LTI BMS Q2 REPORT
June 2024

LTI Brands

June 2024

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Table of Content

Global Service Consumption - Q2 - 2024

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Global Service Consumption

PUKKA

70%

LIPTON

21%

TAZO

9%

**BMS
TICKET SUMMARY**

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Global BMS Tickets Summary - Lipton

	Global	US	JP
■ Digitup	3	2	3
■ Lipton		4	
■ Total	3	6	3

■ Digitup ■ Lipton ■ Total

12	**12**	**0**
Task Received	Task Completed	In-Progress

Lipton

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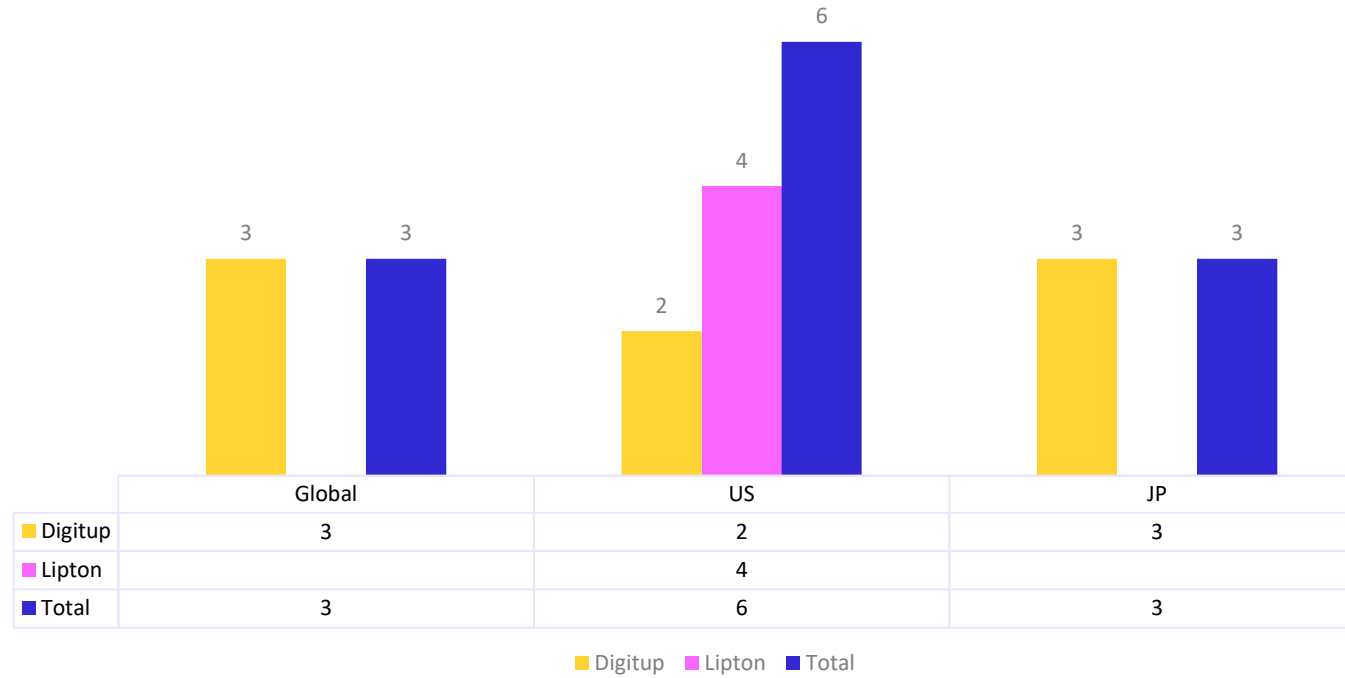
BMS Tickets Country Breakup - Lipton

Global
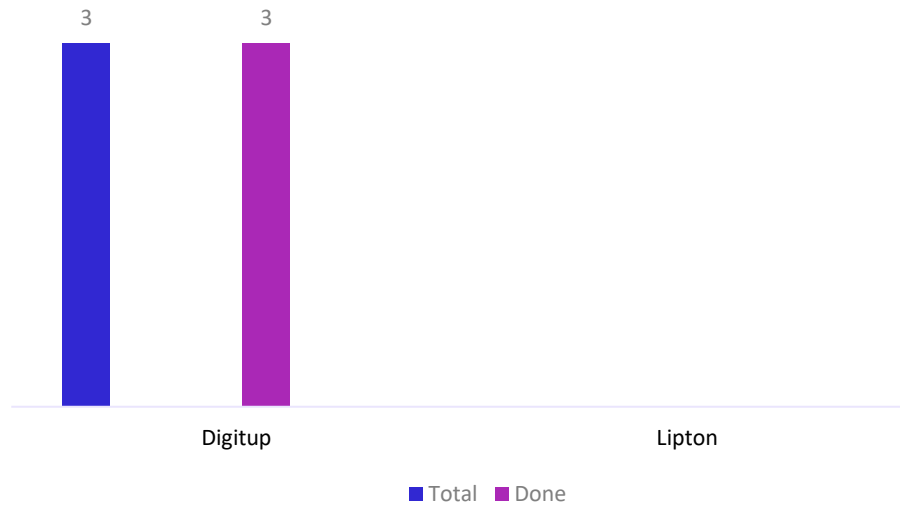
- Console log statements have been removed from code. 60 min
- Privacy-Enhanced Mode enabled by updating YouTube video's URL structure. 120 min
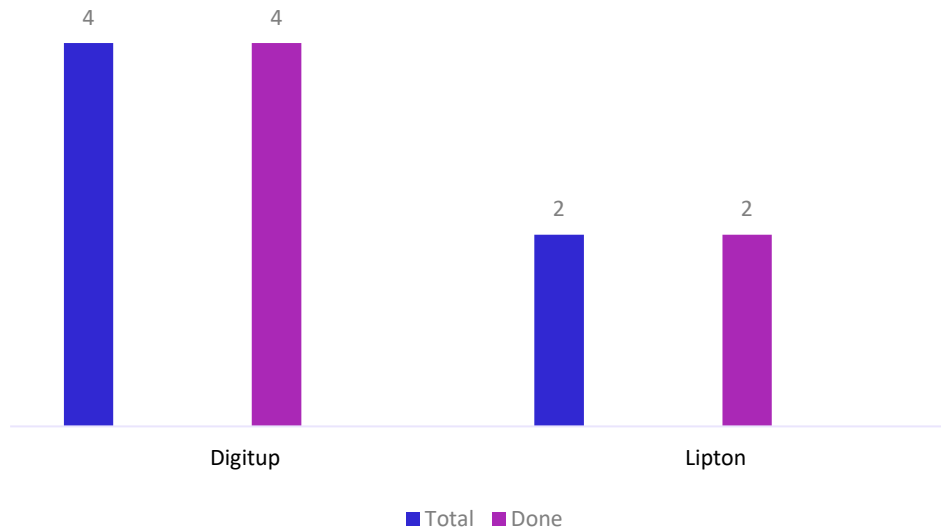- Updated the YouTube URLs with enhanced privacy links . 60 min

