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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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| Call out | Detail | First Reported on | Action Owner |
|--|---|-------------------|--------------------------------|
| VZ: GWP Watch and PWP Buds promo missing on PDPs | <ul style="list-style-type: none">● Missed opportunities to promote ongoing promo;<ul style="list-style-type: none">○ VZ shop page banner highlights Pixel Watch GWP, promo missing on Watch and Phone PDPs. (ref)○ While Pixel Buds PDPs are highlighting a PWP promo, banner missing on device PDPs. (ref) | 28 Aug | VZ: Dallas (CSA), Justyna (PM) |
| BBY: PWP Buds Offer missing on P7 Pro PDP | <ul style="list-style-type: none">● 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 | 18 Sep | BBY: Rashi / Timothy |

Competitive Insights

| Call out | Detail | Suggested Action |
|--|---|---|
| iP15 series sees stronger demand YoY on VZ & TMO v/s iP14; demand led by Pro model | <ul style="list-style-type: none">● On VZ, traffic grew YoY for iP15 Pro (+600% YoY) Pre-Order & +260% On Sale● VZN generated highest traffic (↑65% YoY) for iP15 series across carriers, primarily driven by strong demand for iP15 Pro on the carrier● AT&T experienced ~40% decline in traffic for the iP15 series compared to the iP14 series LY while T-Mo saw a traffic uplift of 12%YoY. | Leverage dipping iP15 Pro / Max variant sales (Baystreet) to divert consumers to P8 Pro (feature based marketing) |
| BBY announces exclusive Samsung Sale Event (competing with AMZ Prime Day) | <ul style="list-style-type: none">● In response to Amazon, BBY and Target also announced their sale events in the first week of October. BBY also fixed some designated dates for Samsung and Microsoft, for brand specific sale events (ref) | Evaluate partnerships with BBY on brand-specific events |

Sales Drivers

- The introduction of the **\$150 Instant Rebate for the P7 on BBY** resulted in a substantial sales boost, up from 1.3K → 1.9K units.
- The i15 series experienced a notable surge in demand, with the Ultra Premium Segment within the i15 series showing particularly high demand compared to the other models.

Sales

| Total | Pixel 7a | Pixel 7 | Pixel 7 Pro | Pixel Fold |
|-------------|---------------|---------|-------------|------------|
| WoW | 4,886 | 6,653 | 3,451 | 2,421 |
| Sales | 0% | -13% | -7% | -31% |
| Wk 38 | VZN | TMO | AT&T | BB |
| | 5,649 | 4,551 | 3,168 | 4,043 |
| | Δ -15% | Δ -22% | Δ -13.7% | Δ 14% |
| 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 35 | 15.4% Δ -0.3% | | 4.2% Δ 0.7% | |



Traffic

| | VZN | TMO | AT&T | BB |
|-------------------------|------------------|------------------|------------------|------------------|
| Total Partner Traffic | 16.4M Δ 1.8% | 55.3M Δ 14.3% | 46.7M Δ 3.7% | 21.0M Δ 1.2% |
| Google PDP Traffic | 22.1K Δ -0.2% | 10.7K Δ -0.4% | 10.0K Δ -0.0% | 37.9K Δ -1.0% |
| Google Share of Traffic | 2.8% Δ -1.1% | 1.7% Δ -1.6% | 1.8% Δ 0.1% | 8.5% Δ 0.2% |

Sales data taken from go/hwp-tableau refreshed in case of updates through the week

Overall, P7 series and P.Fold sales dropped esp on T-Mo, P.Fold sales dipped from 2.6K → 1.6K units

Partner traffic continued to rise across carriers.

However, Google PDP traffic experienced a slight dip resulting in a corresponding drop in Google SoT.

Updated as of 25 Sept
Refreshed Mondays

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

Verizon



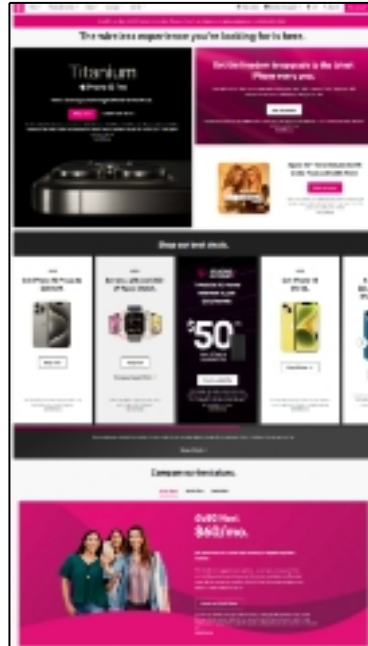
VZ: S23,S22 and i14 Plus banner added to 2F and 3F shifting **Pixel Fold** towards the bottom



