



Business Overview

Exec Summary

Strengthen Pixel promos on BBY, especially for Unlocked

- BestBuy launched Google subsection on homepage 14 Feb onwards, with Unlocked offers in spotlight
- BestBuy has seen record high Pixel SoT (both WoW and YoY) and growing sales in last 3-4W
- However, P7 Pro + P6a offers **reduced** on Unlocked as on 27 Feb. This could **negatively impact the growth trend**

Takeaways/Next Steps

Improve Unlocked discounts for P7 Pro and P6a to effectively compete with SS and Apple, and tap into growing prominence for smartphones on the carrier

PoC

NA

Strong placement effectiveness on VZN; extend promo across plans

- P7 Pro banner replaces P7 banner in L2W
- P7 sales see strong uplift on VZN, 39% ↑ WoW
- Opportunity to extend P7 Pro TI for All Unlimited customers, tap into TAM of 150k from existing Select Prem plans of 36k

Consider extending upto \$900 TI to All Unlimited Plan customers to effectively compete with S23 series

NA

Pixel's traffic, sales & prominence ↑ on VZN, with P7 Pro 1.1K units ↑ WoW in 19-25 Feb. Pixel also sees record high overall SoT led by BBY sales (especially P7). Samsung continues to see strong placements several weeks post announce. Apple focuses on i13 series

Sales



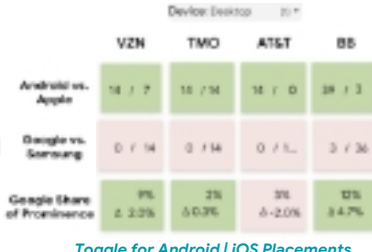
P7+Pro sales ↑WoW, led by VZN, with strong sales/traffic ratio (31%). Strong 4W continued ↑ on BBY, 2W ↓ Sales & placements on AT&T

Traffic



Overall traffic (desktop + mob) ↓ across carriers, Google DSKTP visits ↑ on VZN & TMO, ↑ Google YoY total SoT (12.8%), BBY (30%), highest in 2023

Placements/Prominence



S23 dominates home page Android placements across devices; Google SoBP ↑ BBY, in line with sales & traffic

Availability

% of cases where P7 / Pro shipment times are less than 2 days



Availability details by model / variant / carrier

Falling S22 series availability on T-Mo;

Carriers with key WoW Δ

	Mobile	Carriers + Unlckd	Other carriers
P7 Pro	Bundle of \$201 on Pixel watch	TI x, Uniq disc ↓ \$150-\$250 on unlocked	Uniq Disc \$125 ↓ AMZN
P6 Pro	-	-	Uniq Disc \$150 ↓ AMZN
i14 Pro/Max	Bundle of \$201 on watch SE2	-	
i13 Pro	Uniq disc of \$730	-	
S22 Ultra+	Unlisted from the website	BBY AT&T- TI removed BBY-unlocked- Uniq disc ↓ \$100 for S22 Ultra, S22+ ↑ unig disc to \$100	S22 Ultra- ↑ unig disc to \$279
P7	Bundle of \$201 for Pixel watch	BBY-Unlocked- ↑ unig disc to \$100	-
i13	Bundle of \$201 on watch SE2 Uniq disc of \$730	-	i13 unig disc ↑ to \$700 on VZN

Promotional Landscape

Models with key WoW Δ

Stronger i13 Series promos on all 3 carriers - with unique discounts to capture discount focused customers, while TI focus remains on i14 series

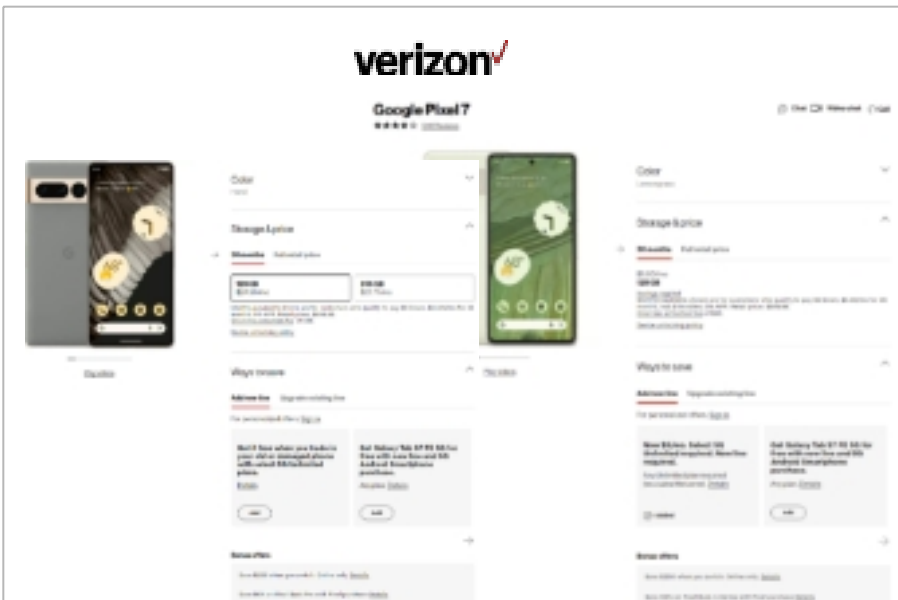
Stronger n-1 and Entry Premium promos + placements: i13 of unig disc, in line with overall n-1 push; A53 unique discount ↑

