

Index

US Digital Weekly Business Review [go/digitalwbrs](https://go.digitalwbrs)

WBR Master Folder (with all past decks)

Summary

1

[Business summary](#)

2

[Execution Gaps](#)

3

[Pixel Compliance Review](#)

4

Pixel & Competition Marketing Insights

5

[Brand Prominence \(iOS, Android, Desktop\) + Traffic Trends](#)

6

[Promo Gaps and Changes](#)

Symphony resources

US Promotions:

[go/pixelpromotions](https://go.pixelpromotions)

US Traffic Dashboards:

[go/pixelonlineus](https://go.pixelonlineus)

US Promo Trackers:

[go/pixelpromotracker](https://go.pixelpromotracker)

US Exec Dashboard:

[go/pixelperformance](https://go.pixelperformance)

Historical Digital WBRs

2022 December

[W1 |](#)
[5 Dec](#)

[W2 |](#)
[12 Dec](#)

[W3 |](#)
[19 Dec](#)

January

[W1 |](#)
[2 Jan](#)

[W2 |](#)
[9 Jan](#)

[W3 |](#)
[16 Jan](#)

[W4 |](#)
[23 Jan](#)

[W5 |](#)
[30 Jan](#)

2023 February

[W1 |](#)
[6 Feb](#)

[W2 |](#)
[13 Feb](#)

[W3 |](#)
[20](#)
[Feb](#)

[W4 |](#)
[27 Feb](#)

March

[W1 |](#)
[6 Mar](#)

[W2 |](#)
[13 Mar](#)

[W3 |](#)
[20 Mar](#)

[W4 |](#)
[27](#)
[Mar](#)

2023 April

[W1 |](#)
[3 Apr](#)

[W2 |](#)
[10 Apr](#)

[W3 |](#)
[17 Apr](#)

[W4 |](#)
[24](#)
[Apr](#)

May

[W1 |](#)
[1 May](#)

[W2 |](#)
[8 May](#)

[W3 |](#)
[15](#)
[May](#)

[W4 |](#)
[22 May](#)

[W5 |](#)
[29](#)
[May](#)

Jun

[W1 |](#)
[05 Jun](#)

[W2 |](#)
[12 Jun](#)

[W3 |](#)
[19 Jun](#)

[W4 |](#)
[26 Jun](#)

July

[W1 |](#)
[03](#)
[July](#)

[W2 |](#)
[10 July](#)

[W3 |](#)
[17 July](#)

[W4 |](#)
[24](#)
[July](#)

[W5 |](#)
[31 July](#)

August

[W1 |](#)
[07](#)
[Aug](#)

[W2 |](#)
[14 Aug](#)

[W3 |](#)
[21 Aug](#)

[W4 |](#)
[28 Aug](#)

Call out	Detail	First Reported on	Action Owner
VZN: GWP Watch and PWP Buds promo missing on PDPs	<ul style="list-style-type: none">● Missed opportunities to promote ongoing promo;<ul style="list-style-type: none">○ VZN shop page banner highlights Pixel Watch GWP, promo missing on Watch and Phone PDPs.(ref)○ While Pixel Buds PDPs are highlighting a PWP promo, banner missing on device PDPs. (ref)	28 Aug	VZN: Dallas (CSA), Justyna (PM)
BBY T-Mo: Lower Pixel promo value advertised v/s actual (Ref)	<ul style="list-style-type: none">● Phone Deals Page highlights TI up to \$900, however PDP has lower TI of \$440 highlighted	28 Aug	BBY: Diane (CSA)