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

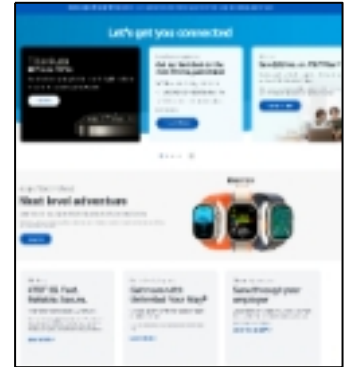


Home page



Deals page

AT&T



AT&T: Apple products banners dominate landing pages



As of 09/25

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

- 'Apple iPad' available on 1F homepage of Amazon
- On 1F, promo present for iPad 10th Gen on BBY US HP, while on BBY CA 1F Microsoft Surface Laptop Studio2 is present
- Samsung Galaxy Tablets promo launched on 1F of homepage on Target. Offers available on iPad selected models and SS Galaxy Tablets in BBY US.

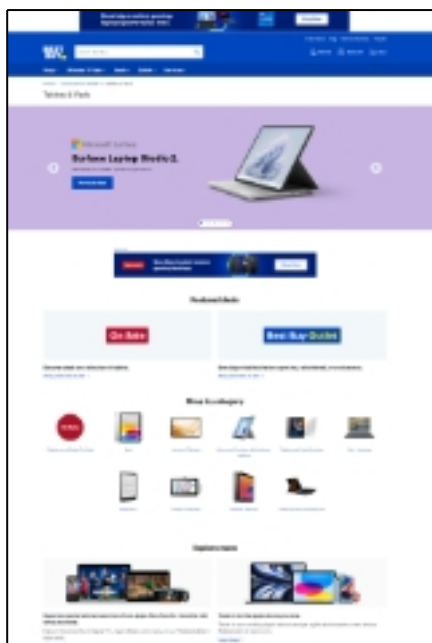
Amazon



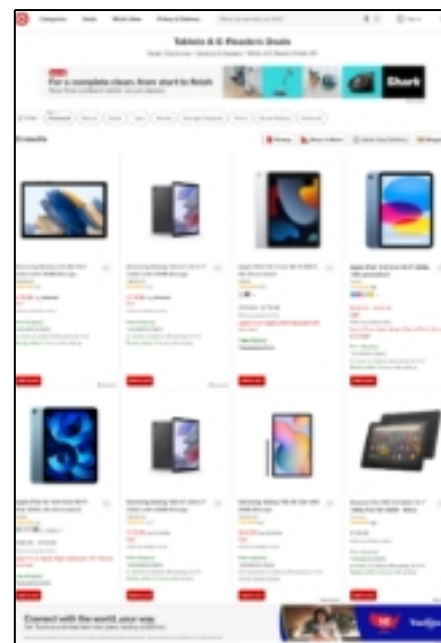
Best Buy US



Best Buy CA

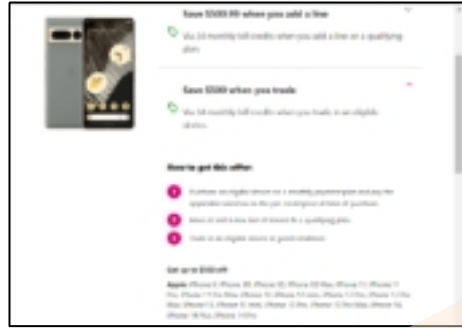


Target

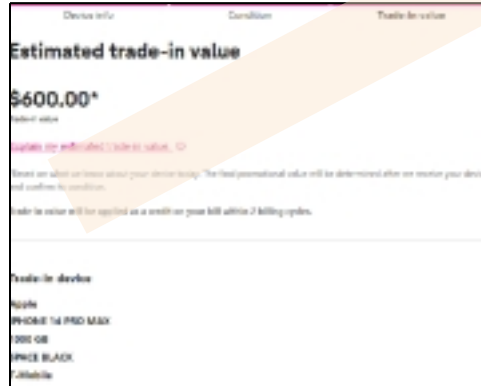


Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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

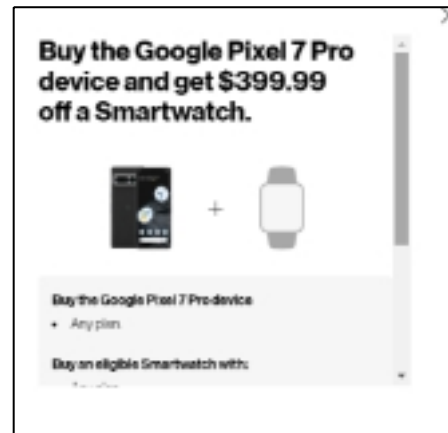


CSA Reviewing

Missing Opportunity on VZ: GWP Watch Offer not mention “Pixel Watch” on PDPs

Opportunity :

While VZ [smartphone PDP](#) mention GWP Watch it omit the mention of “Pixel Watch” while the [watch PDP](#) doesn’t specify the “Pixel Device”



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.

