

LTI BMS Q3 REPORT

September 2024



LTI Brands



September 2024

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Core Web Vitals Assessments

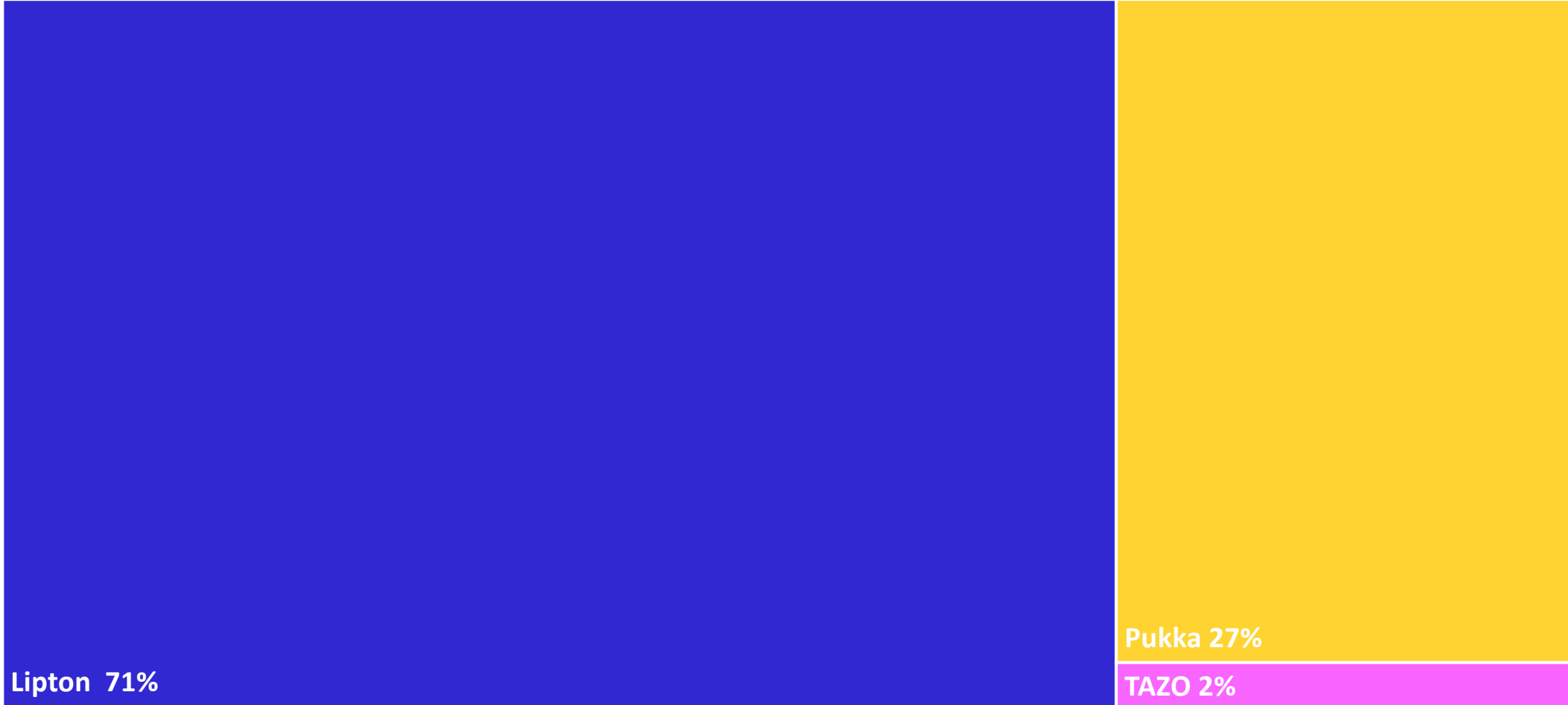
Core Web Vitals Improvements

LIPTON

Teas and Infusions

Global Service Consumption – Q3 - 2024

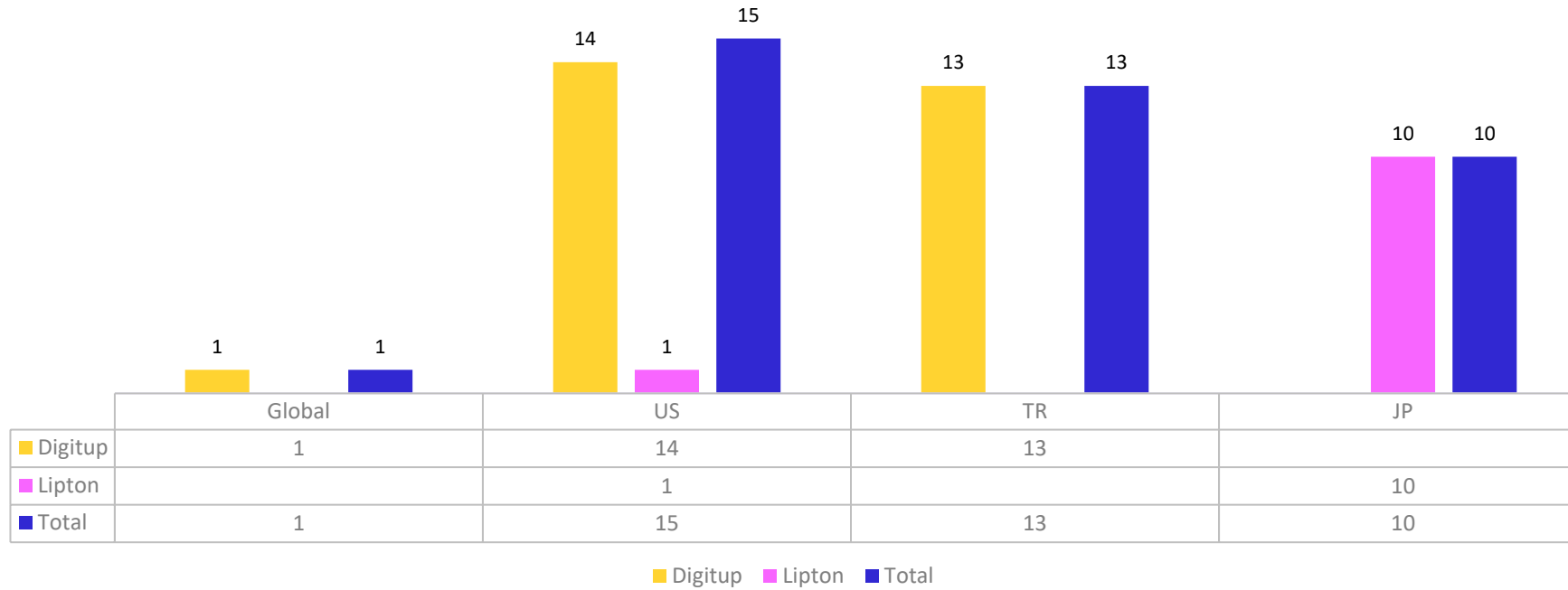
Global Service Consumption





**BMS
TICKET SUMMARY**

Global BMS Tickets Summary - Lipton

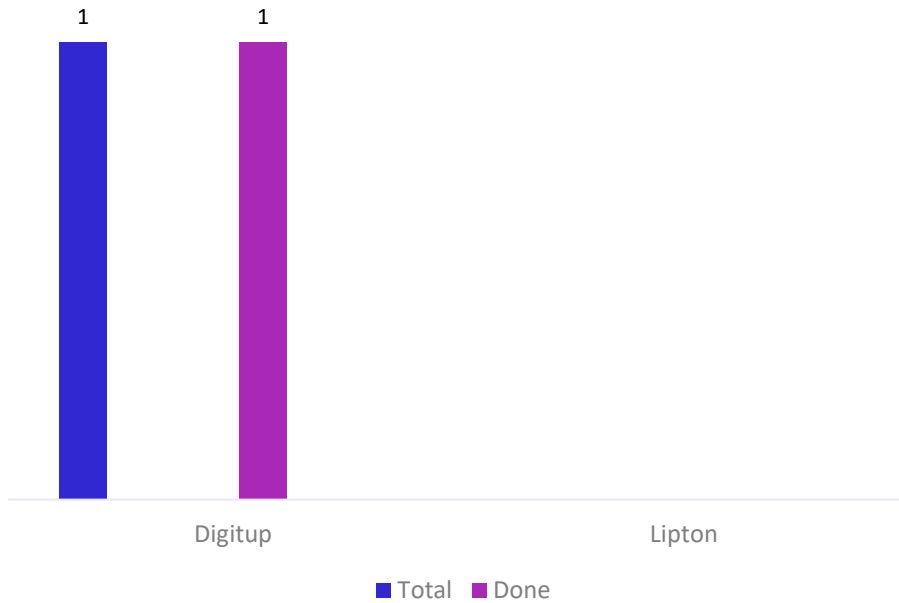


39	39	0
Task Received	Task Completed	In-Progress



