

# Index

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

WBR Master Folder (with all past decks)

### Summary

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### Symphony resources

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**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

2022

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

2023

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

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

Call out	Detail	First Reported on	Action Owner
VZ: GWP Watch and PWP Buds promo missing on PDPs	<ul style="list-style-type: none"><li>● Missed opportunities to promote ongoing promo;<ul style="list-style-type: none"><li>○ VZ shop page banner highlights Pixel Watch GWP, promo missing on Watch and Phone PDPs.(ref)</li><li>○ While Pixel Buds PDPs are highlighting a PWP promo, banner missing on device PDPs. (ref)</li></ul></li></ul>	28 Aug	VZ: Dallas (CSA), Justyna (PM)
BBY: PWP Buds Offer missing on P7 Pro PDP	<ul style="list-style-type: none"><li>● While SS devices PDP highlight the PWP Galaxy Buds2 Pro offer, PWP Pixel Buds Pro offer missing on Pixel Device PDPs though present on the deals page</li></ul>	18 Sep	BBY: Diane Van (CSA)

Competitive Insights

Call out	Detail	Suggested Action
Unlocked Phones in focus with improving promos (Pixel & SS)	<ul style="list-style-type: none"><li>● Along with P7 series, Samsung S22 and S23 series also saw growth amongst unlocked models, while the promos on carrier linked devices remained stagnant. Apple promos remained constant on unlocked though</li></ul>	Sustain unlocked promos
i14 demand sees growth across carriers post i15 launch	<ul style="list-style-type: none"><li>● i14 series grew as part of i15 Announcement. AT&amp;T marked massive gains for all i14 models (↑&gt;90%)</li><li>● Moreover, the i15 launch did not impact Pixel devices as Overall, P7 series gained esp on VZ (P7:↑192%,P7a: ↑73%) followed by BBY (P7:↑52%,P7 Pro: ↑40%). Pixel Fold saw an overall decline in traffic though (↓4%)</li></ul>	Sustain Pixel momentum post Apple launch with strong competitor VZ promos

## Sales Drivers

- The introduction of the **\$800 Trade-In and \$800 Unique Discount Promotions for the P.Fold on T-Mo** resulted in a substantial sales boost, reaching an all time high, up from **864 → 2.6K units**.
- The i14 series witnessed demand uplift, particularly in response to the i15 Announcement. Notably, the Ultra Premium Segment within the i14 series demonstrated higher demand compared to the other models.

### Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	Pixel Fold
WoW	4,865	7,622	3,709	3,520
Sales	-4%	16%	16%	107%
Wk 37	VZN	TMO	AT&T	BB
	6,626	5,860	3,673	3,557
	Δ -1%	Δ 36%	Δ 6.1%	Δ 70%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 35	130K Δ -13%		1.0M Δ -11%	
Mkt Share	Pixel 7		Pixel 7 Pro	
As of Wk 36	15.4% Δ -0.3%		4.2% Δ 0.7%	

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

Overall, P7/Pro and P.Fold sales increased esp on T-Mo, P.Fold sales up from **864 → 2.6K units** and P7 Pro on BBY : up from **387 → 1.1K units**

### Traffic

#### Total Partner Traffic

VZN	TMO	AT&T	BB
5.9M	3.6M	10.0M	9.6M
Δ 20.8%	Δ 41.5%	Δ 14.6%	Δ -6.7%

#### Google PDP Traffic

27.8K	17.6K	10.3K	34.1K
Δ 29.3%	Δ 8.6%	Δ 10.8%	Δ 28.7%

#### Google Share of Traffic

3.9%	3.3%	1.7%	8.4%
Δ -2.6%	Δ -6.3%	Δ -5.1%	Δ -6.9%

Partner traffic experienced a significant surge on VZN, AT&T and T-Mo.

