

# Index

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

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

## Summary

---

1

[Business summary](#)

2

3

[Pixel Compliance Review](#)

4

Pixel & Competition Marketing Insights

5

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

6

## 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

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

Call out	Detail	First Reported on	Action Owner
VZ: Pixel Watch 2 GwP potentially losing distinctiveness due to multiple OEM PWP deals on P8/Pro checkout	Multiple OEM Smartwatches highlighted on VZ during P8/Pro checkout while ‘Pixel Watch2’ not specifically mentioned - might result in consumer dropouts during purchase ( <a href="#">ref</a> )	05 Oct	VZ: Dallas (CSA), Justyna (PM) <b>[Mktg actioning]</b>

Pixel / Competitive Insights

Call out	Detail	Suggested Action
Best Buy Pixel 8 Pro gains highest PDP traffic over other 3P	<ul style="list-style-type: none"><li>● Best Buy Pixel 8 Pro garners highest traffic over other 3P pages, in line with pre-order sales; <b>Pixel 8 grew day-on-day indicating mix balancing</b> to base model over Pro</li><li>● <b>TMO Pixel 8 traffic grows 11% in Day 2</b>, despite softer sales</li><li>● <b>VZ traffic on decline</b> for both Pixel 8/Pro as of Pre-order Day 2</li></ul>	Investigate potential for P8 on TMO & softness in VZ demand / sales
Multiple competitive movements from Samsung in P8/Pro announce week	<ul style="list-style-type: none"><li>● Samsung launches exclusive sales event on BBY replacing Pixel 8 Pro from HP</li><li>● Samsung changes Tab bundle from S7 (N-2) → latest S9 FE (N) and attaches latest Tab \$549 PWP + Galaxy Watch on Pixel 8 / Pro and S23 series on VZN <i>(More in promo audit table below)</i></li></ul>	Monitor Samsung movements & defense tactics for P8/Pro
S23 FE gains limited traction post	<ul style="list-style-type: none"><li>● S23 shows very less organic search interest compared to both Pixel and N-1 (S21</li></ul>	NA

## Sales Drivers

- Google PDP traffic grew on T-Mo, primarily driven by P7a (↑ 87%) however sales saw modest boost (↑ 140 u)
- The i15 series traffic dipped after 2-weeks of consecutive growth. The Ultra Premium Segment continues to drive higher demand than the Entry Segment.

### Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	Pixel Fold
WoW	5,666	5,023	2,313	2,541
Sales	19%	-25%	-33%	5%
Wk. 39	VZN	TMO	AT&T	BB
	5,474	4,691	3,507	1,871
	Δ -5%	Δ 3%	Δ 10.7%	Δ -54%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 36	120K Δ -8%		990.0K Δ -4%	
Mkt Share	Pixel 7		Pixel 7 Pro	
As of Wk 36	15.7% Δ -0.2%		2.8% Δ -1.4%	

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

Overall, P7 / Pro sales dropped esp on BBY, P7 Pro sales dipped from 1.2K → 300 units

### Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	15.7M Δ -4.4%	52.1M Δ -5.8%	45.7M Δ -2.1%	20.6M Δ -1.9%
Google PDP Traffic	16.2K Δ -26.7%	13.5K Δ 26.2%	10.2K Δ 2.0%	26.1K Δ -31.1%
Google Share of Traffic	2.3% Δ -0.4%	2.6% Δ 0.9%	2.4% Δ 0.6%	7.5% Δ -1.0%

Partner traffic dipped across carriers.

