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

WBR Master Folder (with all past decks)

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Symphony resources

US Promotions:

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

US Traffic Dashboards:

go/pixel-online-us

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go/pixelpromotracker

US Exec Dashboard:

go/pixelperformance

Historical Digital WBRs

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Execution Opportunities / Gaps

Call out	Detail	First Reported on
P7 traffic surges on VZN, however <u>bundle still not updated</u>	<ul style="list-style-type: none"> Potentially owing to launch of P7 Bundle on VZN, PDP traffic surged from ~600 desktop visits → 3.1K visits. Watch sales also grew However VZN P7 bundle still not correctly updated on the PDP L2W 	<u>1 May</u> Justyna actioning with VZN
Lower promotions than actual on Best Buy and T-Mobile	<ul style="list-style-type: none"> While BBY banners highlight max TI of \$200, P7 Pro Unlocked PDP specify max TI of \$530, and actual savings go as high as \$715 (Ref) On T-Mo, P7 Pro deals specify 'savings of \$500 on TI', but TI models as i14 Pro Max yield values of >\$600 (Ref) <ul style="list-style-type: none"> Competitor models are seen to advertise full value of TI 	<u>1 May</u>
Fall in ratings and reviews for Pixel devices on AT&T	While S23 Ultra gained 200 reviews WoW, while both P7 and P7 Pro lost reviews and ratings fell to 1.5 and 2.2 respectively	<u>2 May</u> Fixed

Other Insights

Call out	Detail	Suggested Action
Samsung A54 reactions ahead of P7a launch	<ul style="list-style-type: none"> A54 pricing on VZN fell from \$10 to \$5/mo between 5-7 May, and \$75 with activation on BBY on 2 May. Fluctuations on \$350 discount (no TI) on T-Mobile (Ref) 	Continue to closely <u>monitor</u> competitor promotions
On VZN, P7 Pro promo clashed with i14 Plus promo, leading to low effectiveness	<ul style="list-style-type: none"> Both P7 Pro and i14 Plus launched a '<u>Get for FREE</u>' offer with strong visibility on the same date (04 Apr), however only i14 Plus with similar visibility saw significant WoW traffic growth upto 80% (23K → 42K desktop visits WoW) 	<u>8 May</u>

Updated as of 8 May
Refreshed Mondays

Sales Drivers

- P6a sales **grew ~3x on T-Mo** mainly on offline channels and without any placements on digital, also grew slightly on NR and Verizon
- Strong bundle offers on VZN leading to **improving** WoW Watch sales

Sales

Pixel 7		Pixel 7 Pro	
Total	8,763	4,388	
WoW	-15%	-31%	
Sales			
Wk 18	VZN	TMO	AT&T
	5,032	3,882	3,500
	Δ -11%	Δ -1%	Δ -23%
			BB
			1,887
			Δ -26%
Mkt Units			
As of Wk 11	152K	Δ 2%	1.4M Δ -3%
Mkt Share			
As of Wk 11	19.1%	Δ -1.4%	2.4% Δ 0.3%

Overall Pixel sales dropped WoW. 2.8x growth in P6a weekly sales on T-Mo, drop on P7 and P7 Pro. Pixel Watch sales grow on VZN & NR

Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	12.9M Δ 196.6K	48.2M Δ 2.4M	38.5M Δ 1.6M	22.0M Δ 623.6K
Google PDP Traffic	25.4K Δ 6.8K	13.5K Δ 1.1K	5.3K Δ -1.7K	37.6K Δ -16.5K
Google Share of Traffic	8.6% Δ 2.2%	6.4% Δ 0.6%	3.3% Δ -0.9%	17.6% Δ -6.1%

Slight improvement in total partner traffic on VZN, ATT & BBY, **strong growth on T-Mo; slight SoT ↑ on VZN** **Sharp WoW ↓** in BBY PDP traffic after weeks of high SoT

Pixel placements and promotions **improves** on Verizon, but **remain low** on T-Mo and AT&T

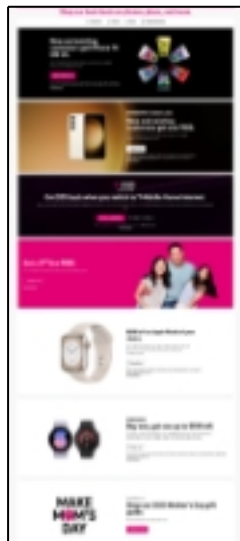
Verizon



VZN: All 3 OEMs continue bundle visibility, **P7 Pro gains visibility 'For Free' promo on Deals page** (replaces P7 bundle right under i14 Plus 'For Free')

