Status



Lipton Ticket Summary

BAU Tickets Resolution Status - Lipton



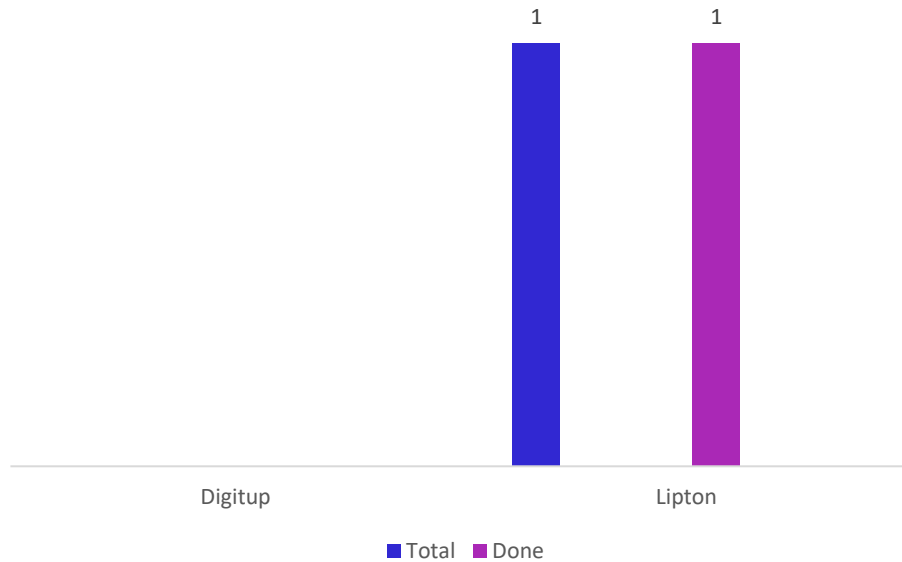
2
Task Received

2
Task Completed

100%
SLA Met



BAU Ticket Summary & Highlight - Lipton US



- To update CTA text for CTA "Sign Up for our Healthcare Professional Newsletter" over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/> 60 mins

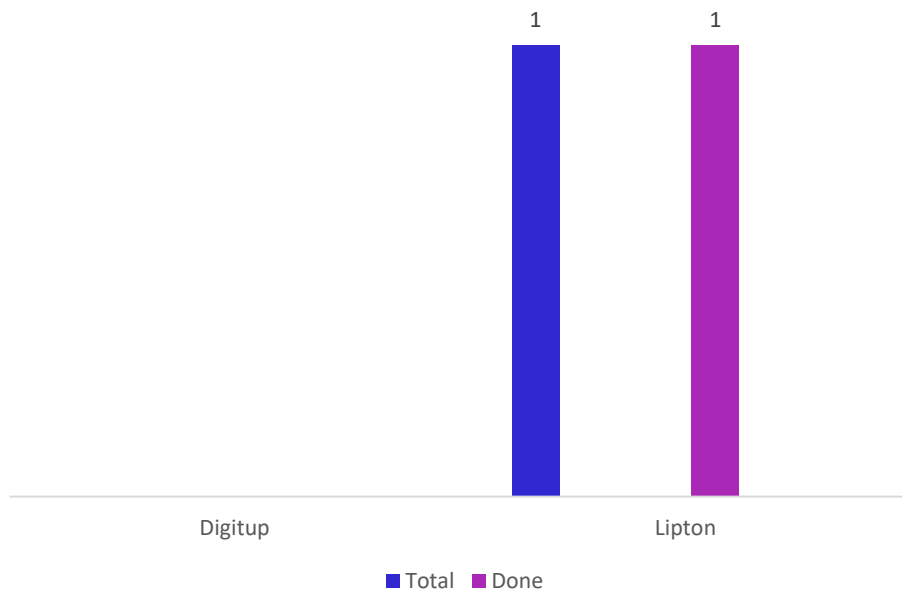


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton JP



- To replace the third image in the carousel of home page's hero image. - 90 mins



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton Highlights

- **US** : To update CTA text for CTA "Sign Up for our Healthcare Professional Newsletter" over page:
<https://www.lipton.com/us/en/love-your-heart/meet-the-experts/>
- **JP** : To replace the third image in the carousel of home page's hero image



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 – August	Overview – September	Delta	Content	Accessibility	Marketing	UX
Japan	93	94	1	95	97	88	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	92	92	0	84	97	93	92
USA	91	91	0	87	94	90	91



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).
- Filtering page data to identify instances with TTFB issues (scores exceeding 0.8s).

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 : We are closely monitoring the status of INP and TTFB for individual pages as well as have optimized multiple images to improve the LCP and thereby TTFB.

Date	URL	Status	LCP	INP	CLS	FCP	TTFB
10-10-2024	https://www.lipton.com/	Passed	1.9	161	0	1.5	1.07

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

