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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/pixelonlineus](https://go.pixelonlineus)

US Promo Trackers:

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

US Exec Dashboard:

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

Historical Digital WBRs

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Call out	Detail	First Reported on	Action Owner
VZN: GWP Watch and PWP Buds promo missing on PDPs	<ul style="list-style-type: none">● Missed opportunities to promote ongoing promo;<ul style="list-style-type: none">○ VZN shop page banner highlights Pixel Watch GWP, promo missing on Watch and Phone PDPs. (ref)○ While Pixel Buds PDPs are highlighting a PWP promo, banner missing on device PDPs. (ref)	28 Aug	VZN: Dallas (CSA), Justyna (PM)
BBY T-Mo: Lower Pixel promo value advertised v/s actual (

Competitive Insights

Call out	Detail	Suggested Action
<p>As TMO and VZN both launched new premium plans, the focus on cashing in new customers with high spending power becomes clear.</p> <p>VZN's premium device promotions also have limited eligibility on premium plans only (Ultimate and Plus)</p>		
BBY Q2 Phone Device revenue shows dip, Pixel digital traffic continues dropping	<ul style="list-style-type: none">● Pixel WoW desktop traffic on BBY sees a drop of 30%, while for Apple it increases by ~3% and Samsung dips only by ~6%● BBY Q2 Phone Device revenue ↓ by <u>6.4% YoY</u>, combined with dropping Pixel visibility. The retailer also lowered the high-end of its full year revenue outlook	Stronger and targeted Q4 NR promos to capture market share
In-store purchases and discount driven shopping trended during BTS (Jul-Aug '23)	<ul style="list-style-type: none">● During BTS Offers digital traffic remained largely flat YoY (dipping nearly 50% in Aug for BBY YoY) reflecting in-store purchase preference during this period as highlighted in this <u>Sensormatic</u> study. Price remained the most important factor for	Strategize to stand out online during back to school season

Updated as of 04 Sept
Refreshed Mondays

Sales Drivers

- Pixel Fold experienced robust demand uplift on VZN (↑ 26%) for 2nd consecutive week, however the demand growth didn't translate into growth in sales (↓ 7%)
- P7 / Pro sales on BBY dipped, corresponding with demand drop for P7 series following the removal of the \$200 Instant Rebate.
- Notably, P6a sales grew by ↑ 128% on T-Mo to 7.3K units LW (from 3.2K units)

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	Pixel Fold
WoW	5,492	7,855	3,447	1,367
Sales	5%	-5%	-21%	19%
Wk 35	VZN	TMO	AT&T	BB
	7,150	4,264	4,684	2,063
	Δ -1%	Δ 13%	Δ 14.6%	Δ -47%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 32	160K Δ -6%		1.2M Δ 3%	
Mkt Share	Pixel 7		Pixel 7 Pro	
As of Wk 32	14.2% Δ -1.5%		3.1% Δ 0.2%	

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

Overall, P7/Pro sales dipped while P7a and Pixel Fold saw boost.

BBY saw sharp decline in P7/Pro sales, with P7 falling from 1.9K → 500 units and P7 Pro down from 1K → 400 units

Traffic

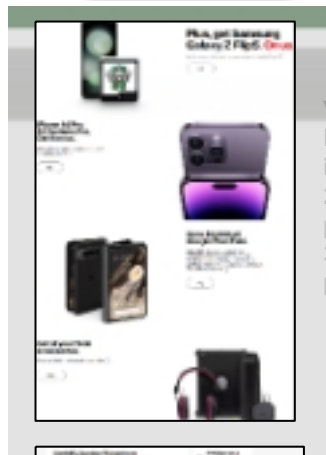
	VZN	TMO	AT&T	BB
Total Partner Traffic	13.8M Δ -0.9%	48.0M Δ -0.9%	43.7M Δ 0.5%	23.4M Δ 5.3%
Google PDP Traffic	40.3K Δ 24.8%	18.1K Δ 9.7%	8.4K Δ 18.3%	25.1K Δ -30.5%
Google Share of Traffic	12.5% Δ 2.0%	10.2% Δ 1.5%	5.9% Δ 0.5%	14.7% Δ -4.3%

PDP traffic surged on VZN, T-Mo and AT&T however, it witnessed a sharp drop on BBY, primarily attributed to demand drop for the P7 series.

Evaluation Warning : The document was created with Spire.Presentation for Python

- On Verizon Pixel Fold continues to be on 2F on home page, Pixel visibility on deals page reduces further
- On TMO, Pixel devices continue to remain absent on Homepage page and on deals page..

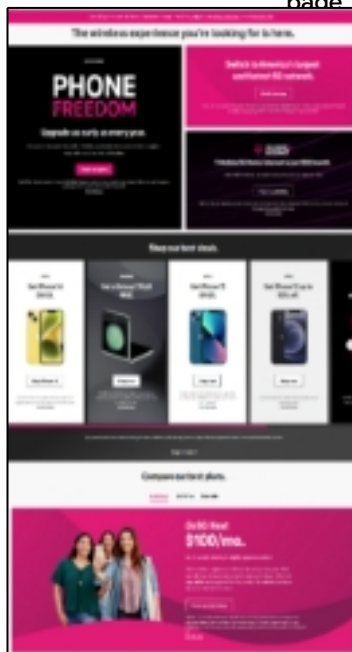
Verizon



Verizon: Pixel Fold banner is placed on 2F on Home page, while 3F on deals page.

