

Pukka Herbs -Monthly Report

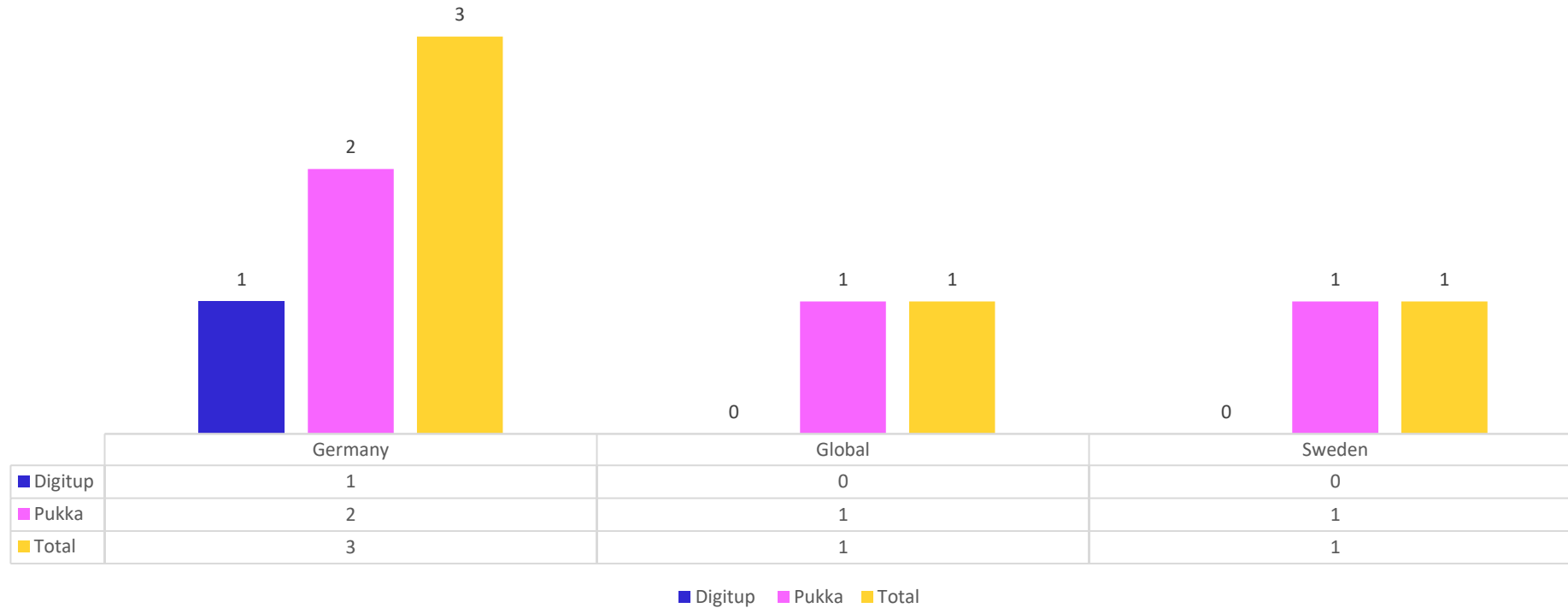
March 2024

Table of Content

- BAU Ticket Summary
 - Overall ticket status
- Market status
 - Global ticket Status
 - Germany Ticket Status
 - Sweden Ticket Status
- Website Performance
- Website Decommission
- Core Web Vital Assessments

