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Index

US Digital Weekly Business Review go/digitalwbrs

go/pixeloffers-WBR *(all historical decks)*

Summary

Symphony Resources

US Promotions: go/pixelpromotions

US Traffic Dashboards: go/pixelonlineus

US Promo Trackers: go/pixelpromotracker

US Exec Dashboard: go/pixelperformance

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Historical Digital WBRs

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

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

2023

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

September

W1| 04 Sep
W2| 11 Sep
W3| 18 Sep
W4| 26 Sep

October

W1 | 03 Oct
W2 | 09 Oct
W3 | 16 Oct
W4 | 23 Oct
W5 | 30 Oct

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Business Summary (Nov 6 - Nov 10)

Pixel / Competitive Insights

Call out	Detail
S23 Series garners strong traffic on BB and AT&T post Holiday Deals are launched	• Overall, S23 series continue to grow especially on BB and AT&T (S23 ↑23K visits on BBY; S23 Ultra ↑15K visits on T-Mo) • T-Mobile leads in generating high traffic for S23 FE (75K), followed by Verizon (71K).
P8 Pro experienced significant growth on AT&T & T-Mo	• Pixel 8 series traffic grew on AT&T (P8:↑9K visits ,P8P:↑13K visits on AT&T) • P8P made significant gains on T-Mo up by 22K visits
Pixel traffic grew across partners	• Google traffic share grew on AT&T(↑6%) and BBY (↑5%). Pixel traffic grew across partners especially for P7 series. • P7a sales surged on BBY up from 1K ⟶ 3.5K units which aligns with $125 IR launched on BB from 29 Oct.

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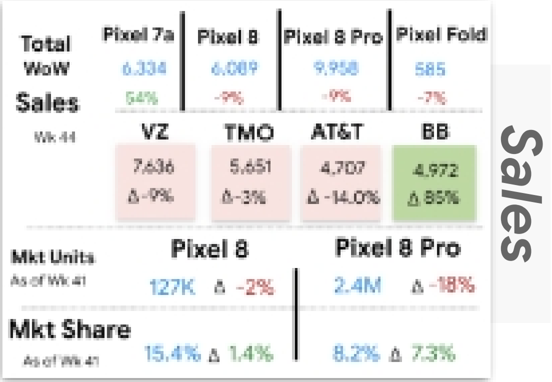
Sales Drivers

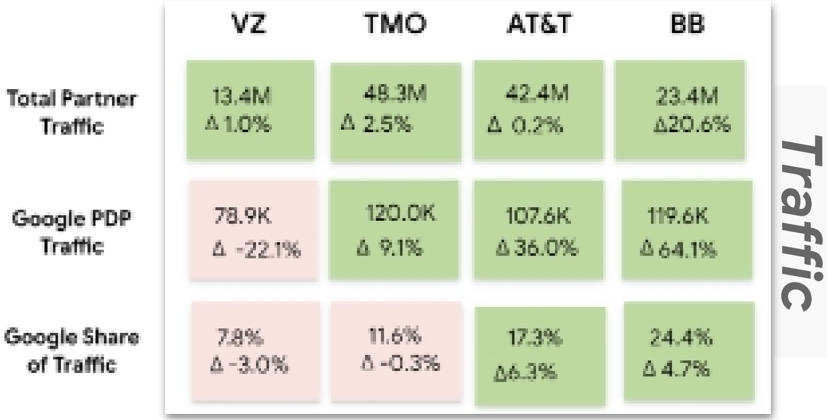
- P7a increase in sales (↑230%) and traffic by (↑430%) which aligns with $125 IR launched on BB from 29 Oct.
- Interestingly, demand for Pixel 7 series grew, resulting in an increase in Google PDP traffic and a subsequent boost in traffic share on AT&T(↑6%) and BBY(↑5%).
- On AT&T, P8 series traffic made significant gains and P8P gained 22K visits on T-Mo (ref).