Competitive Insights

Call out	Detail	Suggested Action
TMO and VZN launched new premium plans; TMO launched Go5G Next charging \$20/mo > Go5G Plus, while VZN launched Unlimited Ultimate at \$10/mo > Unlimited Plus Comes in light of dropping QoQ earnings for both carriers. Potentially to boost device revenue and phone upgrade activity		
Samsung Flip / Fold see high demand elasticity to bundle offers	<ul style="list-style-type: none">● Flip/Fold 5 saw drop in bundle offer on VZN LW (\$430 \$9 Tab bundle offer taken off on 21 Aug) and corresponding dip in desktop traffic WoW; Bundle relaunched on 28 Aug with \$7 FE Tab. Impact of bundle relaunch to follow next week● On TMO, Flip/Fold 5 NLA \$1000 Discount eligibility dropped from Magenta Max, launched on TMO's new Go5G Next Plan (28 Aug)	Closely monitor Fold TAM for promo elasticity
VZN: Pixel Fold struggles to sustain	<ul style="list-style-type: none">● Pixel Fold saw 11k desktop visits growth WoW in Wk of 20 Aug, led by Display Ads	Investigate low consumer interest &

Updated as of 28 Aug
Refreshed Mondays

Sales Drivers

- Total Sales continue to **decline** across carriers. Overall, P7/Pro/7a demand softened, with significant drop observed on VZN and AT&T ([ref](#))
- Z Flip5/Fold 5 demand weakened across all partners aligning with fall in visibility
- i14 launched new banners on VZN leading to slight growth in traffic; while rest of i14 Series continued to see drop across carriers (i14 Plus esp.)

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro
	5,224	8,214	4,348
Sales	-12%	-6%	-13%
Wk 34	VZN	TMO	AT&T
	6,617	3,520	3,769
	Δ -6%	Δ -12%	Δ -15.5%
	BB		
	3,880		
	Δ -6%		
Mkt Units	Pixel 7		Pixel 7 Pro
As of Wk 31	170K Δ 0%		1.1M Δ 0%
Mkt Share	Pixel 7		Pixel 7 Pro
As of Wk 31	15.0% Δ -0.7%		2.4% Δ -0.5%



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.9M Δ -2.3%	48.4M Δ -4.6%	43.5M Δ 0.4%	22.2M Δ -4.9%
Google PDP Traffic	32.3K Δ 18.3%	16.5K Δ -14.5%	7.1K Δ -45.8%	36.1K Δ -13.2%
Google Share of Traffic	10.5% Δ 2.1%	8.7% Δ -0.8%	5.5% Δ -2.1%	19.0% Δ 1.5%

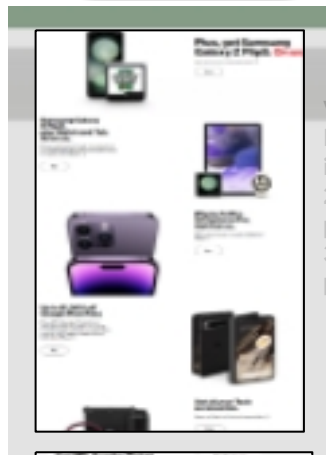
Sales data taken from go/hwp-tableau refreshed in case of updates through the week

Total P7 series sales fell by 10%, while Pixel Watch sales grew across carriers.

VZN saw strong growth in PDP traffic driven by Pixel Fold, however Google's SoT saw modest boost

- On Verizon Pixel Fold continues to be on 2F on home page, while on deals Pixel Visibility reduce to 3F.
- On TMO, Pixel devices continue to remain absent on Homepage page and on deals page.
- Z5 series supersedes Pixel Devices in terms of visibility on AT&T Home Page and Deals page.

Verizon



Verizon: Pixel Fold banner is placed on 2F on Home page, while 3F on deals page.

