

Index

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

WBR Master Folder (with all past decks)

Summary

1

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/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](#)

[W3 |](#)
[17 July](#)

Call out	Detail	First Reported on	Action Owner
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) [Under Review / Actioning]

Other Insights

Call out	Detail	Suggested Action
Pixel BBY growth during ‘Black Friday’ / Prime Day Event outpaces Samsung and Apple	<ul style="list-style-type: none">Pixel sees strongest growth amongst SS & Apple in ‘Black Friday in July’ event; 92% Desktop Traffic & 66% Sales growth. i14 & i14 Plus also performed well<ul style="list-style-type: none">P7 especially sees strong interest generated by \$100 IR + \$200 off w/activation promos, however conversion remains limited	Investigate BBY consumer journey to improve conversion
Ahead of Galaxy Unpacked , Samsung (1P) & TMO push Z4 series promos to potentially clear inventory (<u>ref</u>)	<ul style="list-style-type: none">In Wk 29, Samsung (1P) launches \$200 Disc + \$500 Appliance category PWPOn TMO, Z4 discount deepens from \$400 → \$600; Fold4 has already seen 57% WoW traffic growth on the carrier, promo could further boost demand	Address strong Fold competition from upcoming and Z4 SS devices
Extended Sale Events: Cross-partner trend of extended sale events (VZN, SS 1P) (<u>Ref</u>) Competing OEMs like Apple indulge in <u>scarcity marketing</u>	Amazon’s Prime Day upto Jul 12. BBY launched a competitive sale event in same period <ul style="list-style-type: none">Samsung.com 1P followed suit, pushes sale across multiple categories until Jul 26 (<u>Ref</u>)Verizon extends sale event to Jul 26 creating a sense of urgency with ‘limited time deals’<ul style="list-style-type: none">Previously, on VZN i14 + extended ‘limited time’ offers thrice (<u>Ref</u>)	Align Pixel promos to extended sale timelines to capitalize on increased traffic + capitalize on scarcity marketing
Pixel future opportunities on VZN: Combined	Samsung combines offers to promote Watch5 as ‘Free’ \$180 Trade-in + \$150 NLA PWP	Potential to employ similar

Updated as of 17 Jul
Refreshed Mondays

Sales Drivers

- BBY: Pixel **sees strongest growth** amongst SS & Apple in 'Black Friday in July' event; **92% Desktop Traffic & 66% Sales growth**. i14 & i14 Plus also performed well
 - P7 especially sees strong interest generated by \$100 IR + \$200 off w/activation promos, however **conversion remains limited**
 - P7: 56K visits → Sellout 2.5K units | P6a: 34K visits → Sellout 2.2K units
- Pixel Fold demand **halves** on VZN, but grows **on AT&T (↑ 20%) even w/o key landing page placements**

Sales

Total WoW Sales	Pixel 7a	Pixel 7	Pixel 7 Pro	
	8,912 5%	9,723 13%	6,517 -10%	
Wk 26	VZN	TMO	AT&T	BB
	8,101 Δ 7%	5,038 Δ -17%	5,589 Δ -23%	4,824 Δ 66%
Mkt Units As of Wk 25	Pixel 7		Pixel 7 Pro	
	202K Δ -5%		1.3M Δ 9%	
Mkt Share As of Wk 25	17.9% Δ -2.0%		2.2% Δ -0.7%	



Traffic

Total Partner Traffic

VZN	TMO	AT&T	BB
13.6M	63.4M	41.6M	28.2M
Δ 0.3%	Δ 1.1%	Δ 0.3%	Δ 11.7%
Google PDP Traffic	Google Share of Traffic	Google PDP Traffic	Google Share of Traffic
36.4K	23.1K	16.4K	100.7K
Δ 22.1%	Δ 10.5%	Δ 3.1%	Δ 92.2%
13.7%	9.9%	10.6%	28.6%
Δ 3.0%	Δ 0.9%	Δ -0.6%	Δ 9.6%

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

Overall Pixel portfolio sales saw limited growth

P7a sold highest units on ATT (3.5K SO) followed by VZN (2.7K SO)

BBY smartphone category grows >50% over 2 Wks

Pixel sees **strongest PDP & SoT growth** across competitors, reaching >100K weekly desktop visits

As of 07/17

Evaluation of Pixel Device Presence on the Home Page and Deals Page

- Pixel Devices continue to have **highest visibility** on AT&T Home Page and Deals page. However, Pixel banner on Deals page **does not** feature Pixel Fold.
- On Verizon Pixel Fold continues to be on 2F on home page, while on deals Pixel Visibility **reduce** to 3F
- On TMO, Pixel devices continue to remain absent on **Homepage page**

