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

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

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#### 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

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

## Pixel / Competitive Insights

Call out	Detail	Suggested Action
Apple average TI drops on carriers 1M post launch YoY	<ul style="list-style-type: none"> <li>In Wk of Oct 9, TMO i15 Pro/Max Avg. TI ↓ from \$1000 to \$830 (Go5G Next/Plus), further ↓ to \$708 in Wk of Oct 16.</li> <li>On VZ, GTI taken off Oct 19; avg. TI ↓ to \$817 for i15/Plus</li> <li>This reduced TIs impact seemed to reflect in overall WoW change in traffic as iP15 series overall traffic dipped ↓ 18% (15 - 21Oct)</li> <li>Similar pattern observed YoY, with Apple TI dropping 1 month post launch While for iP14 Pro AVG TI dropped from \$700 to \$635 on 10 Oct 2022, iP15 Pro AVG TI dropped from \$788 to \$708 on 16 Oct 2023</li> </ul>	YoY trend of dropping Apple promos 1M post launch; plan to tap into opportunity
GWP / bundle promos see drop across BBY Unlocked	<ul style="list-style-type: none"> <li>As per plan, Pixel Buds/ Watch bundle launch offers taken off P8/Pro. P7a's \$100 unique discount also taken off BBY Unlocked</li> <li>For Samsung, Google One and Amazon Music bundle offer taken off all devices</li> <li>BBY garnered highest P8/Pro traffic (60K) followed by VZ (41K) and T-Mo (34K)</li> </ul>	Monitor and sustain demand on NR (esp. BBY) until BF

## Sales Drivers

- Google traffic dipped across partners primarily due to demand drop for P8/Pro. On BBY, P8 series traffic declined WoW (**P8P down by 60K visits**), but retains **highest Pixel SoT(30%)** across carriers.
- Pixel Fold saw slight demand uplift however, this did not result in sales boost (down from **2.7K → 600 units**)

### Sales

Total	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
WoW	3,935	9,343	17,273	618
Sales	-19%	-28%	-50%	-78%
Wk 42	VZN	TMO	AT&T	BB
	13,779	6,994	5,415	4,981
	Δ-36%	Δ-42%	Δ-43.9%	Δ-58%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 39	100K Δ -9%		2.8M Δ 30%	
Mkt Share	19.8% Δ 0.9%		0.7% Δ -0.6%	
As of Wk 39				



### Traffic

#### Total Partner Traffic

VZN	TMO	AT&T	BB
14.9M	52.0M	44.0M	21.8M
Δ -0.3%	Δ 0.5%	Δ 3.9%	Δ -10.2%

#### Google PDP Traffic

43.2K	36.4K	22.4K	77.9K
Δ -35.5%	Δ -12.5%	Δ -33.9%	Δ -49.7%

#### Google Share of Traffic

9.9%	11.9%	8.3%	30.3%
Δ -3.1%	Δ -0.1%	Δ -3.2%	Δ -11.1%

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

Overall, Pixel sales dipped across product lines particularly P8 Pro sales saw sharp decline (collectively **down by 23K units**) across all carriers

Pixel struggled to sustain demand, experienced a two-week consecutive decline across partners, while partner traffic increased slightly on T-Mobile and AT&T.



# KPI deep dive

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

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



# US Carrier - Desktop Traffic (15 Oct -21 Oct)

## Carrier and OEM level insights:

Pixel's traffic sees a WoW decline after the Launch Week. Furthermore, Apple's overall traffic has been consistently diminishing for the fourth consecutive week as the iP15 Series loses momentum.

