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US Digital Weekly Business Review go/digitalwbrs

WBR Master Folder (with all past decks)

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Symphony resources

US Promotions:

go/pixelpromotions

US Traffic Dashboards:

go/pixel-online-us

US Promo Trackers:

go/pixelpromotracker

US Exec Dashboard:

go/pixelperformance

Historical Digital WBRs

2022

September

W1 5 Sep	W2 12 Sep	W3 19 Sep	W4 26 Sep
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October

W1 3 Oct	W2 10 Oct	W3 17 Oct	W4 24 Oct	W5 31 Oct
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November

W1 7 Nov	W2 14 Nov	W3 21 Nov	W4 28 Nov
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December

W1 5 Dec	W2 12 Dec	W3 19 Dec
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2023

January

W1 2 Jan	W2 9 Jan	W3 16 Jan	W4 23 Jan	W5 30 Jan
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February

W1 6 Feb	W2 13 Feb	W3 20 Feb	W4 27 Feb
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March

W1 6 Mar	W2 13 Mar	W3 20 Mar	W4 27 Mar
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April

W1 3 Apr	W2 10 Apr	W3 17 Apr
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Execution Opportunities / Gaps

Call out	Detail	First Reported on
Low / No placements for 'Get For Free' promos on AT&T	P7 Pro and P7 offers not present on AT&T Deals pages	<u>27 Feb</u> Pixel continues to be absent on AT&T landing pages
P7 Pro flash sale on VZN competes with i14 Plus, leading to lower overall promo effectiveness	<ul style="list-style-type: none"> P7 Pro and i14 Plus launched an attractive 1W flash sale offer 'Get for FREE' w <u>equivalent</u> visibility (11 - 17 Apr) However, only i14 & i14 Plus saw strong growth in traffic, Pixel saw limited WoW uplift in traffic and sales 	<u>17 Apr</u>

Other Insights

Call out	Detail	Suggested Action
Marginal improvement in Sales on VZN	<ul style="list-style-type: none"> Pixel unique discounts on VZN further improve by upto \$180 for two consecutive wks, no TI reqd Apart from i14 Plus, no major comp promo changes 	Study performance of strong non Trade-in performance (FREE / \$5/mo promos) of Pixel / Competition on carrier
Samsung continues to gain unequivocal share on Android on T-Mobile and AT&T	<ul style="list-style-type: none"> SS is regaining Android share & dominating placements, while Pixel has low visibility 	Negotiate with AT&T & T-Mo to offer equal / comparable Android placement per carrier agreements
S22 promos gain over S23, and A54 over A53	<ul style="list-style-type: none"> S23 promotions dropped on Unlocked (Samsung.com, and BestBuy), while S22 promos increased on BestBuy Potential move to clear S22 inventory A54 promos strengthen on T-Mo, as A53 goes OOS 	Monitor Samsung stock status and promotions closely

Sales Drivers

- Sales grew slightly on **VZN** for both P7 and P7 Pro, potentially owing to the flash sale
- Pixel performed **better WoW** with regards traffic, and overall SoT improved; however **i14 /i14 Plus and S23 saw stronger traffic growth**

Sales

Pixel 7		Pixel 7 Pro	
Total	7,950		6,547
WoW	-16%		-1%
Sales			
Wk 15	VZN	TMO	AT&T
	5,083	3,040	2,037
	Δ 8%	Δ -10%	Δ -44%
			BB
			4,337
			Δ -0%
Mkt Units			
As of Wk 11	152K	Δ 2%	1.4M Δ -3%
Mkt Share			
As of Wk 11	19.1%	Δ -1.4%	2.4% Δ 0.3%



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	12.0M Δ 439.0K	44.1M Δ -979.8K	38.5M Δ -639.2K	21.4M Δ 530.7K
Google PDP Traffic	21.9K Δ 3.6K	13.4K Δ 4.0K	6.9K Δ 3.7K	73.2K Δ 9.6K
Google Share of Traffic	7.2% Δ 0.4%	7.9% Δ 2.7%	4.5% Δ 2.0%	33.2% Δ 4.2%