Pukka Herbs Ticket Summary

BAU Tickets Resolution Status March - Pukka Herbs



05

Task Received

04

Task Completed

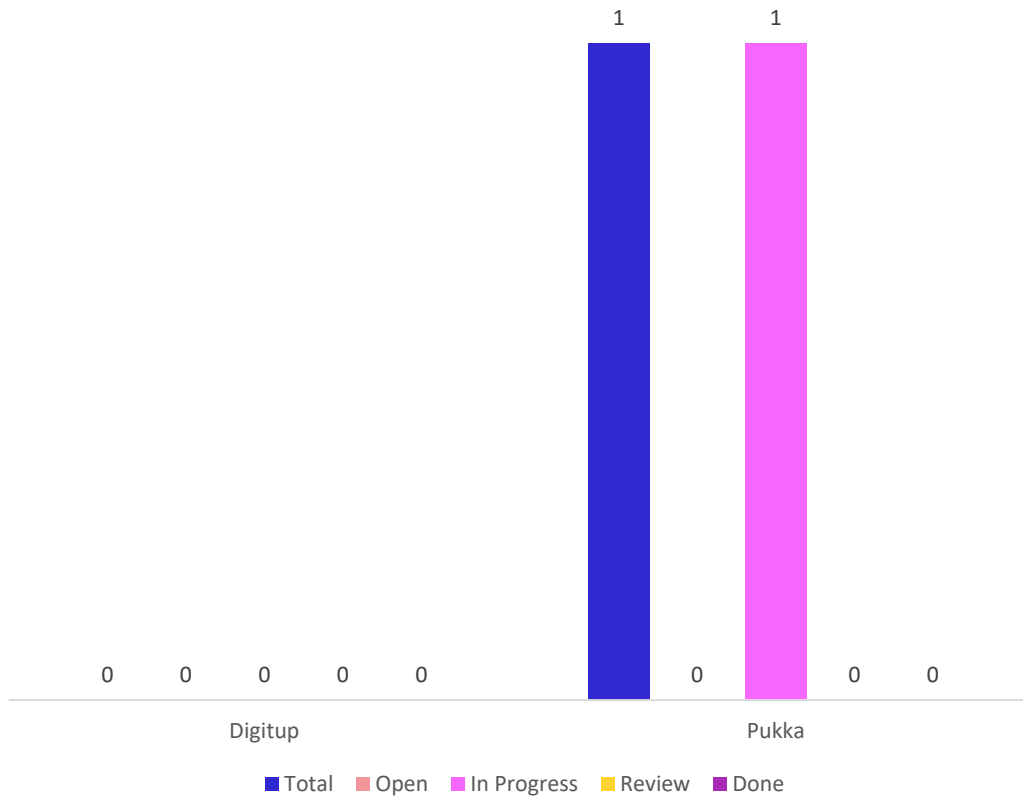
01

Task In-Progress

100%

SLA Met

BAU Ticket Summary - Pukka Herbs Global



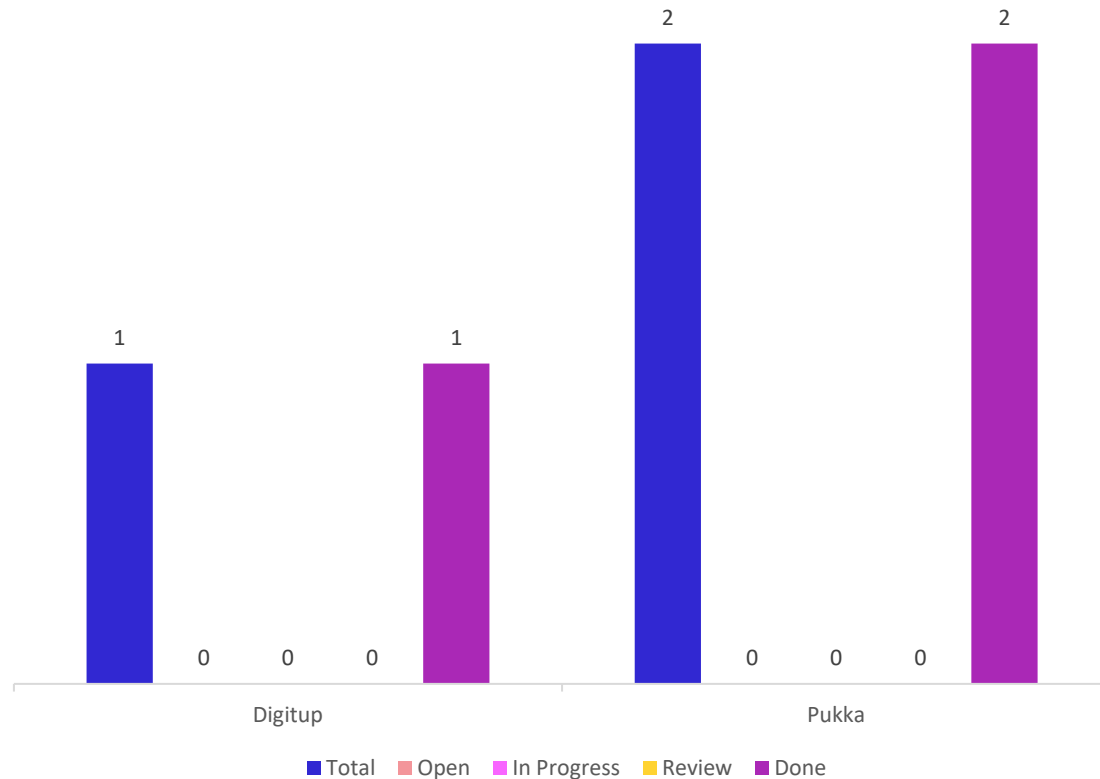
- Work is in progress to delist the websites. (In Progress)