## Model level insights (Desktop Traffic only):

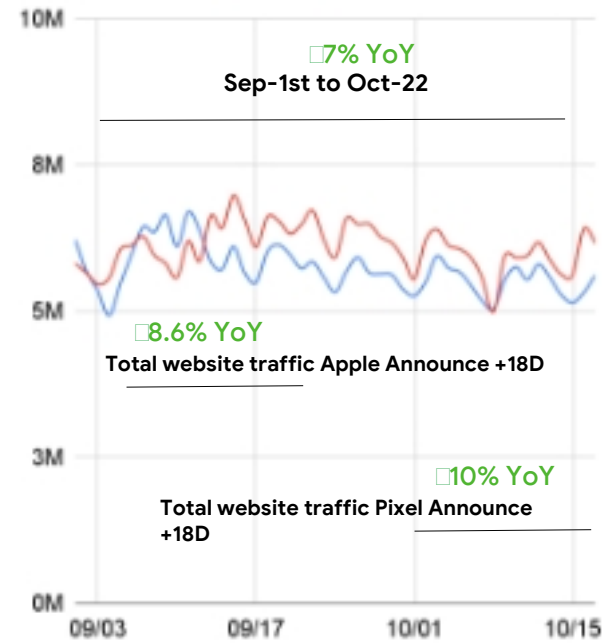
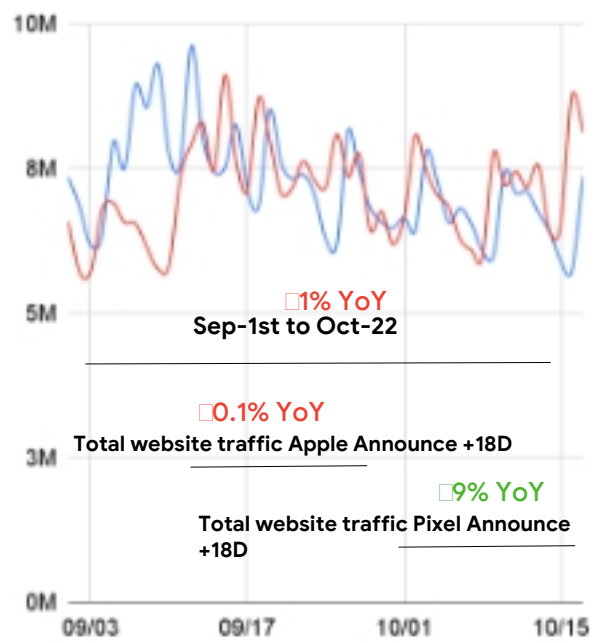
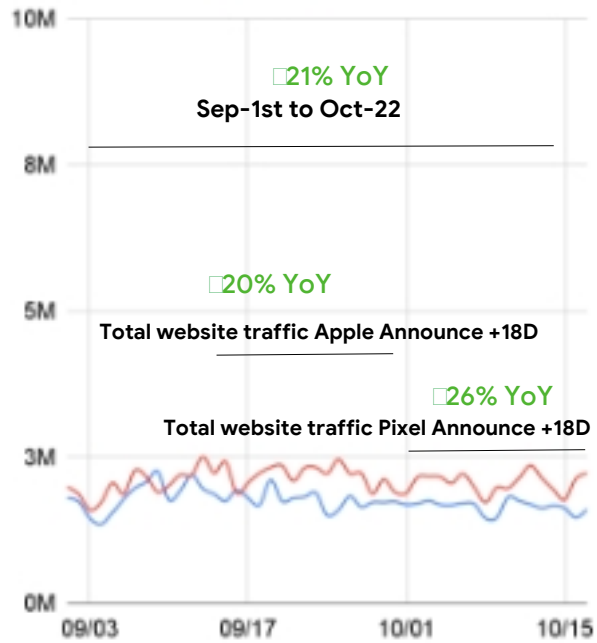
- Overall, Pixel 8 series traffic dipped on across carriers. BBY continues to garner highest P8/Pro traffic (60K) followed by VZ (41K) and T-Mo (34K)
- i15 series traffic continues to dip for fourth straight week however, the Ultra Premium Segment (iP15 Pro/Pro Max) continues to drive higher demand v/s Mid Segment (iP15/Plus)
- Overall, S23/ Ultra dropped WoW, while S23+ showed overall growth (□5%) but suffered a significant decline on BestBuy (□90%). Additionally, Z5 series continues to dip (Fold5:□12%,Flip5:□42%).