17% drop in P7 sales led by AT&T (fall from 2.3K units to 2,037 units) breaking 3W growth trend; VZN sold higher units of both P7 and P7 Pro

Growth in total partner traffic drop on T-Mo and AT&T Google SoT improved

Good Pixel placement on Verizon **at par** with competition, **improved placement** on T-Mo, while **lagged behind** on ATT

Verizon

T-Mobile

AT&T



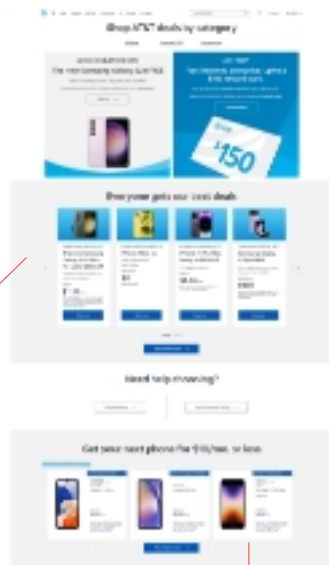
VZN: Pixels Promo Messaging on **Deals page strengthens** as prices dropped briefly (1W Flash Sale) and **placements remain strong on deals page (4F)** **Lack of homepage visibility**



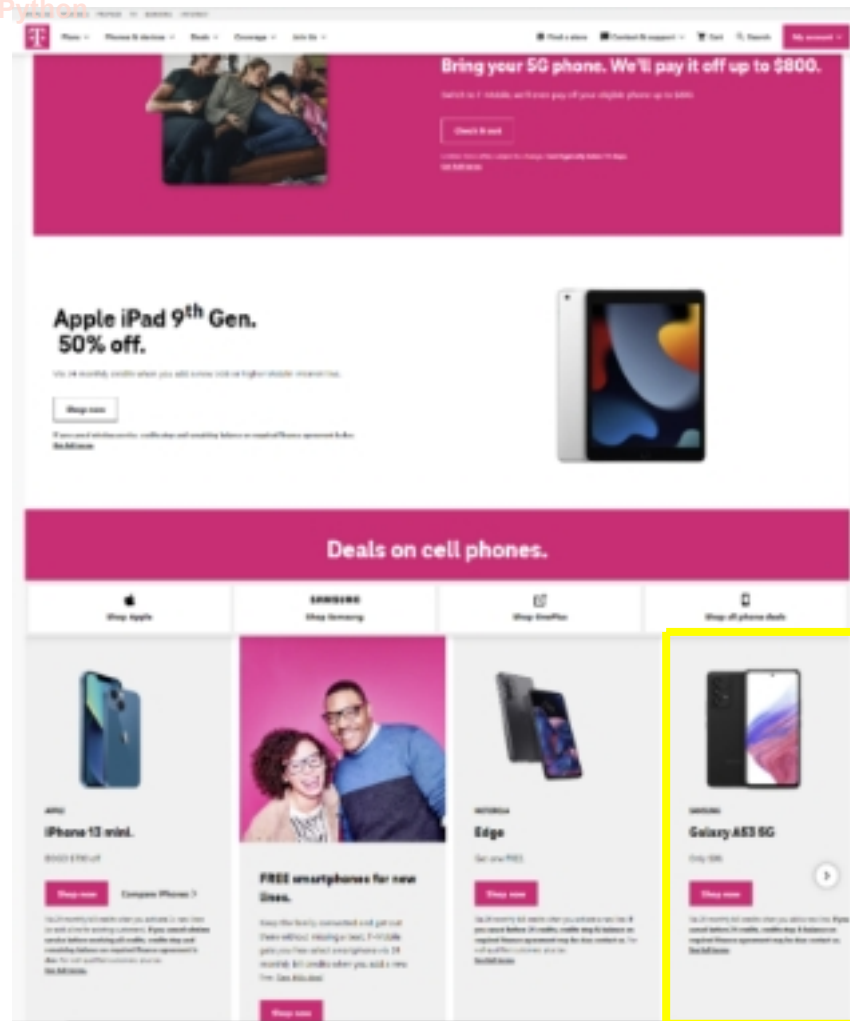
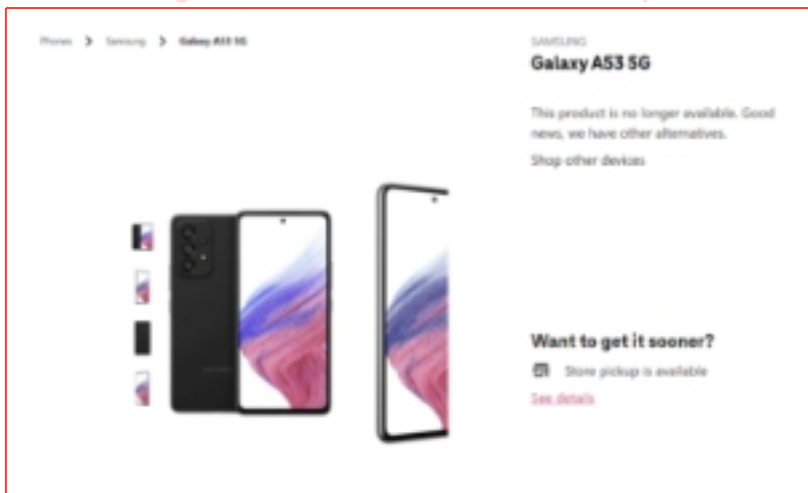
T-Mo: Strong Promotion on Deals Page, **improvement in P7 placement (6F->5F)**