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

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BMS Tickets Country Breakup - Lipton

US

- Join the tea club, the space invader/pop-up is now resolved. 25 min
- On the page https://www.lipton.com/us/en/green-tea/, a new section titled "Featured Product - START YOUR WELLNESS JOURNEY" has been added . 40 min
- On the page https://www.lipton.com/us/en/green-tea/, the flavonoids section has been modified, and the layout has been updated. 60 min
- Bazaar voice UGC gallery script added over home page. 120 min
- The alignment of the button over home page's second section is fixed . 30 min
- Mis-spellings corrected over US market . 30 min

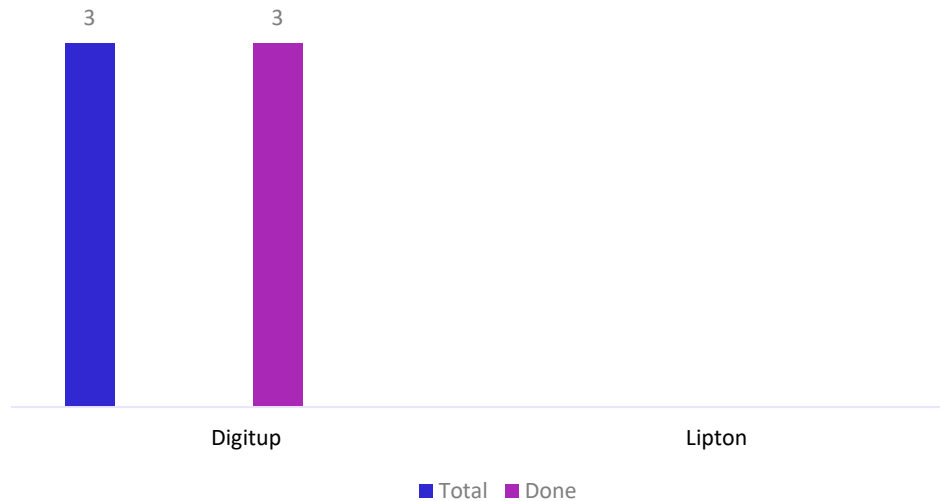● External tasks were raised by Lipton POCs　　● Internal tasks were raised by Digitup as improvement assessment

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BMS Tickets Country Breakup- Lipton

Japan

- Broken rakuten website link replaced over page : https://www.lipton.jp/ja/products/lipton-pure-rooibos-15p. 10 min
- SSL certificates for JP domains have been fixed . 120 min
- Privacy-Enhanced Mode enabled by updating YouTube video's URL structure. 120 min

🟢 External tasks were raised by Lipton POCs 🟡 Internal tasks were raised by Digitup as improvement assessment
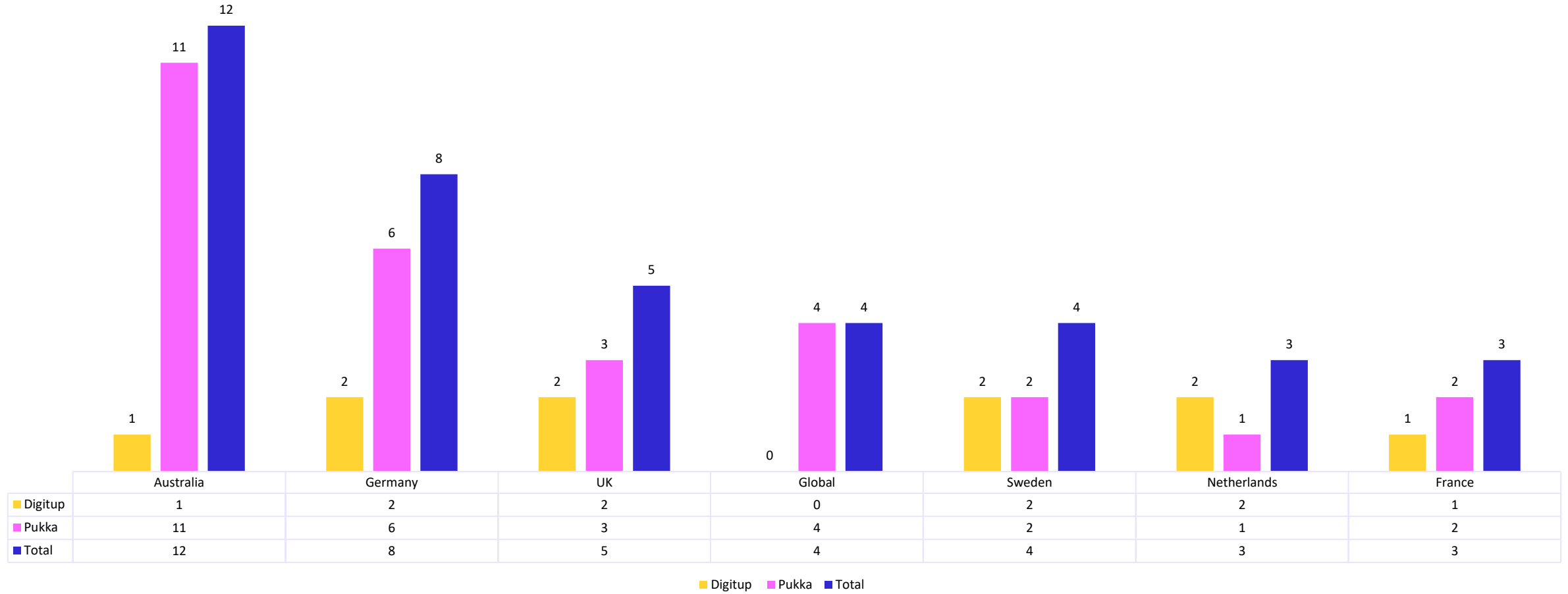
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Lipton Key Highlights – 2024

- **US :** Join the tea club, the space invader/pop-up is now resolved .