Total WoW Sales	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
	6,334 54%	6,089 -9%	9,958 -9%	585 -7%

Wk 44	VZ	TMO	AT&T	BB
	7,636 Δ-9%	5,651 Δ-3%	4,707 Δ -14.0%	4,972 Δ 85%

	Pixel 8	Pixel 8 Pro
Mkt Units As of Wk 41	127K Δ -2%	2.4M Δ -18%
Mkt Share As of Wk 41	15.4% Δ 1.4%	8.2% Δ 7.3%



	VZ	TMO	AT&T	BB
Total Partner Traffic	13.4M Δ 1.0%	48.3M Δ 2.5%	42.4M Δ 0.2%	23.4M Δ20.6%
Google PDP Traffic	78.9K Δ -22.1%	120.0K Δ 9.1%	107.6K Δ 36.0%	119.6K Δ 64.1%
Google Share of Traffic	7.8% Δ -3.0%	11.6% Δ -0.3%	17.3% Δ6.3%	24.4% Δ 4.7%

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

Overall, Pixel 8 series sales continued to dip while P7a sales surged on BBY up from 1K → 3.5K units

Pixel traffic grew across partners primarily driven by P7 series.

Google SoT grew on AT&T(↑6%) and BBY(↑5%)

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KPI deep dive: Site Traffic

Link to WBR Master Folder (with all past decks)

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US Carrier - Total Traffic (29 Oct -04 Nov)

Carrier and OEM level insights:

- [redacted]↑[redacted]↑[redacted]
- [redacted]

Model level insights:

- Overall, P8 traffic declined (↓7%) while P8P saw modest growth.Additionally,Pixel 8 series traffic grew on AT&T(P8:↑9Kvisits ,P8P:↑13Kvisits) and P8P made significant gains on T-Mo (up by 22K visits).
- Overall,iP15/Plus/Pro saw sharp decline across all carriers esp iP15 Pro dipped by 70K visits on VZ while iP15 Pro Max gained collectively (↑7%WoW)
- Overall,S23 series continue to grow especially on BB and AT&T(S23 ↑23K visits on BBY;S23 Ultra ↑15K visits on T-Mo)

	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	127,357,406	5,409,196 ↑	13.4% ↑	23,376,056	3,987,874 ↑	-11.7% ↓	42,358,848	103,544 ↑	20.0% ↑	48,251,404	1,183,016 ↑	21.5% ↑	13,371,098	134,762 ↑	23.7% ↑
Pixel	426,118	17.3% ↑	4.4% ↑	119,551	63.9% ↑	-28.3% ↓	107,611	36.0% ↑	144.5% ↑	120,030.93	9.1% ↑	64.2% ↑	78,924	-22.1% ↓	-36.5% ↓
Samsung	998,899	9.9% ↑	-2.3% ↓	175,736	29.8% ↑	-51.9% ↓	199,842	-12.9% ↓	50.2% ↑	381,578.25	8.4% ↑	54.4% ↑	241,743	25.7% ↑	-12.8% ↓
iPhone	1,650,437	1.1% ↑	30.8% ↑	157,772	15.9% ↑	6.4% ↑	313,762	-23.3% ↓	17.4% ↑	493,522	10.1% ↑	54.1% ↑	685,381	7.4% ↑	30.3% ↑

Pixel Digital Snapshot for Compliance Review | 06 Nov

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OEM logo by order of appearance | Pixel Risk | ↓ WoW Drop in promo

Partner	Pixel offer	Home Page	Deal Page	Listings Page
verizon	Pixel Fold: Starts at $49.99/mo *(Listings Page)* *P8 Pro on us (Homepage)* P8 BOGO (***Deals Page***) Pixel 7a at $15.27/mo *(Listings Page)*			
AT&T	Pixel Fold: $30/mo (Listings Page) P8 Pro free *(Home Page)* P8 $15/mo*(Deals Page)* Pixel 7a at $5/mo *(Listings Page)*			
T Mobile	Pixel Fold: Monthly Up to $1000 OFF with new line on Go5G Next or Go5G Plus *(Deals page)* Pixel 8 Pro: $199.99 *(Deals page)* Pixel 8: P8 for free *(Homepage)* Pixel 7a : FREE with trade on Go5G Plus (Listings Page)			
BEST BUY	Pixel Fold:$1799 (Listing Page) P8 Pro: $1049 *(Phone Deals Page)* P8: $759 *(Phone Deals Page)* P7a: $499 *(Phone Deals Page)*		(Phone Deals page)	
amazon	P8/Pro: PwP Get 50% off on Buds with Pixel Phone (Listings Page) Pixel Fold: From $1799 *(Listings Page)* P7a: $ $499 *(Listings Page)*			