Category	TOTAL			BEST BUY			AT&T			T - MOBILE			VERIZON		
	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY
Website	131,652,940	-733,410 ↓	10.7% ↑	21,765,880	-2,482,32... ↓	-10.7% ↓	44,043,610	1,659,84... ↑	15.2% ↑	51,950,300	252,660 ↑	14.3% ↑	14,907,910	-40,500 ↓	26.2% ↑
Desktop	26,541,640	-6.0% ↓	-8.8% ↓	9,556,180	-11.9% ↓	-11.4% ↓	8,793,310	-1.6% ↓	-13.0% ↓	3,060,700	1.7% ↑	4.9% ↑	5,131,450	-6.0% ↓	-3.2% ↓
Mobile	106,126,060	1.0% ↑	17.0% ↑	12,209,700	-8.9% ↓	-10.2% ↓	35,250,300	5.4% ↑	25.4% ↑	48,889,600	0.4% ↑	15.0% ↑	9,776,460	3.0% ↑	50.3% ↑
Pixel	179,900	-39.5% ↓	-47.7% ↓	77,858	-49.8% ↓	-55.4% ↓	22,432	-33.9% ↓	-20.2% ↓	36,434.8	-12.5% ↓	-20.4% ↓	43,175	-35.6% ↓	-54.8% ↓
Samsung	196,915	-15.3% ↓	-34.2% ↓	55,242	-19.0% ↓	-39.3% ↓	33,711	-17.5% ↓	-12.8% ↓	50,933.3	-14.5% ↓	-37.0% ↓	57,030	-10.7% ↓	-35.7% ↓
iPhone	874,951	-11.0% ↓	18.6% ↑	110,428	-19.2% ↓	-4.4% ↓	214,368	-3.1% ↓	28.3% ↑	214,808	-10.3% ↓	5.8% ↑	335,347	-13.1% ↓	33.0% ↑

VZ total website traffic remains lower than competitors, however sees strong 25% YoY growth post Pixel announce. TMo traffic remains stagnant, while AT&T grows slightly



Total online traffic volumes (any page) for 2022 v/s 2023

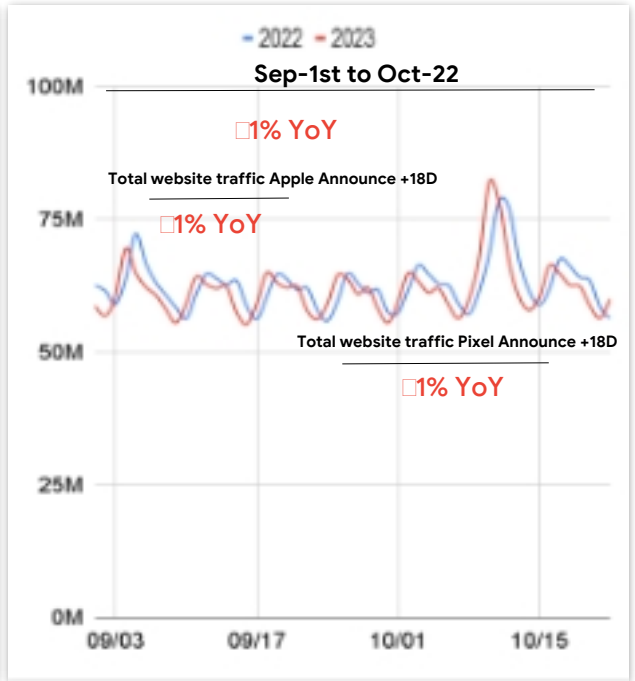
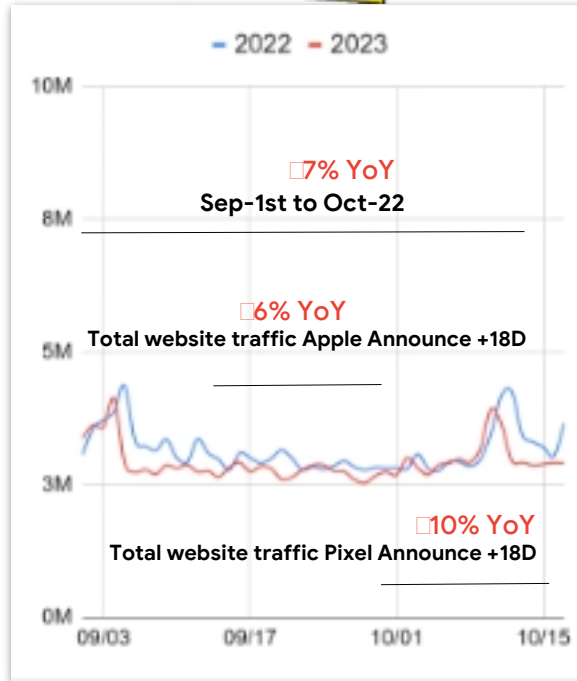
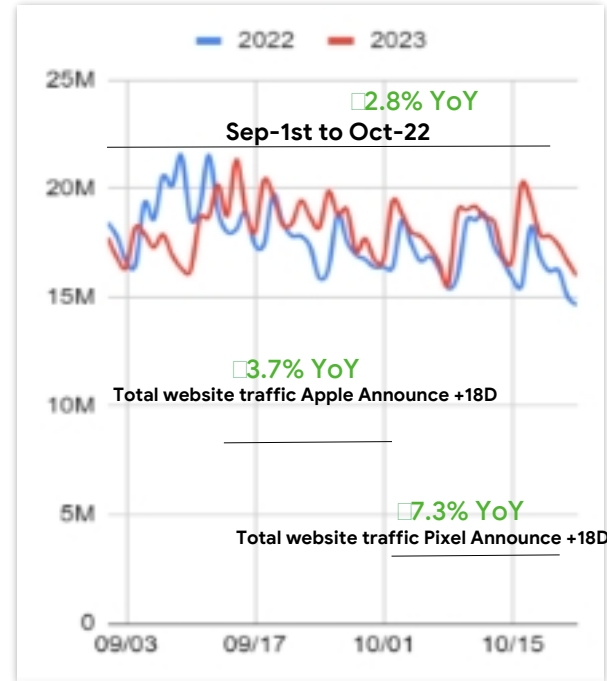


