

Pukka Herbs -Monthly Report

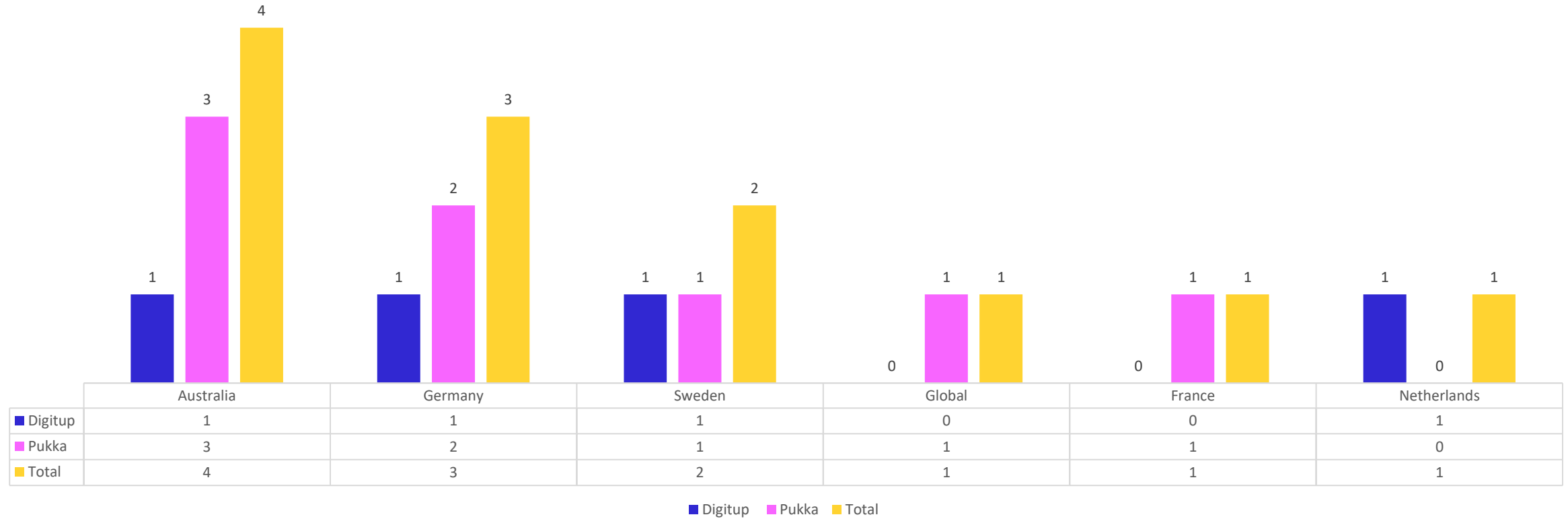
May 2024

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Pukka Herbs Ticket Summary

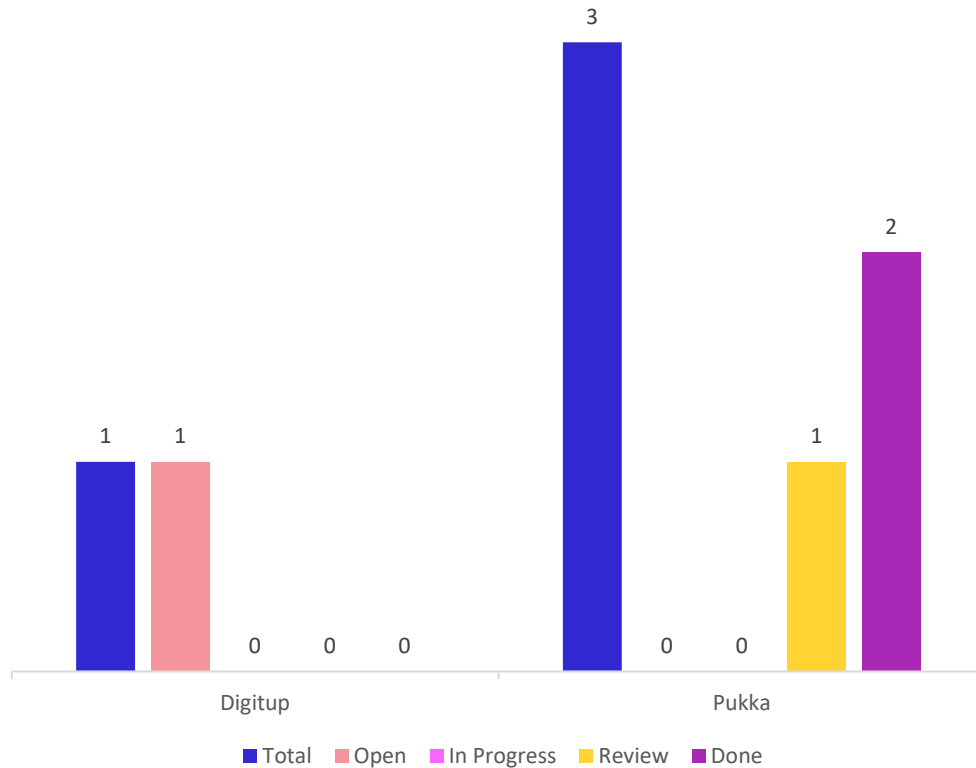
BAU Tickets Resolution Status May - Pukka Herbs



12 Task Received	09 Task Completed	03 Task In-Progress	100% SLA Met
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BAU Ticket Summary - Pukka Herbs Australia



Highlights on May month Tickets

- Removed "After Dinner" and "Three Licorice" products from the website. (Estimated Time – 30 min.)
- Updated the "Contact Us" page. (Review)