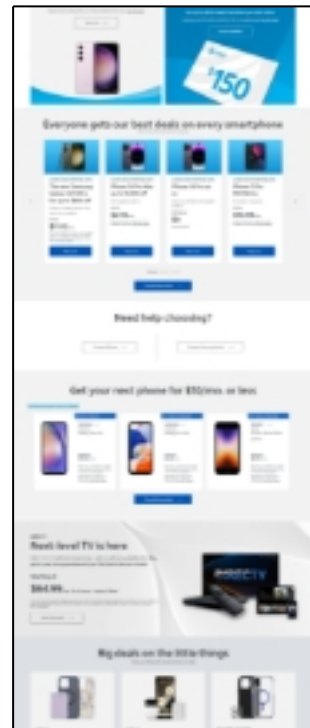
However **P7 PDP not updated with new bundle**

T-Mobile



T-Mo: **No visibility** on homepage or deals page

AT&T

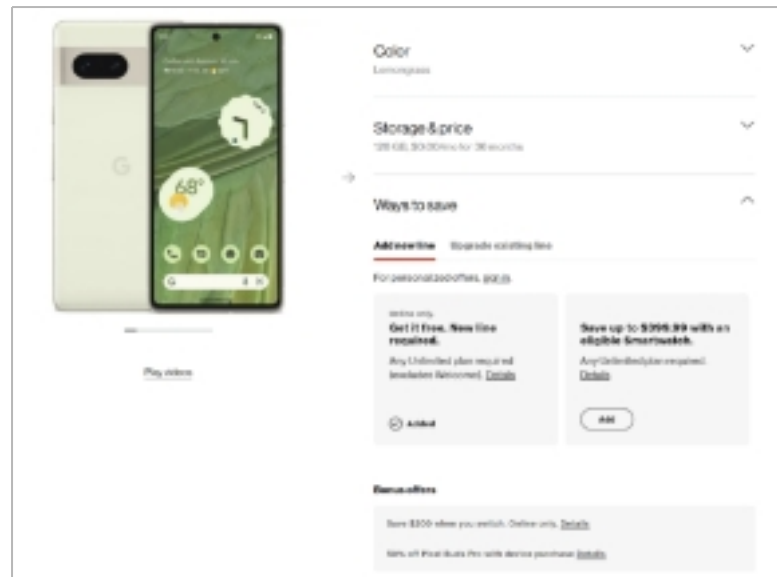
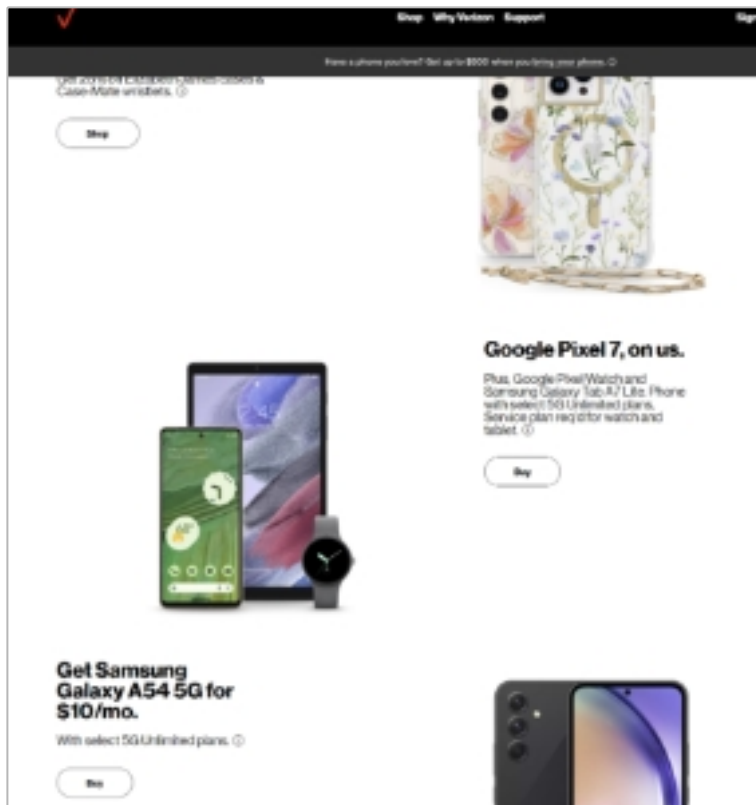


ATT: Pixel continues to have **no placements on Home page**

Strong scope of placements with other premium segment OEM devices on Deals / Phone Deals pages.