BMS Tickets Country Breakup - Lipton

Global



- Label attribute added in the search page form to fulfill syntax protocol 60 min

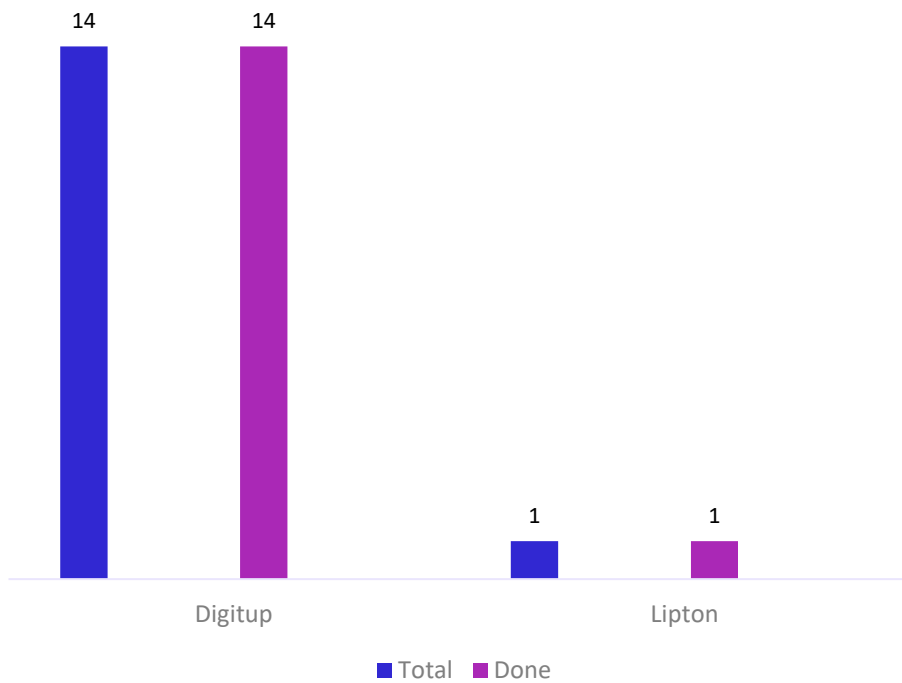


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup - Lipton

US



- URLs redirection has been done for the : Scientific Experts, Partner, Health Resources. **120 min**
- Empty headings issue resolved over three pages to follow SEO rules and protocols. **45 min**
- Images has been optimized for 11 pages, to reduce page loading time. **260 min**