- **US :** On the page https://www.lipton.com/us/en/green-tea/, a new section titled "Featured Product - START YOUR WELLNESS JOURNEY" has been added.

- **US :** Bazaar voice UGC gallery script added over home page .

- **JP :** Broken rakuten website link replaced over a page .

- **JP :** SSL certificates for JP domains have been fixed .

- **Global :** Privacy-Enhanced Mode enabled by updating YouTube video's URL structure.

- **Global :** Updated the YouTube URLs with enhanced privacy links .

- **Global :** Console log statements have been removed from code .

Lipton

**BMS
TICKET SUMMARY**

![digitup logo]

Global BMS Tickets Summary- Pukka

	Australia	Germany	UK	Global	Sweden	Netherlands	France
Digitup	1	2	2	0	2	2	1
Pukka	11	6	3	4	2	1	2
Total	12	8	5	4	4	3	3

■ Digitup ■ Pukka ■ Total

39	**36**	**3**
Task Received	Task Completed	In-Progress

pukka

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BMS Tickets Global Pukka

GLOBAL
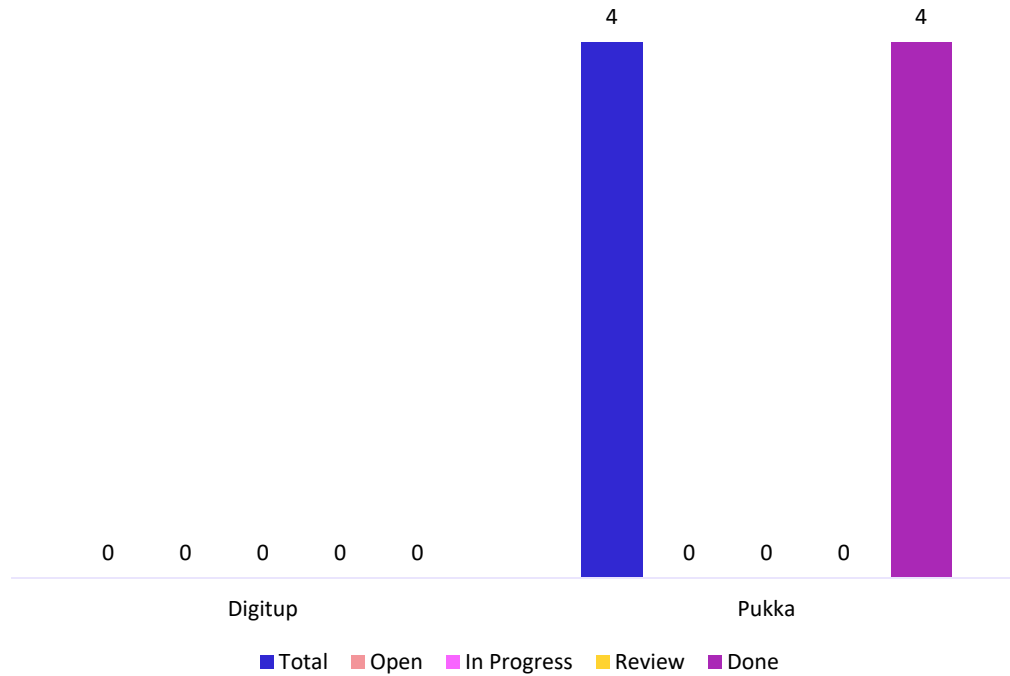
- Updated the mission council section on the impact landing page
  120 minutes
- Removed B Corp logo from the website 600 minutes
- Removed specific pages from the website 240 minutes
- Updated Privacy Charter link 60 minutes

pukka

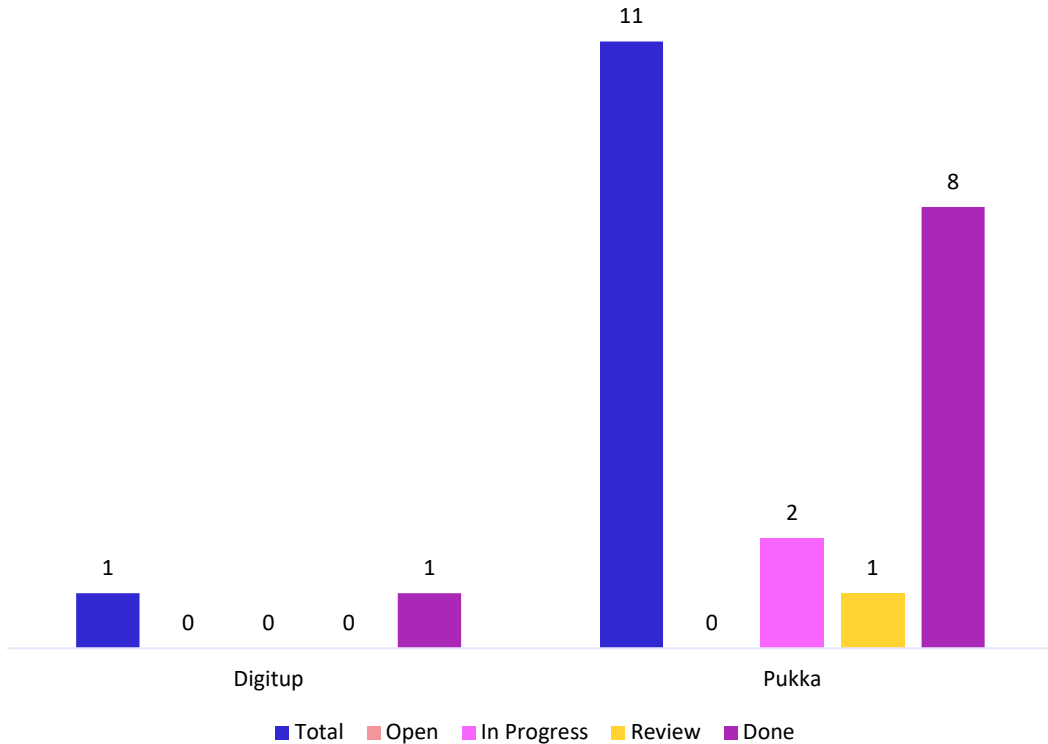External tasks were raised by Lipton POCs   Internal tasks were raised by Digitup as improvement assessment

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BMS Tickets Country Breakup- Pukka

