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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)

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Updated as of 21 Aug
Refreshed Mondays

Call out	Detail	First Reported on	Action Owner
Opportunity to include \$100 price drop in promo advertising (T-Mo)	<ul style="list-style-type: none">While the deals page banner says Get Pixel 7 for \$99, opportunity to bump up PDP advertising to ‘Save \$500” when you add a line inclusive of \$100 MSRP drop	21 Aug	TMO: Gary (CSA) Brittany (PM)
Placement of unlisted SS Watch 5 leading to missed Pixel Watch Placement (T-Mo)	<ul style="list-style-type: none">Galaxy Watch 5 offer/placement on deals page leads to an error due to being unlisted giving Pixel watch a placement disadvantage on TMO (ref)	21 Aug	
Lower Pixel promo value advertised v/s actual on T-Mo (

Other Insights

Call out	Detail	Suggested Action
Flip/Fold5 improved placement caused massive increase in traffic on VZN	<ul style="list-style-type: none">Samsung replaced 'S23 ON US' with 'Flip5 on US' on VZN's Home and Deals page from Wk of 14 Aug. Immediate traffic shift observed with Flip5 desktop traffic doubling WoW from 28K --> 54K, while S23 desktop traffic halved from 42K --> 22.5K.Going ahead, Samsung's \$800 TI was removed on 14 Aug and a NLA uniq discount of \$800 has been introduced on S23 on 18 August. Owing to which the average daily traffic increased by 21% from 14th to 17th vs 18th to 20th (offer ongoing)	Improve placements for Pixel Fold
P7's improved offer on Pixel 7 led to P7's	<ul style="list-style-type: none">Due to improved offer on P7 (Save \$150), P7a's traffic and sales suffered. P7's traffic increased by 22% while P7a's traffic declined by 4%. Q1 PDP P7	

Sales Drivers

- Total Sales **declined** across carriers. Overall, P7 Pro/7a gained demand esp P7a on BBY (**↑93%**).
- Z Flip5 observed strong growth on VZN(↑26K visits) while Fold5 dropped slightly specifically on T-Mo (**↓35%**).
- Pixel Fold demand softens across partners VZN, AT&T and T-Mo
- Interestingly, i14 saw sharp demand on VZN.

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro
WoW	5,720	8,158	4,707
Sales	-26%	-8%	-12%
Wk 33	VZN	TMO	AT&T
	5,565	4,018	4,460
	Δ -30%	Δ -6%	Δ -10%
	BB		
Mkt Units	Pixel 7	Pixel 7 Pro	
As of Wk 30	170K	1.1M	
	Δ 1%	Δ -3%	
Mkt Share			
As of Wk 30	15.7%	2.9%	
	Δ -3.5%	Δ -1.1%	



Traffic

Total Partner Traffic

VZN	TMO	AT&T	BB
14.2M	50.8M	43.3M	23.3M
Δ -0.4%	Δ -2.0%	Δ 1.1%	Δ -0.4%

Google PDP Traffic

27.3K	19.3K	13.1K	41.6K
Δ -3.2%	Δ 0.5%	Δ 26.0%	Δ 8.9%

Google Share of Traffic

8.4%	9.5%	7.6%	17.5%
Δ -0.7%	Δ 1.0%	Δ 1.1%	Δ 1.4%

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

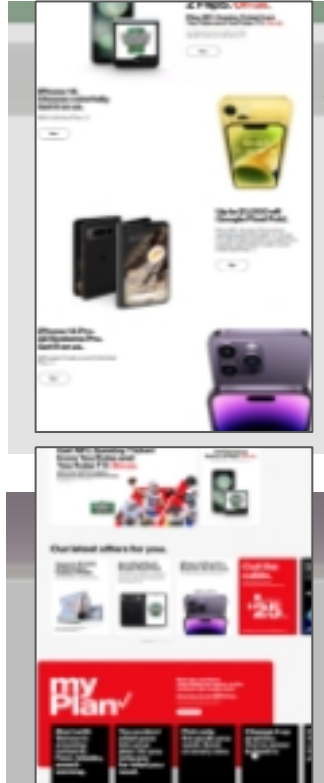
Overall P7 / Pro / 7a sales dipped WoW.

VZN P7a sales diminished sharply (from 2.8K → 1.1K)

VZN sees **fall** in overall + category traffic Strong 26% WoW growth on AT&T, however Google's SoT sees limited boost.