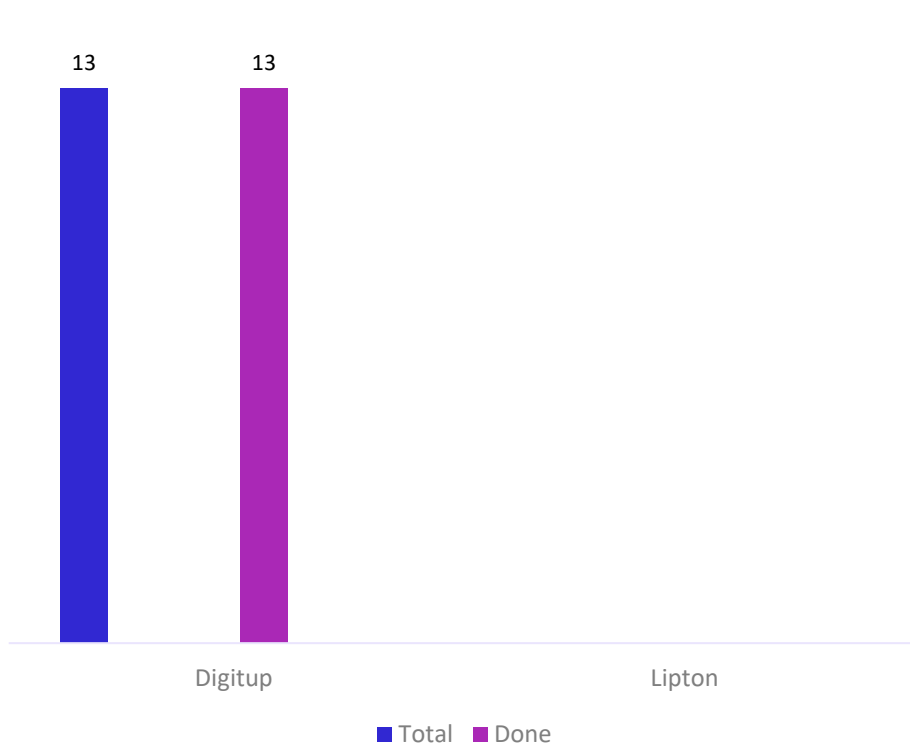


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup - Lipton

TR



- Images has been optimized for 20 pages, to reduce page loading time. 400 min

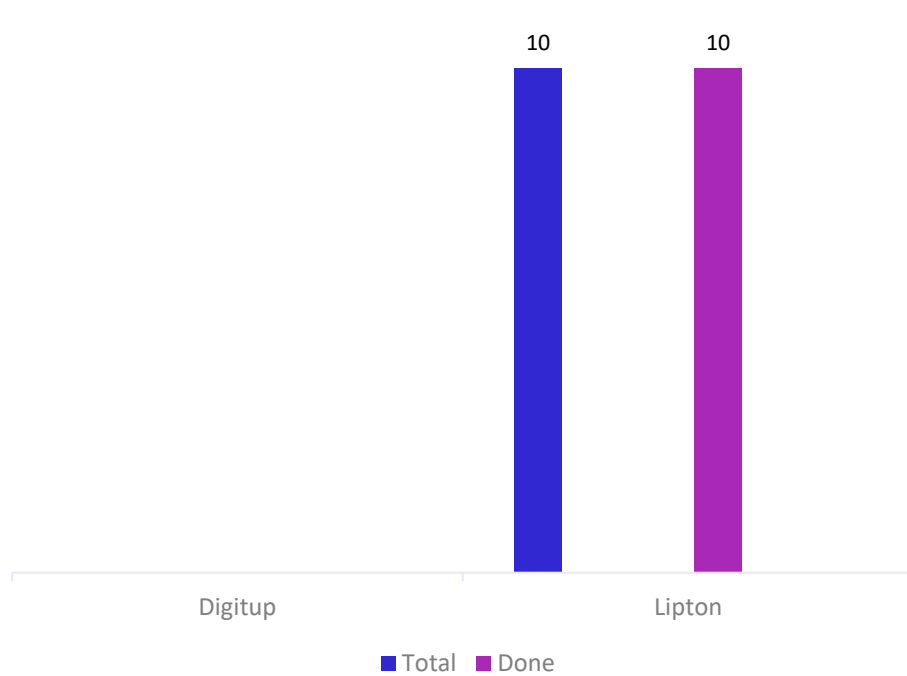


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup - Lipton

JP



- Products over the website have been delisted and re-ordered. 120 min
- To update product page details as well as images for 3 products pages. 150 min
- The third image in the carousel of home page's hero image has been replaced. 20 min
- Replaced hero image over page : <https://www.lipton.jp/ja/flavor-tea>. 30 min



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

Lipton Key Highlights - 2024

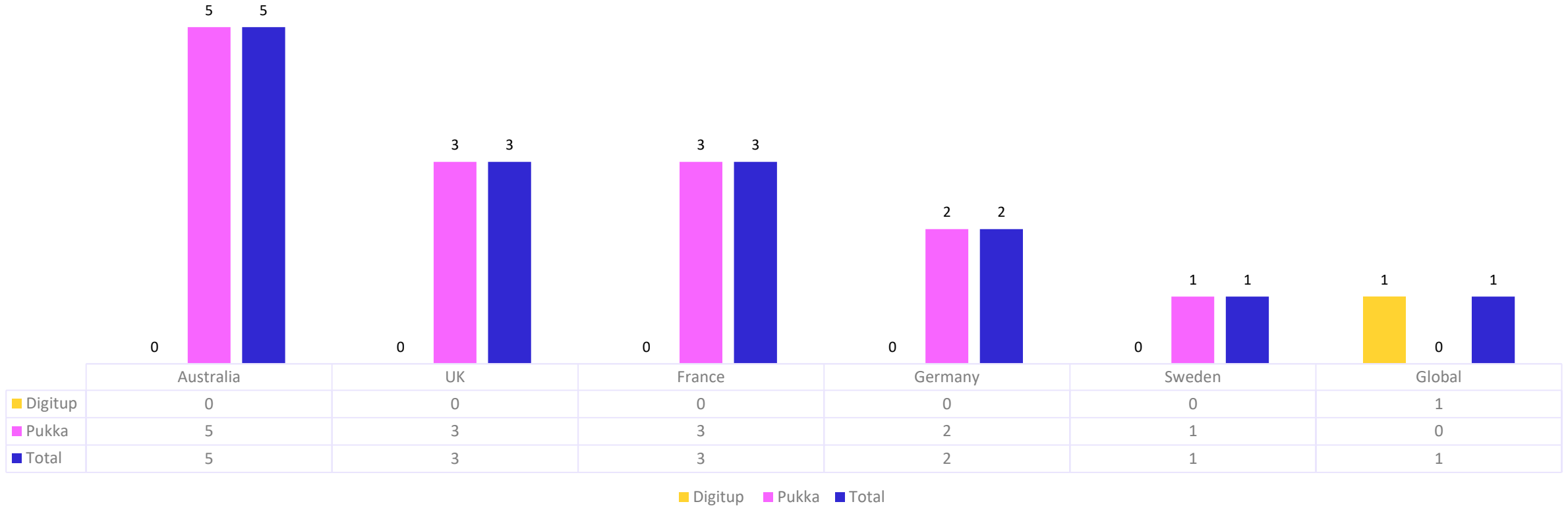
- 1. Global :** Label attribute added in the search page form to fulfill syntax protocol.
- 2. US :** URLs redirection has been done for the : Scientific Experts, Partner, Health Resources.
- 3. US :** Empty headings issue resolved over three pages in adherence to SEO rules and protocols.
- 4. US :** Images has been optimized for 13 pages, to reduce page loading time.
- 5. TR :** Images has been optimized for 20 pages, to reduce page loading time.
- 6. JP :** Products over the website have been delisted and re-ordered.
- 7. JP :** To update product page details as well as images for 3 products pages.
- 8. JP :** The third image in the carousel of home page's hero image has been replaced.
- 9. JP :** Replaced hero image over page : <https://www.lipton.jp/ja/flavor-tea>