Pixel Continues to have **no placements on Home page**

Strong scope of placements with other premium segment OEM devices on Deals / Phone Deals pages



P7 which can pose strong competition under \$10/mo category **absent** here








Samsung A53 unavailable (OOS) on the T-Mobile website, however the carrier - partner still has a carousel placement on the bottom of the deals page (Desktop)

Desktop Traffic v/s Sales
(Apr 9 - 15)















































		Verizon		T-Mobile		AT&T		BestBuy	
		Sales	Traffic	Sales	Traffic	Sales	Traffic	Sales	Traffic
P7 Pro	Absolute no.s	2747	1517	1304	4566	1196	2098	1300	21100
	WoW Δ	2.39%	-44%	-6.52%	-4%	-8.77%	130%	3.83%	16%
P7	Absolute no.s	2336	570	2222	4558	841	1135.1	3037	31684
	WoW Δ	16.39%	NA	-8.37%	725%	-64.04%	NA	-1.94%	2%
P6a	Absolute no.s	1376	3495	1736	1246	1669	225.531	2629	25713
	WoW Δ	-16.30%	-43%	-12.76%	10%	-0.18%	NA	5.37%	23%

Promotion Changes (As of 17/04)

- Pixel unique discounts on VZN **improve further**, while **Samsung premium models bundle offers drop**
- S23 promotions **dropped** on Unlocked (Samsung.com bundles taken off, and BestBuy), while S22 series promotions **increased** on BestBuy
- On T-Mobile, A54 becomes **cheaper** with launch of **\$390** unique discount.

	 verizon	 T Mobile	 AT&T	 Carriers + Unlckd	 amazon
P7/P7 Pro	P7 Pro- Uniq disc ↑ to \$900	No change	No change	No change	No change
P6 Pro	No change	No change	No change	Unlckd- available this week	No change
i13 Pro/Max	No change	i13 Pro Max available this week	No change	BBY-ATT iPhone 13 Pro/max is unavailable this week	No change
S23+/Ultra	S23 Plus & Ultra- bundle offer ↓ to \$75	No change	No change	BBY-ATT[S23 Ultra] -256GB unavailable this week [S23+]- Uniq disc for \$100 launched BBY Unlckd - S23+ & S23 Ultra no unique discount this week	S23 Plus- New finance EMI offer via 'Layaway' launched
Flip/Fold4	Flip/Fold 4- bundle offer ↓ to \$75	No change	No change	No change	Z Flip 4- New finance EMI offer via 'Layaway' launched
S22+ /Ultra	S22 Plus - bundle offer ↓ by \$25 S22 Ultra - bundle offer ↓ by \$25	No change	No change	BBY-Unlckd- Disc ↑ to \$400 for S22 Ultra BBY-T-Mobile Disc ↓ to \$0 for S22 Ultra	S22 Plus -MSRP ↓ by \$133
Z Fold3	Z Fold 3- bundle offer ↓ by \$25	Z Fold 3(256GB)- available this week	No change	BBY VZN- Uniq disc of \$1400 removed	No change
A53 / A54	No change	A54 - \$390 Unique Disc launched	No change	No change	A53- Uniq disc ↑ to \$100
i14 Pro/Pro Max	i14 Pro/Max- New Bundle offer available worth \$460	No change	No change	BBY-ATT NLA Uniq disc of \$100 is available	No change
i14/ i14 Plus	i14 Plus- uniq disc ↑ to \$900	No change	No change	BBY-ATT NLA Uniq disc of \$100 is available	No change