- Added new product "Morning Berry". (Estimated Time – 60 min.)
- Waiting for alternate links to resolve broken external link (Silktide, May 2024). (In Progress)

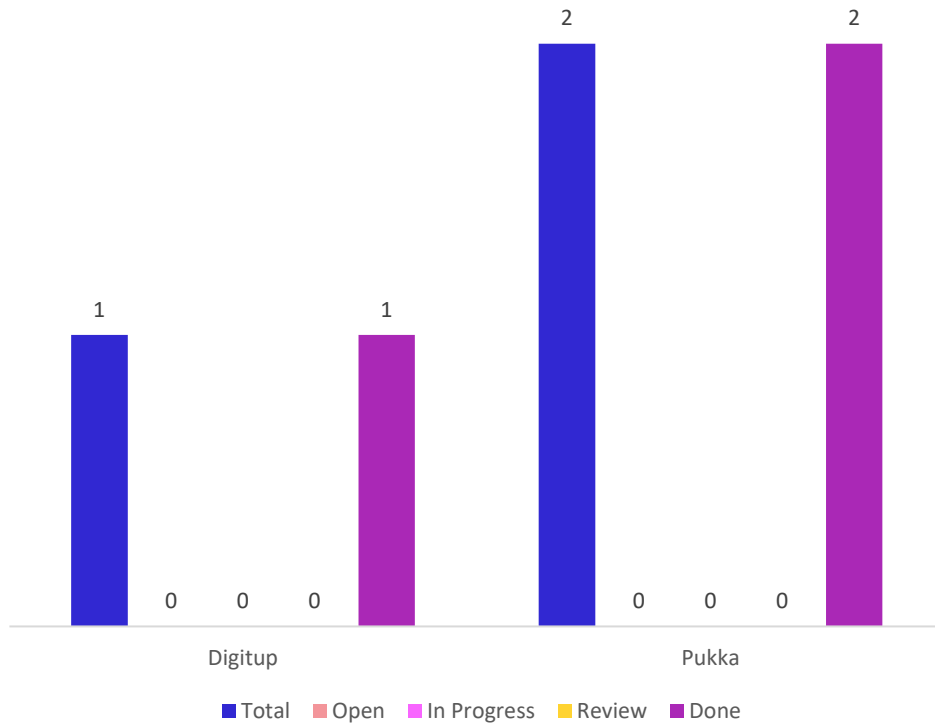
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs Germany



Highlights on May month Tickets

- Fixed broken external link (Silktide, May 2024). (Estimated Time – 15 min.)
- Removed landing pages and updated the best seller section on the homepage. (Estimated Time – 60 min.)
- Added a new news article to the website. (Estimated Time – 45 min.)

