



US Digital WBR Report

December Analysis - WK 52

[Link](#) to WBR Master Folder (with all past decks)

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

[go/pixeloffers-WBR](https://go.pixeloffers-WBR) (all historical decks)

Summary

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Symphony Resources

AMER Promo Offers:
[go/pixeloffers](https://go.pixeloffers)

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

2023

March

<u>W1 </u> 6 Mar	<u>W2 </u> 13 Mar	<u>W3 </u> 20 Mar	<u>W4 </u> 27 Mar
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April

<u>W1 </u> 3 Apr	<u>W2 </u> 10 Apr	<u>W3 </u> 17 Apr	<u>W4 </u> 24 Apr
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May

<u>W1 </u> 1 May	<u>W2 </u> 8 May	<u>W3 </u> 15 May	<u>W4 </u> 22 May	<u>W5 </u> 29 May
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Jun

<u>W1 </u> 05 Jun	<u>W2 </u> 12 Jun	<u>W3 </u> 19 Jun	<u>W4 </u> 26 Jun
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July

<u>W1 </u> 03 July	<u>W2 </u> 10 July	<u>W3 </u> 17 July	<u>W4 </u> 24 July	<u>W5 </u> 31 July
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2023

August

<u>W1 </u> 07 Aug	<u>W2 </u> 14 Aug	<u>W3 </u> 21 Aug	<u>W4 </u> 28 Aug
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September

<u>W1 </u> 04 Sep	<u>W2 </u> 11 Sep	<u>W3 </u> 18 Sep	<u>W4 </u> 26 Sep
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October

<u>W1 </u> 03 Oct	<u>W2 </u> 09 Oct	<u>W3 </u> 16 Oct	<u>W4 </u> 23 Oct	<u>W5 </u> 30 Oct
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November

<u>W1 </u> 06 Nov	<u>W2 </u> 09 Nov	<u>W3 </u> 20 Nov	<u>W3 </u> 27 Nov
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December

<u>W1 </u> 04 Dec	<u>W2 </u> 11 Dec	<u>W3 </u> 18 Dec	<u>W4 </u> 25 Dec
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KPI deep dive

(Competitive Views, Brand Prominence, Traffic & Market Share)

WK 51: Dec 17- Dec 23

Sales Drivers

- Overall, **Google Brand traffic grew on VZ: ↑32%** and **AT&T: ↑29%** which resulted in **corresponding rise in Google SoT**
- On AT&T, **P8 (↑80%)** and **P8P(↑28%)** saw significant demand surge resulting in an **increase in Google PDP traffic**
- Interestingly, **P8P generated high traffic volumes on T-Mo (↑51% WoW)**, however, this traffic surge did not translate into subsequent growth in sales

Total Sales	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
Wk 51	5,315	12,024	13,020	1,622
	23%	21%	12%	-39%
Wk 51				
	VZ	TMO	AT&T	BBY
	11,928	9,441	5,004	5,609
	Δ10%	Δ13%	Δ10.2%	Δ14%
Mkt Units As of Wk 48				
	Pixel 8		Pixel 8 Pro	
	453K	Δ130%	1.1M	Δ-11%
Mkt Share As of Wk 48				
	5.1%	Δ-2.2%	5.0%	Δ-0.1%

Sales



Total Partner Traffic

Google PDP Traffic

Google Share of Traffic

	VZ	TMO	AT&T	BBY
Total Partner Traffic	13.8M Δ1.1%	44.4M Δ-1.7%	41.3M Δ1.9%	30.0M Δ12.0%
Google PDP Traffic	84.3K Δ32.0%	105.4K Δ-7.9%	79.7K Δ28.6%	57.3K Δ-32.5%
Google Share of Traffic	8.1% Δ2.0%	10.6% Δ-1.9%	12.3% Δ3.3%	15.3% Δ-6.3%

Traffic

Sales data taken from [go/hwp-tableau](https://www.hwp-tableau.com) refreshed in case of updates through the week

Overall, Pixel sales saw an uplift across all partners.

