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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)

Historical Digital WBRs

2022

November

W1 |
7 Nov

W2 |
14 Nov

W3 |
21 Nov

W4 |
28 Nov

December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

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

2023

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

July

W1 |
03
July

W2 |
10 July

Call out	Detail	First Reported on	Action Owner
Pixel opportunities on VZN: Marketing PWP (bundle)	<ul style="list-style-type: none">● Competition PWPs incorrectly highlighted as GWPs, while no Pixel GWP banners promoted	<u>3 Jul</u>	VZN: Dallas (CSA) Justyna (PM)
Lower Pixel promo value advertised v/s actual on T-Mo (Ref) & BBY Unlocked (Ref)	<ul style="list-style-type: none">● On T-Mo, P7 deals market \$500 savings on TI, but actual <u>values >\$600</u> (OEM + Carrier TI) Comp models push <u>full TI value</u>● On BBY Unlocked, PDP → \$500 but actual value >\$750	<u>1 May</u> [T-Mo], <u>5 Jun</u> [BBY]	TMO: Gary (CSA) Brittany (PM) BBY: Diane (CSA)

Other Insights

Call out	Detail	Suggested Action
Pixel Fold demand <u>stagnates</u> on ATT potentially due to low visibility. Fold4 demand doubles on TMO, grows on BBY	<ul style="list-style-type: none">● On AT&T, Pixel Fold demand <u>stagnates</u> after 2 wks of strong organic demand, with continued lack of <u>landing page placements</u>● Pixel Fold outperforms Fold4 >3x on ATT, however Fold4 demand doubles on TMO and BBY	Improve ATT & TMO Pixel Fold placements to ensure strong digital performance
Samsung discounts and promotes Z4 Series on BBY & 1P ahead of Galaxy Unpacked; TMO pushes Razr+	<ul style="list-style-type: none">● Z4 Series gets strong banner placement on <u>Deals Page</u>, even as Galaxy Unpacked banners appear on <u>Top Phone Deals page</u>● Razr+ 'exclusive at TMO' banners up on TMO Deals Page (Ref)	Address strong Fold competition from both Samsung and Motorola
Extended Sale Events: BBY extends 4th Jul sale to → 12 Jul In light of Amazon Prime Day; On VZN, i14 Plus as key discounted model, extending 'limited time offer' WoW (Ref)	<ul style="list-style-type: none">● BBY pushes sale events, extends & promotes 4th July sale● i14 + 'scarcity marketing', extending 'limited time' offers thrice	Plan basis partner Promo Calendars to maximize performance

Updated as of 10 Jul
Refreshed Mondays

Sales Drivers

- Strong demand and sales for P6a and P7 Pro on BBY (>22K desktop visits each; emerge as top growth models with >100% WoW demand)
- Pixel Fold demand stagnates on AT&T potentially owing to no landing page banners, while witnessing a surge on VZN (↑ 200%) in line with visibility growth. i14 Plus' extended Flash Sale \$900 discount performs well on VZN (↑ 300%)

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro
Sales	8,489 -1%	8,617 4%	7,275 -4%
Wk 27	VZN	TMO	AT&T
	7,561 Δ -8%	6,084 Δ 1%	7,270 Δ -9%
	BB		
	2,912 Δ 27%		
Mkt Units	Pixel 7		Pixel 7 Pro
As of Wk 25	202K Δ -5%		1.3M Δ 9%
Mkt Share	17.9% Δ -2.0%		2.2% Δ -0.7%
As of Wk 25			



Traffic

Total Partner Traffic

VZN	TMO	AT&T	BB
13.6M Δ -3.6%	52.8M Δ 2.2%	41.5M Δ 5.1%	25.3M Δ 5.1%

Google PDP Traffic

29.8K Δ -24.6%	20.9K Δ 10.6%	15.9K Δ -26.0%	52.4K Δ 36.8%
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Google Share of Traffic

10.6% Δ -1.7%	9.0% Δ -0.2%	11.2% Δ -3.2%	19.0% Δ 1.6%
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Sales data taken from [go/hwp-tableau](https://www.hwp-tableau.com/) refreshed in case of updates through the week

Total P7 and P6a sales **grew** while other devices dropped.

BBY saw strong sales growth across devices, P6a at 1.5K weekly sales. P7a sales were highest at AT&T (3.5K) followed by VZN

(2.1K)

BBY witnessed **growth in traffic across partner, category and PDP levels, fueled by Pixel. Both P6a and P7 Pro** saw strong growth. Slight SoT decrease for Pixel on VZN, AT&T & T-Mo

As of 07/10

Evaluation of banner ads continues to have **highest visibility** on AT&T Home Page and Deals page.