● External tasks were raised by Lipton POCs

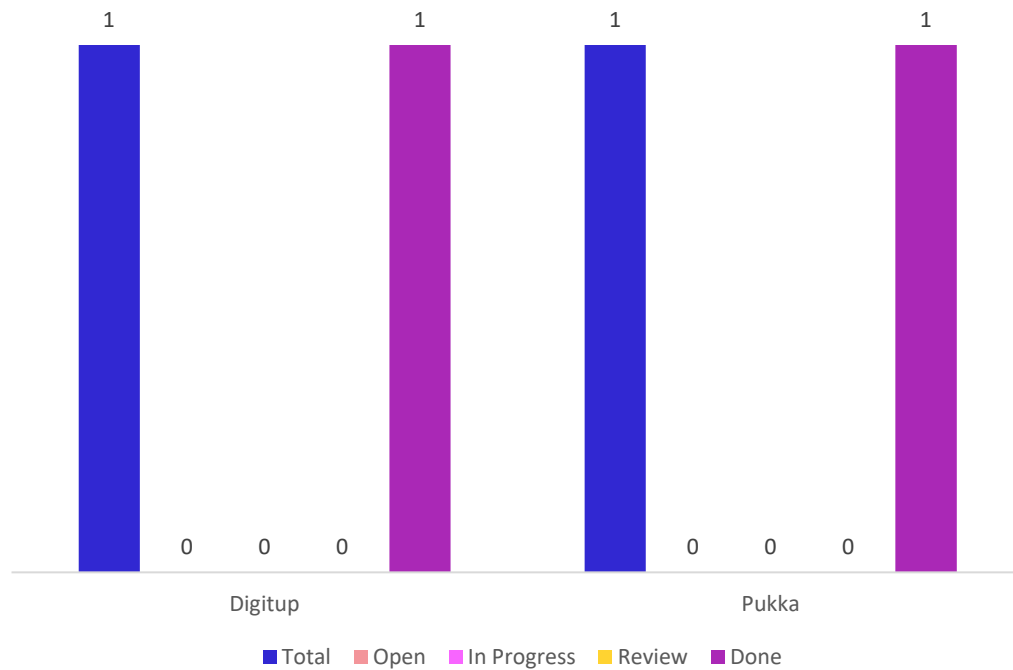
● Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs Sweden



Highlights on May month Tickets

- Updated content on the PDP (Estimated Time – 20 min.)
- Fixed broken external link (Silktide, May 2024). (Estimated Time – 45 min.)