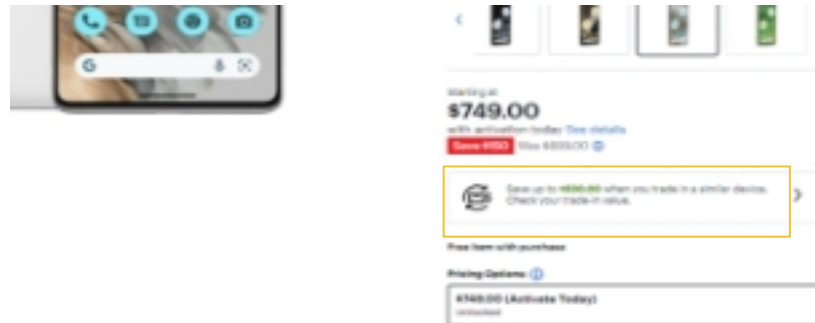
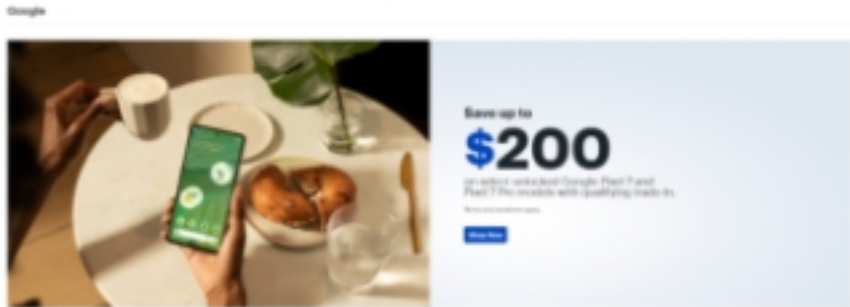
Bundle offers on Pixel devices continue on deals page, but placements at the bottom

Verizon Pixel 7 Bundle not correctly updated on the PDP for 2 weeks



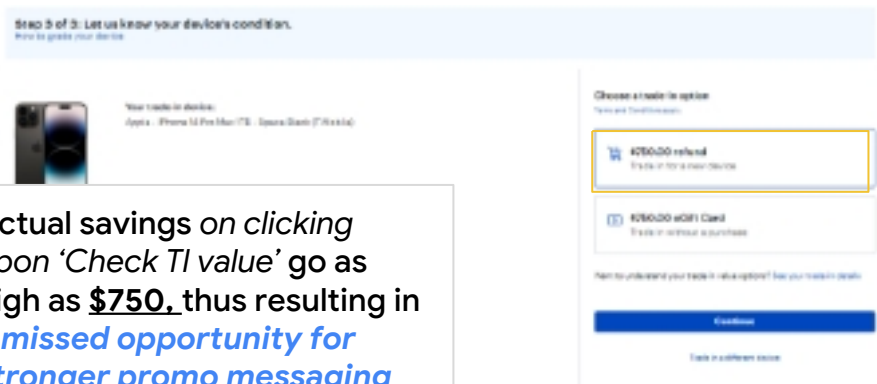
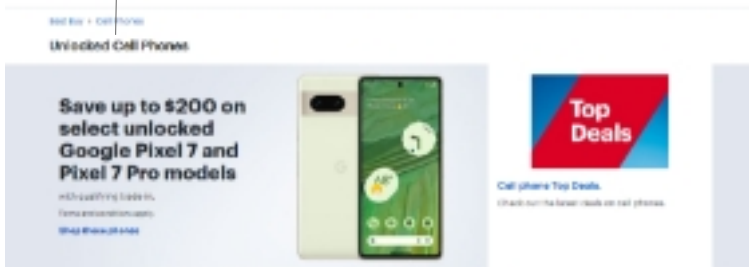
While VZN Deals & Phone Deals pages feature a new Pixel 7 bundle, the PDP still mentions a **generic watch promo (instead of Pixel Watch)** + Galaxy Tab A7 Lite promo **missing**

Lower Promo Value advertised than actual for Pixel on Best Buy for last 3 weeks



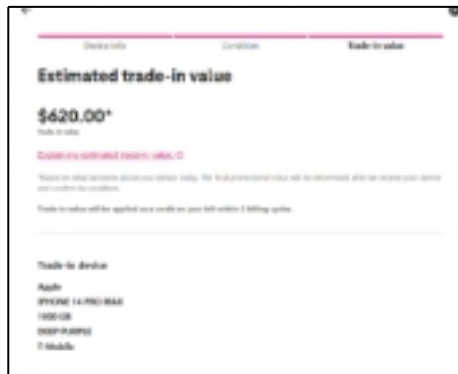
Pixel 7 Pro Unlocked PDPs specify max TI savings of \$530

Both Top Deals page banner and Unlocked Cell Phones page banners highlight max TI savings of upto \$200, however..

