

Index

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

WBR Master Folder (with all past decks)

Summary

1

[Business summary](#)

2

[Execution Gaps](#)

3

[Pixel Compliance Review](#)

4

[Pixel & Competition Marketing Insights](#)

5

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

6

[Promo Gaps and Changes](#)

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

Call out	Detail	First Reported on
Lower promotions than actual on T-Mo (Ref) & BBY Unlocked (

Other Insights		
Call out	Detail	Suggested Action
VZN P7 Pro sale clashing with i14 Plus resulting in loss of placements, traffic 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 traffic● Third instance of clashing flash sale (previously on 8 May & 17 Apr)	Investigate and address through stronger planning and competitive intelligence
Slight growth in Flip/Fold consumer demand	<ul style="list-style-type: none">● Growth in consumer demand observed for the Z series: Fold4 on AT&T and Flip4 on T-mobile. However overall Samsung demand continues to be driven by the S23 Series across carriers	Monitor Flip / Fold category movements ahead of Felix launch

Updated as of 05 Jun
Refreshed Mondays

Sales Drivers

- P7 \$100 unique discount on BBY Unlocked potentially showed strong effectiveness, **15% growth** in sales
- Premium segment models from i14 series saw an overall growth esp on T-Mo (~**↑19%**) and BBY (~**↑40%**), however P7 Pro also grew on **TMO** in terms of traffic and sales. P7 Pro BBY sales conversion remained **low** despite traffic growth
- Slight growth in consumer demand for Z series, led by Fold 4 on **AT&T** and Flip 4 on **T-Mobile**. However S23 continues to drive key SS demand

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	
WoW	13,403	6,868	7,499	
Sales	-2%	1%	8%	
Wk 22	VZN	TMO	AT&T	BB
	8,337	9,833	6,273	3,327
	Δ 5%	Δ 8%	Δ -12%	Δ 5%
Mkt Units	21M Δ 2%		133.0M Δ 9%	
As of Wk 20				
Mkt Share	9.8% Δ 1.0%		2.9% Δ 0.2%	
As of Wk 20				



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.4M Δ 4.6%	49.7M Δ 3.7%	41.6M Δ 0.7%	23.3M Δ 2.8%
Google PDP Traffic	29.9K Δ -14.1%	31.9K Δ 10.4%	16.1K Δ -5.8%	57.0K Δ 9.2%
Google Share of Traffic	11.3% Δ 1.2%	13.7% Δ -0.3%	9.7% Δ -0.5%	26.1% Δ 1.1%

Overall P7 Series (incl. P7a) sales remained consistent

P7 Pro growth driven by TMO, while P7 saw 15% growth on

BBY

Total Google PDP traffic **grew** slightly, however both S23 and

Z4 series saw higher **growth** on TMO leading to overall drop

in Google SoT

As of 9/4/25, Verizon's homepage has strong placements on **AT&T**, while weaker placements on **VZN**. On **TMO**, P7a leads on **homepage** as compared to other OEMs, but is on **5F on deals**

page.

Verizon



VZN: Pixel 7a is placed on 3F on Deals page.

However **P7a** promo not updated with bundle offers.



T-Mobile

T-Mo: P7a present on 3F on Home page*, while on deals page placed beyond 3F



Home page



Deals page

*only for select users it was absent while it was on 3F for some

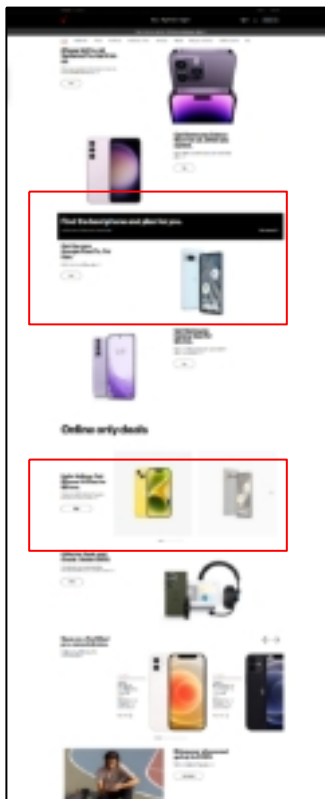
AT&T



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



Competitor i14 Plus flash sale clashing with P7 Pro resulting in loss of placements and potentially 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**, as observed on June 8 onwards. Similar observation last month on May 8 ([Ref](#))