Google PDP traffic grew on T-Mo and AT&T however, Google SoT saw limited boost



# KPI deep dive

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

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



# US Carrier - Online Traffic (24 Sep - 30 Sep)

## Carrier and OEM level insights:

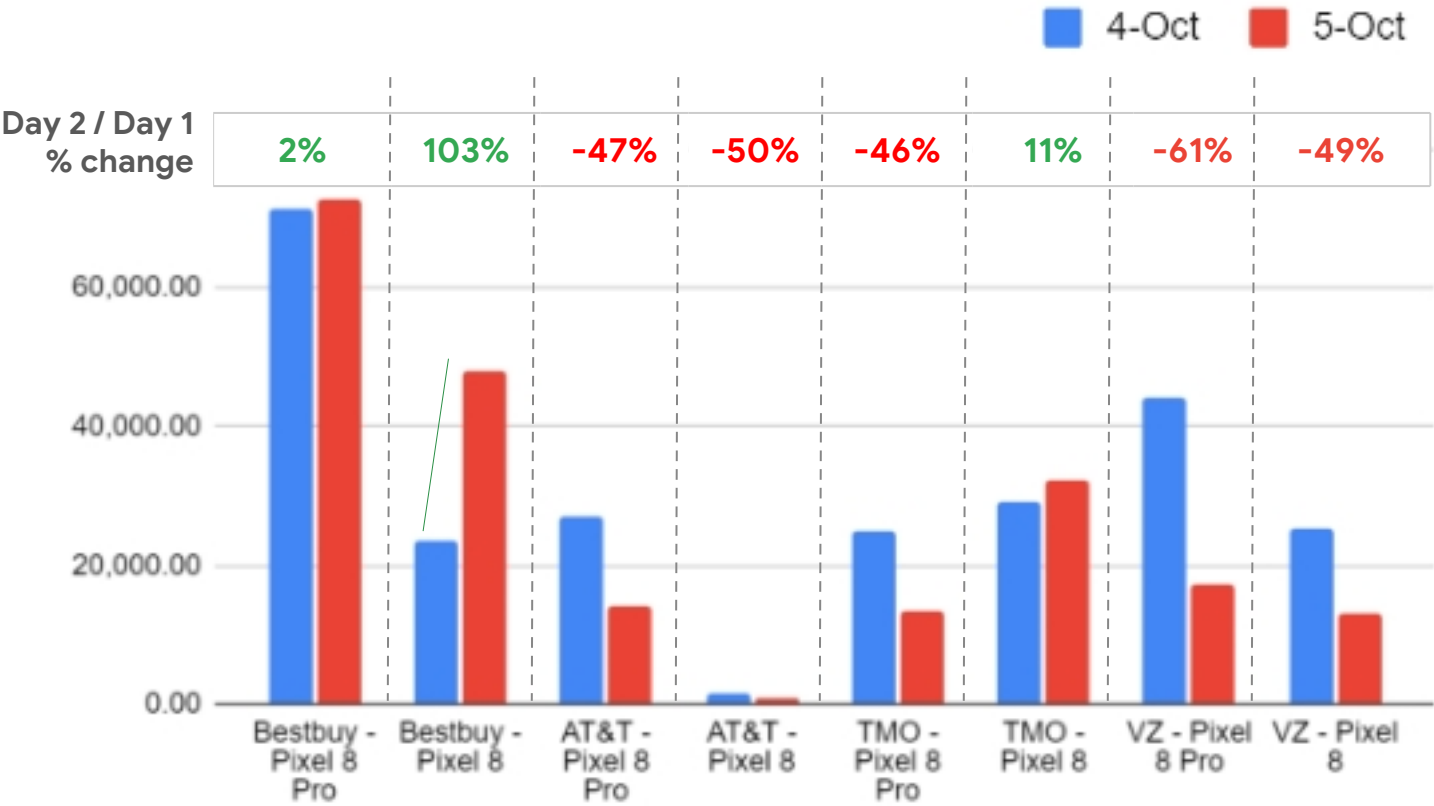
**iP15 Series dipped collectively, VZN continues to garner highest demand across carriers**

## Model level insights (Desktop Traffic only):



















































- Overall, i15 series dipped after two-weeks of consecutive growth however, the Ultra Premium Segment continues to garner higher demand v/s Entry Premium
- P7/Pro traffic dipped ahead of Launch week, esp on VZN while P7a gained collectively specifically on T-Mo(↑87%) and BBY(↑96%)
- S23 series saw an overall dip esp S23 across all carriers

