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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

US Promo Trackers:

go/pixelpromotracker

US Exec Dashboard:

go/pixelperformance

Historical Digital WBRs

2022

October

W1 |
3 Oct

W2 |
10 Oct

W3 |
17 Oct

W4 |
24 Oct

W5 |
31 Oct

November

W1 |
7 Nov

W2 |
14 Nov

W3 |
21 Nov

W4 |
28 Nov

December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

2023

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

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

W4 |
29
May

May

W1 |
05 Jun

W2 |
12 Jun

Call out	Detail	First Reported on
VZN: P7 Pro misses out on power of combined promo messaging while competition continues to leverage (Ref)	<ul style="list-style-type: none">i14 Pro combines offers to market as ‘On Us when you switch’P7 Pro has a stronger no TI offer, can revise messaging by combining \$720 Unique Discount + \$200 Switcher = ‘P7 Pro On Us’ when you switch, no TI needed	

Other Insights

Call out	Detail	Suggested Action
VZN P7 Pro sale clashing with i14 Plus resulting in loss of placements and potentially sales	<ul style="list-style-type: none">On VZN, P7 Pro’s flash sale ‘For Free’ clashed with i14 Plus, both having strong visibility. P7 Pro saw ↑40% sales, however absolute demand was low at 3.5K visits. i14 Plus saw 44K weekly desktop visits and ↑80% in trafficThird instance of clashing flash sale (previously on 8 May & 17 Apr)	Investigate and address through stronger planning and competitive intelligence
BBY sales + traffic continue to strongly correlate with placements + promos	<ul style="list-style-type: none">Best Buy continued to show strong responsiveness to visibility and promo changes; as Apple replaced Pixel on Phone Deals Top Fold & P7 and P7a promotions fell LW, Pixel’s desktop SoT dropped	Sustain strong placements and promos on BBY Unlocked for competitive advantage

Updated as of 12 Jun
Refreshed Mondays

Sales Drivers

- Overall P7 Series shows strong WoW sales growth, with ATT's P7a promo performing well @ \$2/mo (no TI needed) and special Father's Day highlight
- BBY Unlckd sales continue to positively correlate with promos; with **P7 Pro sales showing strong uplift LW** → response to Unique discount **increase** \$200 LW ([Ref](#)). However cannibalizing P7 and P7a sales (**35% and 21% fall** respectively), overall Pixel traffic dipped **leading to fall in SoT**

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	
WoW	14,944	8,436	10,286	
Sales	9%	6%	37%	
Wk 23	VZN	TMO	AT&T	BB
	10,034	9,067	10,286	3,287
	Δ 20%	Δ 8%	Δ 42%	Δ -1%
Mkt Units	19M Δ -13%		117.0M Δ -12%	
As of Wk 21				
Mkt Share	9.0% Δ -0.6%		2.2% Δ -7.0%	
As of Wk 21				



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.7M Δ 2.1%	49.7M Δ +0.0%	40.4M Δ -2.8%	22.3M Δ -4.2%
Google PDP Traffic	35.0K Δ 17.1%	30.3K Δ -5.0%	14.4K Δ -10.6%	47.3K Δ -17.0%
Google Share of Traffic	11.0% Δ -2.7%	13.1% Δ -4.4%	8.9% Δ -8.2%	22.5% Δ -13.8%

Sales data taken from [go/hwp-tableau](#) refreshed in case of updates through the week

Overall P7 / Pro / 7a displayed strong growth

ATT P7a sales grew 80%, from 3.7K → 6.8K units WoW. P7 Pro registered growth on VZN, TMO & BBY; growing >2.3K units

WoW

Total Google PDP traffic fell slightly. While VZN showed strong PDP traffic growth, SoT fell possibly due to Apple gaining stronger share (i14 Plus gained strong prominence)

As of 06/12

Strong decline in visibility on TMO as P7a banners are completely **taken off Homepage and Deals page**. On VZN as well Pixel **banners see drop in the LW**

Verizon



VZN: Pixel 7 Pro 4F banner replaced Pixel 7a 3F banner, moreover, P7a banner moved beyond 3F from last week



Moreover, P7a promo not updated with bundle offers.

T-Mobile

T-Mo: P7a is completely removed from the Home page and Deals page on T-Mobile.



Home page

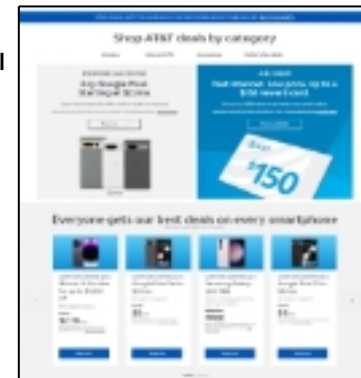


Deals page

AT&T



AT&T: Pixel 7a banners are still at the top across all the pages on AT&T.