Landing Page Screenshots for Reference

Link to Master Folder with all previous WBR decks

Brand Prominence Across Platforms [Desktop, iOS & Android] | 29 Oct - 4 Nov

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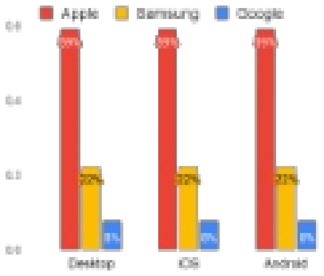
Mobile represents both iOS + Android

SS prominence boosts on VZ with S23 FE launch. Apple gives tough competition to Pixel on BBY.

verizon

Overall carrier split by device L1M: 43% 57%

Brand Share of Prominence



Samsung visibility increases

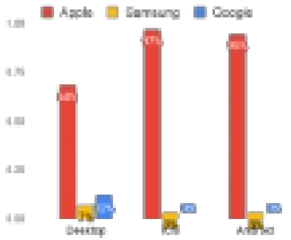
- S23/+ & S23 Fe added to multiple landing pages
- P8 Pro removed from Homepage

WoW Δ	Desktop	iOS	Android
Google	↓4%	↓5.9%	↓5.9%
Apple	↓1%	↑1%	↑1%
Samsung	↑5.1%	↑5%	↑5%

AT&T

Overall carrier split by device L1M: 75% 25%

Brand Share of Prominence



Pixel prominence dips

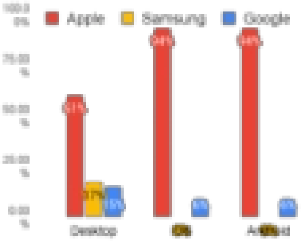
- Pixel 8 banner removed from Deals page.
- i14 replaced by S23 from Deals page

WoW Δ	Desktop	iOS	Android
Google	↓3%	↓5.5%	↓5%
Apple	↓3%	↑2.7%	↑2.7%
Samsung	↑4.5%	↑3%	↑3%

T Mobile

Overall carrier split by device L1M: 94% 6%

Brand Share of Prominence



Apple prominence rises

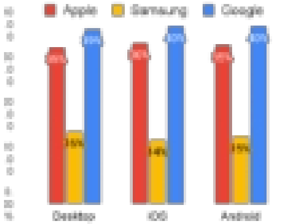
- i13 replaces Pixel 8 on Homepage and Deals page.
- ZFlip 5 replaces iPhone 13 on Deals.

WoW Δ	Desktop	iOS	Android
Google	↓4.56%	↓3.5%	↓8.7%
Apple	↑4.7%	↑3%	↑9%
Samsung	↑2%	0%	0%

BEST BUY

Overall carrier split by device L1M: 46% 64%

Brand Share of Prominence



Samsung prominence rises

- Samsung S23/ FE/ Ultra introduced on Phone Deals page.
- Pixel 7a introduced on Category Carousel.

WoW Δ	Desktop	iOS	Android
Google	↑0.5%	↑1%	↑1%
Apple	↓2.5%	↓2%	↓2%
Samsung	↑3%	↑3%	↑3%