T-Mobile

TMO: Pixel devices have no presence on Home page

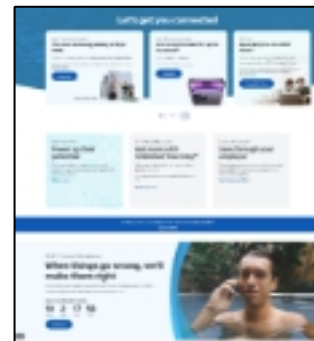


Home page



Deals page

AT&T



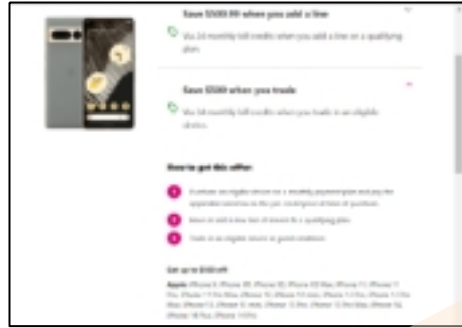
AT&T: Flip/Fold 5 banners dominate landing pages, scope to improve Pixel placements



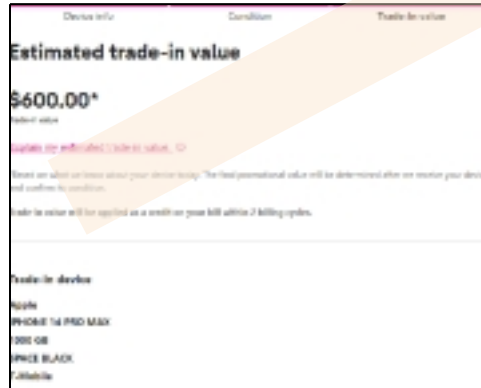
Moreover, Pixel Fold promo not updated with bundle offers.

Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



But Actual savings on
clicking upon 'Check TI
value' go as high as
\$600, (select models
such as i14 Pro Max)
thus resulting in a
missed opportunity
for stronger promo
messaging for Pixel



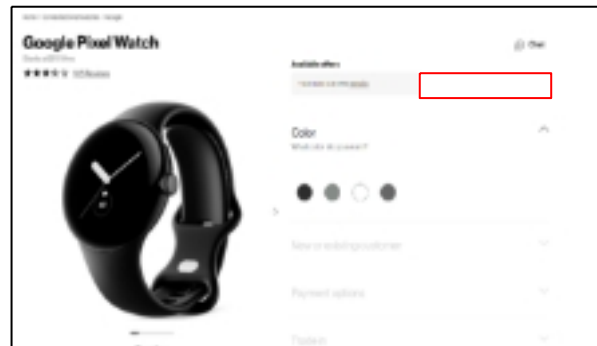
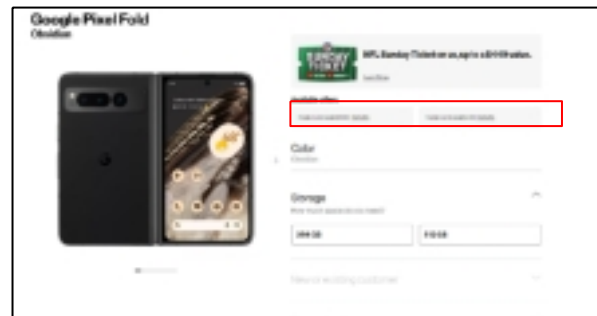
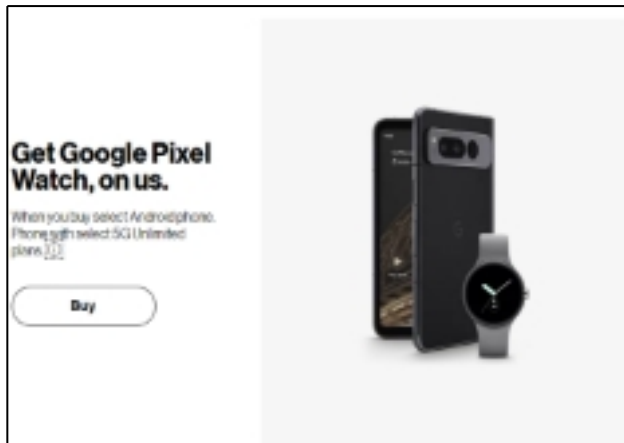
However this is not the
case for competitor
models (S23) where
advertised TI value is
equal to actual



