Lipton BAU - Monthly Report

October 2024
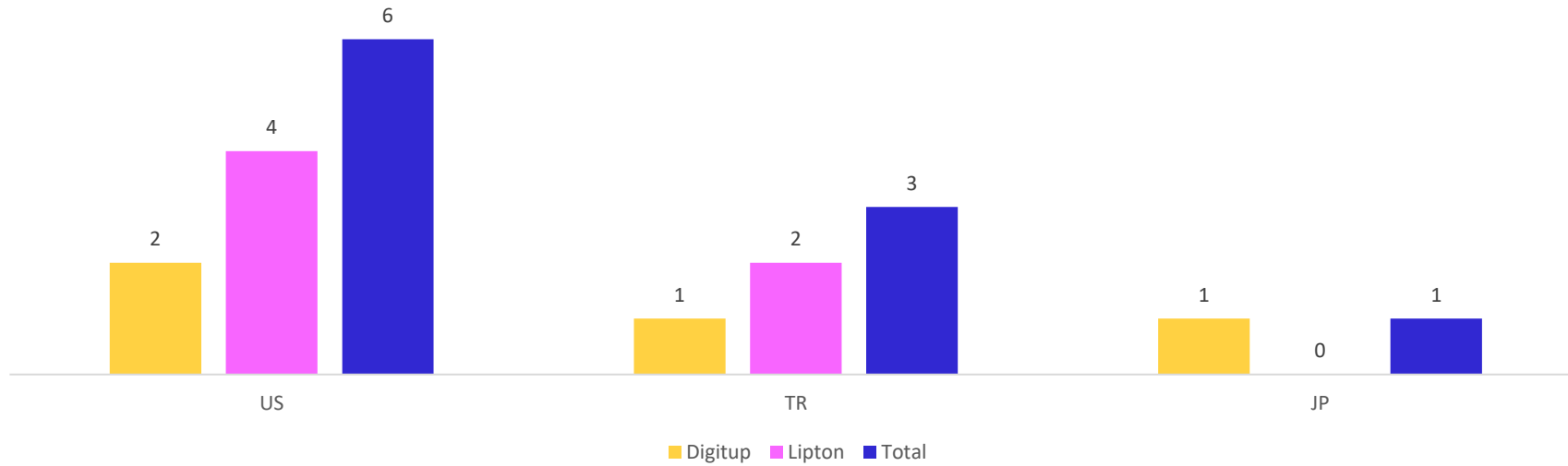
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Table of Content

Lipton Ticket Summary

BAU Tickets Resolution Status – Lipton

Bar chart showing resolution status by region (US, TR, JP) with Digitup, Lipton, and Total values:
- US: Digitup 2, Lipton 4, Total 6
- TR: Digitup 1, Lipton 2, Total 3
- JP: Digitup 1, Lipton 0, Total 1

