



US Digital WBR Report

Black Friday - CyberMonday

WK 48

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AMER Summary | Phones significantly missing BF, Pixel Watch soft, Nest/Tablet/Fitbit beat forecast. Increase in sellout attainment over BF weekend in most categories

AMER Performance by Category

Product	Pre + BF Week (11/12-11/25)				BF week
	Act	Fcst	Att.	YoY	Att.
Total Pixel Phones	272K	348K	78%	-45%	81%
Total Pixel Buds*	61K	46K	132%	8%	154%
Pixel Tablet	12K	8K	145%		163%
Total Nest	669K	517K	130%		131%
Wearables & Health	329K	249K	132%		131%
Pixel Watch	29K	32K	89%	-38%	99%
Fitbit	301K	217K	139%	-43%	135%

Category Performance by Partner

	Phone	Buds*	Watch	Fitbit	Tablet	Nest
GStore	56%	112%	54%	64%	204%	196%
VZ	88%		90%			
TMO	106%		138%			
ATT	69%		72%			
AMZ	155%	187%	143%	161%	222%	135%
BBY	77%	74%	89%	131%	56%	115%
CA	66%	119%	172%**	139%**		1210%**

*11/12-11/24, ** 1P only

Phone sales only incl. P23 products

Sources BF Trends: Insider Intelligence, 11/27, Adobe, 11/27, GapIntelligence, 11/27

BF Trends

- US strong online sales +8.5% YoY (mobile +10 %YoY) (consistent with our AMZ results, but not gStore (why?))
- In-store sales and traffic flat (mixed signals)
- Our Execution mostly in line with POR: Inventory in line with plans (did we capture full AMZ upside?)
- Device Trade-in were top tactic for smartphone deals; but not resonating for Pixel (why?)

Phones: Soft performance across devices

- **Competition:** iPhone 14 offer (telco) and Samsung FE 23 and Ultra (BBY, ATT, CA).
- **gStore:** Traffic (-40% YoY) and CVR (-39% YoY)
- **Category softness** at BBY and high TI attach drop (-60% YoY)
- **Canada N-1:** strong performance (27k)

Hearables: Strong performance, amplified by one additional promo week at NR for Buds A

Nest & Tablet:

- Thermostat (81%) soft across most accounts likely driven by demand pull-in and energy business YoY decline.
- Wifi (62%) lagging category performance at AMZ.

Wearables

- Watch came in soft mostly driven by Watch 1 (74%) at GStore and BBY.
- Fitbit overperformed across all devices. Exceeded a conservative fcst and evaluating true demand upside

Performance by partner:

- AMZ strong across all categories, TMO exceeded numbers.
- gStore, ATT and BBY soft across the board.

Market Share assumptions: Likely share loss to Apple for watch and phones (market observations) fueled by n-1 devices. Samsung with mixed observations










Implications / next steps:

- Unlocked December promos extended, Telco Dec offers confirmed (VZW P8 free, TMO P8/pro plan restrictions reduced w/ deeper TI, ATT P8pro free w/ TI)
- P8 softness rollover to FY24 as N-1 fighter SKU

BFCM Promo Competitiveness

Updated by Mon, Friday (US time zone)