- On ATT, Flip/Fold 5 banners dominate landing pages, scope to improve Pixel placements
- On Verizon's deals page, Pixel Fold is present 2F on home page and 3F on deals page.
- On TMO, **Pixel Fold is not present on the homepage and deals page.**

Verizon

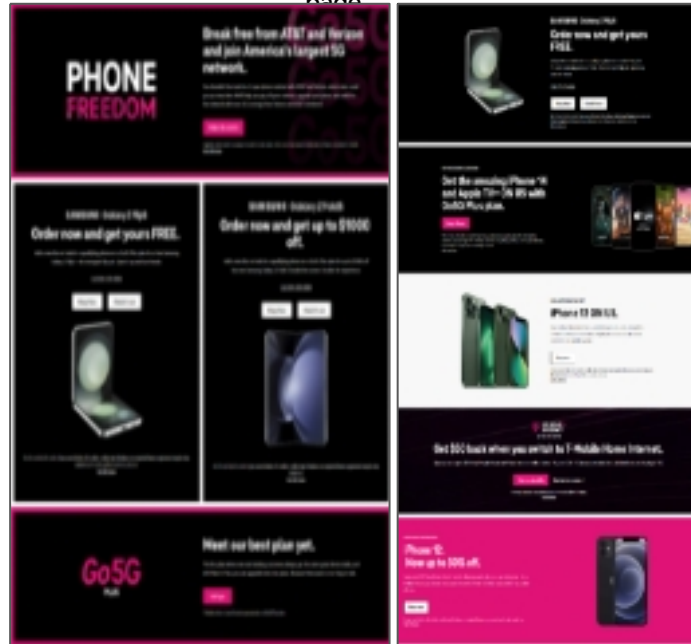


Verizon: Pixel Fold banner is placed on 2F on Home page, while 3F on deals page.

Moreover, Pixel Fold promo not updated with bundle offers.

T-Mobile

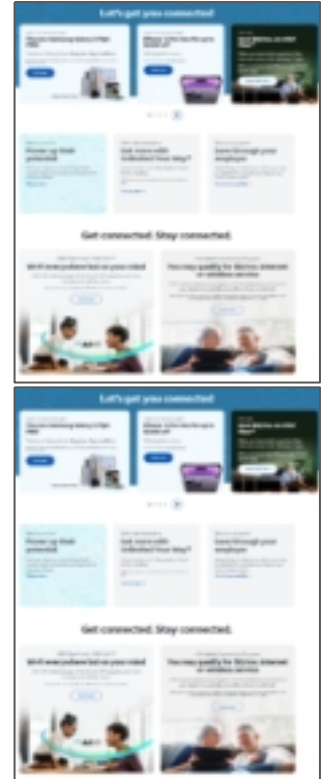
TMO: Pixel devices have no presence on Home page



Home page

Deals page

AT&T



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

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

Apple iPads dominate across all carriers and top 3 out of 5 best seller tablets on Amazon are iPads, SS is also pushing its S9 bundle offers on BBY US while Pixel tablet has no visibility on any of the Tablet Deals Page of Amazon, BBY US and BBY CA.

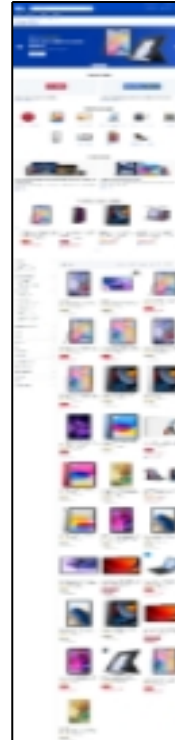
Amazon



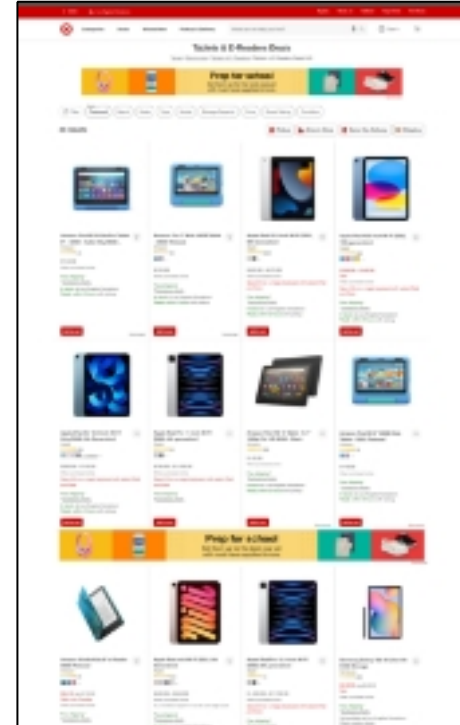
Best Buy US



Best Buy CA

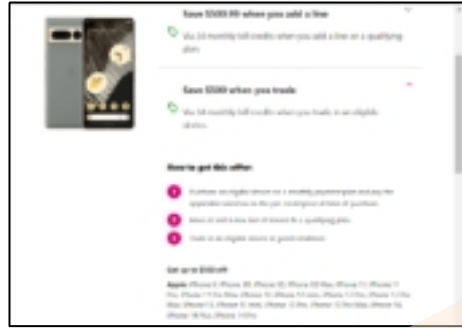


Target

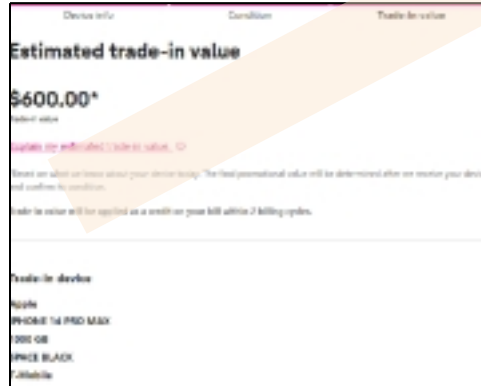


Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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
\$600, (select models
such as i14 Pro Max)
thus resulting in a
*missed opportunity
for stronger promo
messaging for Pixel*



