

TAZO - Quarterly Report

July - September 2024

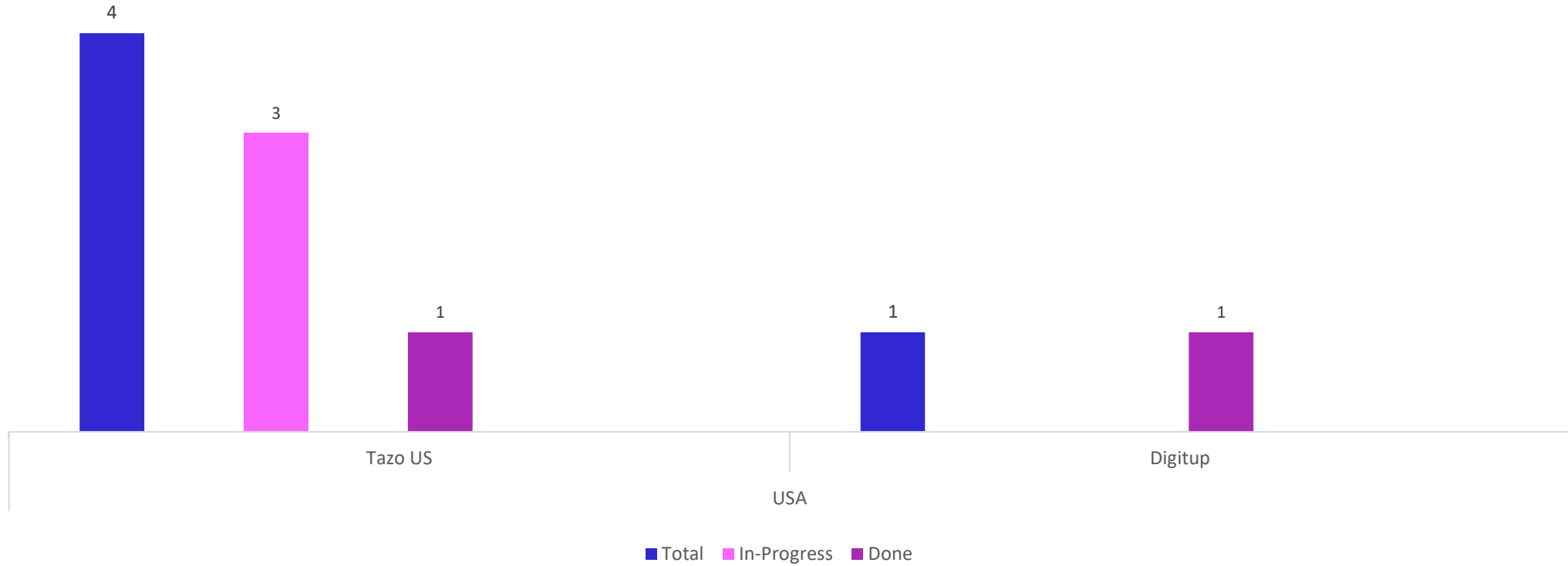


Table of Content

- BAU Ticket Summary
 - Overall ticket status
- Market status
 - US ticket Status
- Website Performance