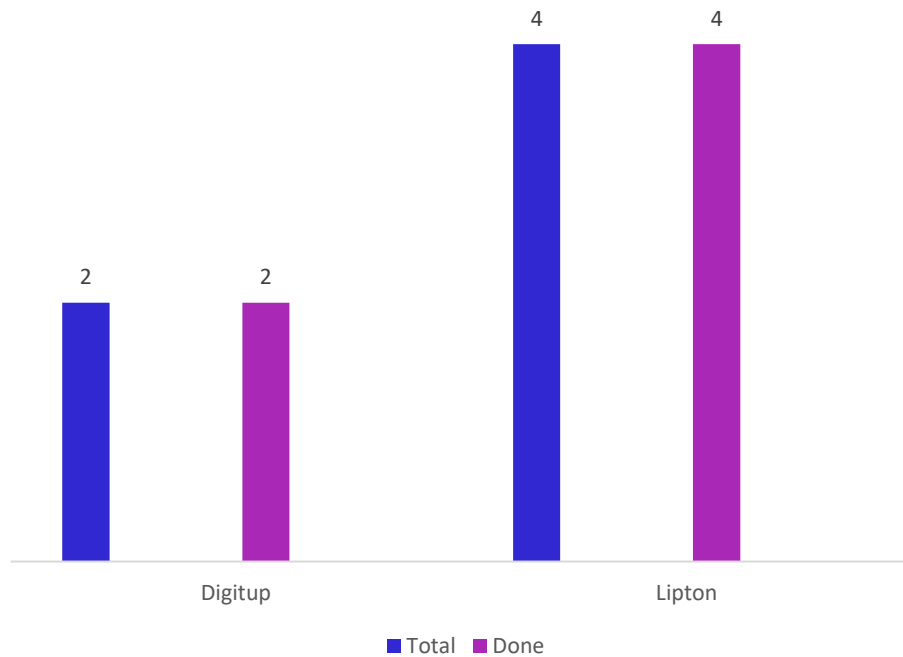Legend: ■ Digitup ■ Lipton ■ Total

10	10	100%
Task Received	Task Completed	SLA Met

BAU Ticket Summary & Highlight – Lipton US

- New textual content has been added over to the page : https://www.lipton.com/us/en/our-purpose/ - 30 minutes
- Added an alternate content & Image section over the page : https://www.lipton.com/us/en/our-purpose/ - 30 minutes
- Removed the content section from the page : https://www.lipton.com/us/en/our-purpose/ - 30 minutes
- Remove the article grid section from the page : https://www.lipton.com/us/en/our-purpose/ - 30 minutes
- A US Signup functionality document has been created. – 240 minutes
- The banner image for the page : https://www.lipton.com/us/en/our-purpose/looking-after-tea-farms/ has been upgraded with high-definition image. - 30 minutes
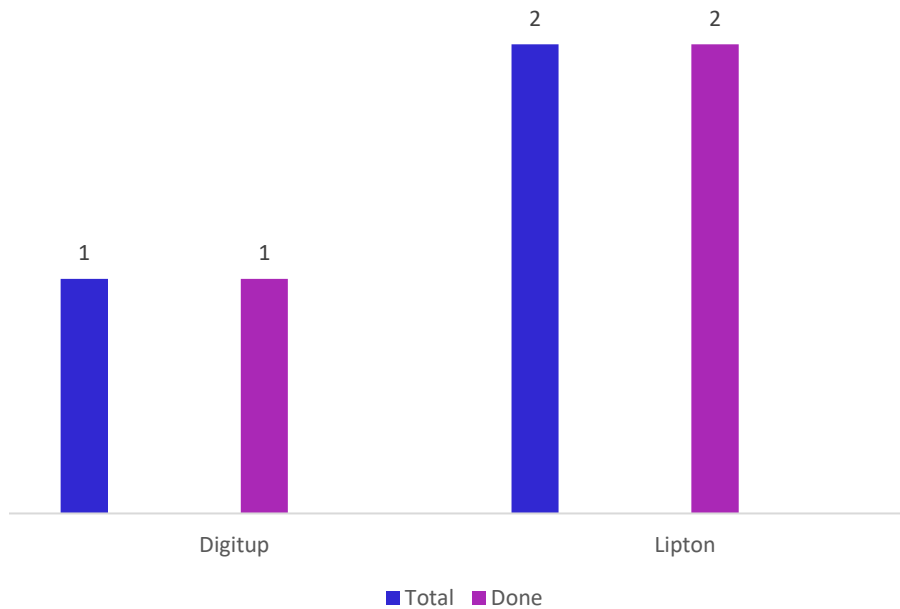
External tasks were raised by Lipton POCs   Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary & Highlight – Lipton TR

- The desktop banner image has been updated for page : https://www.lipton.com/tr/caylarimiz/ - 20 minutes
- The Mobile banner image has been updated for page : https://www.lipton.com/tr/caylarimiz/ - 20 minutes
- The banner image for the page : https://www.lipton.com/tr/lipton-hakkinda/cay-ciftcilerimize-iyi-bakiyoruz/ has been upgraded with high-definition image – 20 minutes
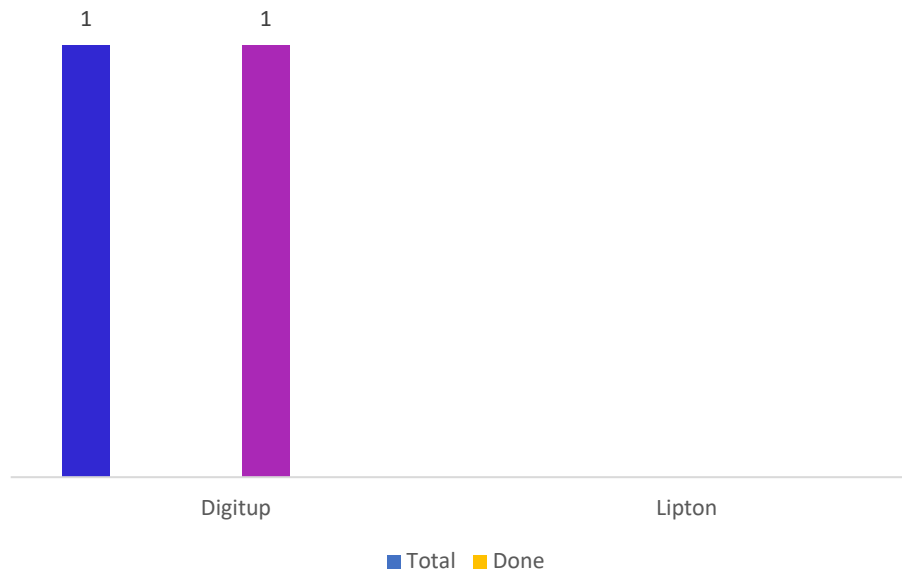
External tasks were raised by Lipton POCs   Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary & Highlight – Lipton JP

1   1

Digitup   Lipton

■ Total ■ Done

- Lipton JP broken link issue which was an external product redirect has been fixed. – 20 minutes

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

Lipton Highlights

- **US :** New textual content has been added over to the page : https://www.lipton.com/us/en/our-purpose/ .

- **US :** Added an alternate content & Image section over the page : https://www.lipton.com/us/en/our-purpose/ .

- **US :** Removed the content section from the page : https://www.lipton.com/us/en/our-purpose/ .

- **US :** The banner image for the page : https://www.lipton.com/us/en/our-purpose/looking-after-tea-farms/ has been upgraded with high-definition image.

- **TR :** The banner images for desktop as well as mobile have been updated for the page : https://www.lipton.com/tr/caylarimiz/

- **TR :** The banner image for the page : https://www.lipton.com/tr/lipton-hakkinda/cay-ciftcilerimize-iyi-bakiyoruz/ has been upgraded with high-definition image.

- **JP :** Lipton JP broken link issue which was an external product redirect has been fixed.

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

In recent assessments, we've successfully identified and resolved following issues.

- **JP** : Lipton JP broken link issue which was an external product redirect has been fixed.

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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
18-11-2024	https://www.lipton.com/	Passed	2s	159ms	0	1.6	1.1

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

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