AU

- Addressed broken external link - Silktide (May 2024)   30 minutes
- Removed Peace Tea product from the website   60 minutes
- Removed B Corp logo from the website   120 minutes
- Updated Privacy Charter link   30 minutes
- Removed Turmeric Gold product from the website   30 minutes
- Removed specific selection boxes from the website   45 minutes
- Removed After Dinner and Three Licorice products from the website   45 minutes
- Added new product Morning Berry to the website   120 minutes
- Fixed redirect issue for pukkaherbs.com.au to https://www.pukkaherbs.com/au/en/   150 minutes
- Resolved 10% off discount issue on Pukka AU website 40 minutes
- Work is in progress to remove teas form the website.
- Work is in progress to remove peace Tea from order PK4546 and subscription list
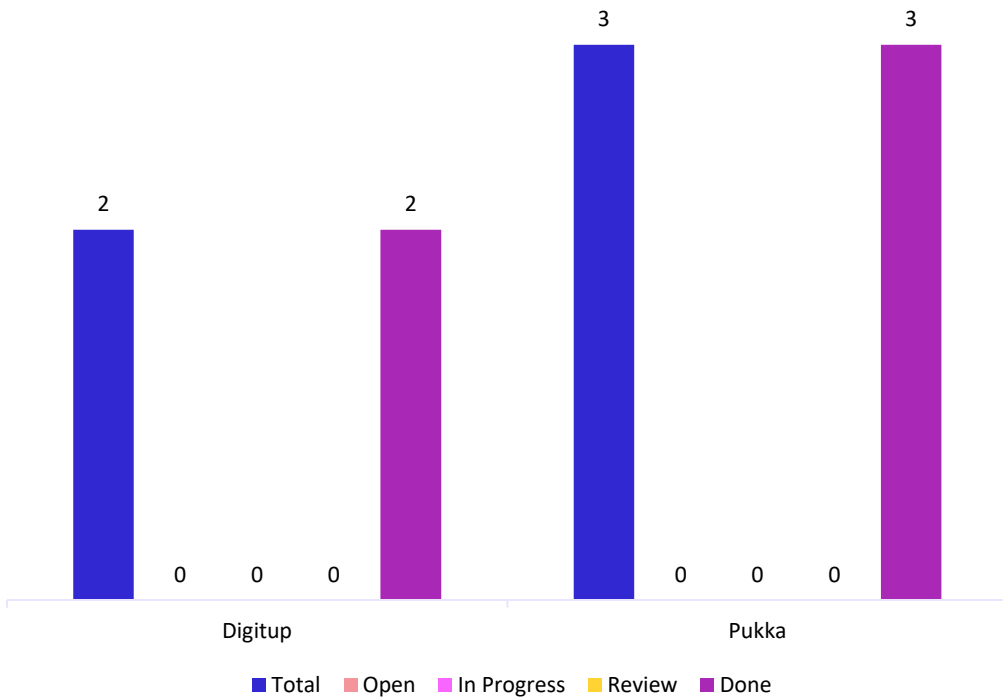
pukka

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

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BMS Tickets Country Breakup- Pukka

UK

- 🟡 Enabled enhanced privacy where possible - Silktide (June 2024) 120 minutes
- 🟢 Removed old products from the website   120 minutes
- 🟢 Added new product Tea Discovery Chest to the UK website   60 minutes
- 🟢 Removed gifting products from the website   90 minutes
- 🟢 Removed specific tea products from the website   30 minutes

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

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BMS Tickets Country Breakup- Pukka

Germany

- Removed B Corp logo from the website 120 minutes
- Adjusted content fitment, SEO, and hreflangs for 'German Only News - Lottery Melina' 120 minutes
- Updated the mission council section on the impact landing page 60 minutes
- Removed landing pages and updated the best seller section on homepage 120 minutes
- Removed two articles from the website 45 minutes
- Delisted products on Pukka DE 240 minutes
- Fixed invalid structured data items: SEMrush (June 2024) 180 minutes
- Addressed broken external link - Silktide (May 2024) 15 minutes
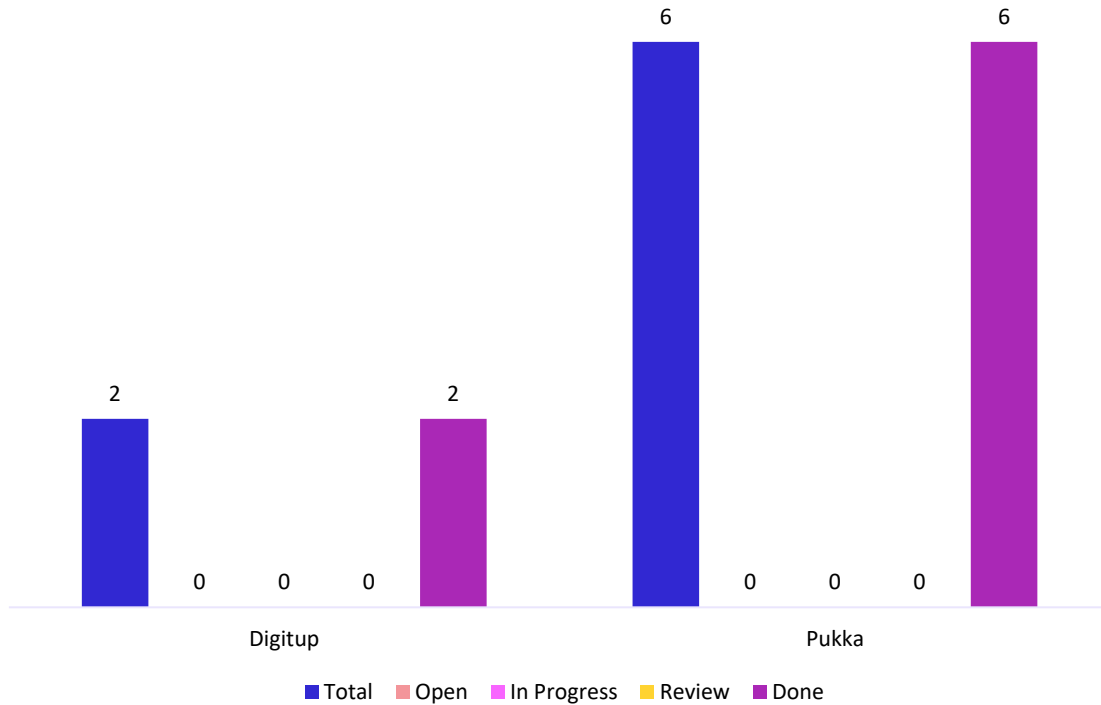
● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment
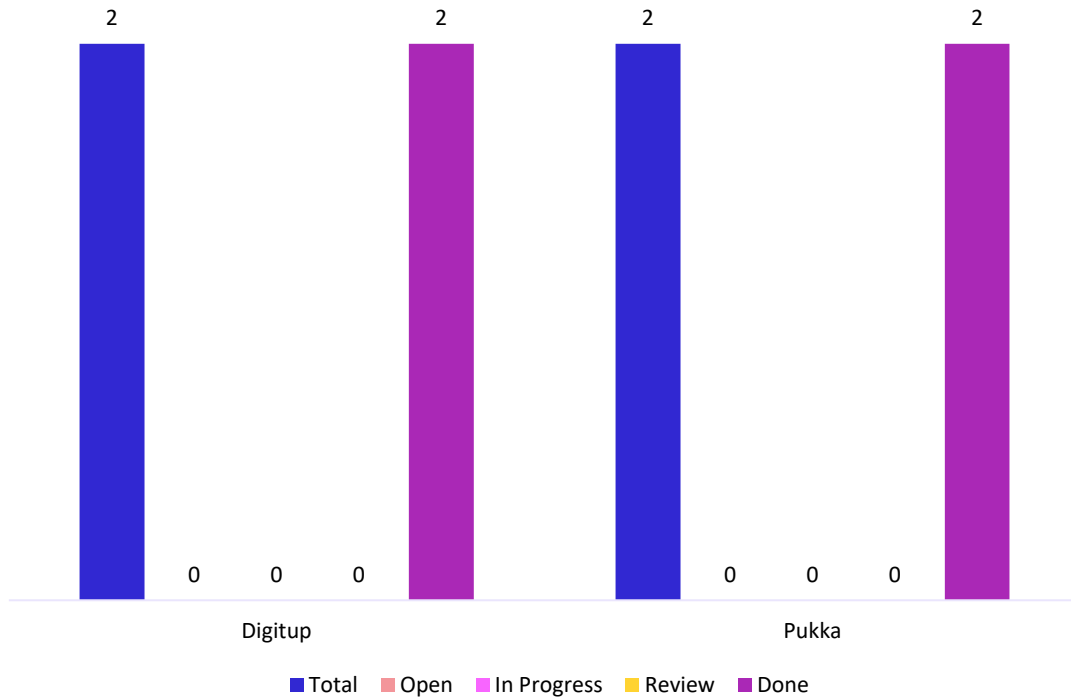
BMS Tickets Country Breakup - Pukka