- Pixel Devices continues to have **highest visibility** on AT&T Home Page and Deals page. However on banner on Deals page **does not** have Pixel Fold.
- On Verizon **Pixel Fold** continues to be on 2F on home page and on Top Fold on deals page with **highest visibility**.
- On TMO Pixel devices continue to remain absent on **Homepage and Deals page**

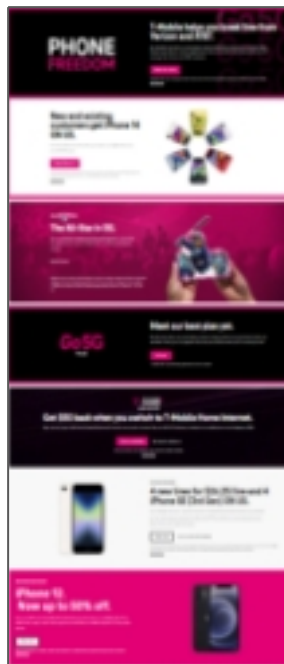
Verizon



VZN: Pixel Fold banner is placed on 2F on Home page and on Top Fold on deals page.

T-Mobile

TMo: Pixel devices have no presence on either Home / Deals pages on T-mobile.



Home page



Deals page

AT&T



AT&T: Pixel Device banners continue to dominate landing pages, however **scope** to include Pixel Fold



Moreover, Pixel Fold promo not updated with bundle offers.



Pixel opportunities on VZN: Marketing PWP (bundle)


Opportunity :

Deals page banners can also highlight Pixel Watch **GWP**

Buy the 5G Android Smartphone device and get \$399.99 off a Google Pixel Watch. New line for watch required.

Buy the 5G Android Smartphone device



- Selected 5G Unlimited plans required.



+

Buy an eligible Google Pixel Watch with:

- Any plan



Get the new Google Pixel 7a. For free.

With any 5G Unlimited plan. (2)

Get

Get Pixel Watch On Us

Google Pixel 7a

Color: Rose

Storage: 128GB

Price: \$599.99 (128GB)

Ways to save

Get Google Pixel Watch on us

With any 5G Unlimited plan. (2)

Get

More offers

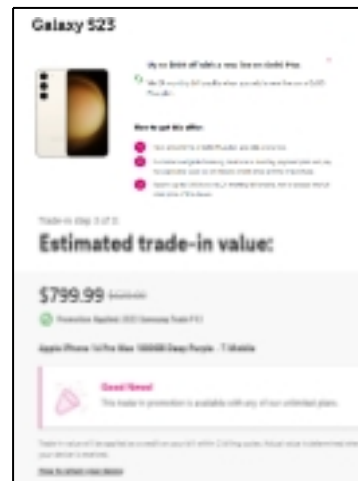
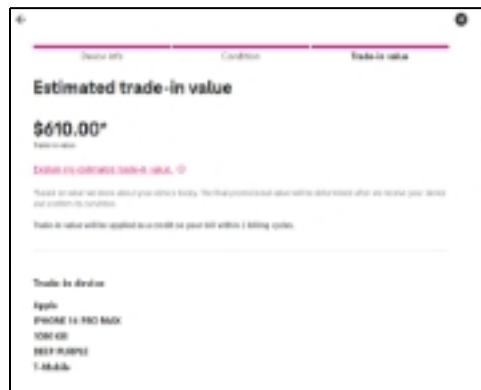
Get \$399.99 off on eligible Google Pixel Watch

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

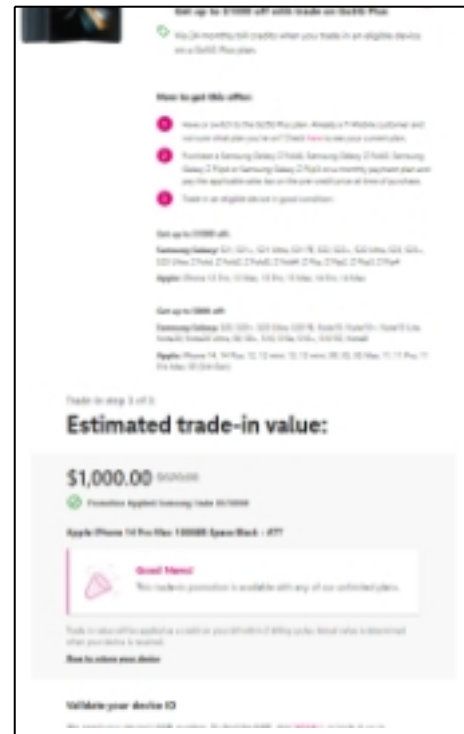
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