PUKKA

**BMS
TICKET SUMMARY**

Global BMS Tickets Summary- Pukka



15

Task Received

14

Task Completed

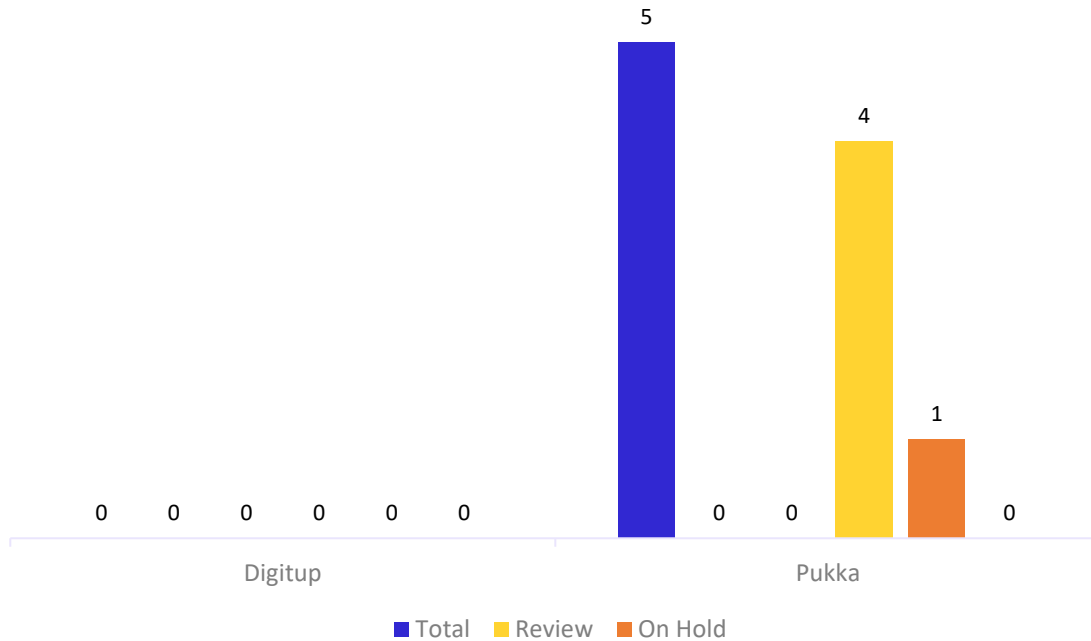
1

In-Progress



BMS Tickets Country Breakup- Pukka

AU



- Removed "Fresh Start" and "Blackcurrant Beauty" from the website. 40 minutes
- Removed "Pukka Organic Tea Selection Box" from the website. 40 minutes
- Promo applied from 9th to 22nd September on the website. 180 minutes
- Removed "Revitalise" from the website. 20 minutes
- Inclusion of SMS checkbox on the sign-up form is on hold.

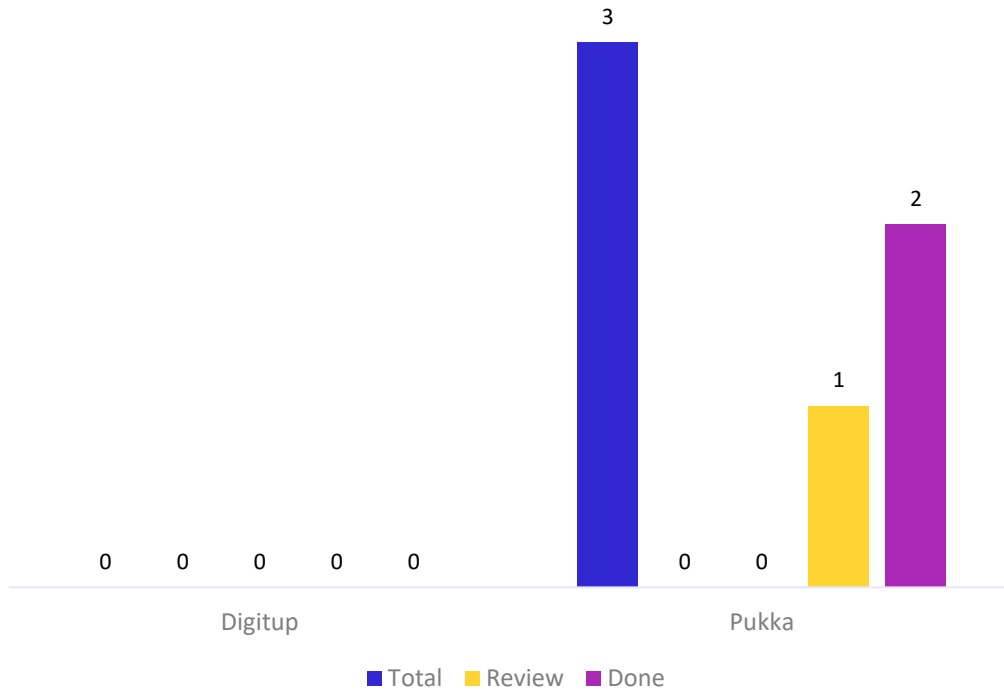


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup- Pukka

UK



- Removed out-of-stock products from the website. 80 minutes
- Removed "Pukka Relax Selection Box" from the website. 30 minutes
- Removed "Clean Matcha Green" product listing from the website. 30 minutes