Sweden

- Removed B Corp logo from the website   120 minutes
- Fixed 404 error on product pages   20 minutes
- Addressed broken external links - Silktide (May 2024)   45 minutes
- Enabled enhanced privacy where possible - Silktide (June 2024)   60 minutes

■ Total   ■ Open   ■ In Progress   ■ Review   ■ Done

pukka

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

![digitup Power to Evolve]

BMS Tickets Country Breakup - Pukka

Netherlands

- ● Removed B Corp logo from the website   120 minutes
- ● Enabled enhanced privacy where possible - Silktide (June 2024)   60 minutes
- ● Waiting for alternate links to resolve broken external link (Silktide, May 2024).
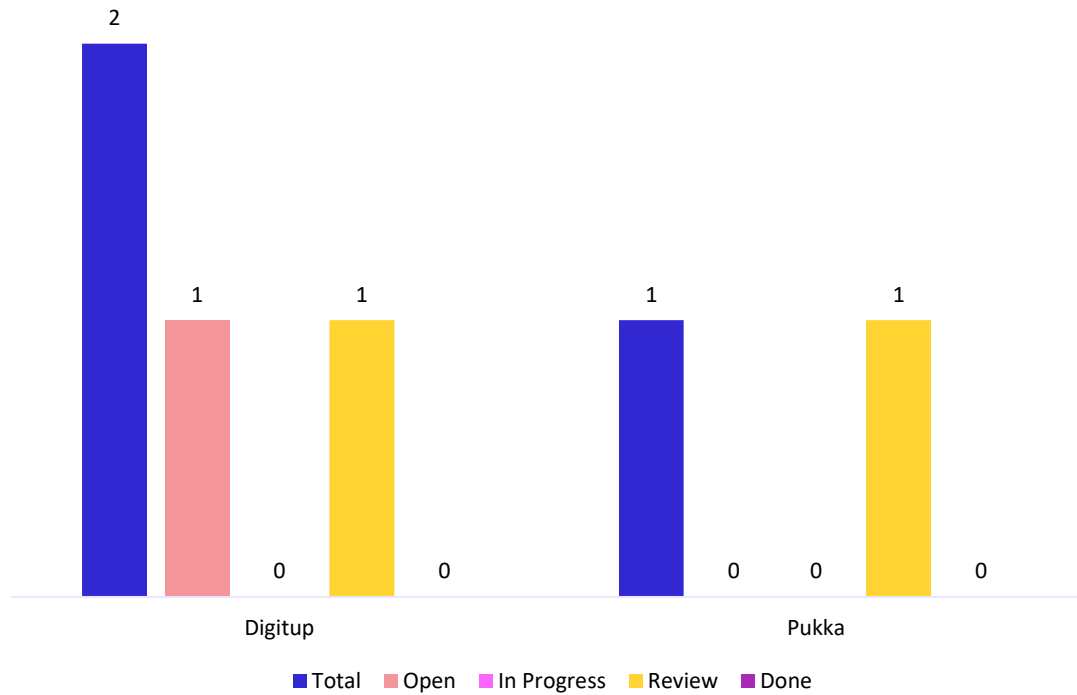
■ Total ■ Open ■ In Progress ■ Review ■ Done

pukka

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

![digitup Power to Evolve]