Additionally, Google PDP traffic also increased across all partners, but this **did not result in a corresponding increase in Google SoT.**

*Updated as of 18 Sept*  
**Refreshed Mondays**

Warning: The document was created with Spire Presentation for Python

- Apple Devices dominates the homepage for all the carriers.
- On TMO, Pixel devices continue to remain absent on Homepage page and on deals page.
- Pixel Devices visibility on AT&T Home Page and Deals page remains low

## Verizon



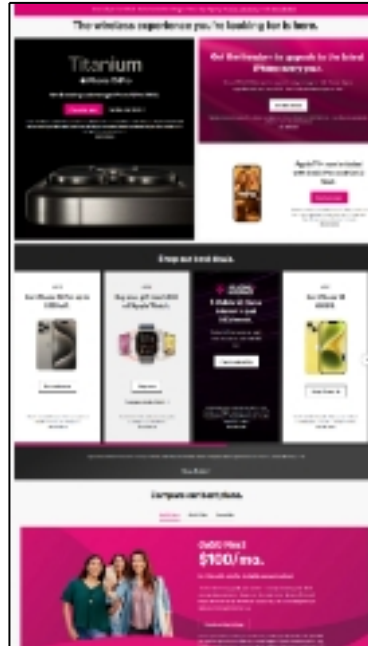
Verizon: S23, S22 and i14 Plus banner added to 2F and 3F shifting Pixel Fold towards the bottom



Moreover, Apple iPhone 15 pro present in 1F and Apple watch series 9 on homepage

## T-Mobile

TMO: iPhone 15 series and Apple watch offers available on 2F homepage. Pixel devices have no presence on Homepage

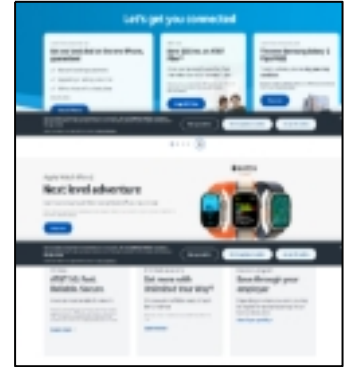


Home page

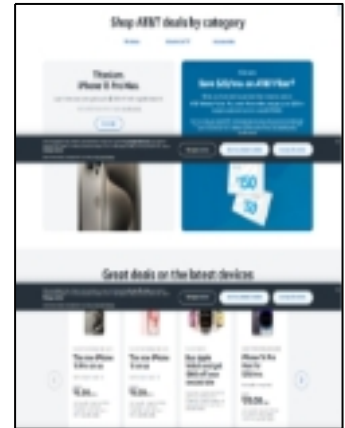


Deals page

## AT&T

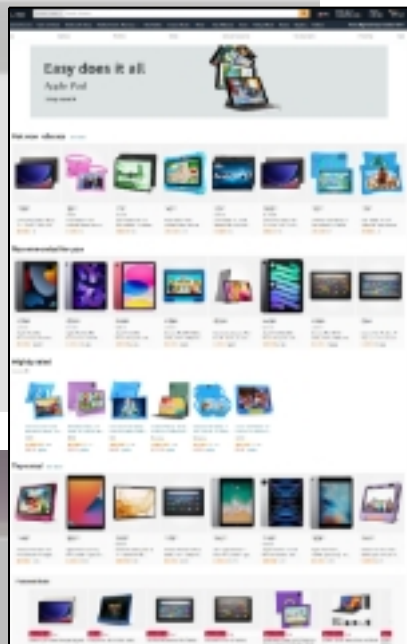


AT&T: Apple products banners dominate landing pages



- 'Lenovo Tab P11 2nd gen' available on 2F homepage of Amazon
- New promo launched for iPad 10th Gen on BBY US HP, new promo available on select iPad models on BBY CA
- Samsung Galaxy Tablets launched on 1F of homepage on Target. Offers available on iPad selected models and Samsung Galaxy Tablets in BBY US.