TOTAL				BEST BUY			AT&T			T - MOBILE			VERIZON		
Category	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY
Website	131,682,940	-733,410 ↓	6.0% ↑	20,587,450	-407,770 ↓	-5.7% ↓	45,714,390	-1,001,0... ↓	11.5% ↑	52,072,890	-3,208,50... ↓	2.2% ↑	15,496,530	-721,800 ↓	24.1% ↑
Desktop	27,587,360	-3.7% ↓	-6.5% ↓	9,215,050	-3.7% ↓	-5.8% ↓	9,493,190	-1.5% ↓	-12.6% ↓	3,215,690	-7.9% ↓	-1.2% ↓	5,663,430	-4.5% ↓	1.3% ↑
Mobile	106,483,900	-3.9% ↓	9.8% ↑	11,372,400	-0.4% ↓	-5.6% ↓	36,221,200	-2.3% ↓	20.2% ↑	48,857,200	-5.7% ↓	2.4% ↑	10,033,100	-4.3% ↓	42.1% ↑
Pixel	65,991	-18.2% ↓	-64.3% ↓	26,123	-31.0% ↓	-76.5% ↓	10,190	2.2% ↑	-14.1% ↓	13,496.7	25.8% ↑	-47.2% ↓	16,181	-26.8% ↓	-55.3% ↓
Samsung	255,935	-12.0% ↓	-31.6% ↓	56,088	-19.9% ↓	-41.8% ↓	49,317	10.0% ↑	-22.2% ↓	67,344	-1.7% ↓	-38.7% ↓	83,185	-22.5% ↓	-20.3% ↓
iPhone	1,652,899	-18.5% ↓	34.2% ↑	251,664	-21.2% ↓	11.1% ↑	363,764	-26.9% ↓	28.2% ↑	441,336	-18.8% ↓	47.3% ↑	596,135	-10.9% ↓	41.4% ↑

# Post announce total (desktop + mobile) traffic P8/Pro

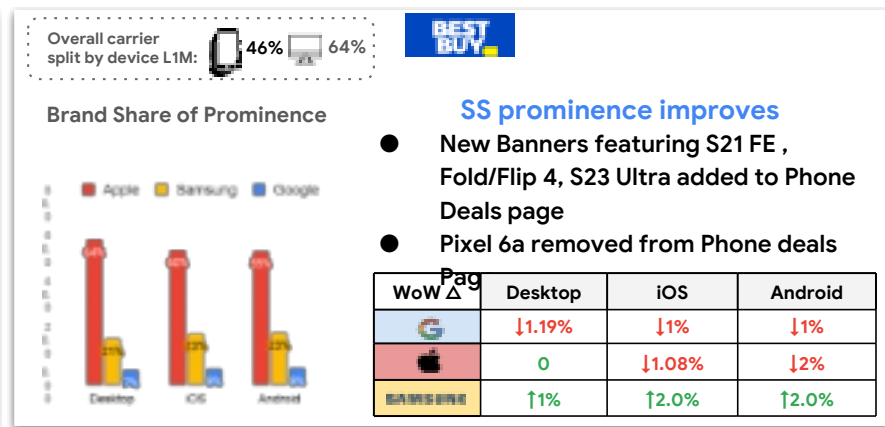
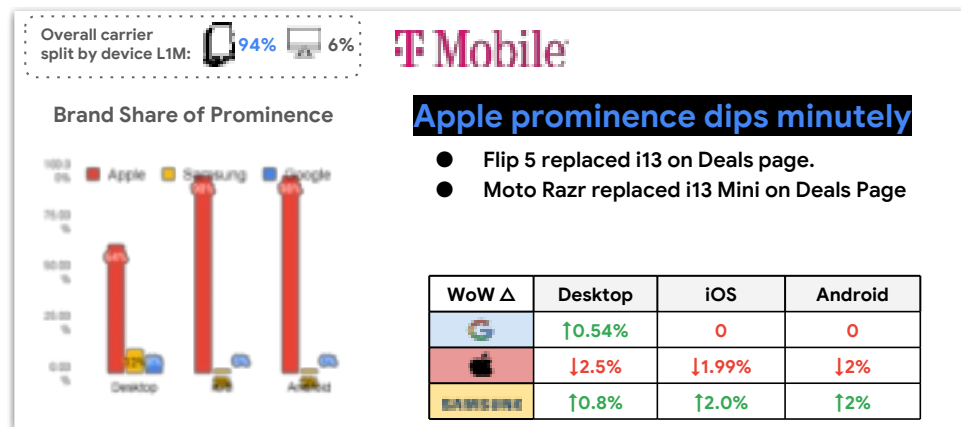
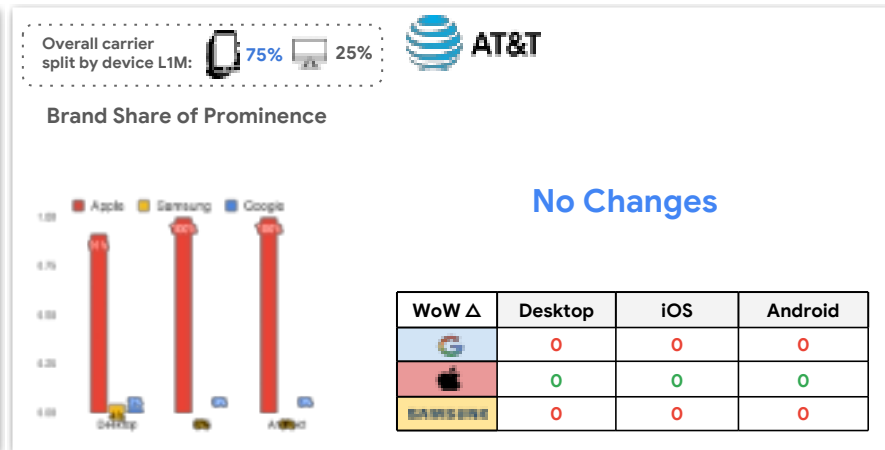
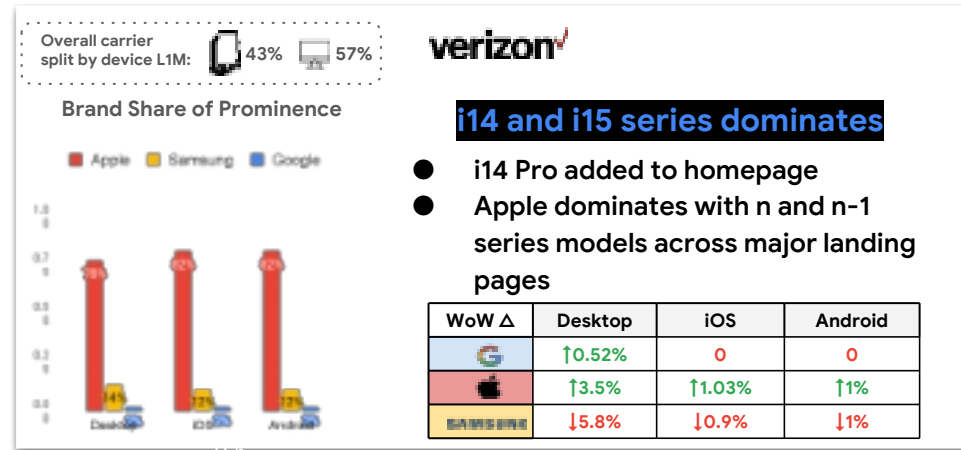