TAZO Ticket Summary

BAU Tickets Resolution Status



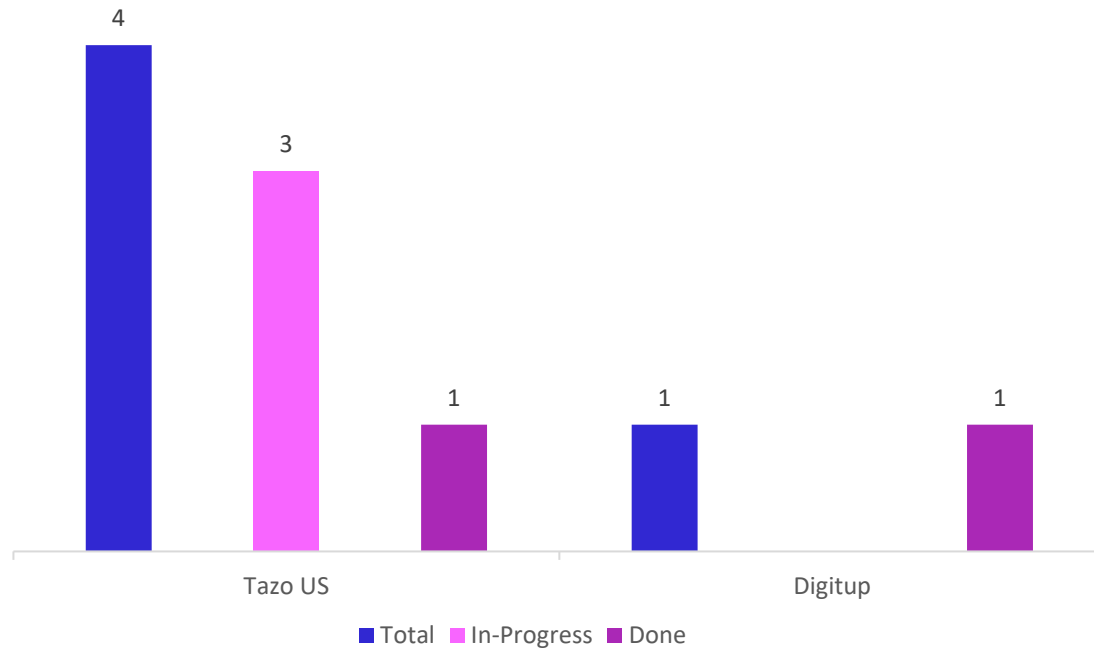
5
Task Received

2
Task Completed

3
Task InProgress

100%
SLA Met

BAU Ticket Summary & Highlight - TAZO US



- Replaced the Youtube video URL to enable the privacy-enhanced mode. **40 min**
- We have added the new product (ESPRESSO CHAI LATTE CONCENTRATE) in the us locale. **150 min**
<https://www.tazo.com/us/en/products/lattes-iced/espresso-chai-latte/>
- 11 new recipes addition. **(In progress)**
- Updates on TAZO website (content update, image update, video replacement). **(In progress)**
- Re-ordering of the recipes on TAZO website is in progress.(Dirty Chai Coconut Granita + Vanilla Bean Coconut Cream ,Chai Spiced Recipe, Sippable S'Mores Recipe) **(In progress)**

Dependency On Brand

1. Bynder Link, text for the recipe page is yet to be received.
2. Spanish content for the new recipe pages yet to be received.
3. List of video on the film page is yet to be received for the the tazo website update
4. Recipe order for the recipe collection page is pending.

TAZO Website Performance

DQM Scores - Silktide

Our objective is to attain and consistently uphold a Silktide score of 80 or higher across all Tazo markets. It's worth noting that we have been able to achieve and maintain an impressive score of approximately 90 for these markets. We have identified both global and specific concerns that are currently under active resolution, with some already successfully addressed.

Market	Overview - Previous Month	Overview - This Month	Content	Accessibility	Marketing	UX
US-EN	87	90	90	94	86	93
US_ES	91	91	91	82	94	97

In the month of September, we identified and resolved several issues, raising the Silktide score from 87 to 90. The following issues were resolved :

- Replaced the YouTube video URL to enable the privacy-enhanced mode.

We are currently identifying additional underlying issues to further improve this score.

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 TAZO US market.

- Generating comprehensive reports for CWV Mobile Metrics utilizing the [PageSpeed Insights](#) API alongside the Screaming Frog tool.
- **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 the Core Web Vitals Metrics issues or performance degradation, enabling the development team to swiftly address and rectify the situation.

The importance of this initiative lies in enhancing user experience, boosting website performance, increasing user engagement, and achieving higher search engine rankings by ensuring faster loading times and better responsiveness.

Date	URL	Status	LCP	INP	CLS	FCP	TTFB
04-10-2024	https://www.tazo.com/	Passed	1.1 s	113 ms	0.04	0.84 s	0.6 s

CWV Report

<https://digitup.in/core-web-vital-checker/?search=https%3A%2F%2Fwww.tazo.com%2Fus%2Fen%2F&formFactor=PHONE&context=origin>

Thank You