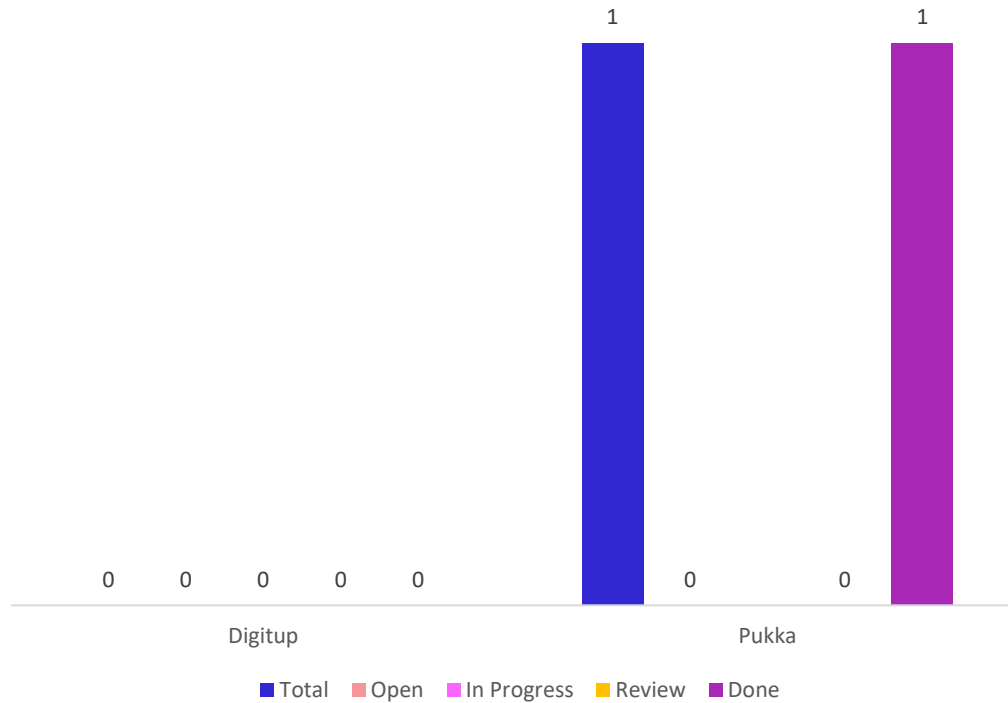
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs Global



Highlights on May month Tickets

- Added copy to the Contact Us page. (Estimated Time – 20 min.)

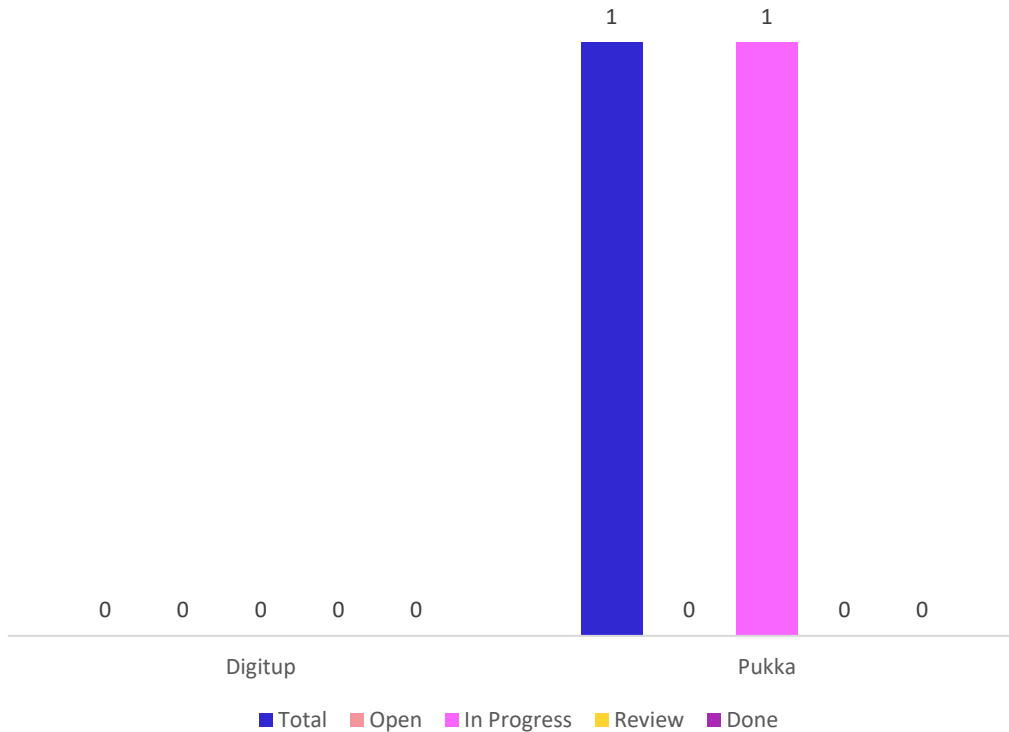
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs France