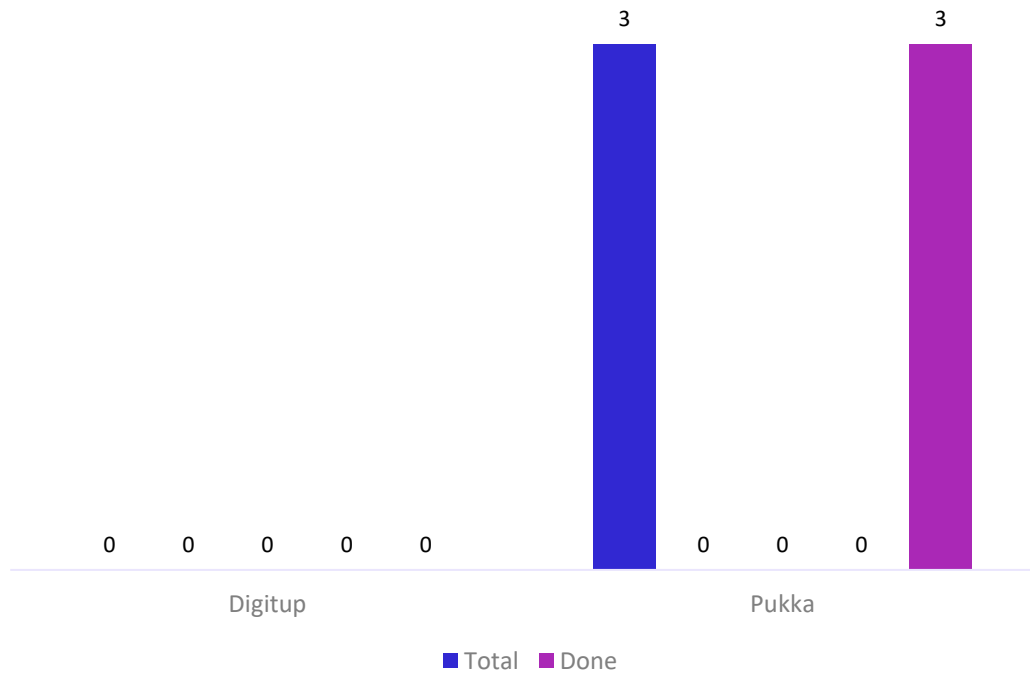


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup- Pukka

FR



- Removed "Collection de Noël" from the website. 20 minutes
- Removed "Coffret Sélection" from the website. 20 minutes
- Removed "Or de Curcuma" product from the website. 20 minutes

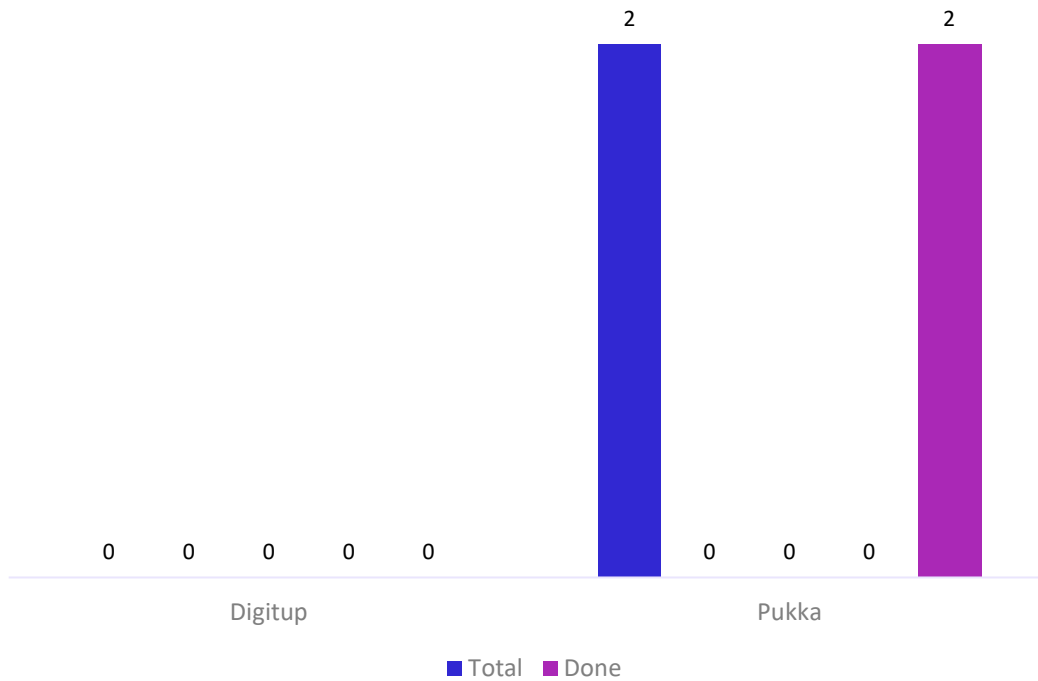


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup- Pukka

Germany



- Removed "Pukka Filialfinder" (Where to Buy) page from the website. 30 minutes
- Added a new product: "Pukka Discovery Box" to the website. 90 minutes