## Amazon



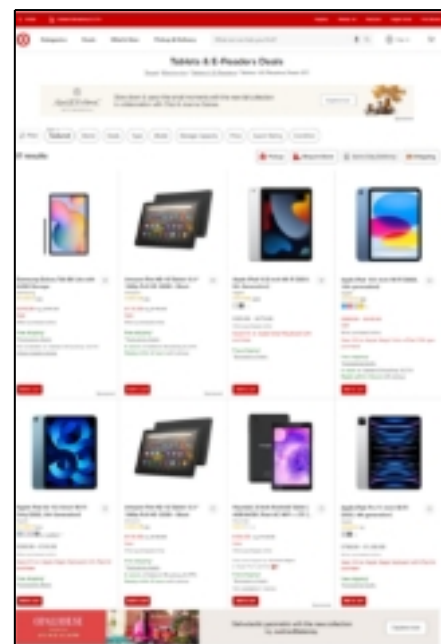
## Best Buy US



## Best Buy CA



## Target

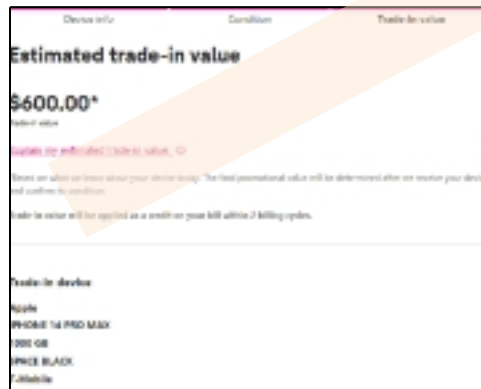


## Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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



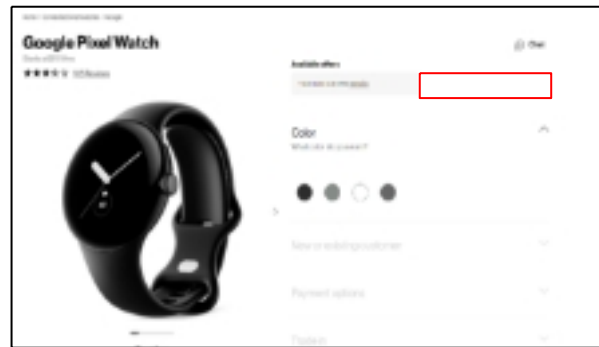
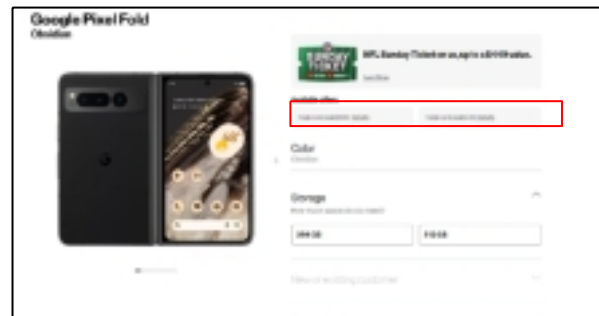
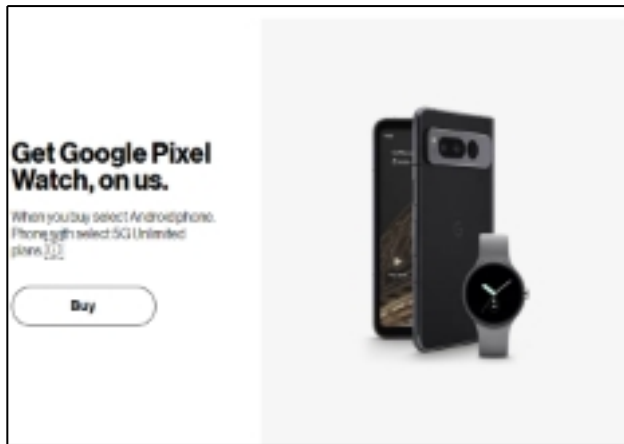
However this is not the  
case for competitor  
models (S23) where  
advertised TI value is  
equal to actual





## Missed opportunities on VZ: GWP Watch Offer missing on PDPs

**Opportunity :**  
While VZ [shop page](#) banner is highlighting a Pixel Watch **GWP offer**, offer is **missing** on watch and phone PDPs.



## Missed opportunities on VZ: PWP Buds Offer missing on P7 Pro PDP

### Opportunity :

While Pixel Buds PDPs are highlighting a **PWP offer**, offer is **missing** on device PDPs.

