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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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[Brand Prominence \(iOS, Android, Desktop\) + Traffic Trends](#)

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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

Call out	Detail	First Reported on	Action Owner
VZN: Pixel Watch PDPs missing PWP bundle messaging (Ref)	<ul style="list-style-type: none"> While, Samsung and Apple have ongoing PWP offers with their OEM smartphones, Pixel Watch misses on highlighting the Phone GWP on the watch PDP 	22 May	VZN: Dallas (CSA) Justyna (PM)
Lower promotions value advertised v/s actual on T-Mo (Ref) & BBY Unlocked (Ref)	<ul style="list-style-type: none"> On T-Mo, P7 deals market \$500 savings on TI, but actual values >\$600 (OEM + Carrier TI) Competitor models push full TI value On BBY Unlocked, PDP mentions \$500 while actual value goes up to as \$750 	1 May [T-Mo], 5 Jun [BBY]	TMO: Gary (CSA) Brittany (PM) BBY: Diane (CSA)

Other Insights

Call out	Detail	Suggested Action
On BBY, mid-segment models performed well LW, Samsung pushes Flip/Fold4 with strong promos / placement TW. Apple n-1/2 performs well	<ul style="list-style-type: none"> Mid-segment models performed well on BBY: i14 Plus 65%, P7 43% and S23+ 25% WoW growth. i12 / mini demand surged on BBY Pixel SoV <10%; P7's \$100 off w/actvn was not advertised extensively Samsung boosts Z4 offers on TMO, SoV on BBY 	Monitor Flip / Fold promos closely, on BBY pitch for stronger promo visibility for Pixel
On AT&T, Pixel Fold witnesses demand surge for 2nd consecutive week <u>even w/o key landing page placements</u>	<ul style="list-style-type: none"> Pixel Fold sees record Desktop SoT on AT&T. Pixel Fold traffic grew for 2nd consecutive week on AT&T (↑ 11% WoW). No key placements 	Improving ATT Pixel Fold placements to further boost demand
On AT&T, iPhone dominates SoV on iOS, while Pixel has highest visibility on Desktop and Android (Ref)	<ul style="list-style-type: none"> Apple has high SoV on iOS. While Google has 1F placement, Apple dominates with 2F and B2F placements (i14, i13 and i12 series banners) On Desktop and Android, Pixel has higher SoV 	Improve placements on iOS to target switchers

Updated as of 03 Jul
Refreshed Mondays

Sales Drivers

- Pixel generated strong PDP traffic on VZN, T-Mo & AT&T. On VZN, **P6a and S23+** emerge as top growth models with **>50% WoW demand**
- Pixel Fold demand stagnates on VZN, while witnessing a surge for **2nd consecutive week on AT&T (↑ 11%)** even w/o key landing page placements
- Pixel BBY SoT remained low owing to stronger comp performance; Mid-segment models performed well on BBY: i14 Plus **65% WoW growth**, P7 **43% growth**, S23+ **25% WoW growth**. For S23+ , free storage promotion now also featured on the deals page ([Ref](#))
- Interestingly, i12 demand surged on BBY

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro				
	8,599	8,313	7,559				
Sales	2%	8%	-7%				
Wk 26	VZN	TMO	AT&T	BB			
	8,181	6,015	7,975	2,300			
	Δ 7%	Δ -10%	Δ 6%	Δ -5%			
Mkt Units	Pixel 7		Pixel 7 Pro				
As of Wk 24	213K	Δ 10%	1.2M	Δ 19%			
Mkt Share	Pixel 7		Pixel 7 Pro				
As of Wk 24	19.9%	Δ 24.1%	2.9%	Δ 3.6%			



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	14.1M Δ -0.9%	51.7M Δ -0.8%	39.4M Δ -1.2%	24.0M Δ 1.0%
Google PDP Traffic	39.5K Δ 1.0%	18.9K Δ -9.6%	21.5K Δ 4.4%	28.3K Δ 5.5%
Google Share of Traffic	12.4% Δ 0.4%	9.2% Δ -0.7%	14.4% Δ 0.5%	17.6% Δ -1.4%

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

Sales for P7 series grew slightly on AT&T and VZN.

P7 sales grew on BBY in line with demand.

Pixel BBY SoT continued to drop WoW due to stronger demand for Apple and SS devices. TMO witnessed a **decline in traffic across partner, category and PDP levels**. Slight SoT increase in PDP traffic on VZN & AT&T

Evaluation Page 2: Continues to have **highest visibility** on AT&T Home Page and Deals page.