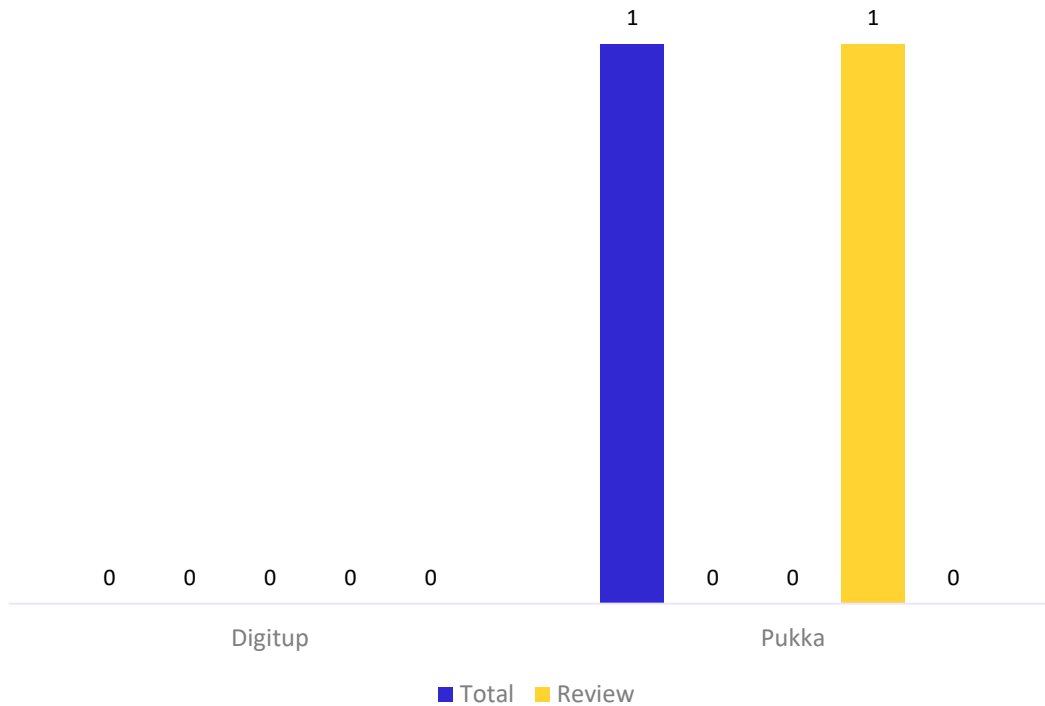


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup - Pukka

Sweden



- Updated the content of "Cleanse Tea" on the website. 60 minutes

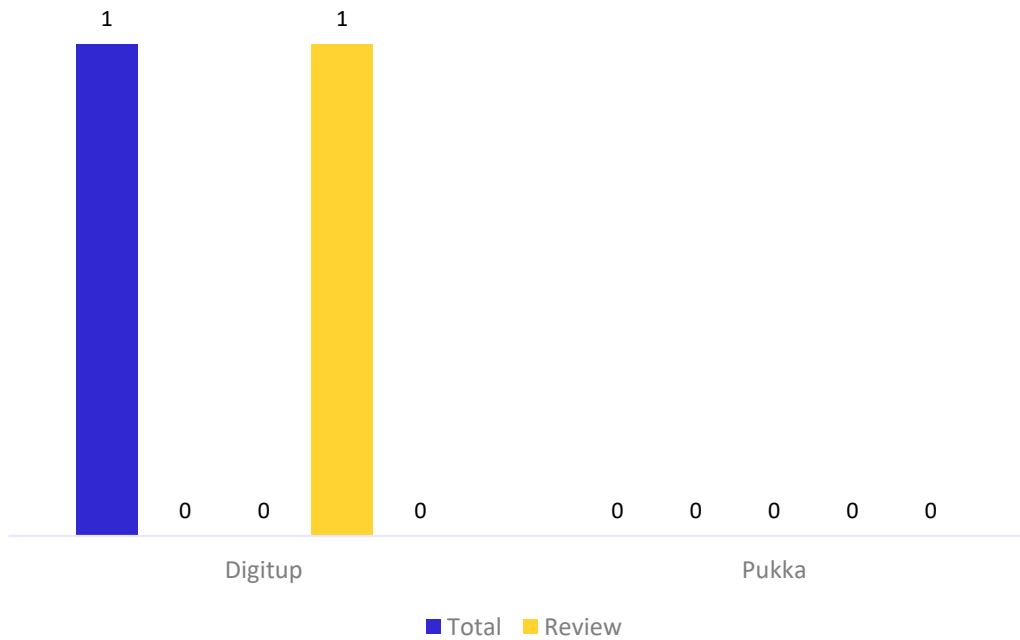


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BMS Tickets Country Breakup - Pukka