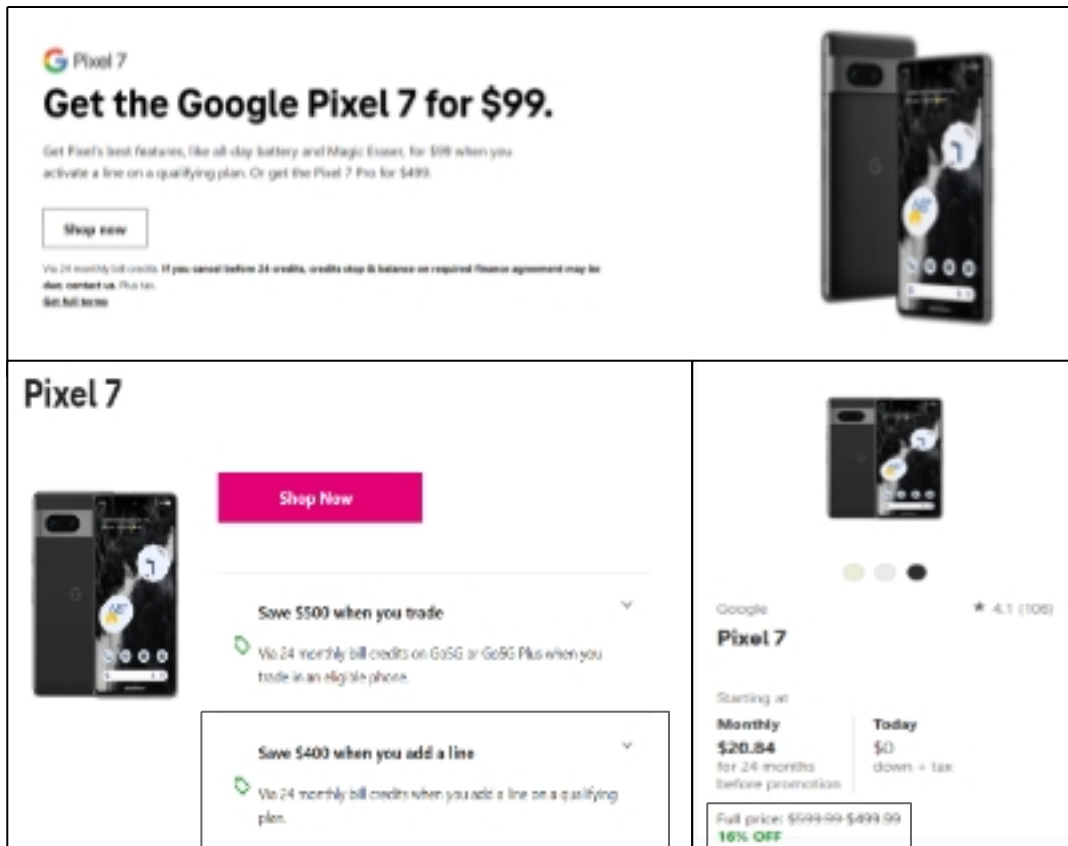
However this is not the
case for competitor
models (S23) where
advertised TI value is
equal to actual



CSA Reviewing

Promo Messaging : Opportunity to include \$100 price drop in promo advertising

While the deals page banner says Get Pixel 7 for \$99, opportunity to bump up PDP advertising to ‘Save \$500’ when you add a line **inclusive of \$100 MSRP drop**



The screenshot displays the Google Pixel 7 product page. At the top, a banner reads "Get the Google Pixel 7 for \$99." with a "Shop now" button. Below this, a smaller text block states: "Via 24 monthly bill credits. If you cancel before 24 credits, credits stop & balance on required finance agreement may be due; contact us. Plus tax. See full terms." To the right of the banner is an image of the Pixel 7 phone.

The main product section features the title "Pixel 7" and a "Shop Now" button. Below the button, two promotional offers are listed:

- Save \$500 when you trade**
Via 24 monthly bill credits on GoSG or GoSG Plus when you trade in an eligible phone.
- Save \$400 when you add a line**
Via 24 monthly bill credits when you add a line on a qualifying plan.

On the right side of the page, there is a section for the Google Pixel 7 with a star rating of 4.1 (108). Below this, the pricing is shown:

Starting at	Today
Monthly	Today
\$20.84	\$0
for 24 months	down + tax
before promotion	

At the bottom right, a box indicates the full price: "Full price: \$599.99 - \$499.99" with a "16% OFF" tag.

Invalid Samsung Watch Promo Banner on T-Mobile

The link attached to the offer/placement on deals page leads to an error and no such watch is to be found in the listing of smartwatches giving Pixel watch placement disadvantage

