Pukka Herbs - Monthly Report

October 2024



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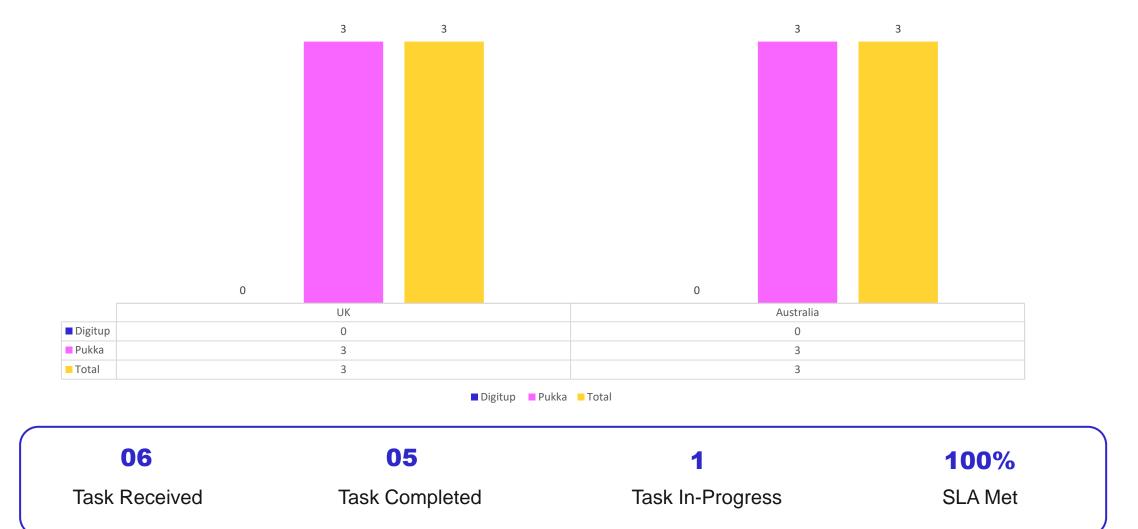




Pukka Herbs Ticket Summary

October 2024

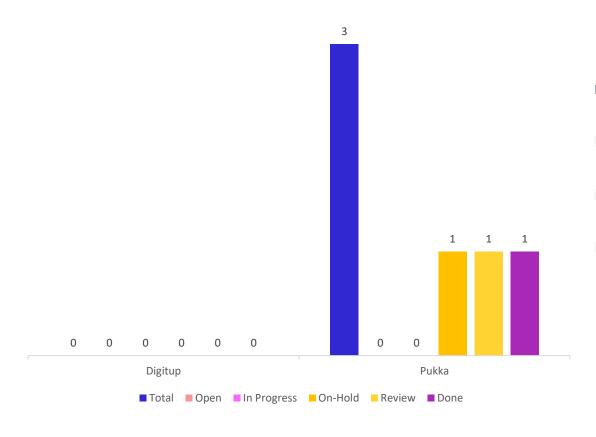
BAU Tickets Resolution Status October - Pukka Herbs







BAU Ticket Summary - Pukka Herbs UK



Highlights on October month Tickets

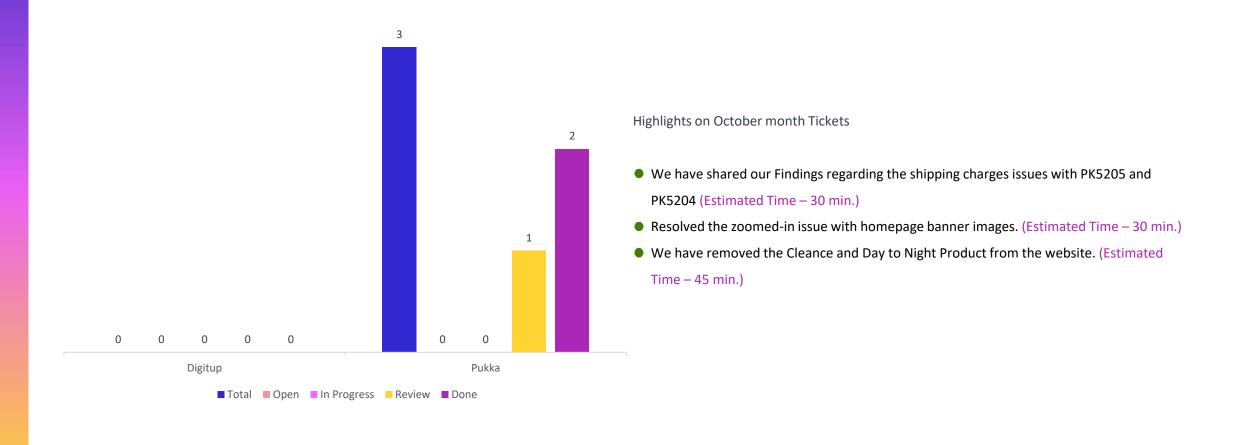
- We have removed the Ginseng Matcha Green and Breathe In Product from the website. (Estimated Time – 45 min.)
- We have added the Clean Matcha Green Product on the website. (Estimated Time 30 min.)
- Identified missing conversion and revenue data in Google Analytics for the Pukka DTC website. As discussed with Jerome, this will be addressed post go-live.