Highlights on May month Tickets

- Work is in progress to update the product pages, waiting for few details form Julia.
(Work In Progress)

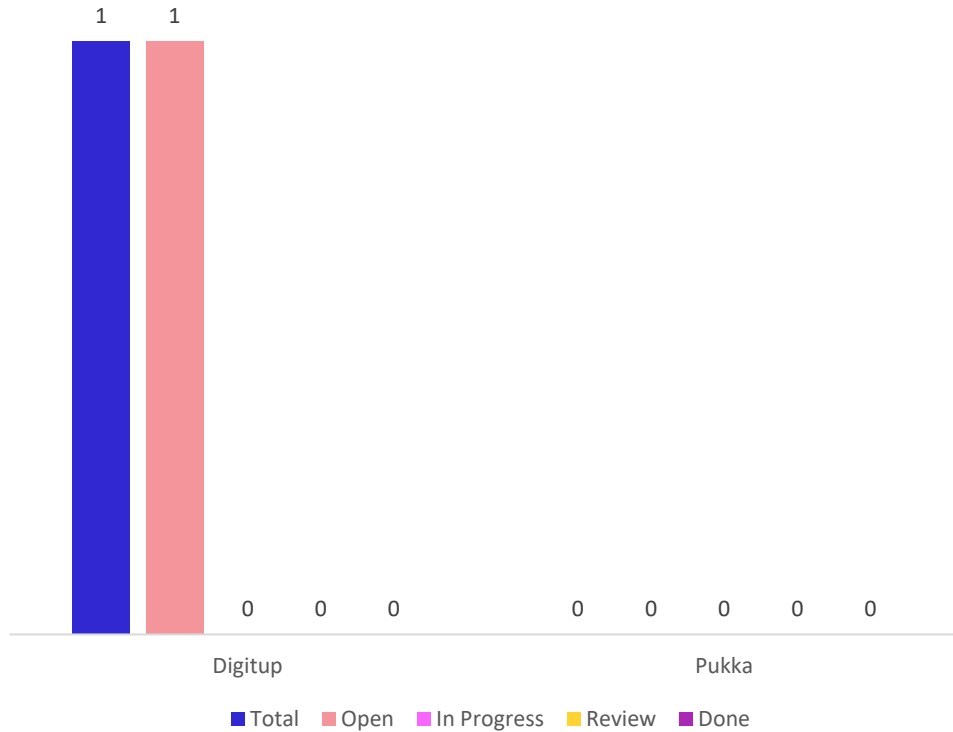
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs Netherlands



Highlights on May month Tickets

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

● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



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



Pukka BAU May Highlights

- Removed "After Dinner" and "Three Licorice" products from the website for AU.
- Updated the "Contact Us" page for AU.
- Added new product "Morning Berry" for AU.
- Added copy to the "Contact Us" page for UK.
- Removed landing pages and updated the best seller section on the homepage for DE.
- Added a new news article to the website for DE.
- Updated content on the PDP for SE.
- Work is in progress to update the product pages, waiting for details from Julia (POC) for FR.
- Waiting for alternate links to resolve broken external link (Silktide, May 2024) for AU and NL.
- Fixed broken external link (Silktide, May 2024) for DE and SE.

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 - April	Overview - May	Delta	Content	Accessibility	Marketing	UX
Australia	95	95	0	97	99	91	94
Germany	94	94	0	96	99	91	91
France	89	89	0	77	95	88	94
Netherlands	90	90	0	77	96	88	99
Sweden	92	92	0	90	95	90	94
UK	92	93	+1	87	99	91	97

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 -
- User experience module score increased.
- Broken Links got fixed.
- Correction on spellings & grammatical errors.
- Unrecognized spelling count has dropped on the website.

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.

Thank You