AMER Pixel Black Friday - Cyber Monday Deals

	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold	Pixel Watch 2	Pixel Buds Pro	Pixel Buds A	Pixel Tablet	Pixel Accys
	NLA: \$5/mo No TI (11/6 - 1/3)	NLA: \$1000 off. Guaranteed. UPG: \$800 off w/TI (11/2 - 1/3)		NLA: <\$1200 off w/TI UPG: <\$1000 off w/TI (10/4 - 12/31)	NLA: Free w/Phone purchase (11/16 - 1/3/) UPG: \$180 off w/TI (10/4 - 1/3)	50% off w/P8/Pro/Fold (evergreen)	50% off w/P7a (evergreen)	Not Ranging	No cases offers. Pixel Stand 2: Save \$20 (11/16 - 11/27)
	NLA: Free w/AAL No TI (11/16 - 1/3) UPG: Free w/TI (10/4 - 1/3)	NLA: Free w/AAL No TI UPG: Free With TI on Go5G+/Next (11/16 - 1/3)		NLA: \$1000 w/AAL UPG: \$1000 w/TI on Go5G+/Next (10/4 - 1/3 for TI, 1/10 for AAL)	NLA: 50% off (\$199 off) (11/17 - 1/3)	Buy Pixel 8/8 Pro, \$100 off (11/17 - 1/3)	Buy Pixel 7a, Buds Free (11/16 - 1/3)	Not Ranging	Get 25% off Essentials when you buy 3 or more cases, chargers or more (BF only)
	NLA/UPG: \$5/mo No TI (10/4 - EOY)	NLA/UPG: \$10/mo No TI (11/17 - 1/4)		NLA/UPG: \$25/mo No TI (11/10 - 1/4)	NLA: \$5/mo (11/17 - 1/4)	Buy Pixel, get 50% off Buds (11/17 - 1/11) Buy P8/Pro, Buds Pro FREE (11/29 day only)		Not Ranging	No offer on Pixel Fold case (not ranging P8/P7a cases)
	NLA: \$0/mo 24 mos BC UPG: Save \$200 (10/4 - EOY)	NLA: Free w/TI on w/Unlimited Plus UPG: Save \$300 (10/4 - EOY)	NLA: <\$700 off w/TI w/Unlimited Plus UPG: Save \$400 (10/4 - EOY)	NLA: \$700 off UPG: Save \$500 (10/4 - EOY)	Save \$75 (LTE) New and existing (via code) (11/20 - 12/3)	Not Ranging			
	NLA/UPG: Save \$100	NLA: \$500 off No TI, UPG: <\$800 w/TI (11.16 - 12.5)				Not Ranging			
	No offer	NLA/UPG: \$350 off w/NLA + addtl \$100 off w/TI (11.10 - 12.30)	NLA/UPG: \$600 off w/NLA + addtl \$100 off w/TI (10.4 - 11.30)			Not Ranging			
							\$40 off (\$59.99) (11/16 - 11/27)		
	Save \$125 (11/16 - 11/27)	Save \$150, Plus, up to \$650 off w/ TI (11/16 - 11/27)	Save \$200, Plus, up to \$750 off w/TI (11/16 - 11/27)	\$400 off (11/16 - 11/27)	PIXEL WATCH 2 BF PROMO (WIFI) CANCELLED Pixel Watch (2022) \$80 off (LTE/WiFi) (\$199.99/\$249.99) (11/16 - 11/27)	\$80 off (\$119.99) (11/16 - 11/27)	\$40 off (\$59.99) (11/16 - 11/27)	\$100 off Pixel Tablet (\$399) (128GB)	P8/Pro/P7a/6a Cases: Save \$15 (11/16 - 11/27)
		Save \$150 (11/16 - 11/27)	Save \$200 (11/16 - 11/27)					\$100 Pixel Tablet (\$499) (256 GB) (11/16 - 11/27)	Pixel Stand 2: Save \$20 (11/16 - 11/27)
CA Telco	No offer (evergreen RV top up)	\$20/mo (CAD) (11/16 - 11/27)	\$35/mo (CAD) (11/16 - 11/27)	Not Ranging	\$50 IR (LTE/WiFi) (USD) (\$299.99/\$349.99) (11/16 - 11/27)		PROMO start 11/16 (prev 11.23)		

US Cyber Monday Offer Comparison: Pixel 8 Pro | iPhone 15 Pro | S23+

TLDR: Unlocked competitive, TMO competitive in UPG, ATT competing with iPhone N-1 deals in tiers, VZ Tab S9 removed from Pixel bundle PDP