T-Mobile

TMo: Pixel devices have no presence on Home page

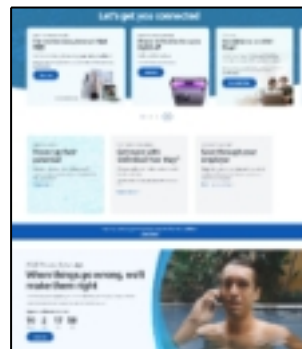


Home page



Deals page

AT&T



AT&T: Flip/Fold 5 banners dominate landing pages, scope to improve Pixel placements



Moreover, Pixel Fold promo not updated with bundle offers.

Evaluation Warning : The document was created with Spire.Presentation for Python

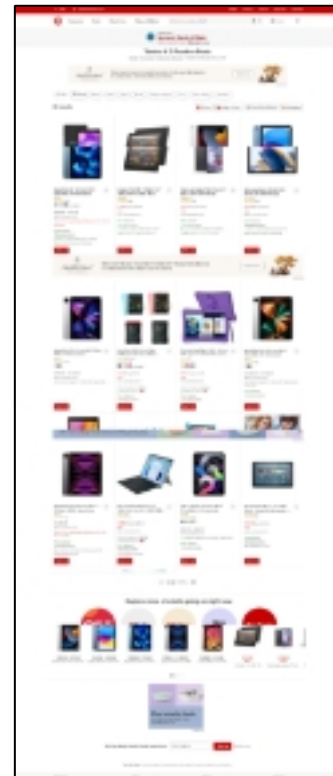
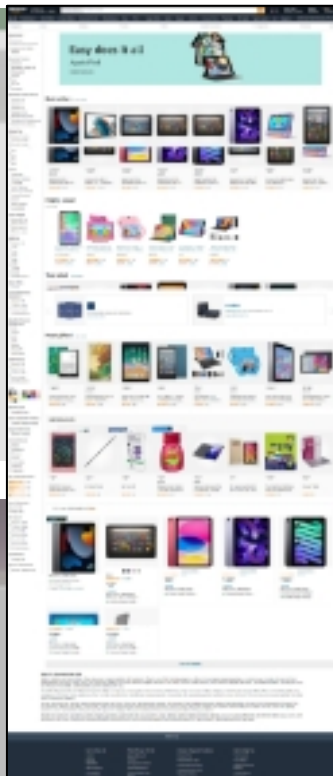
Apple iPads dominate across all three carriers, Pixel tablets are not visible on any of the tablets deals page for all three carriers, Samsung Galaxy Tab offers slightly improved from save up to \$100 to \$120.

Amazon

Best Buy US

Best Buy CA

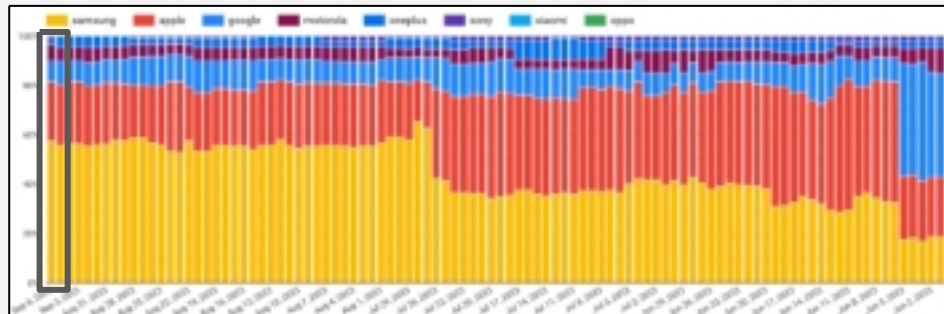
Target



Pixel's WoW traffic on BBY dropped by 30% as BBY posts weak Q2 '24 results

BBY's phone device revenue down by 6.4% YoY in Q2.
Overall traffic is down by 9%.

Pixel sees a major impact of this as **WoW** traffic sees a **30% drop** while growing by 3% for Apple and dipping by ~6% for Samsung.



Adding to the overall reduction in traffic, Google Website visibility is the lowest amongst Samsung and Apple and has been near its quarterly low

Verizon pushes premium device promotions on 'Unlimited Ultimate' plan

- Most of the NLA and UPG trade-in promos are eligible only for the new Unlimited Ultimate plan (eg. devices such as S23 Ultra, Pixel 7). Direct Discounts mostly applicable for both plans (Ultimate & Plus)
- Premium and mid segment device promotions have a plan eligibility of premium plans (Ultimate and Plus) while entry segment phones such as iSE3 and A54 have promos eligible across all plans, *indicating focus of pushing premium plans for premium/mid segment users.*

Up to \$799.99 on device payment or at retail price required. Upgrade required. **Unlimited Ultimate plan required.** Less up to \$800 trade-in/promo credit applied over 36 months; promo credit ends if eligibility requirements are no longer met. 0% APR. Trade-in conditions apply. Taxes and fees may apply.