**Total traffic across major US partners grew marginally YoY. Best Buy dipped YoY. Overall website traffic on Amazon remained flat YoY, while **AMZ Smartphone Category traffic dipped 7% YoY****



## Total US

[VZ + TMO + ATT + BBY]



Total website traffic volumes (any page) for 2022 v/s 2023

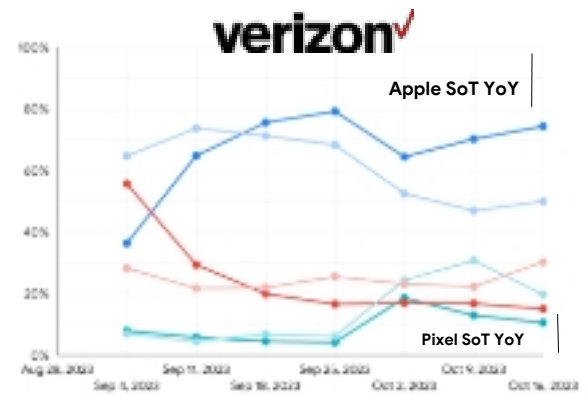
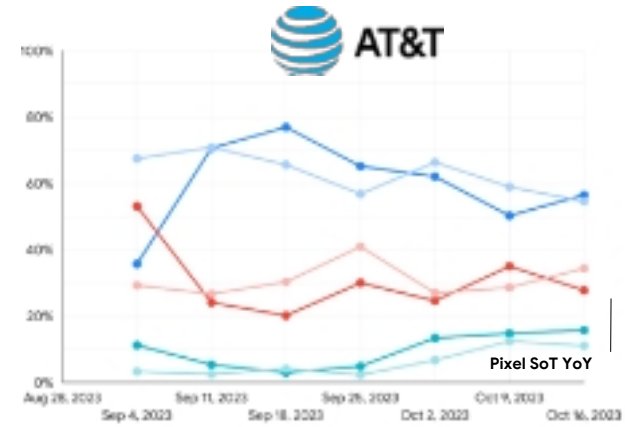
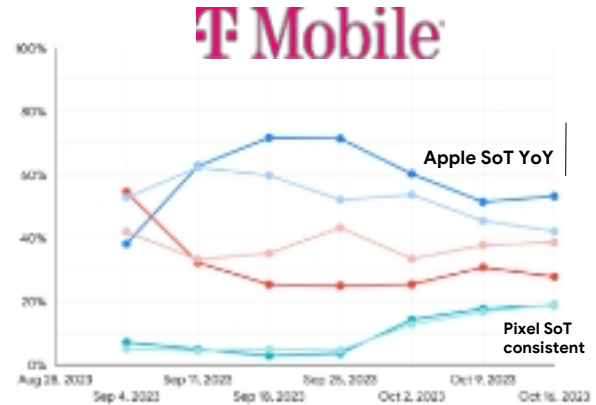
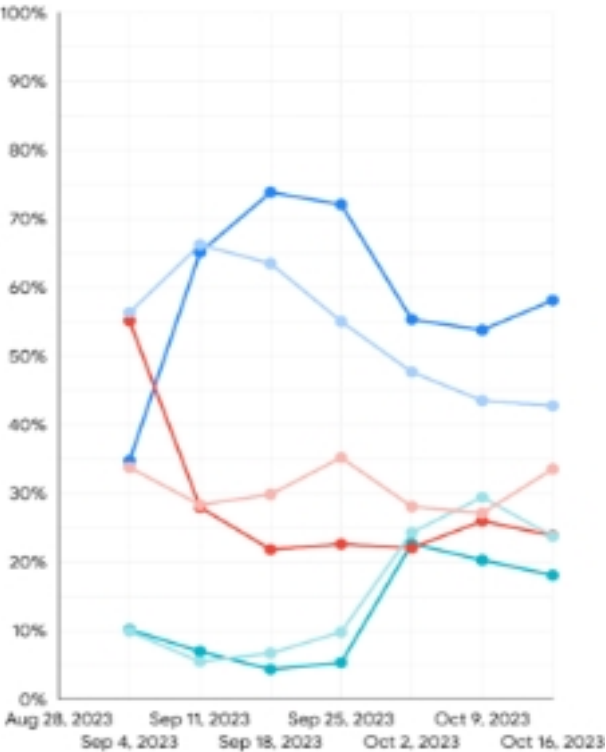




While Pixel's share of traffic (SoT) YoY is up marginally on AT&T and consistent on TMO, it dipped by >10% on VZ. Thus, VZ's website traffic growth could be attributed mainly to Apple, which grew multifold YoY

Total US

[VZ + TMO + ATT + BBY]





# YoY Digital Funnel metrics (Pixel & iPhone announce + 2W)

Partner	Total Website traffic YoY	Smartphone Category traffic YoY	P8/Pro vs P7/Pro traffic YoY   Google SoT YoY		P8/Pro SO YoY	iP15 vs iP14 traffic YoY   Apple SoT YoY		iP15 Series SO YoY
