

Index

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

WBR Master Folder (with all past decks)

Summary

1

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

November

W1 |
7 Nov

W2 |
14 Nov

W3 |
21 Nov

W4 |
28 Nov

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

2023

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

July

W1 |
03
July

W2 |
10 July

W3 |
17 July

W4 |
24 July

Execution Opportunities

Call out	Detail	First Reported on	Action Owner
Scope to improve Pixel Buds attach, currently Pixel PDP promoting SS (Tab + Watch) promos	<ul style="list-style-type: none">● Scope to highlight Pixel Buds (Allegro / Stretto) 50% PWP promo on Pixel PDPs and improve ecosystem sales● Samsung + Verizon instead promote Galaxy S9+ Tab & Watch6 PWPs on all phone PDPs (including Pixel devices)	27 Jul	VZN: Dallas (CSA) Justyna (PM)
Lower Pixel promo value advertised v/s actual on T-Mo (

Sales Drivers

- Pixel generated strong traffic on T-Mo, **P7a and P7 Pro** emerge as top growth models, owing to strong visibility & promos on landing Pages ([ref](#))
- On BBY, drop in P7/Pro/7a discounts ([ref](#)) post Black Friday in July event, demand translated to → commensurate drop in sales (**↓30%**)

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro
	8,999	10,261	6,389
Sales	1%	6%	-2%
Wk 29	VZN	TMO	AT&T
	8,122	5,362	7,945
	Δ 0.3%	Δ 6%	Δ 42%
	BB		
	3,365		
	Δ -30%		
Mkt Units	Pixel 7	Pixel 7 Pro	
As of Wk 26	190K	1.3M	
	Δ -6%	Δ -6%	
Mkt Share			
As of Wk 26	16.5%	2.8%	
	Δ -1.4%	Δ 0.6%	

Sales data taken from [go/hwp-tableau](#) refreshed in case of updates through the week

Overall P7 / 7a displayed growth

AT&T experienced growth in P7 sales. P7 Pro sales fell sharply

on BBY, but improved on TMO

Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.3M Δ -2.6%	53.8M Δ 0.7%	41.2M Δ -0.9%	22.8M Δ -19.2%
Google PDP Traffic	32.9K Δ -9.5%	35.5K Δ 53.6%	16.8K Δ 2.7%	65.2K Δ -35.3%
Google Share of Traffic	11.8% Δ -1.9%	14.8% Δ 4.8%	11.4% Δ 0.8%	28.9% Δ 0.2%

Pixel sees **strong PDP growth** on T-Mo, **now higher than VZN**

Updated as of 24 Jul
Refreshed Mondays

As of 07/24

Warning : The document was created with Spire Presentation for Python

- Pixel Devices continue to have **highest visibility on AT&T Home Page** and Deals page. However, Pixel banner on Deals page **does not** feature Pixel Fold.
- On Verizon Pixel Fold continues to be on 1F on home page, while on deals Pixel Visibility **increased** to 1F
- On TMO, Pixel Fold is present on 1F on the HomePage. Pixel Fold is present on 3F on the deals page.

Verizon



VZN: Pixel Fold banner is placed on 1F on Home page, while 1F on deals page.

Moreover, Pixel Fold promo not updated with bundle offers.