128 GB	Plan Eligibility		Pixel 8 Pro \$999	Max Advised Value (w/TI)	iPhone 15 Pro \$999	Max Advised Value (w/TI)	Galaxy S23+ \$999 (256GB)	Max Advised Value (w/TI)
Gstore	Unlocked		Save \$200 ☐ <\$750 off w/ Eligible Trade-In	☐ \$950	<\$650 off w/TI + <\$75 GC on N-1	\$725	<\$600 off w/TI + PWP \$244	\$850
BBY			Save \$200 ☐	☐ \$200	N/A	NA	\$200 IR	\$200
AMZ			UPG: \$700 No TI NLA: \$700 Back w/ TI	☐ \$700			Save \$200 No TI \$500 back No TI	\$500
Fi								
VZ (36 mos)	NLA	Phone+Bundle (ARPU)	FREE "On Us" ☐ + Free Watch 2 (N) *Galaxy bundle advertised	☐ \$1.4K +Tab: \$1.9K	FREE "On Us" + Free iPad (N-1) + Watch (N) PWP Watch (N) + iPad (N-1)	\$1.7K	FREE "On Us" + GWP Tab S9 FE (N) + \$350 Galaxy Watch 6 (N)	\$1.8K
		Unlimited Ultimate	Free w/TI. Guaranteed. ☐ Any Google model, Any condition	☐ \$1K	Free w/TI. Guaranteed. Any Apple model, Any condition	\$1K	Free w/TI. Guaranteed. Any Samsung model, Any condition	\$1K
		Unlimited Plus, Welcome	Free w/ TI		Free w/ TI		Free w/ TI	
	UPG	Unlimited Ultimate	<\$800 off w/TI	☐ \$800	<\$830 off w/TI	\$830	<\$800 off w/TI	\$800
		Unlimited Plus, Welcome						
TMO (12'-24 ² mos)	NLA	Phone+Bundle (BOGO)	No offer	☐ \$0	"Get 4 iPhone 15 On Us and 4 lines for \$25/line"	+4 lines: \$3.5K	No offer	\$0
		Go5G Next ¹	FREE "On Us" (No TI) ☐	☐ \$1K (No TI)	Free "On Us" w/TI	\$1K	<\$800 off (No TI)	\$800
		Go5G Plus ²						
		~5G plans (Magenta Max, Go5G, Magenta, Essentials)	\$400 off (No TI)	☐ \$400	<\$830 off w/TI	\$830	\$600 off (No TI)	\$600
		All Plans	No offer	☐ \$0	BOGO (get <\$700 off second line) (iP13-15 series, all plans)	\$350	No offer	\$0
	UPG	Go5G Next ¹	Free "On Us" w/TI ☐	☐ \$1K	<\$200 off w/TI \$350 w/TI	\$350	\$800 off w/TI	\$800
		Go5G Plus ² ~5G plans (Magenta Max, Go5G, Magenta, Essentials)	<\$500 off w/TI	☐ \$500			<\$350 off w/TI	\$350
AT&T (36 mos)	NLA / UPG	Premium Plans	\$15/mo (No TI) ☐	☐ \$500 (No TI)	Free "ON US" w/TI	\$1K (Min TIV \$230)	<\$1000 off w/TI	\$1K (Min TIV \$95)

US Post-BFCM Comparison: Pixel 8 Pro | iPhone 15 Pro | S23+

TLDR: Unlocked competitive, TMO competitive in UPG, ATT competing with iPhone N-1 deals in tiers, VZ Tab S9 removed from Pixel bundle PDP