Pixel 7a positioning has fallen, shifting from top to beyond **bottom fold**

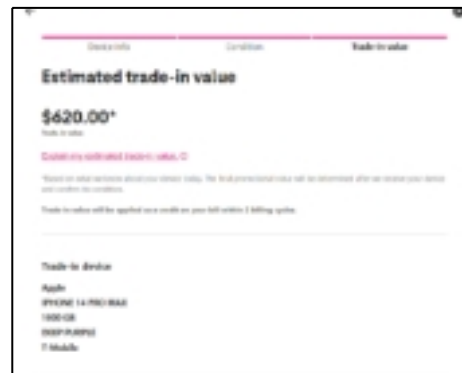


Apple i14 Plus "\$5/mo" promo changed to "i14 Plus on us" promo

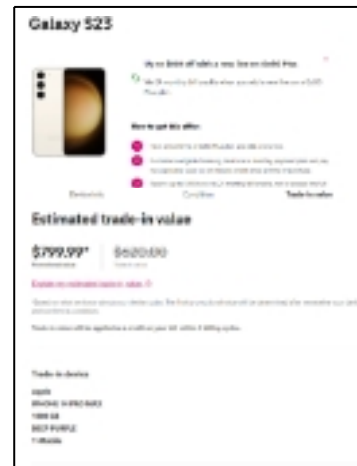
8 JUNE

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

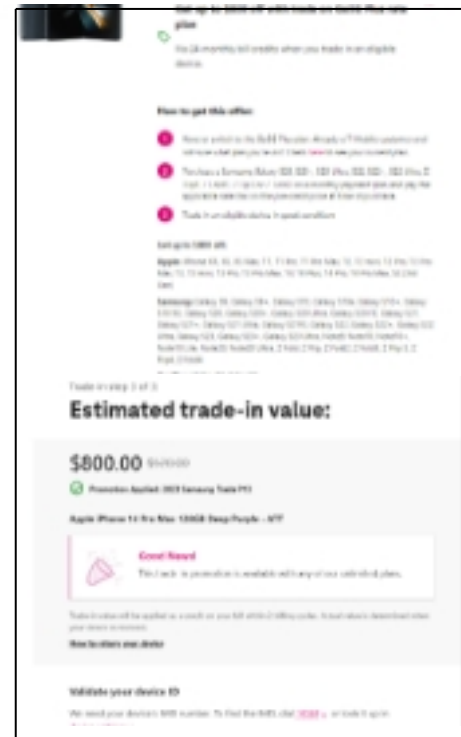
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



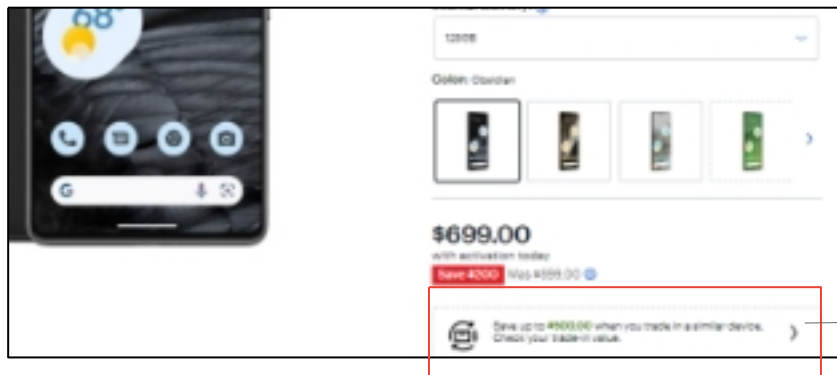
But Actual savings on
clicking upon 'Check TI
value' go as high as
\$620, (select models
such as i14 Pro Max)
thus resulting in a
*missed opportunity
for stronger promo
messaging for Pixel*



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**

Step 3 of 3: Let us know your device's condition.
How to grade your device



Your trade-in device:
Apple - iPhone 14 Pro Max 128 - Gold (previous)

1. Does your device have any screen damage, cracks, or other issues?

☒ No

☐ Yes

2. What is the condition of the back?

☒ Good
Signs of normal use, light wear on back

☐ Fair
Moderate wear and tear, visible damage to back glass, but fully functional

Choose a trade-in option

Network: Unlocked (no carrier)

☒ \$750.00 refund
Trade in for a new device


















































☐ \$750.00 gift card
Trade in for a gift card

Support: Understand our trade-in device options for your trade-in device.

Continue

Trade in different device

OEM logo by order of appearance | ☐ Pixel Risk

Partner	Pixel 7/Pro offer	Home Page	Deal Page	Listings Page
	<p>P7 Pro: Get Pixel 7 Pro for \$5/mo (<i>Deals Page</i>) (\$200 Switch + \$720 Uniq Disc)</p> <p>P7: Get Pixel 7 for free (<i>Deals Page</i>) (\$200 Switch + \$700 Uniq Discount)</p> <p>P7a: Get the new Google Pixel 7a free (<i>Homepage</i>)</p>	  	  	  
	<p>Get Google Pixel 7 Pro for \$10/mo no trade-in required <i>(Deals Page)</i></p> <p>P7 at \$5/mo, no trade-in required (<i>Deals Page</i>)</p> <p>P7a: Get the new Google Pixel 7a at \$2/mo (<i>Homepage</i>)</p>	  	  	  
	<p>Pixel 7 Pro: Save \$500 when you add a line +Save \$ 500 w/TI <i>(Listings Page)</i></p> <p>Pixel 7: Only \$99. [REDACTED] <i>(Deals Page)</i></p> <p>P7a: Get the new Google Pixel 7a FREE (<i>Deals Page</i>)</p>	  <input type="checkbox"/>	  	  
	<p>P7 Pro: \$200 Unique Discount(<i>Phone Deals Page</i>)</p> <p>P7: Free \$100 GC with activation today at \$599(<i>Phone Deals Page</i>)</p> <p>P7a : Save \$50. Get P7a at \$450(<i>Phone Deals Page</i>)</p>	  	   (Phone Deals page)	  
	<p>P7 Pro: \$200 off on listing price (Listings Page)</p> <p>P7: \$63 off on listing price.Trade in upto \$401 (Listings Page)</p> <p>P7a : Get \$50 Amazon GC (Listings Page)</p>	  	  	  

Landing Page Screenshots for Reference