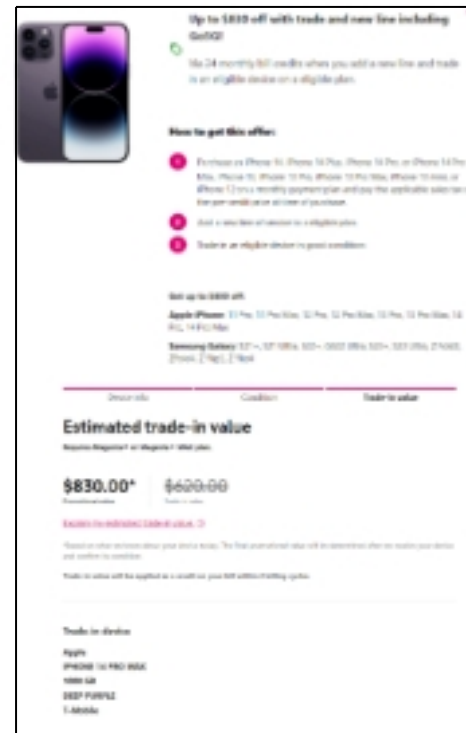


Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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

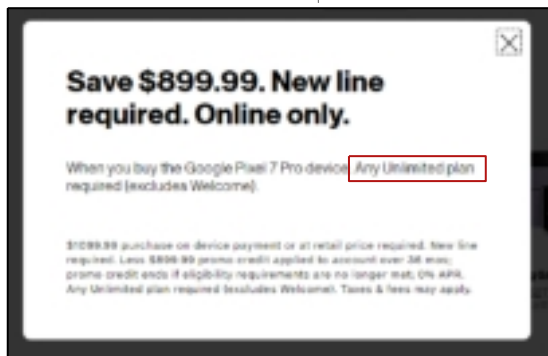
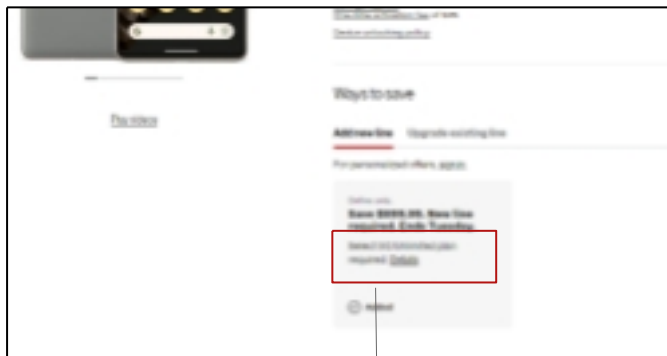


However this is not the case for competitor models (S23) and (i14 series) where advertised TI value is equal to actual



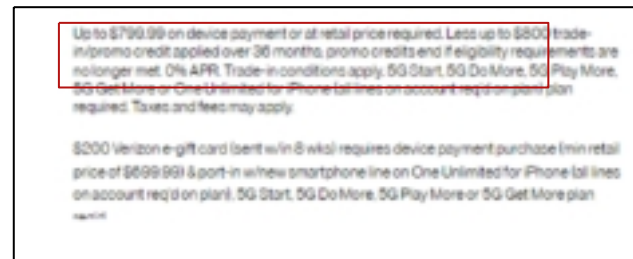
But Actual savings on clicking upon 'Check TI value' go as high as \$620, (select models such as i14 Pro Max) thus resulting in a *missed opportunity for stronger promo messaging for Pixel*

On VZN, offer displays eligibility for 'Select 5G Unlimited' whereas should be 'All Unlimited' for Pixel and Samsung devices



Pixel 7 Pro

Upon clicking on the P7 Pro and S22 Ultra offers, the landing page reflect offer eligible for All Unlimited Plans while it displays Select 5G Unlimited at the PDP, potentially cutting down on TG and reducing reach significantly



Samsung S22