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 a 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⁾

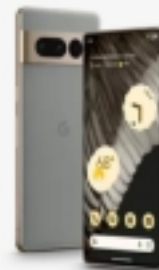
Buy



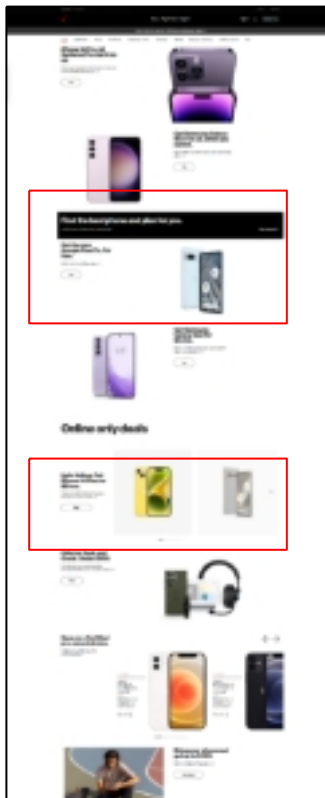
Get Google
Pixel 7 Pro for
\$5/mo.

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

Buy



Competitor i14 Plus flash sale clashed with P7 Pro LW, resulting in loss of placements, demand and sales



7 JUNE

Recurring clashing competitor promos especially P7 Pro v/s i14 Plus on Verizon

Unfortunately, this results in the **loss of our placement advantage**, P7 Pro saw **↑40%** sales, however absolute demand was low at 3.5K visits. **i14 Plus** saw **44K** weekly desktop visits and **↑80%** in traffic

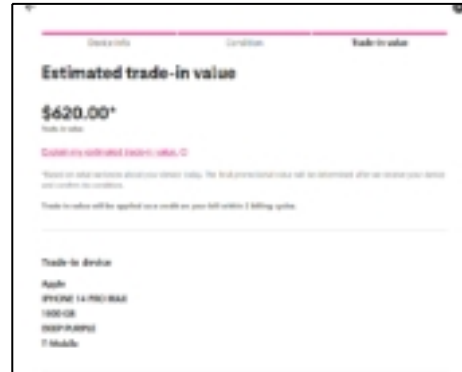
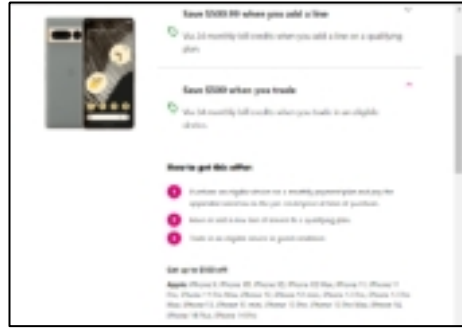


Apple i14 Plus
"\$5/mo" promo
changed to "i14
Plus on us" promo

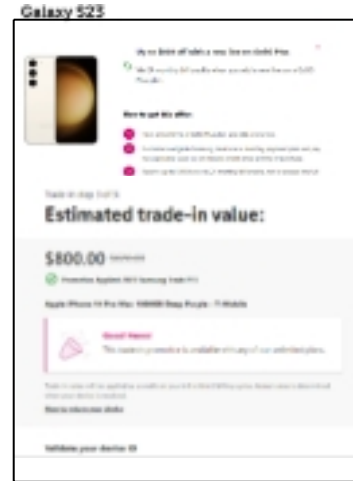
12 JUNE

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

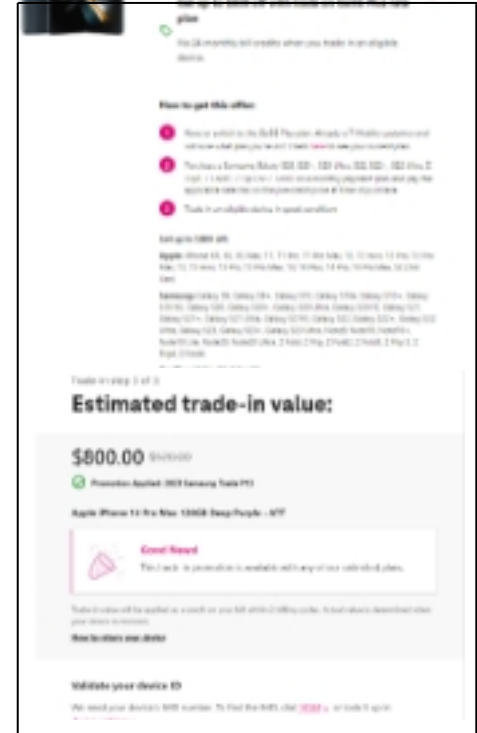
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



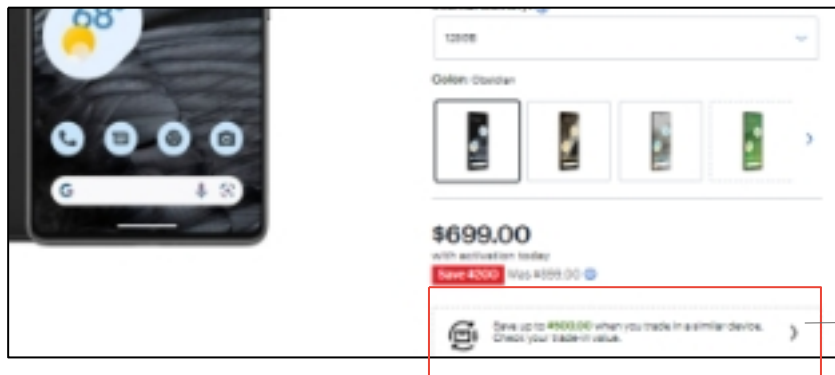
But Actual savings on
clicking upon 'Check TI
value' go as high as
\$620, (select models
such as i14 Pro Max)
thus resulting in a
*missed opportunity
for stronger promo
messaging for Pixel*



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**