128 GB	Plan Eligibility		Pixel 8 Pro \$999	Max Advised Value (w/TI)	iPhone 15 Pro \$999	Max Advised Value (w/TI)	Galaxy S23+ \$999 (256GB)	Max Advised Value (w/TI)
Gstore	Unlocked		Save \$200 ☐ <\$750 off w/ Eligible Trade-In ~Avg. TI \$160	▼ \$160	<\$650 off w/TI + <\$75 GC	\$650	<\$600 off w/TI + PWP \$244	\$850
BBY								
AMZ			Save \$200 ☐	▼ \$0			\$200 IR	\$200
Fi			UPG: \$700 No TI NLA: \$700 Back w/ TI	▲ \$700	N/A	NA	Save \$200 No TI \$500 back No TI	\$500
VZ (36 mos)	NLA	Phone+Bundle (ARPU)	FREE "On Us" ☐ + Free Watch 2 (N) *Galaxy bundle advertised	► \$1.4K +Tab: \$1.9K	FREE "On Us" + Free iPad (N-1) + Watch (N) PWP Watch (N) + iPad (N-1)	\$1.7K	FREE "On Us" + GWP Tab S9 FE (N) + \$350 Galaxy Watch 6 (N)	\$1.8K
		Unlimited Ultimate	Free w/TI. Guaranteed. ☐ Any Google model, Any condition	► \$1K	Free w/TI. Guaranteed. Any Apple model, Any condition	\$1.1K	Free w/TI. Guaranteed. Any Samsung model, Any condition	\$1K
		Unlimited Plus, Welcome	Free w/ TI		Free w/ TI		Free w/ TI	
	UPG	Unlimited Ultimate	<\$800 off w/TI	► \$800	<\$830 off w/TI	\$830	<\$800 off w/TI	\$800
		Unlimited Plus, Welcome						
TMO (12'-24 ² mos)	NLA	Phone+Bundle (BOGO)	No offer	▼ \$0	"Get 4 iPhone 15 On Us and 4 lines for \$25/line"	+4 lines: \$3.5K	No offer	\$0
		Go5G Next ¹	FREE "On Us" (No TI) ☐	▲ \$1K (No TI)	Free "On Us" w/TI	\$1K	<\$800 off (No TI)	\$800
		Go5G Plus ²						
		~5G plans (Magenta Max, Go5G, Magenta, Essentials)	\$400 off (No TI)	▼ \$400	<\$830 off w/TI	\$830	\$600 off (No TI)	\$600
	UPG	All Plans	No offer	▼ \$0	BOGO (get <\$700 off second line) (iP13-15 series, all plans)	\$350	No offer	\$0
		Go5G Next ¹	Free "On Us" w/TI ☐	▲ \$1K	<\$200 off w/TI \$350 w/TI	\$350	\$800 off w/TI	\$800
		Go5G Plus ²					<\$350 off w/TI	\$350
		~5G plans (Magenta Max, Go5G, Magenta, Essentials)	<\$500 off w/TI	▲ \$500				
AT&T (36 mos)	NLA / UPG	Premium Plans	\$15/mo (No TI) ☐	► \$500 (No TI)	Free "ON US" w/TI	\$1K (Min TIV \$230)	<\$1000 off w/TI	\$1K (Min TIV \$95)

US Cyber Monday Pixel + PEP Promo Comparison - with N-1 (Week 48: Nov 27)

tl;dr: iPhone 15/14 offers are most aggressive amongst Carriers with multi-line promos (4 Free iPhones w/NLA) and connected bundles across VZ & TMO (Free Tablet, Watch or Buds w/phone). Unlocked P8/Pro remains competitive however less competitive at Gstore driven by lower TI values, higher ASP YoY. P7a disadvantaged due to deeper entry premium offers led by Android (S23 FE, A54, Moto).