*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs



BAU Ticket Summary - Pukka Herbs Germany



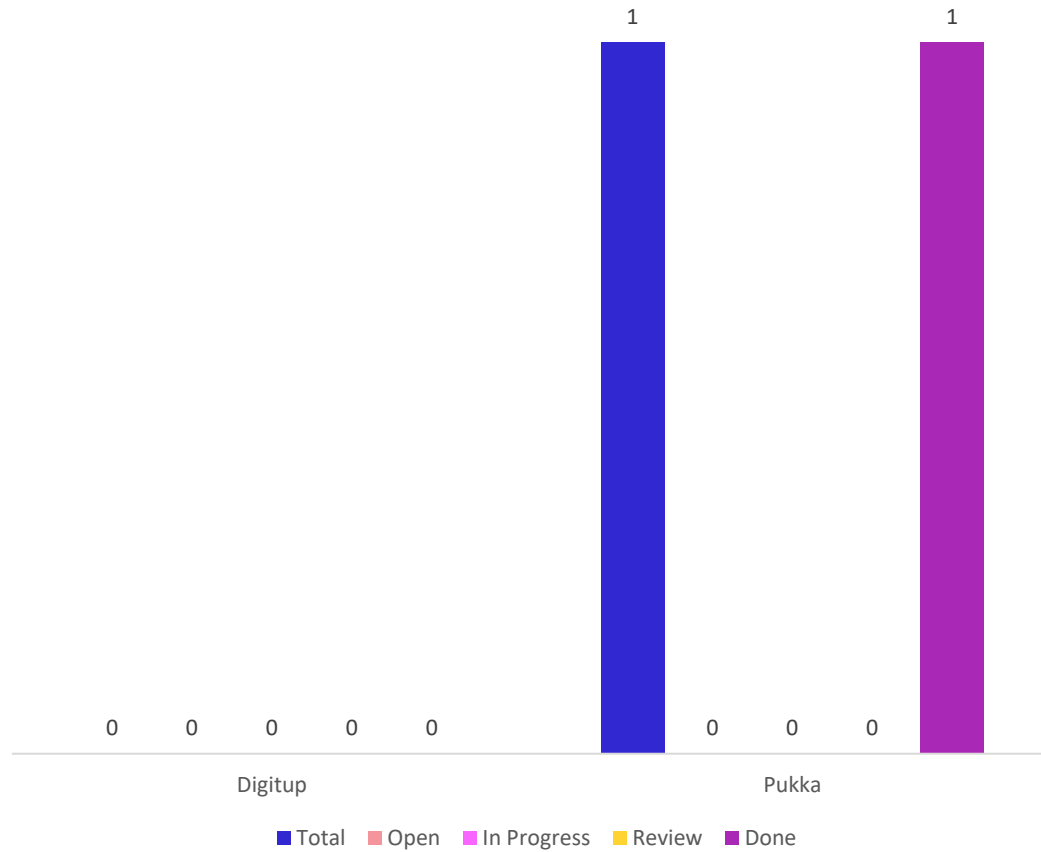
- Resolved broken external link with Silktide (Mar 2024). (Estimated Time – 15 min.)
- Added 'Buy Now' button for Morning Berry product. (Estimated Time – 20 min.)
- Implemented Bio Filter for all organic teas. (Estimated Time – 120 min.)