Missed opportunities on VZN: GWP Watch Offer missing on PDPs

Opportunity :

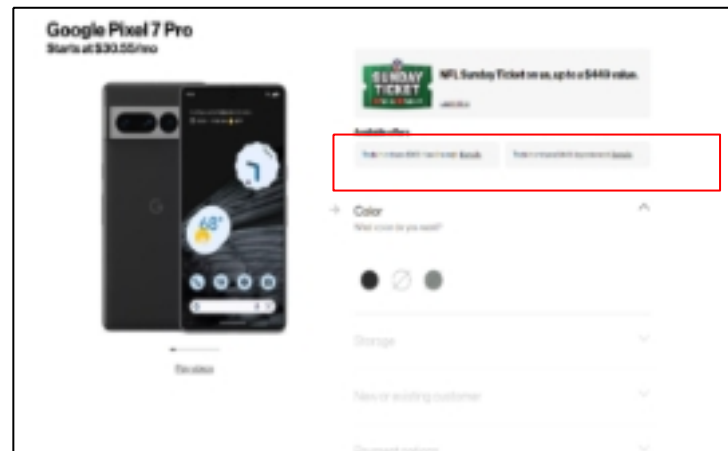
While VZN [shop page](#) banner is highlighting a Pixel Watch GWP offer, offer is **missing** on watch and phone PDPs.



Missed opportunities on VZN: PWP Buds Offer missing on P7 Pro PDP

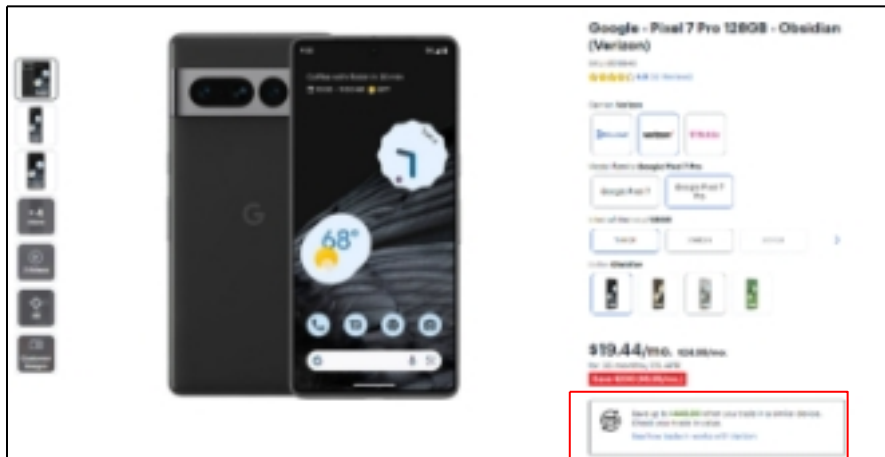
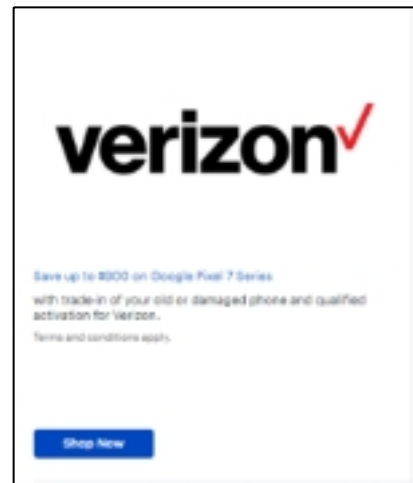
Opportunity :

While Pixel Buds PDPs are highlighting a **PWP offer**, offer is **missing** on device PDPs.



Missing opportunities on BBY VZN

Although the Phone Deals Page indicates a significant TI discount of up to \$900, the PDP states that the TI discount is limited to a maximum of \$440, while the actual Trade-in goes upto \$900

[illegible]