Comparison	VZ	TMO	ATT	Xfinity	Gstore / 1P	BBY	AMZ	Fi
SKU / Competitor	Black Friday 11.16 - EOY GTI (11.2 started)	Black Friday 11.17-EOY	Black Friday 11.16 - EOY	Black Friday 11.16 - 12.5	Gstore and National Retail Black Friday: 11.16 - 11.27			Offers started 10.4 Eos: 11.20 - 12.3
Pixel Fold (\$1,799) Z Fold5, One Plus Open S23 Ultra (\$1.2K)	NLA: \$1K off GTI ▲ UPG: <\$1K off w/TI Z Fold5: \$1K GTI, UPG: \$800 w/TI ▼ GWP Galaxy Tab S9 FE	NLA: \$1K off (No TI) \$1K off w/TI Go5G Plus, Next Z Fold5: \$1K off (No TI) \$1K off w/TI	NLA/UPG: \$25/mo (No TI) Z Fold5: UPG/NLA: <\$1000 off w/T (\$25/mo; iP14 Pro Max) S23 Ultra: \$1K off w/TI	Not Ranging	\$400 IR Z Fold5: ▼ Free Memory + \$1K TI OnePlus Open: \$200 GTI upto \$1K	\$400 IR Z Fold5: \$435 w/TI OnePlus Open: Save \$300 w act	\$400 IR ▼ Z Fold5: \$500 IR OnePlus Open: \$200 IR (No offer)	UPG: \$700 (No TI) NLA: \$1K back w/TI Z Fold5: \$700 (No TI)
Pixel 8 Pro (\$999) iP15Pro, S23+, Razr+, Z Flip5 iP14 ProMax(\$999) iP14 Pro(\$899)	NLA: \$1000 off GTI UPG: <\$800 off w/TI i15 Pro: \$1K GTI, UPG: \$830 w/TI S23+/ Z Flip5: \$1K GTI, UPG: \$800 w/T ▼ iP14 Pro Max/ iP14 Pro Free w/NLA (Online Only) ▼ GWP Galaxy Tab S9 FE	NLA: Free (No TI) ▲ UPG: Free w/TI ▼ BOGO \$350 iPhone iP15 Pro: \$1K off w/TI S23+: \$800 off (No TI) Z Flip5/ Razr+: Free w/ TI, Free w/ NLA iP14 Pro/Pro Max: Free w/TI	NLA/ UPG: \$15/mo (No TI) iP15 Pro: <\$1K off w/TI S23+: <\$1K off w/TI (\$15/mo: iP14 Pro 128, Z Flip4) ▼ Razr+: \$5/mo no TI	NLA: \$500 off (No TI) UPG: \$800 off w/TI	\$200 IR + <\$750 TI S23+/Z Flip5: TI upto \$600 iP15 Pro: \$650 TI ▼ Razr+: 300 IR + <\$550 TI	\$200 IR + <\$750 TI S23+: \$200 IR iP15 Pro: N/A Flip5: \$200 IR + \$435 TI ▼ Razr+: 300 IR	\$200 IR S23+/ Z Flip5: \$200 IR ▼ Razr+: \$300 IR	UPG: \$700 (No TI) NLA \$700 Back w/ TI S23+: \$500 (No TI) Z Flip5: \$700 (No TI) Razr+: NLA \$600(No TI), ▼ UPG \$900 w/ TI
Pixel 8 (\$699/\$799) iP15, S23, Razr (\$659), iP14 Plus (\$799), iP14(256 GB) (\$839)	NLA: \$800 off GTI UPG: <\$800 off w/TI i15: \$830 off GTI, UPG: \$830 w/TI S23: \$800 off GTI, UPG: \$800 w/T ▼ iP14 Plus (4 Free w/NLA), iP14 Free w/NLA ▼ GWP Galaxy Tab S9 FE	NLA: Free No TI ▲ UPG: Free w/TI ▼ BOGO \$350 iPhone ▼ iPhone 15 4 On Us, \$830 w/TI S23/ Razr: Free w/ NLA, Free w/ TI iP14 Plus: Free w/ TI	NLA/UPG: \$10/mo (No TI) iP15: Free w/TI, iP14 14 256GB: \$10/mo S23: Free w/TI		\$150 IR + <\$650 w/TI S23: TI upto \$600 iP15: \$650 TI ▼ Razr: \$200 IR + TI<\$698	\$150 IR + <\$750 TI S23: \$100 IR iP15: N/A iP14: \$400 TI ▼ Razr: \$200 IR	\$150 IR S23: \$100 IR ▼ Razr: \$200 IR	UPG: \$699 No TI NLA: \$699 Back w/ TI S23: \$500 (No TI)