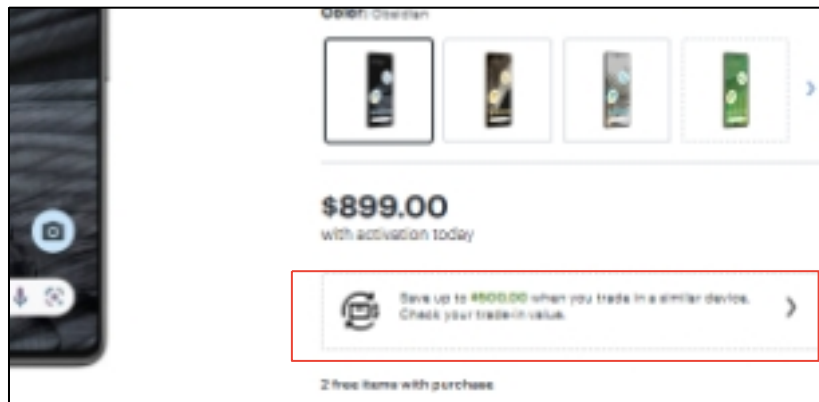
But Actual savings on clicking upon 'Check TI value' go as high as **\$610**, (select models such as i14 Pro Max) thus resulting in a **missed opportunity for stronger promo messaging for Pixel**



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

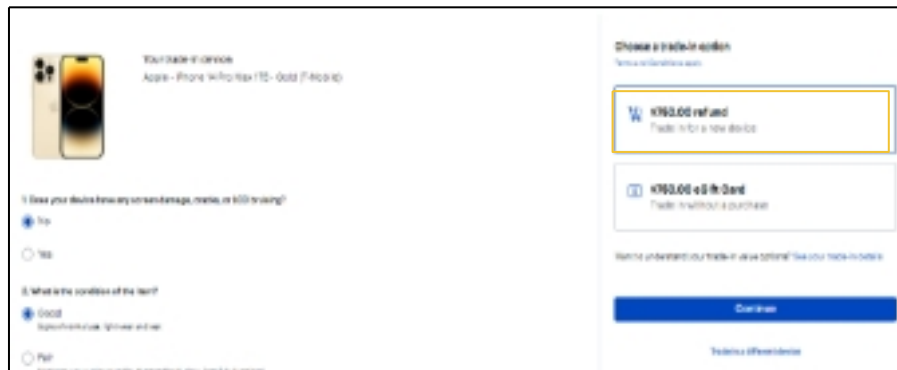


Lower Promo Value advertised than actual for Pixel 7 Pro on Best Buy Unlocked



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**



Lower Promo Value advertised than actual for Pixel 7 Pro on T-Mobile (Pixel 7 has accurate promo messaging)

Deprioritize: P7 Pro OOS on T-Mo

On Google Deals Page, P7 Pro promoted as available for \$499

Actual discount of
 $\$400 + \$200 = \$600$

Thus P7 Pro available
at \$300 only

Missed opportunity for
stronger promo
messaging for P7 Pro

Google Deals Page



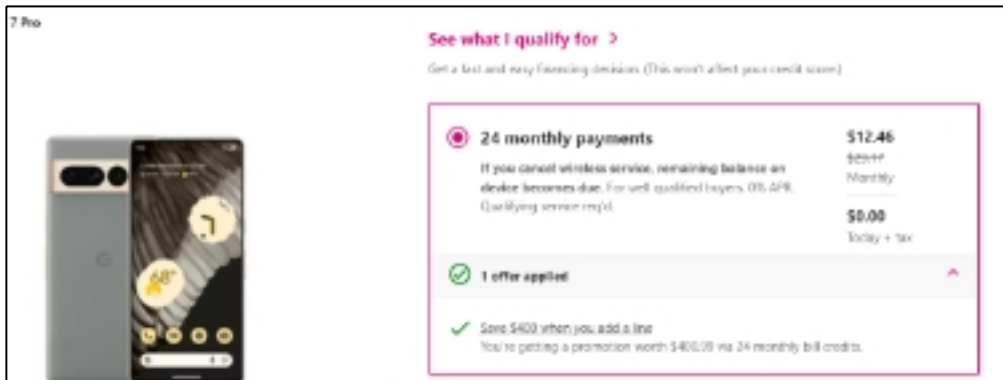
Get the Google Pixel 7 for \$99.

Get Pixel's best features, like all-day battery and Magic Eraser, for \$99 when you activate a line on a qualifying plan. Or get the Pixel 7 Pro for \$499.

[Shop now](#)

Via 24 monthly bill credits. If you cancel before 24 credits, credits stop & balance on required finance agreement may be due; contact us. Plan fee. [Get full terms](#)


P7 Pro PDP



7 Pro

[See what I qualify for >](#)

Get a fast and easy financing decision. (This won't affect your credit score.)



24 monthly payments	\$12.46
<small>If you cancel wireless service, remaining balance on device becomes due. For well-qualified buyers. 0% APR. Qualifying service req'd.</small>	<small>\$2999</small>
	Monthly
	\$0.00
	<small>Today + tax</small>

1 offer applied

Save \$400 when you add a line
You're getting a promotion worth \$400/24 via 24 monthly bill credits.