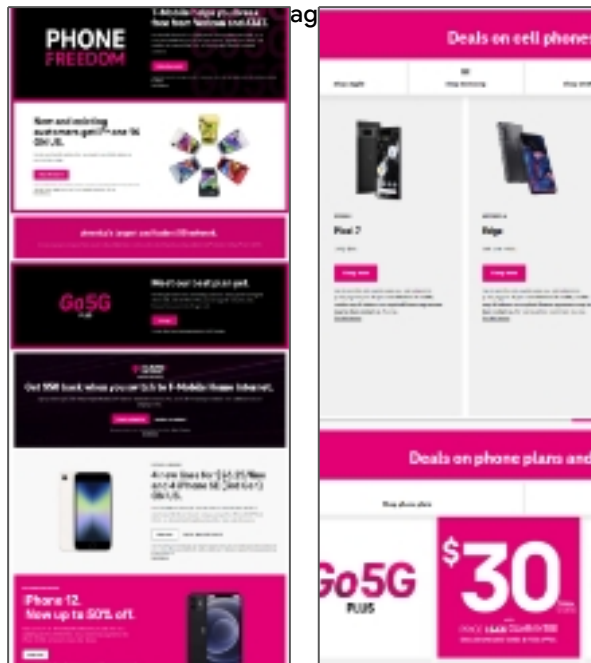
Verizon



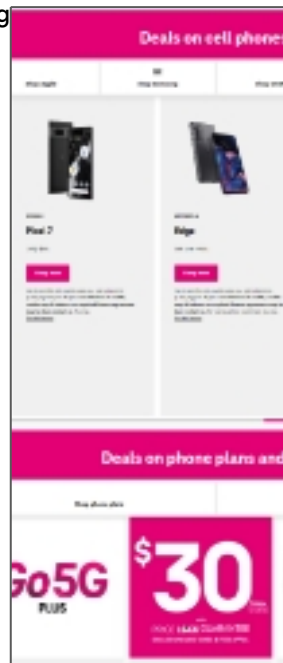
VZN: Pixel Fold banner is placed on 2F on Home page, while on 3F on deals page.

T-Mobile

TMO: Pixel devices have no presence on Home page



Home page



Deals page

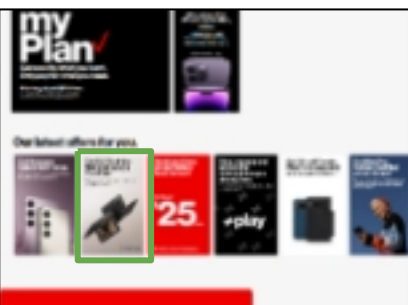
AT&T



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



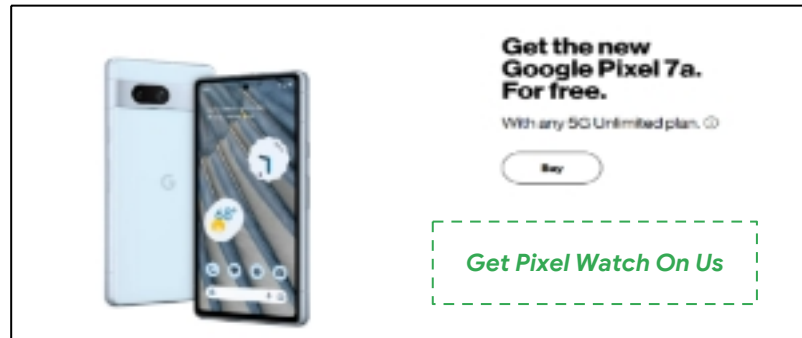
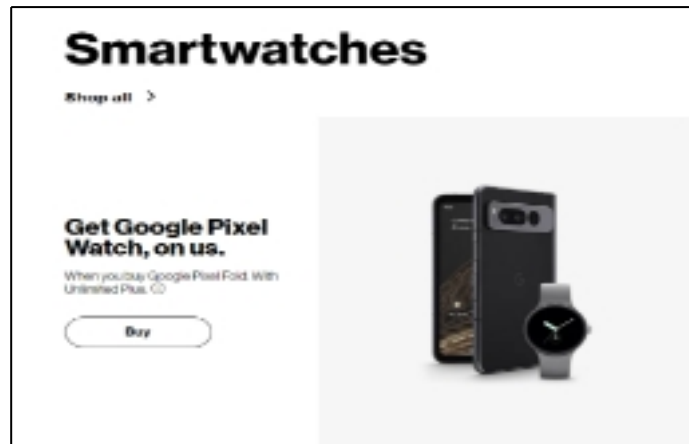
Moreover, Pixel Fold promo not updated with bundle offers.