Global



- Removed redirect chain and loop from "pukkaherbs.com". 180 minutes



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

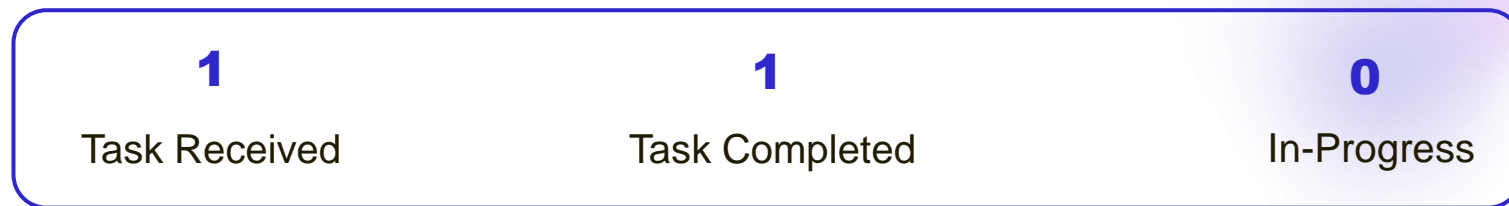
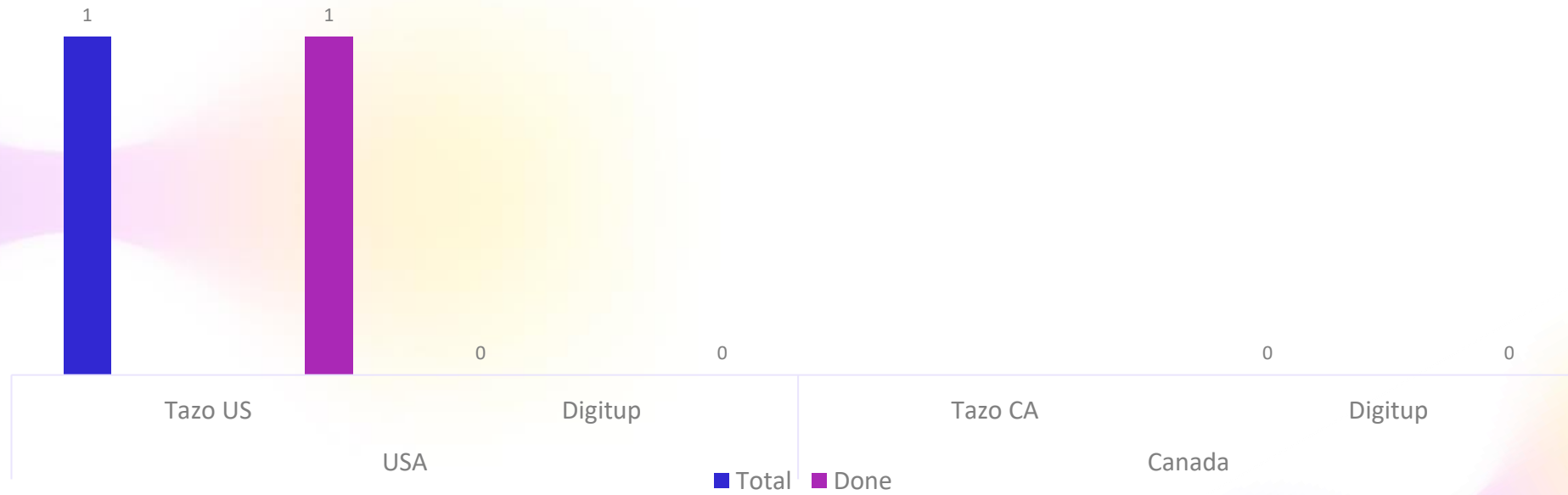
Pukka Key Highlights - 2024

- Removed redirect chain and loop from "pukkaherbs.com" across all the pukka websites.
- Removed "Fresh Start" and "Blackcurrant Beauty" from the AU website.
- Removed "Pukka Organic Tea Selection Box" from the AU website.
- Promo applied from 9th to 22nd September on the AU website.
- Removed "Revitalise" from the AU website.
- Inclusion of SMS checkbox on the sign-up form is on hold on the AU website.
- Removed out-of-stock products from the UK website.
- Removed "Pukka Relax Selection Box" from the UK website.
- Removed "Clean Matcha Green" product listing from the UK website.
- Removed "Collection de Noël" from the FR website.
- Removed "Coffret Sélection" from the FR website.
- Removed "Or de Curcuma" product from the FR website.
- Removed "Pukka Filialfinder" (Where to Buy) page from the DE website.
- Added a new product: "Pukka Discovery Box" to the DE website.
- Updated the content of "Cleanse Tea" on the SE website.

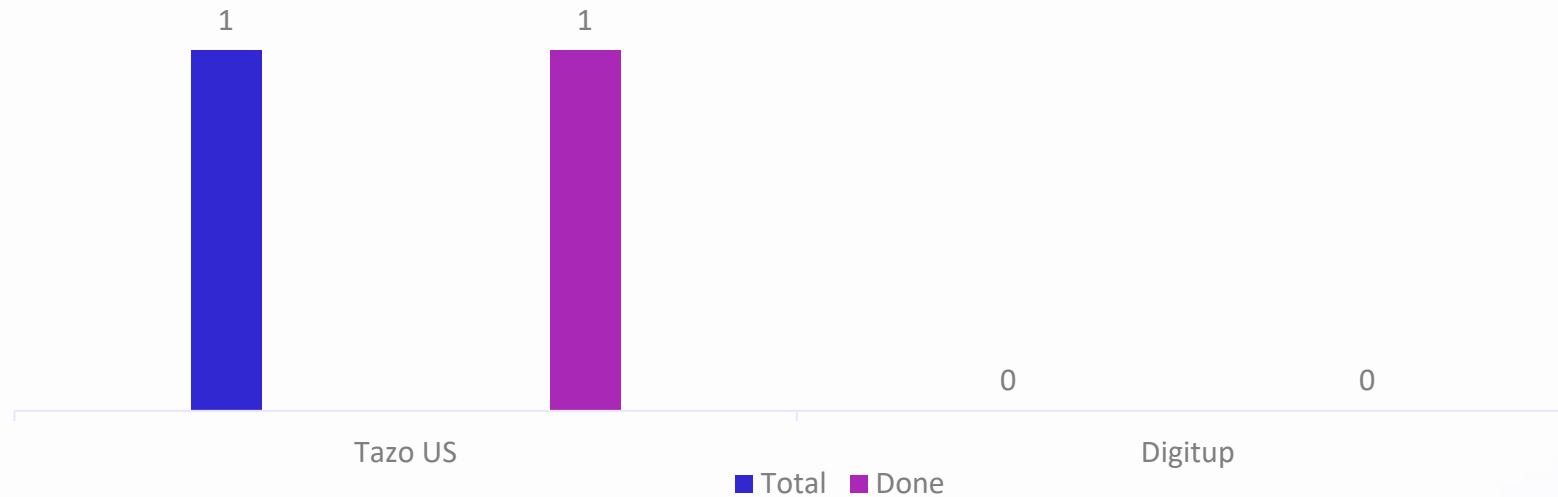
TAZO®

BMS
TICKET SUMMARY

Global BMS Tickets Summary - TAZO



BMS Tickets Country Breakup- TAZO-US



- Replaced the Youtube video URL (enable the 'Privacy-Enhanced Mode'). (30 min)