BMS Tickets Country Breakup - Pukka

France
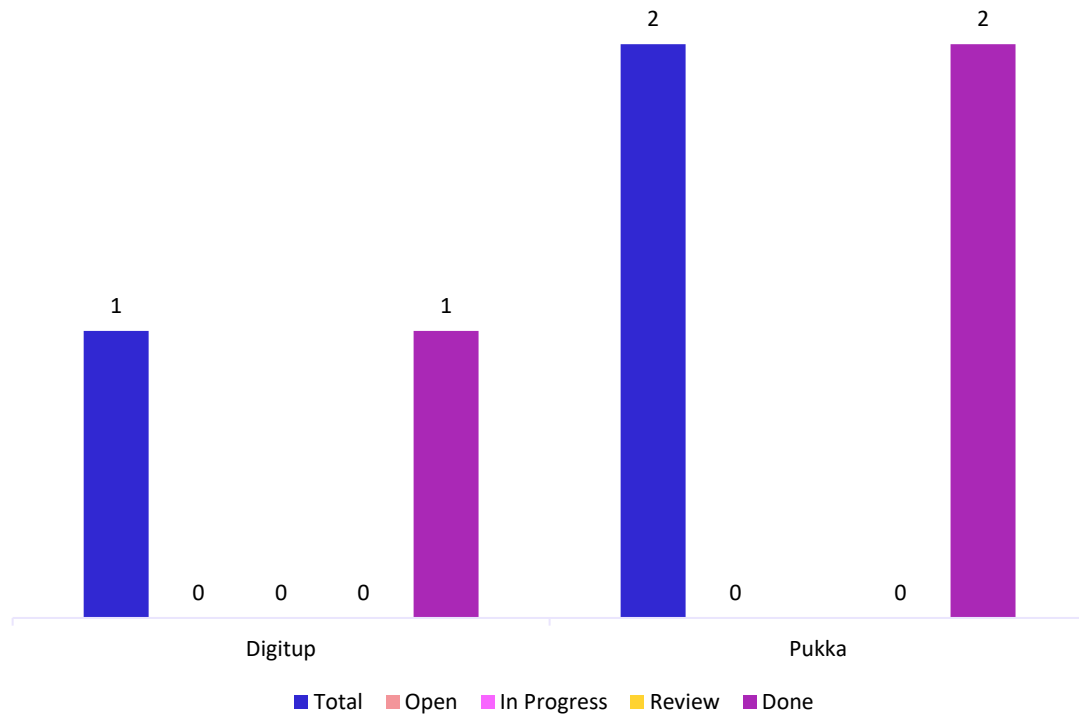
- Removed B Corp logo from the website   120 minutes
- Updated product pages   480 minutes
- Enabled enhanced privacy where possible - Silktide (June 2024) 60 minutes

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

Chart values:
- Digitup: Total 1, Open 0, In Progress 0, Review 0, Done 1
- Pukka: Total 2, Open 0, In Progress 0, Review 0, Done 2

![digitup logo]

Pukka Key Highlights – 2024

- Removed Peace Tea, Turmeric Gold, After Dinner, and Three Licorice products from the AU website.

- Removed the B Corp logo from the website across all regions.

- Updated the Privacy Charter link across all websites.

- Removed specific selection boxes while adding a new product Morning Berry to the AU website.

- Fixed redirect issue for pukkaherbs.com.au to https://www.pukkaherbs.com/au/en/ for AU.

- Resolved 10% off discount issue on the Pukka AU website, however, To remove teas form the AU website is still in progress.

- Work is in progress to remove peace Tea from order PK4546 and subscription list for AU.

- Adjusted content fitment, SEO, and hreflangs for 'German Only News - Lottery Melina' for DE.

- Updated the mission council section on the impact landing page across all websites where the page was present.

- Removed landing pages and updated the best seller section on the homepage for DE.

- Removed two articles and Delisted products from the DE website. Also fixed invalid structured data items (SEMrush, June 2024) for DE.

- Removed old products, gifting products and specific tea products from the UK website.

- Added the new product Tea Discovery Chest to the UK website and Fixed 404 errors on product pages for Sweden.

- Enabled enhanced privacy where possible (Silktide, June 2024) for UK, Sweden, NL, FR AU, DE and Sweden.

- Waiting for alternate links to resolve broken external link (Silktide, May 2024) for NL.

- Updated product pages for FR.