Focus on Bundle offer launches: Watch bundles (Pixel Watch, Apple Watch SE2) launched for P7/Pro, P6a, i14/i13 resp post 6W

Fall in Pixel promos on BBY Unlocked (upto \$250 ↓ for P6a, P7/Pro)

Amazon upto \$150 ↓ in discounts for P7 Pro/P6 Pro base variants, SS premium models ↓

		Pixel <input type="checkbox"/> Apple <input type="checkbox"/> Samsung <input type="checkbox"/> Non-branded banners <input type="checkbox"/>		
Partner	Pixel 7/7 Pro offer	Home Page	Deal Page	Category Page
Verizon	Get Google Pixel 7 Pro on us with select trade-in and select 5G plans. Online Only. Plus \$200 when you switch <i>(Deals page)</i> (\$200 Switch +Upto \$900 NLA TI / \$800 Upg TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	Get Pixel 7 for \$5/mo <i>(Listings Page)</i> (\$200 Switch + \$520 Discount + Upto \$700 Upg TI)			
AT&T	Get the Google Pixel 7 Pro free with T/I <i>(Listings page only)</i> (Guaranteed TI \$939)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	P7 at \$10/mo, no trade-in required <i>(Deals Page)</i> (\$300 Discount + Upto \$280 AT&T Promotional cards on TI)			
T-Mobile	Save upto \$600 on the P7 Pro <i>(Deals Page)</i> (\$500 Discount + Upto \$600 TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	Get the Pixel 7 for FREE <i>(Deals Page)</i> (\$500 Discount + Upto \$600 TI)			
Best Buy	Save \$100 on storage upgrade on select P7 & P7 Pro cell phones (Unlocked) <i>(Top Deals > Cell Phones page)</i> P7 Pro: \$150 Unique Discount (\$749 Activate Today / \$899 Activate Later) P7: \$100 Unique Discount (\$499 Activate Today / \$599 Activate Later)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Amazon	P7 Pro: \$150 off on listing price, P7: \$100 off on listing price	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

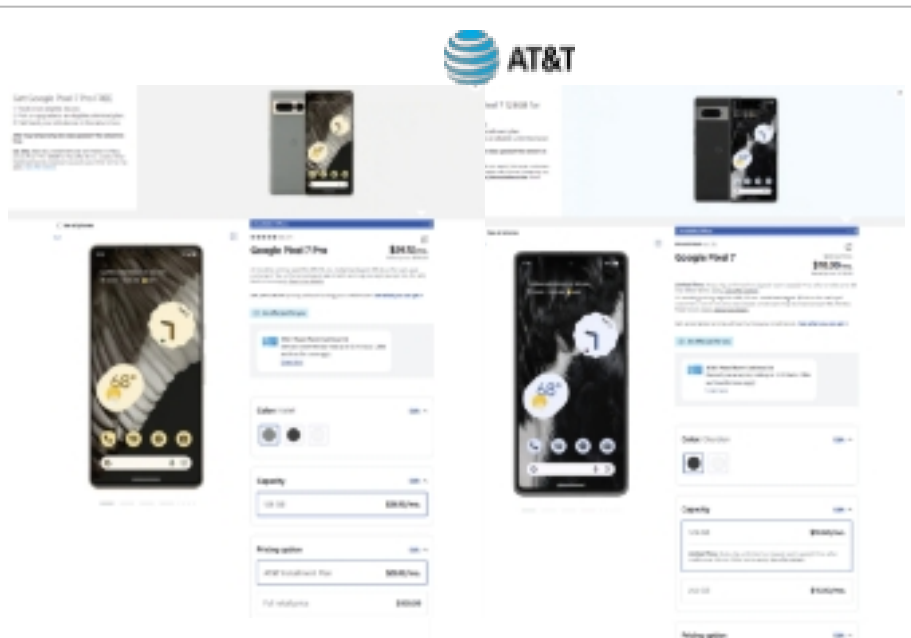


P7 Pro

\$200 NL Switch (Both Plans) +
Upto \$900 NLA TI + Upto \$800
UPG TI (Select Unltd Plans only)