- On Verizon Pixel Fold continues to be on 2F on home page and on Top Fold on deals page with **highest visibility**.
- On TMo Pixel devices continue to remain absent on **Homepage and Deals page**

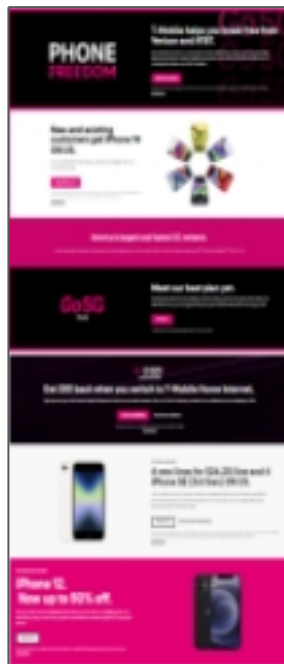
Verizon



VZN: Pixel Fold banner is placed on 2F on Home page and on Top Fold on deals page.

T-Mobile

TMo: Pixel devices have no presence on either Home / Deals pages on T-mobile.



Home page

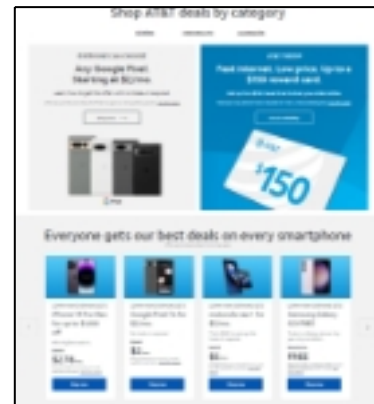


Deals page

AT&T



AT&T: Pixel Device (including Pixel Fold) banners are still at the top across all the pages on AT&T.



Moreover, Pixel Fold promo not updated with bundle offers.



VZN Missed Pixel opportunity: Combining existing offers for stronger messaging

Opportunity :

i14 Pro Max combines its TI offer (\$1000 off) + Switcher (\$200) to market the device as

'On Us' when you switch

P7 Pro has stronger offer with \$720 off (no Trade-in needed)

Opportunity to revise marketing by combining the \$720 off + \$200 Switcher

'P7 Pro On Us' when you switch, no TI needed

All systems Pro.
iPhone 14 Pro Max.
Get it on us.

Limited time only. When you switch,
with select trade-in and Unlimited Plus
plan. [1]

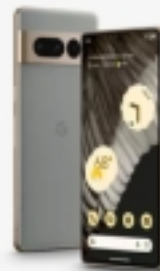
Buy



Get Google
Pixel 7 Pro for
\$5/mo.

Online only. With Unlimited Plus plan,
plus \$200 when you switch. [1]

Buy



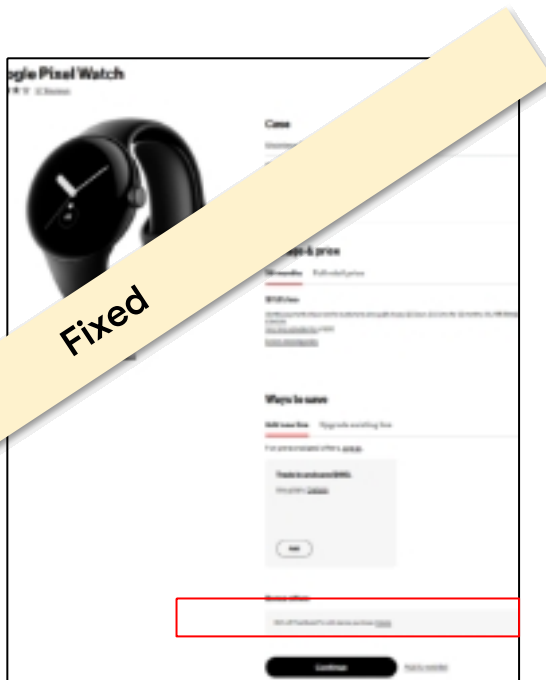
Justyna actioning with Verizon

Missed Pixel opportunities on VZN: Marketing PWP (bundle)

Opportunity 1:

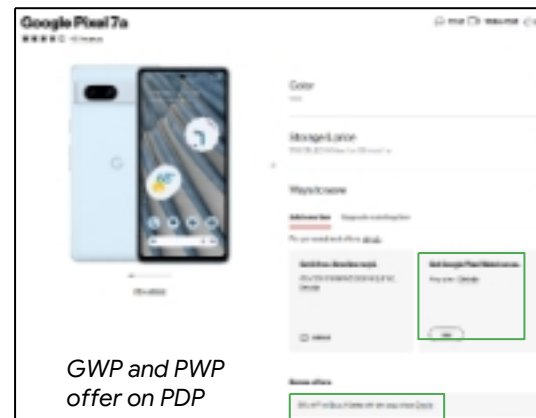
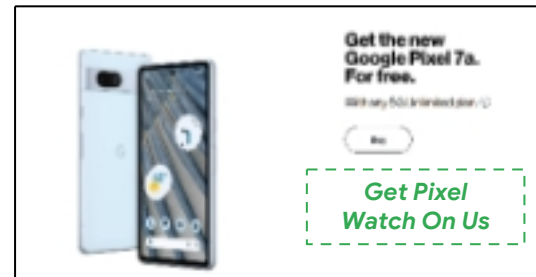
While, Samsung and Apple have ongoing PWP (bundle) offers with their respective smartphones, Pixel Watch misses on highlighting GWP on PDP

and help drive ecosystem bundle sales



Opportunity 2:

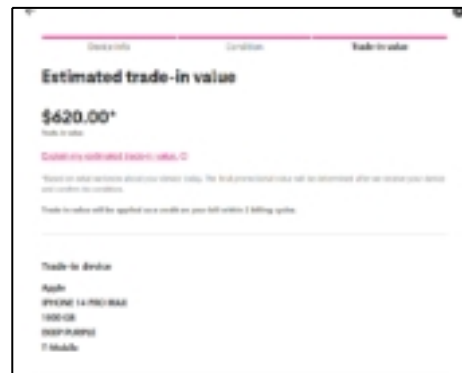
Deals page banners can also highlight Pixel Watch GWP



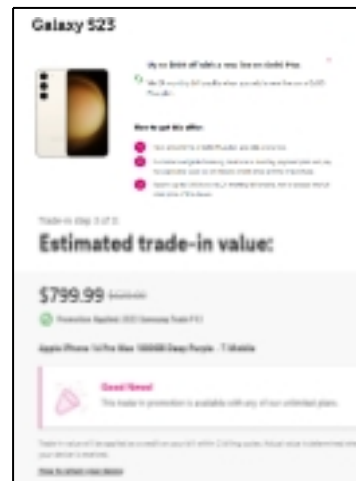
GWP and PWP offer on PDP

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

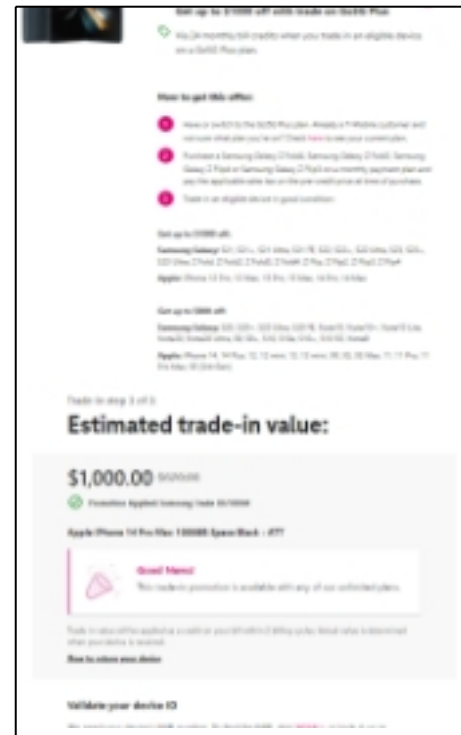
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



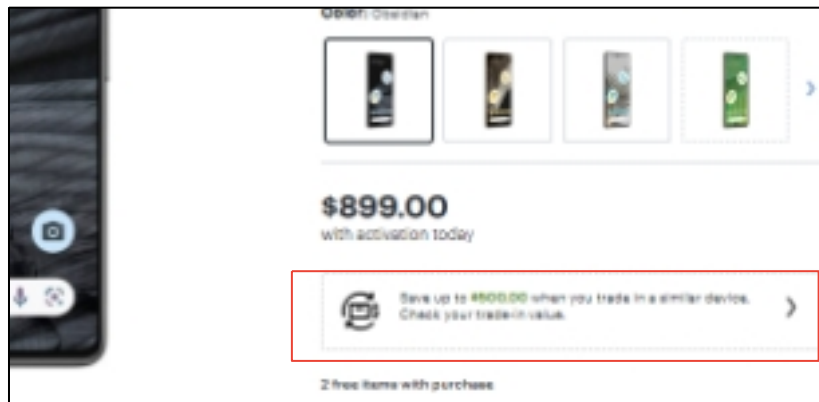
But Actual savings on
clicking upon 'Check TI
value' go as high as
\$620, (select models
such as i14 Pro Max)
thus resulting in a
*missed opportunity
for stronger promo
messaging for Pixel*



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



Lower Promo Value advertised than actual for Pixel 7 Pro on Best Buy Unlocked



Pixel 7 Pro Unlocked PDPs specify max TI savings of \$500

Actual savings on clicking upon 'Check TI value' go as high as \$750, thus resulting in a *missed opportunity for stronger promo messaging for Pixel*