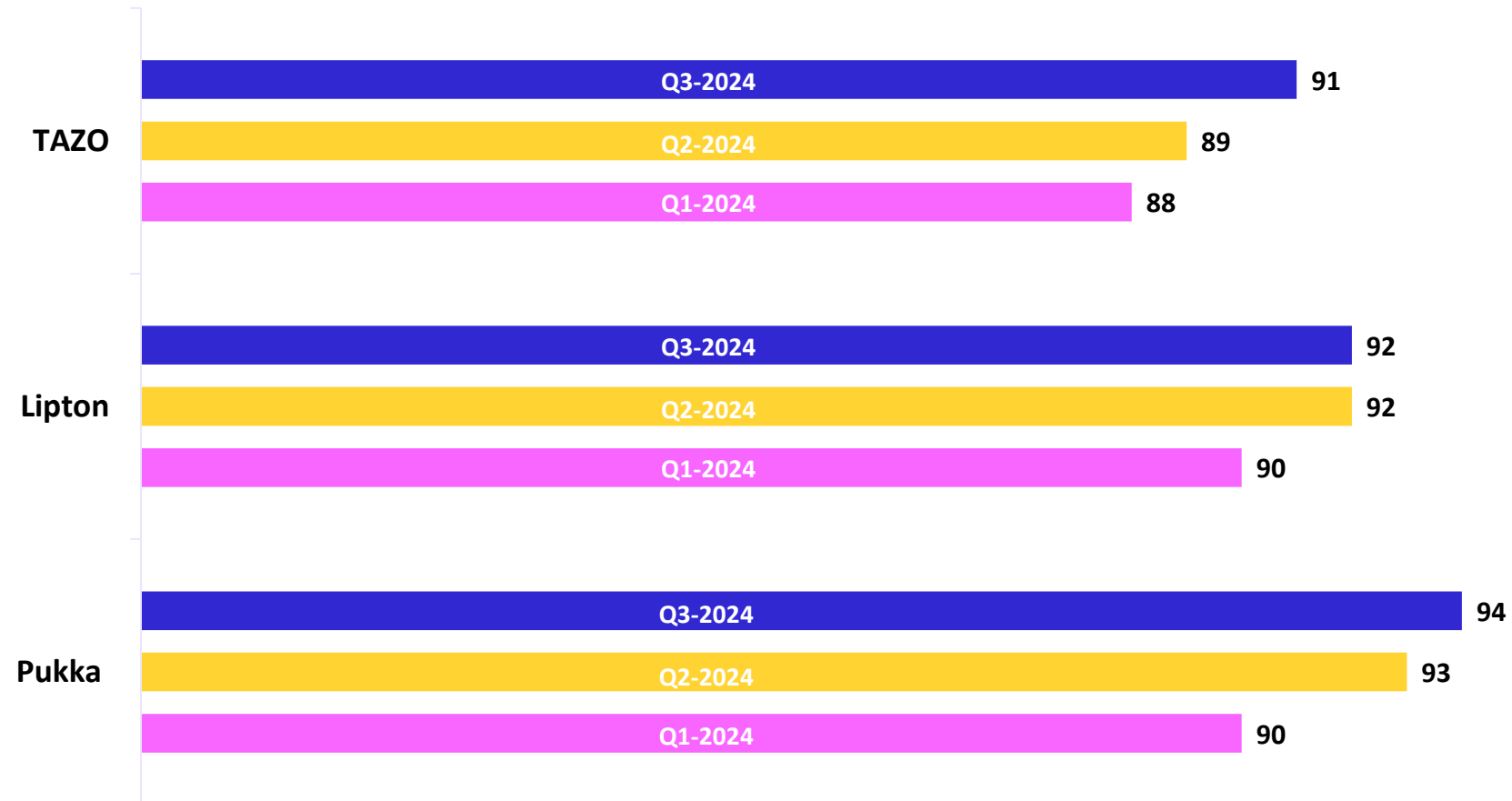
● External tasks were raised by Tazo POCs

● Internal tasks were raised by Digitup as improvement assessment

TAZO

Silktide Improvements and Comparison

Our goal is to achieve and consistently maintain a Silktide score of 80 or higher across all brand markets. We have successfully attained an impressive score of above 90 for all brands in Q3-2024.



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.

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 user interactions.

Recent Actions : We are closely monitoring the status of INP and TTFB for individual pages as well as have optimized multiple images to improve the LCP and thereby TTFB.

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



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 Lipton, Pukka and TAZO in Q2 and Q3 2024.

Below is the score comparison of all Core Web Vital metrics for brand markets for Q1 vs Q2 vs Q3

Brand	Metrics	Q1	Q2	Q3
Lipton https://www.lipton.com/	LCP	2.2	2.1	2 ↓
	INP	211	190	159 ↓
	CLS	0	0	0
	FCP	1.8	1.7	1.6 ↓
	TTFB	1.2	1.2	1.1 ↓
Pukka https://www.pukkaherbs.com/	LCP	1.9	1.7	1.5 ↓
	INP	308	196	168 ↓
	CLS	0.01	0	0
	FCP	1.5	1.4	1.2 ↓
	TTFB	0.7	0.7	0.6 ↓
TAZO https://www.tazo.com/	LCP	1.4	1.4	1.2 ↓
	INP	133	122	113 ↓
	CLS	0.04	0	0
	FCP	1	1	0.9 ↓
	TTFB	0.8	0.8	0.6 ↓

↓ - Metric Score has reduced as compared to the previous quarter.

↑ - Metric Score has increased as compared to the previous quarter.

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 Criteria are covered by Silktide's automated checks. 75.5% of WCAG 2.1 AA Success Criteria are covered by Silktide's Assisted or Automated checks. The remaining 24.5% need to be covered by manual testing.

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

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