Pixel opportunities on VZN: Marketing PWP (bundle)

Opportunity :

Potential to highlight Pixel Watch
GWP with all Pixel devices across
Deals page and Shop Page banners,
and not limited to Pixel Fold
banner ([Shop Page](#))



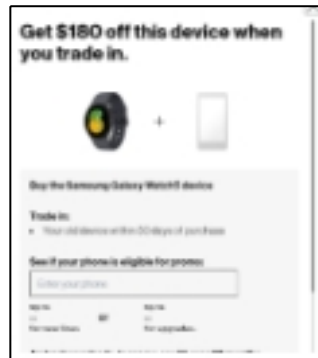
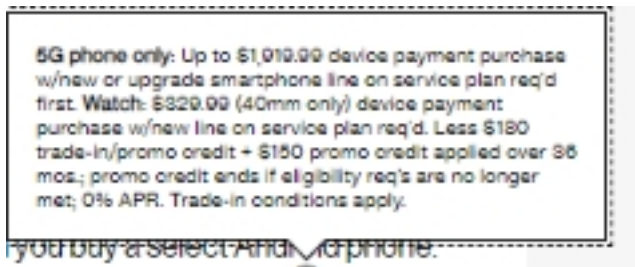
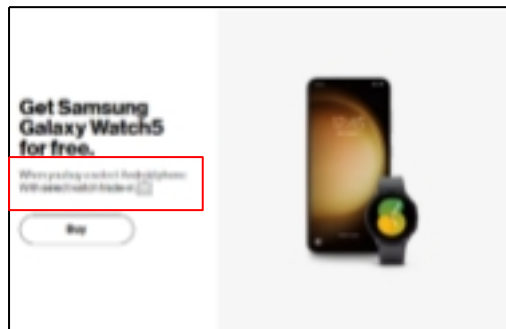
Pixel future opportunities on VZN: Combined Watch Promo Messaging

Samsung displays value post TI + Disc promos combined on VZN

Samsung combines offers to promote
Watch5 as 'Free'

*\$180 Trade-in + \$150 NLA PWP
smartphone = \$330 Watch MSRP*

These offer conditions / details are only
listed in the fine text of the
informational popup

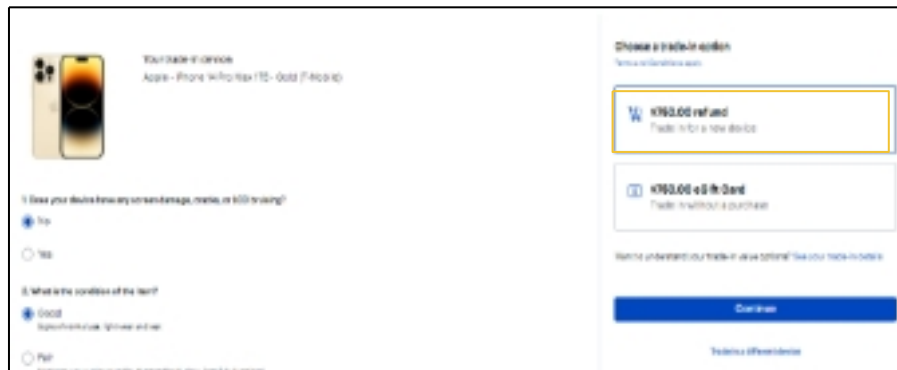


Lower Promo Value advertised than actual for Pixel 7 Pro on Best Buy Unlocked



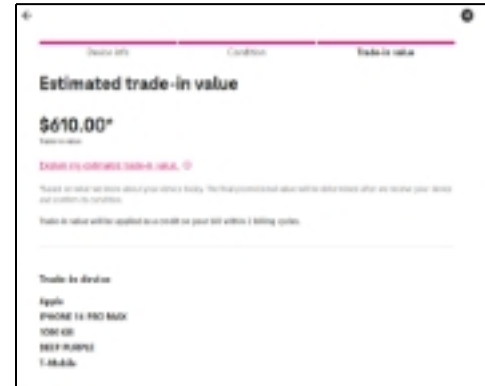
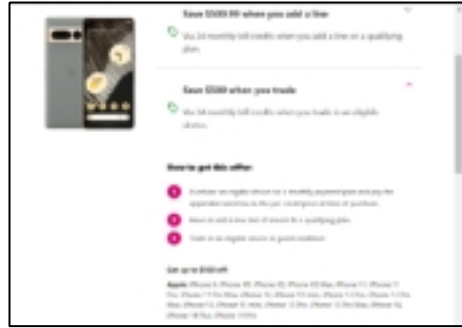
Pixel 7 Pro Unlocked PDPs specify max TI savings of \$500

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 on T-Mobile (competition models have accurate promo messaging)

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



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