	▢25%	▢11%	▢3%	▢15%	▢51%	▢89%	▢3%	Up 6% YoY, growth spread across models. Driven by 1) Pro Max 2) Base in '23 v/s 1) Pro 2) Pro Max  <i>[Per Global MI team share out from Counterpoint]</i>
	▢9%	▢14%	▢58%	▢5%	▢47%	▢21%	▢1%	
	▢8%	▢12%	▢9%	▢1%	▢41%	▢38%	▢11%	
	▢9%	▢22%	▢26%	▢1%	▢30%	▢29%	▢10%	

Timeline<sup>[1]</sup>: (Pixel8 Announce + 2W) (Pixel 8 Announce + 2W) (Pixel 7 Announce + 2W) (Pixel 8 Announce + 2W) (iP 14 Announce + 2W)  
 v/s (Pixel 8 Announce + 2W) v/s (iP 15 Announce + 2W)

- AT&T witnessed significant YoY increase in Pixel 8 series demand, driven P8 Pro which translated into 47% YoY uplift in Pixel 8 Series sellout (up from 6.2K → 10.7K units)
- VZ dip in demand led by lower P8 Pro traffic
- On BBY, P8 series traffic declined notably YoY however, BBY retains highest Pixel SoT (52%) across carriers

## Notes on metrics to be interpreted indicatively:

- SO figures are online + offline cumulative
- [1]: Actual Dates in Speaker Notes