pukka

**BMS
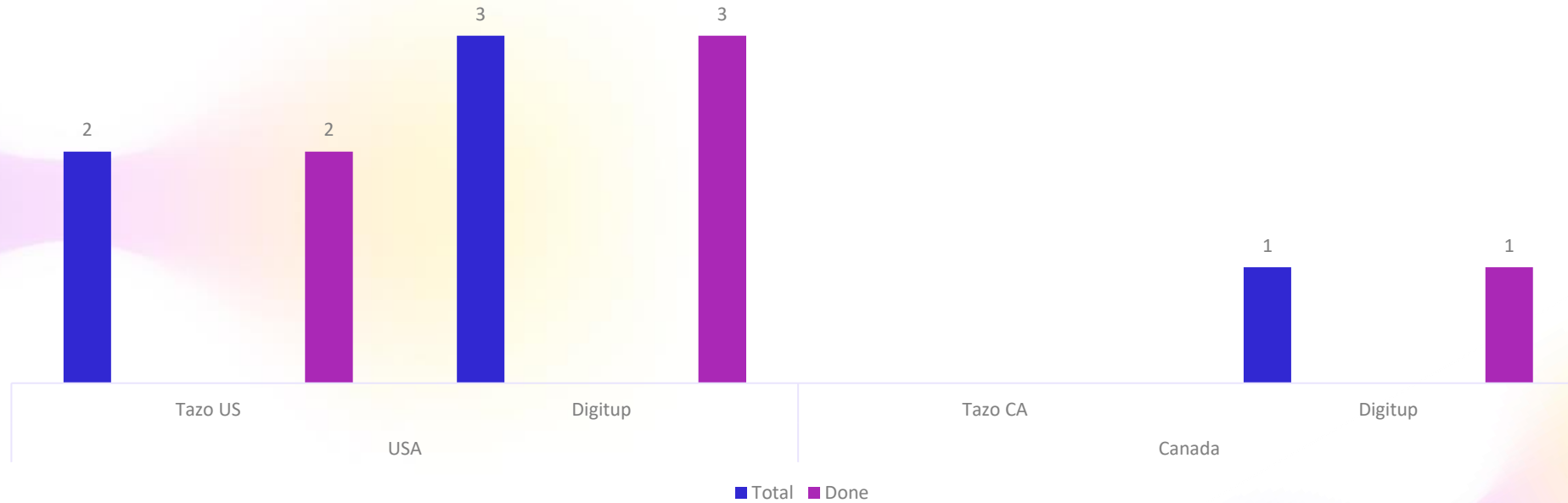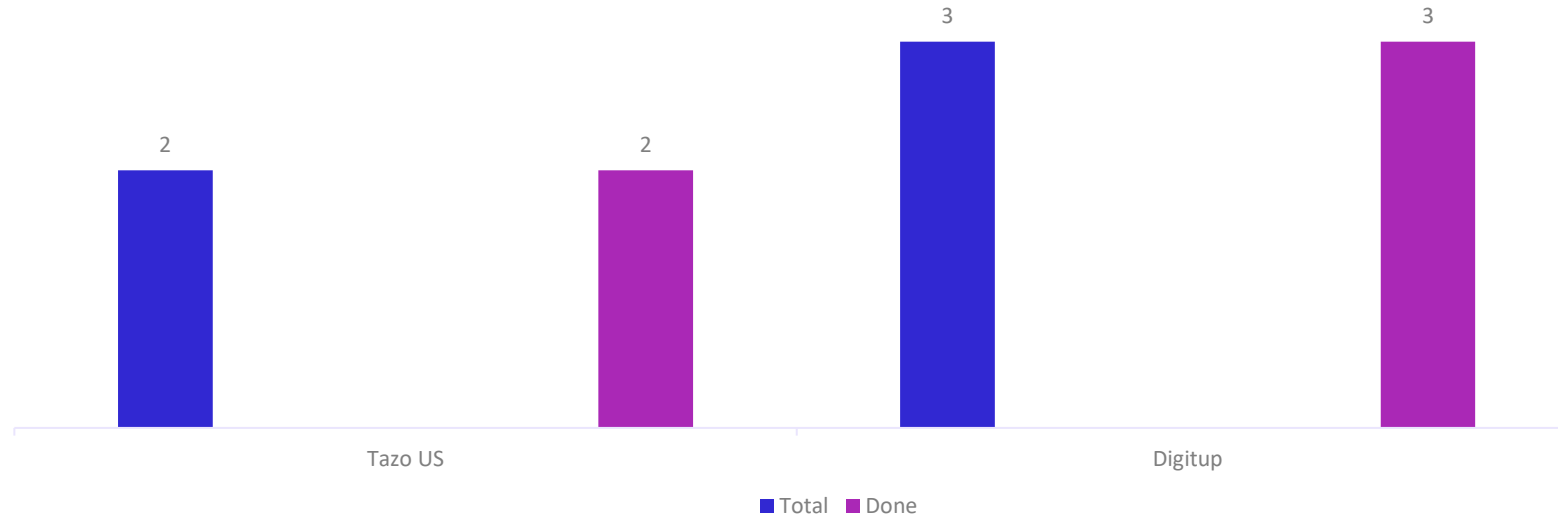TICKET SUMMARY**

Global BMS Tickets Summary - Tazo

	6	**6**	**0**
	Task Received	Task Completed	In-Progress

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BMS Tickets Country Breakup- TAZO-US

- We have updated the privacy link to this https://www.liptonteas.com/privacy-notice 30 minutes
- Removed the Tazo Cafe Collective page and redirected it to home page. 40 minutes
- As Regenerative page was removed, so to avoid it, we place 404 page redirection from code. 30 minutes
- A horizontal scroll bar created an issue on small screen devices like mobile and this issue is resolved by placing new CSS code. 60 minutes
- Resolved the issue of broken links. 60 minutes
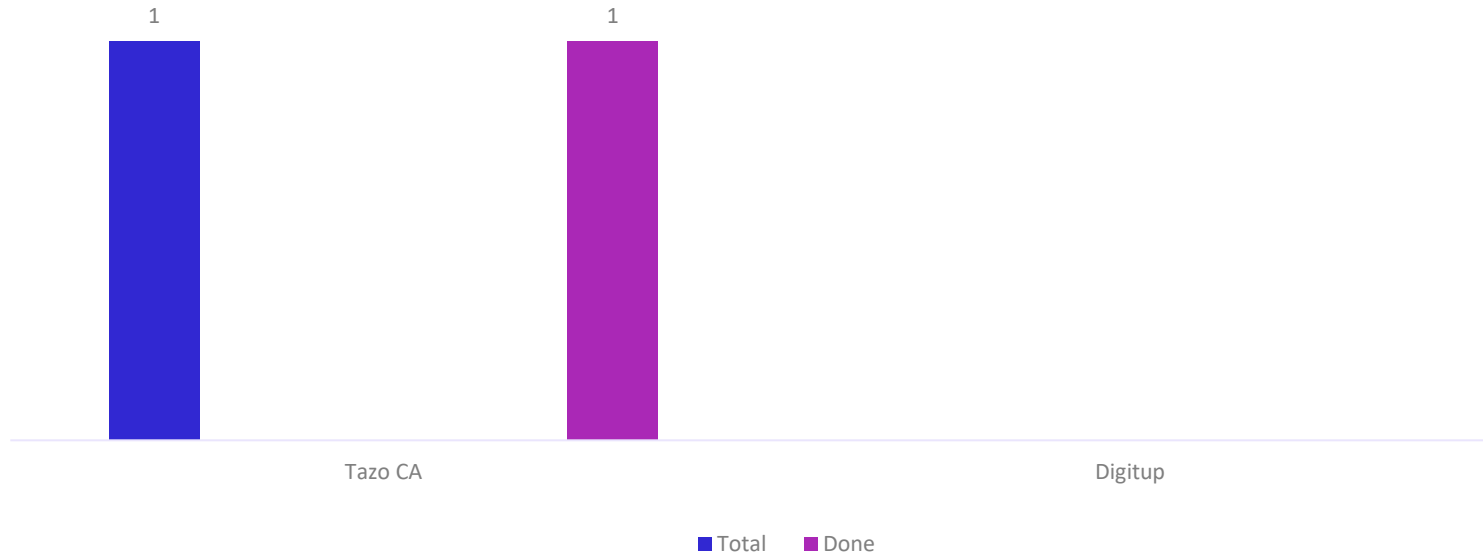
● External tasks were raised by Tazo POCs   ● Internal tasks were raised by Digitup as improvement assessment

TAZO

BMS Tickets Country Breakup- TAZO-Canada

🟢 We have updated the privacy link to this https://www.liptonteas.com/privacy-notice. 30 minutes

🟢 External tasks were raised by Tazo POCs   🟡 Internal tasks were raised by Digitup as improvement assessment

<#>

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Key Highlights - 2024

- **US & CA :** We have updated the privacy link to this https://www.liptonteas.com/privacy-notice. 30 minutes

- **US :** As Regenerative page was removed, so to avoid it, we place 404 page redirection from code. 30 minutes

- **US :** A horizontal scroll bar created an issue on small screen devices like mobile and this issue is resolved by placing new CSS code. 60 minutes

- **US :** Resolved the issue of broken links. 60 minutes

- **US :** Removed the Tazo Cafe Collective page and redirected it to home page. 40 minutes

TAZO.