P8 experienced the most significant growth

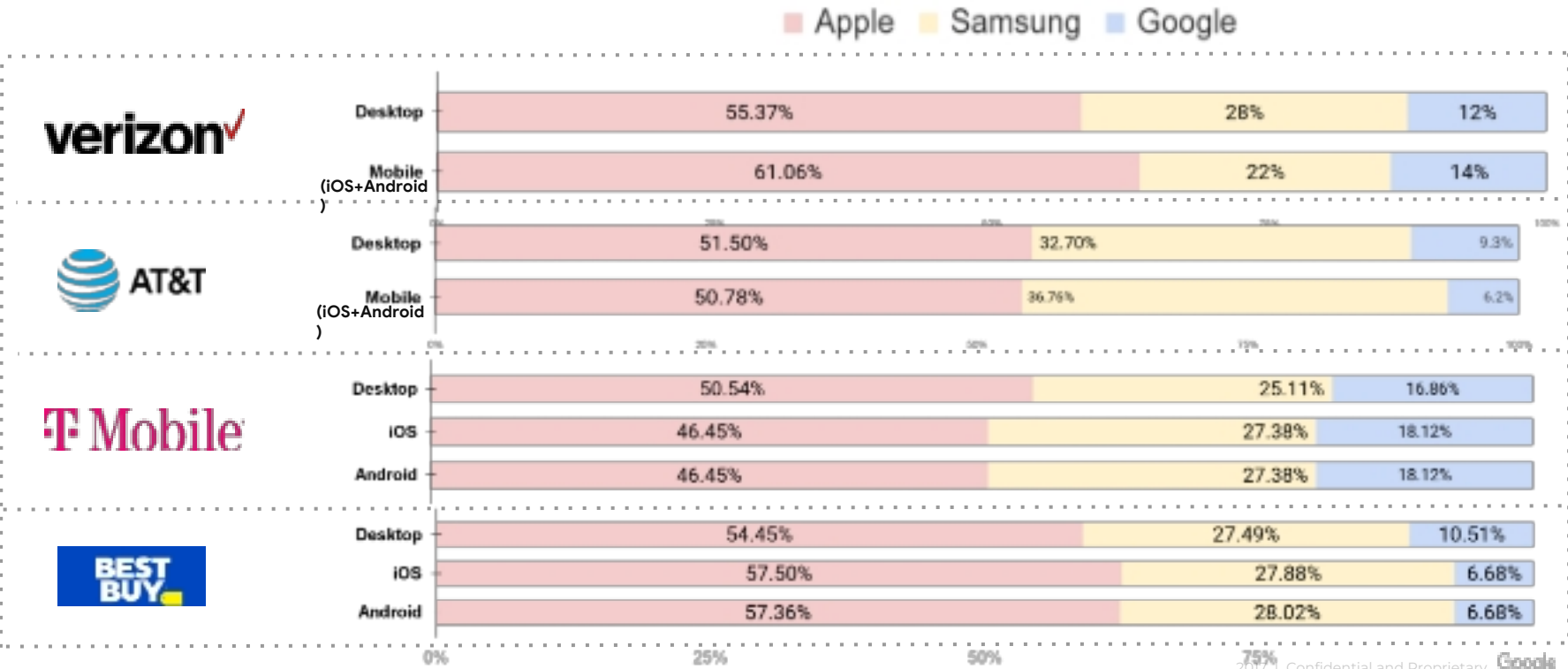
Total Partner Traffic grew across all partners except TMO

Google PDP traffic grew on VZ and AT&T while it dipped on TMO and BBY

Brand Prominence/ Placements Across Partners (Wk 51: 17 Dec -23 Dec)

Tracking basis device / OS of viewer: Desktop, iOS and Android

Samsung's prominence **increases** on VZ as S23+ gains hold of 1/3rd of Homepage share, i14 Plus moves down to carousel. On TMO, Pixel's prominence dips as i14 banner replaces P8 Pro banner on Deals page.





US - Site Total Traffic Wk51 (Dec 17 - Dec 23)

Carrier by OEM level insights:

- YoY Website traffic grew on AT&T(↑17%), T-Mo(↑1%) and VZ(↑19%) while BBY(↓9%) saw YoY dip
- Overall, YoY traffic grew across all three OEMs with Pixel (↑18%) and Samsung (↑21%) experiencing a significant growth
- Pixel witnessed strong YoY growth on T-Mo(↑50%) and VZ(↑33%) while demand dipped on BBY(↓45%) and AT&T(↓31%)

Model level insights (WoW Insights):

- On AT&T, Key product lines of Apple and SS(iP14, S23 series) registered WoW dip while P8 series and P Fold grew WoW
- On T-Mo, P8P(↑51%) registered a sharp demand uplift aligning with the improved TI(\$700) and CRM on P8P
- P Fold witnessed a significant growth on VZ (↑794%) and AT&T (↑48%)
- Overall on BBY, except P8(↑27%) all other pixel models witnessed significant WoW dips