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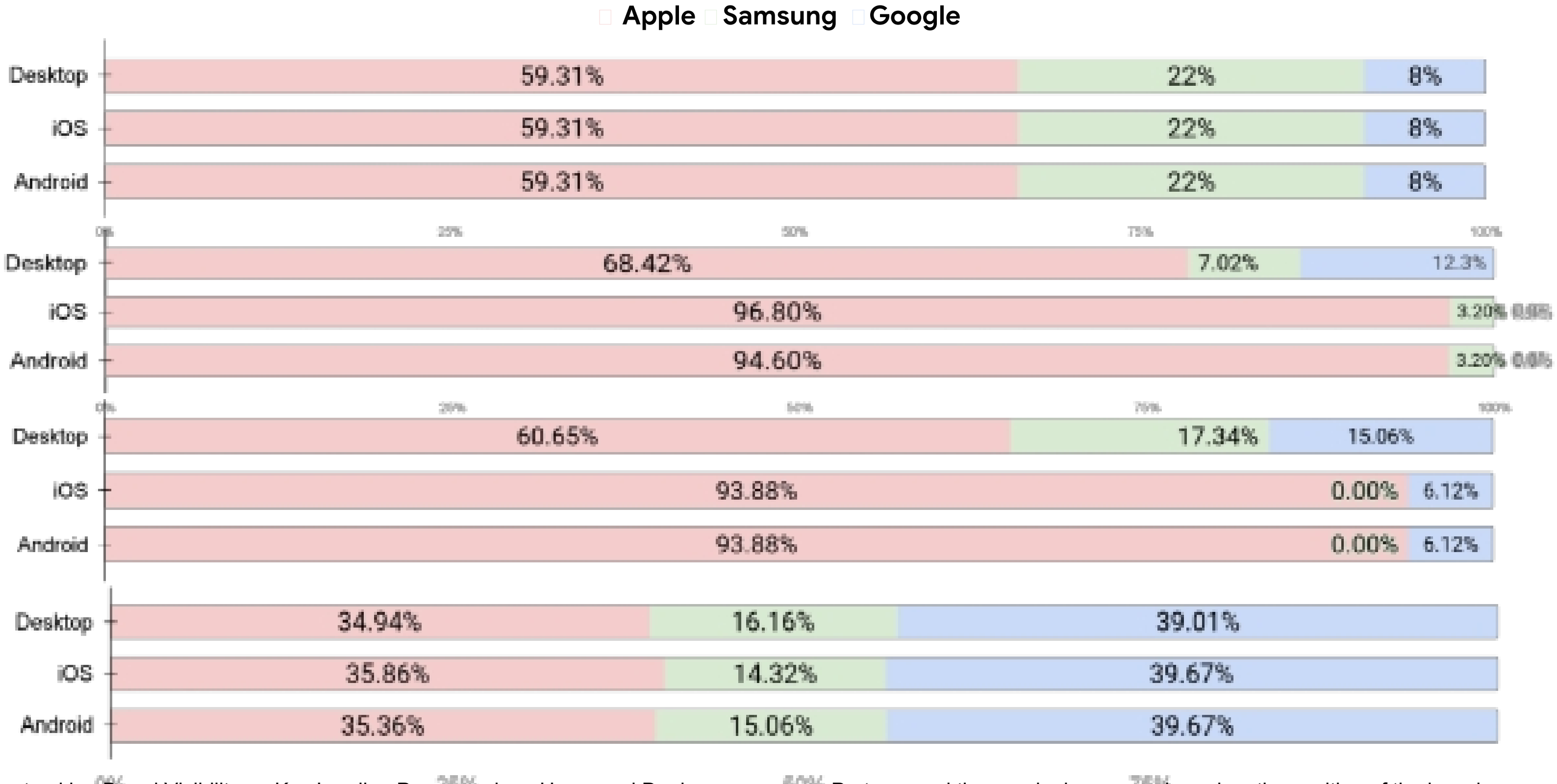
Brand Prominence/ Placements Across Partners (Week of 29 Oct - Nov 9)

- Google's SoV diminished across partners as Samsung gains traction on Key Landing pages however, Google continues to give tough competition to Apple on BBY,maintains highest SoV.
- On AT&T,Google saw no Key prominence on Android and iOS devices (0% SoV) as Apple dominates prominence.



SoV is determined by tracking Brand Visibility on Key Landing Pages such as Home and Deals pages across Partners and then assigning scores based on the position of the brand on the page(First Tile, Second Tile, Carousels etc)

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How does Symphony extrapolate this data?

Our team monitors Brand Visibility on Key Landing Pages (e.g., Home and Deals pages) for these partners.
We then assign scores and calculate the Share of Visibility. This data is collected daily and aggregated to provide weekly figures.

The current data on this slide pertains to the week of October 29 (29/10-04/11).

For a more comprehensive view, please refer to the 'Brand Prominence Overview' section on the US Exec Dashboard-https://lookerstudio.google.com/c/reporting/88134f85-a29f-47ff-be38-e5d4176d4c4b/page/p_wkmswrcl2c