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BAU Ticket Summary - Pukka Herbs Sweden



- Added a new product Morning Berry Tea. (Estimated Time – 120 min.)



*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs



Pukka BAU March Highlights

- Resolved broken external link with Silktide (Mar 2024).
- Added 'Buy Now' button for Morning Berry product.
- Implemented Bio Filter for all organic teas.
- Work is in progress to delist the websites.
- Added a new product Morning Berry Tea.

Pukka Herbs Website Performance

DQM Scores - Silktide

DQM scores highlighted below, please note these might be different when you're checking specific links as Silktide updates these scores regularly

Market	Overview - February	Overview - March	Delta	Content	Accessibility	Marketing	UX
Australia	95	94	-1	97	98	91	89
Belgium(FR,NL)	88,93	89,93	0,0	76,93	96,95	88,90	94,94
Canada(EN,FR)	94,85	95,85	+1,0	94,74	96,94	92,86	99,83
Germany	91	93	+2	96	99	90	91
France	89	89	0	77	95	88	94
Netherlands	89	89	0	77	96	88	94
Poland	94	95	+1	95	97	92	94
Sweden	92	92	0	91	95	90	94
Switzerland(DE, FR)	91,90	91,89	0, -1	87,77	96,96	88,88	93,94
UAE	94	94	0	95	99	92	92
UK	91	92	+1	87	98	90	95
USA	94	94	0	91	99	91	98

DQM Analysis - Silktide

Our goal is to reach and maintain a Silktide score of 80. We have noted significant fluctuations in certain markets. Based on our analysis, we have compiled the following pertinent insights for your reference.

- **Pukka AU** = Overall score has dropped due to the user experience module score drop.
- **Pukka DE** = Overall score has improved due to decrease in the number broken links. We have resolved 3 broken links in the previous month.
- **Pukka UK** = The overall score improved due to the user experience module score shows improvement.

Note: Please be informed that despite the fluctuations, we have diligently maintained a consistent threshold of 80 across all the aforementioned websites. Our continuous focus remains on the enhancement and sustainable maintenance of these websites.

Website Decommission

Pukka Decommissioned Market

Below pukka markets are decommissioned in the year 2024

Markets	Effective Decommissioned date
Pukka USA	27 th March 2024 (In Discussion)
Pukka Canada (EN)	27 th March 2024 (In Discussion)
Pukka Canada (FR)	27 th March 2024
Pukka UAE	1 st April 2024
Pukka Poland	2 nd April 2024
Pukka Belgium (FR)	2 nd April 2024
Pukka Belgium (NL)	2 nd April 2024
Pukka Switzerland (DE)	3 rd April 2024
Pukka Switzerland (FR)	3 rd April 2024



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Core Web Vitals Assessment

Core Web Vitals Assessment

Addressing Pukka Core Web Vitals Metrics Issues.

In accordance with the recent announcement by Google Chrome regarding the replacement of **First Input Delay (FID)** with **Interaction to Next Paint (INP) by March 2024**, we are implementing the following approach to address INP issues:

- Generating comprehensive reports for the Core Web Vitals (CWV) Mobile metrics utilizing the Page Speed Insights API alongside the Screaming Frog tool.
- Filtering page data to identify instances with INP issues (Scores exceeding 200 milliseconds)

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 the user interactions.

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.

Thank You