T-Mobile

TMO: Pixel devices have no presence on Home



Home page

Deals page

AT&T



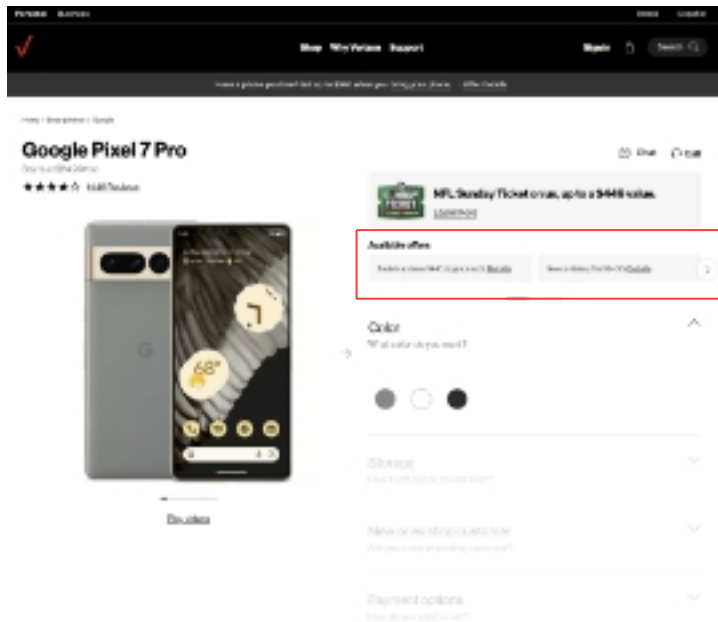
AT&T: Pixel Device banners continue to dominate landing pages, however **scope** to include Pixel Fold



Pixel opportunities on VZN: Additional PWP offer (bundle) and Switcher missing



















































PWP 50% off Google Buds Pro, not advertised on Pixel PDP.

However, VZN PDPs (including Pixel devices) promote the Galaxy S9+ Tab and Watch6 PWPs



Pixel Buds Pro PDP




OEM logo by order of appearance <input type="checkbox"/> Pixel Risk				
Partner	Pixel offer	Home Page	Deal Page	Listings Page
	P7 Pro for \$10/mo (\$200 Switch + \$540 Disc) (<i>Listings Page</i>) P7 for \$5/mo (\$200 Switch + \$520 Disc) (<i>Listings Page</i>) Pixel 7a free (\$550 Uniq Discount) (<i>Deals page</i>)	  	  	  
	P7 Pro for \$10/mo no TI required (<i>Deals Page</i>) P7 for \$5/mo no TI required (<i>Listings Page</i>) Get the new Google Pixel 7a at \$2/mo (<i>Deals page</i>)	  	  	  
	Pixel 7 Pro: \$29.17 pm for 24 mos (22% off) (<i>Listings Page</i>) Pixel 7: Only \$99 (<i>Deals Page</i>) P7a: \$500 off W/TI + GWP: Free Stretto (<i>Listings Page</i>)	  	  	  
	P7 & P7 Pro: Microsoft Xbox Game Pass 1 mo + YT Prem 3 mos + PWP: 50% off Allegro or Stretto P7a: Save \$50 on new unlocked Google Pixel 7a + PWP: 50% off Allegro or Stretto	  	   (<i>Phone Deals page</i>)	  
	P7 Pro: \$100 IR (<i>Listings Page</i>) P7: \$90 IR (<i>Listings Page</i>) P7a: \$40 IR (<i>Listings Page</i>)	  	  	  

Updated as of 24 Jul
Refreshed Tuesdays

Highlights


In anticipation of Fold 5 launch, offer changes on SS Foldable phones with Pixel Fold placement updates observed


Pixel's overall PDP traffic dropped by ~15%, where BBY dropped by >35%, while TMO's traffic improved by >50%



While Pixel retained the hero status in terms of its visibility it stayed constant, while Apple's visibility seemed to improve




- **Hero Device:** Pixel devices retain the hero status on key landing pages
- Samsung promotes the upcoming Flip Preorder Launch by adding a timer on the homepage






Pixel which gained some visibility advantage after Fold launch has now lost it to become on par with SS, as its visibility improved

- **Hero Device:** i14 Pro Max gets the hero status
- Pixel Fold banner drops from the deals page




17/07

25/07

Samsung.com (1P)

SS provides App Exclusive offer and promotes new launch

- \$50 SS credit promo is being advertised on reserving the Pre-Order of the upcoming launch, along with heavy promotions of the event



- SS provides an extra \$25 off exclusively for purchases made via SS App