P7

\$200 NL Switch (Both Plans) +
\$520 Unique Discount NLA (Both
Plans) + Upto \$700 UPG TI
(Select Unltd) [UPG Free but not
highlighted on carrier pages]



P7 Pro

Guaranteed \$939 NLA & UPG TI
(marketed as FREE)

P7

\$380-\$300 Unique Discount
(starting at \$10/mo)

T-Mobile



P7 Pro

P7

MM: Upto \$600 off on TI
Mainstream: Upto \$300 off on TI
Both: \$501 NLA Unique Discount

MM: Upto \$600 off on TI
Mainstream: Upto \$300 off on TI
Both: \$500 NLA Unique Discount



Unlocked



P7 Pro

P7

\$150 Unique Discount (\$749
Activate Today / \$899 Activate
Later)

\$100 Unique Discount (\$499
Activate Today / \$599 Activate
Later)

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$899)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$700)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Select/Prem Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520	-	-	340
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	900	1000	0	800	800	1000	0	800	800	-
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	800	800	800	800	800	440	700	800	800	0
All Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520	-	-	340
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	800	800	-	-	-	800	-
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	800	800	-	-	-	800	-

- S23 series has upto \$800 TIs targeting a wider audience on VZN (All Unltd)

			<div>Pixel at disadvantage</div>						<div>Pixel at advantage</div>		<div>Pixel on par</div>	
			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$939)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$739)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Eligible Unltd	NLA	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	1000	999	999	350	800	799	350
	UPG	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	1000	999	999	350	800	799	350

- P7 has a unique discount making it available at >\$10/mo., no TI - unlike i14 and S23 which have TI upto \$800 off

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$899)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$599)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Magenta Max	NLA	Discount	501	-	-	800	800	800	500	-	800	800
		BOGO	-	-	350	350	-	-	-	350	-	-
		Max TI	600	1000	1000	1000	1000	1000	600	1000	1000	1000
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	350	350	-	-	-	-	350	-	-
		Max TI	600	400	400	1000	1000	1000	600	400	1000	1000
Mainstream	NLA	Discount	500	-	-	400	400	400	500	-	400	400
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	300	800	800	500	500	500	300	800	500	500
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	300	400	400	500	500	500	300	400	500	500

Highlights

Apple n-1 devices (i12, i12 Mini, i13) gaining prominence on all 3 carriers, in a bid to push affordable and discounted phones (trend seen across carriers)

- i13 on VZN Deals page above i14 Pro & P7 Pro
- Whereas 1P websites push latest models

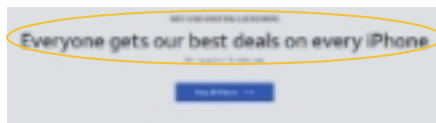
President's Day Sales continued on both BBY and Samsung.com



- Only P7 features beyond 3F on Phone Deals page, with no further mentions for P7 Pro (which is FREE) or P6a
- **Steep decline in Pixel BP** (10% on Jan 23 to **>1% on Feb 27**) on Desktop and Android - Strong recommendation to improve placements

- Hero Device: S23 for FREE, across home and deals page

- AT&T's key pages highlight Apple & Samsung models across price ranges: S23 > S23 Ultra > i14 > i14 Pro Max > S23+ > i14 Pro > Flip 4



Need help choosing?



- Deals page (highest traffic landing page) highlights iPhones across price segments
- Banner directs consumers towards only iPhone and Samsung devices, strong recommendation to add Pixel button



- P7 Pro banner replaces P7 on the deals page in L2W, however TI offer only available for Select Premium customers. Opportunity to extend offer to All Unltd cust. [TAM of 150k from 36k]

- **Drop** in the banner fold from 4F to beyond 5F. Opportunity to improve placement

- Hero Device: S23+ across landing pages, with bundle of \$1000 highlighted



Image 1

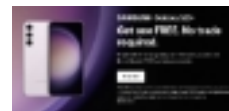
Image 2

- New Online only Deals section on Deals page, in the wake of retail team changes/layoffs (potentially to drive greater traction to website) [1]
- Nearly 50% of VZN's Deals/Phone deals pages taken up by entry prem models A53, Moto Edge 2022 and i13 offered for FREE. Focus on discount hungry customers, aligned with macroeconomic trend [2]



Marketing messaging reverted to 'Save up to \$600 (P7 Pro) and 'FREE' (P7) thereby **improving marketing strength**. Stronger bundle push

- Hero Device: S23+, with strong placements for i14 Pro and i14 on the 2F of home and Deals pages



- Pixel's bundle (phone + watch) on Deals page, highlights 'Fast Pair' amongst Android devices. Followed by 2F worth of Apple Watch placements
- New iPhone 13 ON US and iPhone 12 50% off banners on Deals page (all devices)