OEM logo by order of appearance | ☐ Pixel Risk | ↓ WoW Drop in promo

Partner	Pixel offer	Home Page	Deal Page	Listings Page
	<p>Pixel Fold: Up to \$1,000 off Google Pixel Fold.(Deals Page)</p> <p>P7 Pro \$15.55/mo (512GB Variant) (Listing Page)</p> <p>P7 \$0/mo (Listings Page)</p> <p>P7a \$15.27/mo (Listings Page)</p>	  	  	  
	<p>Pixel Fold: Save Up to \$1,000 off Google Pixel Fold.(Listing Page)</p> <p>P7 Pro for \$10/mo no TI required (Listings Page)</p> <p>P7 Save upto \$800 w/ TI (Listings Page)</p> <p>Pixel 7a at \$5/mo (Listings Page)</p>	  	  	  
	<p>Pixel Fold: Save \$800 w/NLA or TI(Deals Page)</p> <p>Pixel 7 Pro: Delisted</p> <p>Pixel 7: <span style="color: red;">Delisted</span> (Listing Page)</p> <p>P7a: \$500 off W/TI (Listings Page)</p>	  	  	  
	<p>Pixel Fold: \$1799 w activation today (Phone Deals Page)</p> <p>P7 Pro: \$899 w activation today (Phone Deals Page)</p> <p>P7: \$599 w activation today (Phone Deals Page)</p> <p>P7a: \$499 w activation today (Phone Deals Page)</p>	  	   (Phone Deals page)	  
	<p>Pixel Fold: From \$1799 (Listings Page)</p> <p>P7 Pro: \$100 IR (Listings Page)</p> <p>P7: \$100 IR (Listings Page)</p> <p>P7a: \$10 IR (Listings Page)</p>	  	  	  



# Apple continues to gain further on VZN, while Pixel's prominence saw limited boost on AT&T and T-Mobile. SS improves on TMO and BBY



# NPI Product Launch Audit