	TOTAL			BEST BUY			AT&T			T - MOBILE			VERIZON		
Category	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY
Website	130,049,920	4,030,893 ↑	4.8% ↑	30,026,108	3,304,654...	-8.8% ↓	41,310,816	923,416 ↓	17.3% ↑	44,890,300	-340,120 ↓	1.4% ↑	13,822,696	142,943 ↓	18.5% ↑
Pixel	326,702	0.4% ↑	17.9% ↑	57,348	-32.5% ↓	-44.8% ↓	79,655	28.6% ↑	-30.6% ↓	105,436.29	-7.9% ↓	49.7% ↑	84,264	32.0% ↑	33.3% ↑
Samsung	1,052,433	-1.1% ↓	20.7% ↑	143,146	-19.2% ↓	-39.7% ↓	185,153	-32.3% ↓	-29.9% ↓	416,487.56	38.6% ↑	51.8% ↑	307,647	-1.7% ↓	36.8% ↑
iPhone	1,598,348	-0.2% ↓	5.6% ↑	120,706	2.4% ↑	-20.0% ↓	382,950	7.8% ↑	-32.7% ↓	444,400.59	-4.5% ↓	36.8% ↑	650,292	-1.9% ↓	2.2% ↑
			YoY			YoY			YoY			YoY			YoY

[Source: SimilarWeb]



US Carriers | Dec Contingency Offers Traffic Uplift Analysis

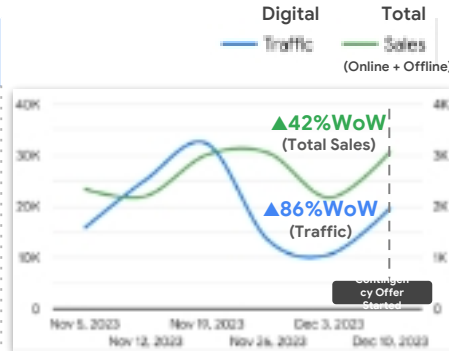
TLDR: VZ higher traffic and increased sales namely on P8, TMo higher traffic but sales flat, ATT improved traffic and sales with UPG

Pixel 8

\$699/\$799

- NEW: Free w/ UPG
- UPG: \$800 off w/TI
Start Date: 12/14

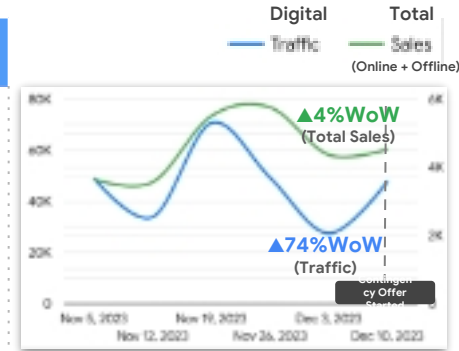
Desktop Traffic source is largely internal pages and limited indication of paid / inorganic so far. More to follow.



Pixel 8 Pro

\$999

- NEW: \$10/mo w/UPG
- UPG: \$800 off w/TI
Start Date: 12/14



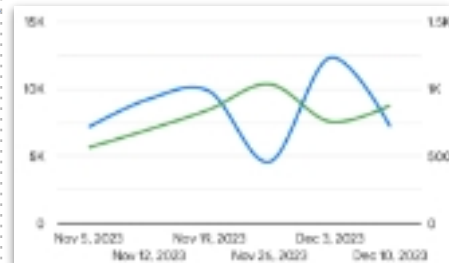
- NLA: \$400 off No TI
- NLA: \$700 off w/ AAL
- UPG: \$500 off w/TI
- UPG: \$700 off w/TI CRM only
Start Date: 12/7



- NLA: \$400 off No TI
- NLA: \$700 off w/ AAL (12/7 - 1/16)
- UPG: \$500 off w/TI (10/4 - 1/3)
- UPG: \$700 off w/TI CRM only (12/7 - 1/16)
Start Date: 12/7



- NLA/UPG: \$10/mo No TI



- NLA/UPG: \$15/mo No TI
- NEW: \$1040 w/TI
Start Date: 12/8 -





SoV or Brand Prominence distribution across Partners: Q1'23



Insights:

- Samsung dominated SoV for most part of Q1 esp. on AT&T and BBY. Pixel SoV declined steeply on AT&T post S23 launch as SS sustained prominence.

SoV or Brand Prominence distribution across Partners: Q2'23



Emerging Insights:

- Pixel regained prominence on AT&T following the Google I/O event in May (JMA effect?)
- Additionally, BBY also experienced healthy SoV for Pixel in Q2