TI Plan for i14 specifies Unlimited Ultimate Plan Only

<div> <div> <p>If you love movies, series & more</p> <p>\$50^{per month}</p> <p>Unlimited Ultimate</p> <p>Disney Bundle</p> </div> <div> <p>If you love your Apple favorites, all together</p> <p>\$40^{per month}</p> <p>Unlimited Plus</p> <p>Apple One</p> <p>Apple Music</p> <p>Apple TV+</p> <p>Apple iCloud+</p> <p>Apple Arcade</p> </div> <div> <p>If you love easy shopping, savings & more</p> <p>\$35^{per month}</p> <p>Unlimited Welcome</p> <p>Amazon + Membership</p> </div> </div>			
<div> <div> <p>4 lines</p> <p>\$40/line¹</p> </div> <div> <p>3 lines</p> <p>\$30/line¹</p> </div> <div> <p>2 lines</p> <p>\$15/line¹</p> </div> <div> <p>1 line</p> <p>\$75/line¹</p> </div> </div>			
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<p><small>¹For lines and lines. When porting your new phone, selected Ultimate Plan provides the \$50-\$75 promo credit per phone applied over 36 mos. when you add 1 or more new lines. For 4th and 5th lines, no promo credit. Unlimited Plus provides the \$30-\$20 promo credit per phone applied over 36 mos. when you add 1 or more new lines. For 4th and 5th lines, no promo credit.</small></p>			
Date	03/01/2024	03/01/2024	03/01/2024
Unlimited premium date	Included	Included	---
Mobile Storage	60GB	30GB	---
International data, calls, & text abroad	2GB + Credits	Mexico & Canada	Mexico & Canada
Verizon Name Internet	Verizon Name Internet service \$25/mo. service availability varies.	Verizon Name Internet service \$25/mo. service availability varies.	Verizon Name Internet service \$40/mo. service availability varies.
Over-the-air	High	Mid-high	Low-Mid
Bring your own device savings	Up to \$540 promo credit	Up to \$540 promo credit	Up to \$480 promo credit
Connected device discounts	Up to 50% off 2 device plan	Up to 50% off device plan	---
Streaming quality	Up to 1080p HD	Up to 1080p HD	Up to 403p HD

T-Mo's Go5G Next offers annual Phone Upgrade; strong visibility for Go5G Next Plan promos

Focus on Upgrade users intensifies as newer plans are allowing quicker upgrades

- **Go5G Next vs Go5G Plus vs MM**
Go5G Next users Upgrade every 1 Year while for Go 5G Plus users can Upgrade every 2 Years. Magenta Max does not have upgrade offer, and has differentiated promos for NLA & UPG
- Go 5G Next and Plus offers 50 GB high speed hotspot MM has 40GB mobile hotspot support

New Plan
(Highest priced; prices total for 3 phone lines)

Get a DISCOUNT 2nd line

Go5G Next

\$180 /mo. \$444/mo.

for 3 phone lines
with 100% discount using eligible payment method.
Requires an eligible payment method.

Taxes & fees included

Upgrade your phone as often as every year.
Enjoy great device deals for new & existing customers and all the amazing benefits of Go5G Next, like unlimited premium data and entertainment on us.

Includes:

- All the great benefits shown above
- Taxes & fees included
- Unlimited premium data¹
- Netflix on Us (2-screen within a household)
- 50GB high-speed mobile hotspot

[View full plan details >](#)

Get a 2nd line FREE

Go5G Plus

\$150 /mo. \$444/mo.

for 3 phone lines
with 100% discount using eligible payment method.
Requires an eligible payment method.

Taxes & fees included

New & existing customers always get the same device deals and can upgrade every two years with New in Two. Plus, enjoy benefits like unlimited premium data, streaming entertainment & travel perks.

Includes:

- All the great benefits shown above
- Taxes & fees included
- Unlimited premium data¹
- Netflix on Us (2-screen within a household)
- 50GB high-speed mobile hotspot

[View full plan details >](#)

Magenta® MAX

\$170 /mo. \$444/mo.

for 3 phone lines
with 100% discount using eligible payment method.
Requires an eligible payment method.

Taxes & fees included

All Magenta benefits = unlimited premium data on a 5G plan that can't slow you down based on how much data you use

Includes:

- All the great benefits shown above
- Taxes & fees included
- Unlimited premium data¹
- Netflix on Us (2-screen within a household)
- 40GB high-speed mobile hotspot

[View full plan details >](#)

Select phone plan

PHONE UPGRADES AND OFFERS			
<input type="text" value="att.com/5g"/>	✓ Upgrade ready every year	✓ Upgrade ready every two years	
New and existing customers always get the same great phone offers	✓ Included	✓ Included	

18/10/2024