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Silktide Improvements and Comparison

Q1-24 v/s Q2-24

88   89

90   92

90   93
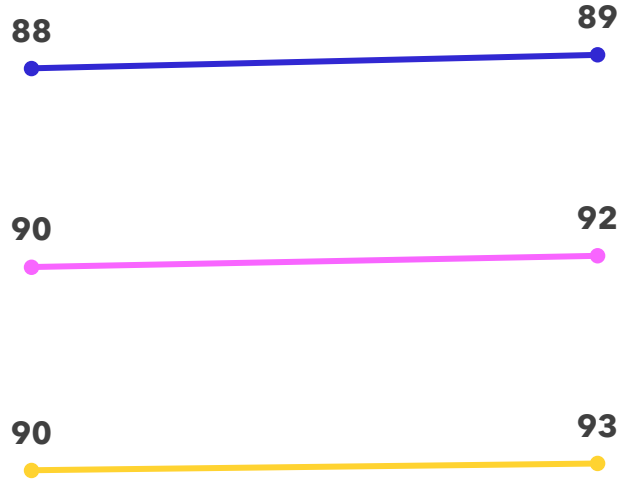
TAZO –

Below are the reasons for silktide scores below 90 for TAZO:

- Fixed seven broken links on the TAZO US-ES website.
- Fixed eleven broken links on the TAZO US-EN website.
- Corrected horizontal scrolling issue on 15 URLs for small phones (e.g., iPhone 5).

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

	Q1-24	Q2-24
TAZO	88	89
Lipton	90	92
Pukka	90	93

Core Web Vitals Assessment

We adopted 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 across the 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).
- Regularly monitoring & fixing the issues related to LCP, CLS & TTFB.

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.

Below are the ideal scores for LCP, INP & CLS.

INP
Interaction to Next Paint

| GOOD | NEEDS IMPROVEMENT | POOR |
200 ms   500 ms

LCP
Largest Contentful Paint

| GOOD | NEEDS IMPROVEMENT | POOR |
2.5 sec   4.0 sec

CLS
Cumulative Layout Shift

| GOOD | NEEDS IMPROVEMENT | POOR |
0.1   0.25

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Core Web Vitals Improvements

We are happy to share that due to our constant efforts & regular monitoring we are able to achieve a passing score of core web vitals on Pukka.

Below are the score comparison at the end of Quarter 1 & Quarter 2

CORE WEB VITAL STATUS AT THE END OF QUARTER 2

Brand	URL	Core Web Vital Status	LCP	INP	CLS	FCP	FID	TTFB
Pukka	https://www.pukkaherbs.com/	**Passed**	1.7s	196 ms	0	1.4 s	13 ms	0.7 s
Lipton	https://www.lipton.com/	**Passed**	2.1s	190 ms	0	1.7 s	13 ms	1.2 s
TAZO	https://www.tazo.com/	**Passed**	1.4s	122 ms	0.04	1 s	14 ms	0.8 s

CORE WEB VITAL STATUS AT THE END OF QUARTER 1

Brand	URL	Core Web Vital Status	LCP	INP	CLS	FCP	FID	TTFB
Pukka	https://www.pukkaherbs.com/	**Failed**	1.9s	308 ms	0.01	1.5 s	14 ms	0.7 s
Lipton	https://www.lipton.com/	**Failed**	2.2s	211 ms	0	1.8 s	13 ms	1.2 s
TAZO	https://www.tazo.com/	**Passed**	1.4s	133 ms	0.04	1 s	14 ms	0.8 s

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Silktide Accessibility checks

Automated checks

- **Automated checks** are run entirely by a computer, and measure criteria where a computer has a very high probability of determining an issue by itself.
- For example, a computer can easily detect where a page is missing a title.

Assisted checks

- **Assisted checks** are where a computer can help a person test something, but it can't make a definitive judgment by itself.
- For example, is a page title appropriate? Silktide presents this information for users to decide, and records their findings.

At this time, 40.8% of WCAG 2.1 AA Success Criterions are covered by Silktide's automated checks. 75.5% of WCAG 2.1 AA Success Criterions are covered by Silktide's Assisted or Automated checks. The remaining 24.5% need to be covered by manual testing.

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User Experience Checks

High Priority Checks

- ❖ Ensure pages don't scroll in two dimensions on small screens WCAG AA 1.4.10
- ❖ Design all pages for mobile
- ❖ Compress images

Medium Priority Checks

- ❖ Fix missing images
- ❖ Ensure that mobile zoom is allowed on all pages
- ❖ Reduce JavaScript execution time
- ❖ Ensure text remains visible during webfont load
- ❖ Eliminate render-blocking resources
- ❖ Remove unused JavaScript
- ❖ Consider optimizing images
- ❖ Reduce Round Trip Times
- ❖ Avoid excessive DOM size
- ❖ Avoid shifting layouts
- ❖ Cache static assets efficiently
- ❖ Minify CSS
- ❖ Serve images in modern formats
- ❖ Preconnect to required origins
- ❖ Avoid serving legacy JavaScript to modern browsers
- ❖ Specify a width and height for all images
- ❖ Ensure that links are large enough to tap on mobile
- ❖ Ensure that text is large enough to read on mobile
- ❖ Fix JavaScript errors
- ❖ Reduce the impact of third-party code

Low Priority Checks

- ❖ Remove unused CSS
- ❖ Ensure pages appear to load quickly
- ❖ Keep server response times short

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Content Checks

High Priority Checks

❖ Check and fix misspellings

❖ Check and fix broken links

Medium Priority Checks

❖ Review potentially offensive language

❖ Ensure links explain their purpose

❖ Ensure links contain text

Low Priority Checks

❖ Combine adjacent links with the same destination WCAG A 1.1.1

❖ Ensure captions are provided for all prerecorded audio and video WCAG A 1.2.2

❖ Ensure every page contains a top-level heading WCAG A 1.3.1

❖ Consider making text easier to understand

❖ Ensure content is not too difficult to understand WCAG AAA 3.1.5

❖ Avoid using the same link text for different destinations WCAG A 2.4.4

❖ Minimize 'thin' pages

❖ Ensure headings include text WCAG A 1.3.1

❖ Improve weak alternative text

❖ Avoid alternative text that is the same as adjacent text WCAG A 1.1.1

❖ Ensure page titles are not longer than 60 characters

❖ Ensure links explain they open in a new tab WCAG AAA 3.2.5

❖ Avoid more than one H1 header per page

THANK YOU