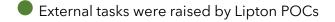
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment





BAU Ticket Summary - Pukka Herbs Australia











Pukka BAU October Highlights

- We have removed the "Ginseng Matcha Green" and "Breathe In" products from the UK website.
- We have added the "Clean Matcha Green" product to the UK website.
- We have shared our Findings regarding the shipping charges issues with PK5205 and PK5204
- The zoomed-in issue with homepage banner images on the AU website has been resolved.
- We have removed the "Cleanse" and "Day to Night" products from the AU website.





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 – September	Overview – October	Delta	Content	Accessibility	Marketing	UX
Australia	97	97	0	97	98	98	94
Germany	95	88	-7	96	99	98	86
France	91	91	0	77	96	95	94
Netherlands	92	91	-1	77	96	95	99
Sweden	94	94	0	91	95	96	94
UK	90	90	0	88	99	96	96





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.

The scores are either improved or remain intact due to:

• Pukka DE: Some broken external URL was found, which was globally linked across all pages. This issue contributed to a drop in the overall score.

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.





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 have implemented an approach to address INP issues. 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.

Please refer to the updated scores below for Pukka as on 10th November 2024.

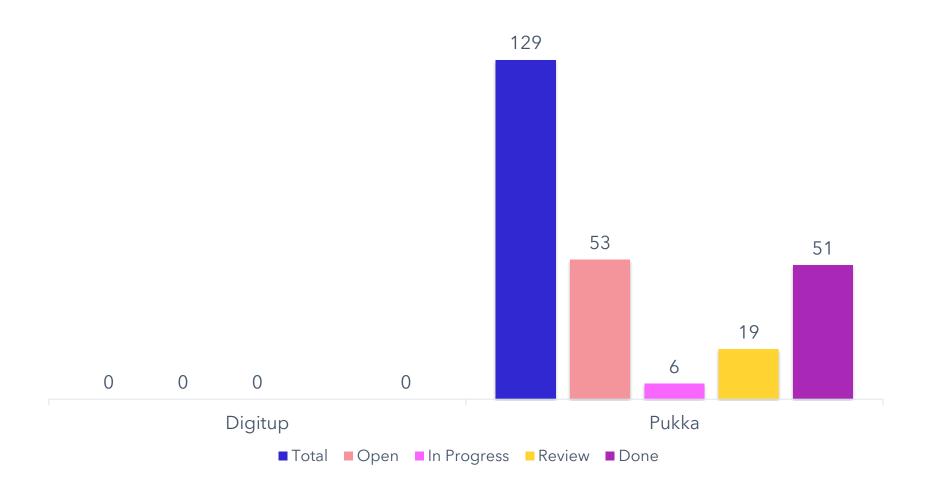
Brand	URL	Core Web Vital Status (Origin - Mobile)	LCP	INP	CLS	FCP	FID	TTFB
Pukka	https://www .pukkaherbs .com/	Passed	1.7s	195 ms	0	1.4 s	13 ms	0.7 s





Pukka herbs UK website revamp - Status on Warranty Period Tickets - October 2024

Pukka UK Revamp: Warranty Tickets - October 2024







Thank You