OEM logo by order of appearance | ☐ Pixel Risk

Partner	Pixel 7/Pro offer	Home Page	Deal Page	Listings Page
	<p>Get Pixel 7 Pro for free with select unlimited 5G plans. Online Only. Plus \$200 when you switch <i>(Deals Page)</i> (\$200 Switch + \$900 Uniq Disc)</p> <p>Get Pixel 7 for \$0/mo <i>(Listings Page)</i> (\$200 Switch + \$700 Uniq Discount)</p>	  <input type="checkbox"/>	  	  
	<p>Get the Google Pixel 7 Pro for \$800 off with T/I <i>(Listings page)</i></p> <p>P7 at \$10/mo, no trade-in required <i>(Listings Page)</i> (\$300 Discount + Upto \$380 AT&T Promotional cards on TI)</p>	  <input type="checkbox"/>	  <input type="checkbox"/>	  
	<p>Get the Google Pixel 7 Pro for \$37.50/mo for 24 mo <i>(Listings Page)</i> (\$500 Discount + Upto \$600 TI)</p> <p>Get the Pixel 7 for \$25/mo <i>(Deals Page)</i> (\$500 Discount + Upto \$600 TI)</p>	  <input type="checkbox"/>	  	  
	<p>Save upto \$350 on (Unlocked) Pixel 7 Pro with qualified trade in Starting at \$599 with activation today <i>(Phone Deals)</i> (\$350 Discount + Upto \$530 TI) Save \$250 Pixel 7(unlocked) 128GB Starting at \$349 with activation today. <i>(Phone Deals)</i> (\$250 Discount + Upto \$535 TI)</p>	  	  	  
	P7 Pro: \$150 off on listing price, P7: \$150 off on listing price	  	  	  

Landing Page Screenshots for Reference[\(Phone Deals page\)](#)

 Pixel at disadvantage  Pixel at advantage  Pixel on par

			Premium & Ultra Prem Segment						Mid Segment				Entry Segment		
			P7 Pro (\$899)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$700)	i14 (\$800)	S23 (\$799)	S22 (\$700)	P6a (\$500)	SE3 (\$430)	A54 (\$500)
Select/Prem Unitd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200	-	-	-
		Discount	900↑	-	900↑	-	-	-	700	-	-	520	500	429	140
		BOGO	-	-	-	-	-	-	-	-	-	-	-	-	-
		Max TI	0	800	0	800	800	800	0	800	800	-	-	-	-
	UPG	Discount	-	-	-	-	-	-	-	-	-	-	200	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-	-	-	-
		Max TI	800	800	800	800	800	800	700	800	800	-	-	-	-
All Unitd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200	-	-	-
		Discount	900↑	-	900↑	-	-	-	700	-	-	520	500	429	140
		BOGO	-	-	-	-	-	-	-	-	-	-	-	-	-
		Max TI	-	800	-	800	800	800	-	800	800	-	-	-	-
	UPG	Discount	-	-	-	-	-	-	-	-	-	-	200	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	-	-	-	-	-	-	-	-	-	-

- Pixel unique discount improves on both plans (P7 Pro improves to \$900 from \$720 → now \$5/mo; P7 to \$700 from \$520 → now \$0/mo)
- i14 Plus uniq disc increased to \$900 from \$720