Pixel 7a (\$499/\$549) S23 FE (\$599), iPhone SE (\$429), A54 (\$449), Moto Edge (\$498), iPhone 14 (\$699)	NLA: \$5/mo (No TI) ▼ S23 FE/ A54: \$0/mo (No TI) ▼ SE: Free w/ NLA (No TI) ▼ iP14: Free w/ NLA (No TI)	NLA: Free (No TI) UPG: Free w/TI S23 FE: \$600 off NLA, Free w/ TI SE: Free w/ TI, 50% off NLA A54: \$99 w/ NLA, \$99 w/ TI Moto Edge: Free w/ NLA/ TI iP14: Free w/TI	NLA/UPG: \$5/mo (No TI) \$5/mo (No TI): iPhone 14,, Razr+, A54 ▼ (\$2/mo: Razr, A14) S23 FE/ iPhone SE: \$0.99/mo	NLA/UPG: Save \$100 □ S23 FE: \$500 off NLA □ A54: \$450 off NLA	\$125 IR S23 FE: <\$400 w/ TI A54: <\$350 w/ TI iPSE: \$650 TI + \$25 GC Moto Edge: \$250 IR + TI<\$599	\$125 IR iPSE: \$140 w/TI (\$25 w Act) A54: \$125 IR ▼ S23 FE: \$150 IR (\$200 on BF) ▼ Moto Edge: \$250 IR	\$125 IR ▼ S23 FE: \$150 IR A54: \$125 IR ▼ Moto Edge: \$250 IR	FREE after 24 mos bill credits A54: \$250 Back w/TI
Pixel Watch 2 (\$350/\$399) Apple Watch9, Galaxy Watch6	BOGO \$200 ▲ Apple Watch 9: BOGO \$150 Galaxy Watch 6: BOGO \$175 OEM wide: 180 TI	50% off w/NLA Apple Watch 9: \$150 off BOGO, NLA \$200 off ▼ Galaxy Watch 6: Free w/ NLA, BOGO \$175	\$5/mo (No TI) ▼ Apple Watch 9: BOGO \$150 ▼ Galaxy Watch 6: BOGO \$175	Not Ranging	No Offer Galaxy Watch 6: \$80 IR + TI upto \$250 Apple Watch Series 9: \$50 GC + TI<\$425	\$120 TI Apple Watch Series 9: \$70 IR + \$235 TI (\$50 IR) ▼ Galaxy Watch 6: \$70 IR + \$120 TI (\$80 IR)	No Offer Galaxy Watch 6: \$70 IR Apple Watch Series 9: \$70 IR	Save \$75 LTE Galaxy Watch 5-6: No offer
Pixel Buds Pro (\$199) AirPods 3rd Gen, Galaxy Buds 2	\$80 IR Galaxy Buds 2 Pro: No offer AirPods (3rd Gen): \$20 IR	Free \$0 OEM wide: No down payment	No offer (until 11/29) Samsung Galaxy Buds 2 Pro: 50% off w/ Samsung Device AirPods (3rd Gen): No offer	Not Ranging	\$80 IR Airpods 3rd Gen - \$25 GC Galaxy Buds 2 Pro: \$70 IR + \$75 TI	\$80 IR Galaxy Buds 2 Pro: \$70 IR Airpods (3rd Gen): \$30 IR	\$80 IR Airpods 3rd Gen \$30 IR Galaxy Buds 2 Pro \$70 IR	Not Ranging

Denotes: N-1

Changes vs BF highlighted

□ = Pixel Advantage

= On Par

= Slight Variance

□ = Pixel Disadvantage

Confidential and Proprietary



US Cyber Monday Pixel + PEP Promo Comparison (Week 48: Nov 27)

Key Call Outs:

- iPhone 15/14 N-1 aggressive offerings in Carriers with multi-line promos and bundles, Unlocked P8/Pro remains competitive, P7a disadvantaged due to S23 FE offerings.
- Apple.com offering <\$75 Gift Card BF-CM only for n-1 applied to future purchases, \$25-\$75 (iPhone SE - 14)
- VZ: Pixel bundle advertised with Galaxy Tab S9 on HP, but Tablet removed from PDP checkout
- ATT: iPhone 14 Pro competing with P8Pro at \$15/mo, iPhone 14 competing with P8 for \$10/mo across no TI
- TMO: Aggressive multi-line promos for iPhone including 4 lines at \$25/mo or iPhone BOGOs, Samsung offering Free Galaxy Watch with NLA

Comparison	VZ	TMO	ATT	Xfinity	Gstore / 1P	BBY	AMZ	Fi
SKU / Competitor	Black Friday 11.16 - EOY GTI (11.2 started)	Black Friday 11.17-EOY	Black Friday 11.17 - EOY	Black Friday 11.16 - 12.5	Gstore and National Retail Black Friday: 11.16 - 11.27		Offers started 10.4 Eos: 11.20 - 12.3	
Pixel Fold (\$1,799) Z Fold5, One Plus Open	NLA: \$1K off GTI UPG: <\$1K off w/TI Z Fold5: \$1K off GTI, UPG: \$800 w/TI ▼ GWP Galaxy Tab S9 FE	NLA: \$1K Off (No TI) \$1K off w/TI Go5G Plus, Next Z Fold5: \$1K off (No TI) \$1K off w/ TI	NLA/UPG: \$25/mo (No TI) Z Fold5: UPG/NLA: <\$1000 off w/TI (\$25/mo; iP14 Pro Max, iP14 Pro)	Not Ranging	\$400 IR Z Fold5: ↓ Free Memory + \$1K TI OnePlus Open: \$200 GTI upto \$1K	\$400 IR Z Fold5: \$435 w/TI OnePlus Open: Save \$300 w act	\$400 IR ▼ Z Fold5: \$500 IR OnePlus Open: \$200 IR (No offer)	UPG: \$700 (No TI) NLA: \$1K back w/TI Z Fold5: \$700 (No TI)
Pixel 8 Pro (\$999) iPhone 15 Pro, S23+, Razr+, Z Flip5	NLA: \$1000 off GTI UPG: <\$800 off w/TI i15 Pro: \$1K off GTI, UPG: \$830 w/TI S23+/ Z Flip5: \$1K off GTI, UPG: \$800 w/TI ▼ GWP Galaxy Tab S9 FE	NLA: Free (No TI) ▲ UPG: Free w/TI ▼ BOGO \$350 iPhone iP15 Pro: \$1K off w/TI S23+: \$800 off (No TI) Z Flip5/ Razr+: Free w/ TI, Free w/ NLA	NLA/ UPG: \$15/mo (No TI) iP15 Pro: <\$1K off w/TI S23+: Free w/TI, S23 Ultra <\$1K w/TI (IP XS Max, S20 and above) (\$15/mo: iP14 Pro, Z Flip4) ▼ Razr+: \$5/mo no TI	NLA: \$500 off (No TI) UPG: \$800 off w/TI	\$200 IR + <\$750 TI S23+/ Z Flip5: TI upto \$600 iP15 Pro: \$650 TI ▼ Razr+: 300 IR + <\$550 TI	\$200 IR + <\$750 TI S23+: \$200 IR Flip5: \$200 IR + \$435 TI ▼ Razr+: 300 IR	\$200 IR S23+/ Z Flip5: \$200 IR ▼ Razr+: \$300 IR (S23 Ultra: \$300 IR)	UPG: \$700 (No TI) NLA \$700 Back w/ TI S23+: \$500 (No TI) Z Flip5: \$700 (No TI) Razr+: NLA \$600 (No TI), ▼ UPG \$900 w/ TI
Pixel 8 (\$699/\$799) iPhone 15, S23, Razr (\$659)	NLA: \$800 off GTI UPG: <\$800 off w/TI i15: \$830 off GTI, UPG: \$830 w/TI S23: \$800 off GTI, UPG: \$800 w/TI ▼ GWP Galaxy Tab S9 FE	NLA: Free No TI ▲ UPG: Free w/TI ▼ BOGO \$350 iPhone ▼ iPhone 15 4 On Us, \$830 w/TI S23/ Razr: Free w/ NLA, Free w/ TI	NLA/UPG: \$10/mo (No TI) iP15: Free w/TI, S23: Free w/TI (\$10/mo: iP14 Pro) ▼ Razr: \$2/mo (No TI)		\$150 IR + <\$650 w/TI S23: TI upto \$600 iP15: \$650 TI ▼ Razr: \$200 IR + TI <\$698	\$150 IR + <\$750 TI S23: \$100 IR ▼ Razr: \$200 IR	\$150 IR S23: \$100 IR ▼ Razr: \$200 IR	UPG: \$699 No TI NLA: \$699 Back w/ TI S23: \$500 (No TI)
Pixel 7a (\$499/\$549) S23 FE (\$599), iPhone SE (\$429), A54 (\$449), Moto Edge (\$498), Razr (\$659)	NLA: \$5/mo (No TI) ▼ S23 FE/ A54: \$0/mo (No TI) ▼ SE: Free w/ NLA (No TI)	NLA: Free (No TI) UPG: Free w/TI S23 FE: \$600 off NLA, Free w/ TI SE: Free w/ TI, 50% off NLA A54: \$99 w/ NLA, \$99 w/ TI Moto Edge: Free w/ NLA, Free w/ TI	NLA/UPG: \$5/mo (No TI) \$5/mo (no TI): A54, S23 FE, iP14, Razr+, A54 ▼ (\$2/mo: Razr, A14)		\$125 IR S23 FE: <\$400 w/ TI A54: <\$350 w/ TI IPSE: \$650 TI + \$25 GC Moto Edge: \$250 IR + TI <\$599	\$125 IR IPSE: \$140 w/TI (\$25 w Act) A54: \$125 IR ▼ S23 FE: \$150 IR (\$200 on BF) ▼ Moto Edge : \$250 IR	\$125 IR ▼ S23 FE: \$150 IR A54: \$125 IR ▼ Moto Edge : \$250 IR	FREE after 24 mos bill credits A54: \$250 Back w/TI
Pixel Watch 2 (\$350/\$399) Apple Watch9, Galaxy Watch 6	BOGO \$200 ▲ Apple Watch 9: BOGO \$150 Galaxy Watch 6: BOGO \$175 OEM wide: 180 TI	50% off w/NLA Apple Watch 9: \$150 off BOGO, NLA \$200 off ▼ Galaxy Watch 6: Free w/ NLA, BOGO \$175	\$5/mo (No TI) ▼ Apple Watch 9: BOGO \$150 ▼ Galaxy Watch 6: BOGO \$175	Not Ranging	No Offer Galaxy Watch 6: \$80 IR + TI upto \$250 Apple Watch Series 9: \$50 GC + TI < \$425	\$120 TI Apple Watch Series 9: \$70 IR + \$235 TI (\$50 IR) ▼ Galaxy Watch 6: \$70 IR + \$120 TI (\$80 IR)	No Offer Galaxy Watch 6: \$70 IR Apple Watch Series 9: \$70 IR	Save \$75 LTE Galaxy Watch 5-6: No offer
Pixel Buds Pro (\$199) AirPods 3rd Gen, Galaxy Buds 2	\$80 IR Galaxy Buds 2 Pro: No offer AirPods (3rd Gen): \$20 IR	Free \$0 OEM wide: No down payment	No offer (until 11/29) Samsung Galaxy Buds 2 Pro: 50% off w/ Samsung Device AirPods (3rd Gen): No offer		\$80 IR Airpods 3rd Gen - \$25 GC Galaxy Buds 2 Pro: \$70 IR + \$75 TI	\$80 IR Galaxy Buds 2 Pro: \$70 IR Airpods (3rd Gen): \$30 IR	\$80 IR Airpods 3rd Gen \$30 IR Galaxy Buds 2 Pro \$70 IR	Not Ranging

■ = Pixel Advantage ■ = On Par ■ = Slight Variance ■ = Pixel Disadvantage