



# Business Overview

# Exec Summary

Improved placements  
for P7 Pro on VZN,  
bundle on T-Mo

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WIP

Takeaways/Next Steps

PoC

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Detailed availability by model / variant / carrier

Total P7+Pro sales **LWoW**, ahead of S23 launch. Continued fall in TAM. Growth in P7 WoW market share, with **6%**

Google continued to have the highest SOT on BB despite the slight WoW decline. PDP Visits and SoT for Google only **I** in case of VZN

S23 series maintained top placements, however Pixel's VZN BP **I** due to better P7 Pro placements. Apple's strongest prominence is on T-Mo

- **I** i13 Pro variant availability on AT&T and T-Mo
- **I**
- **I**

Carriers with WoW Δ

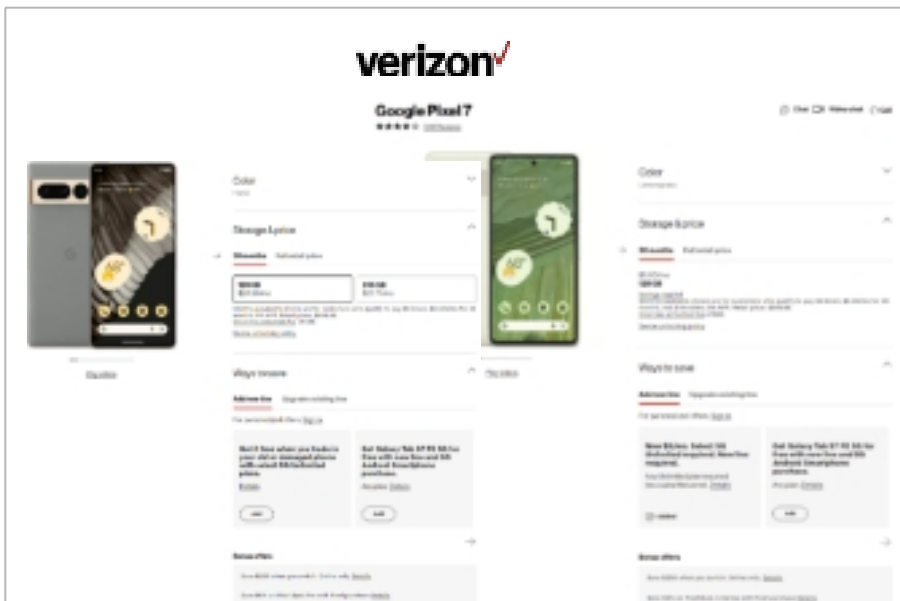
Promotional Landscape	Models with WoW Δ	Carriers		
		VZN	BB	Other carriers
		P7 Pro	\$330 bundle ↓ BOGO removed X	-
		P6 Pro	-	Uniq Disc \$150 ↑ AMZN
		i14 Pro/Max	BOGO removed X	-
		i13 Pro/Max	TI launched for Upgrade	-
		S22 Ultra/+	TI removed X	BBY VZN, AT&T & T-Mo - \$100-\$200 ↑ uniq disc
		Z Flip/Fold4	\$400 BOGO on upg	Fold4 - BBY VZN & T-Mo: \$300 & 400 ↑ uniq disc \$150 ↑
		P7	\$330 bundle ↓	-
		i13/Mini	\$520 uniq disc. All Unltd ↑	-



P7/Pro on VZN face an slight increase in competition from SS models due to decrease in total value of bundle offers. Also the placements for Pixel phones are beyond 3F on Home and deals page whereas Samsung gets 1F on both the pages and Apple at 2F

US

Partner	Pixel 7/7 Pro offer	Home Page	Deal Page	Category Page
<a href="#">Verizon</a>	<b>Starts at \$24.99/mo. for 36 mos</b> ( <i>Listings page only</i> ) (\$200 Switch + \$400 BOGO + Upto \$900 NLA TI / \$800 Upg TI)  <b>Get Pixel 7 for \$5/mo</b> ( <i>Deals + Category pages</i> ) (\$200 Switch + \$520 Discount + Upto \$700 Upg TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
<a href="#">AT&amp;T</a>	<b>Get the Google Pixel 7 Pro free with T/I</b> ( <i>Listings page only</i> ) (Guaranteed TI \$939)  <b>P7 at \$10/mo, no trade-in required</b> ( <i>Deals Page</i> ) (\$300 Discount + Upto \$280 AT&T Promotional cards on TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
<a href="#">T-Mobile</a>	<b>Get the Pixel 7 Pro for \$399</b> ( <i>Deals Page</i> ) (\$500 Discount + Upto \$600 TI)  <b>Get the Pixel 7 for \$99</b> ( <i>Deals Page</i> ) (\$500 Discount + Upto \$600 TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
<a href="#">Best Buy</a>	<b>Save \$100 or \$150 on Unlocked Pixel 7 family cell phones</b> ( <i>Top Deals &gt; Cell Phones page</i> ) P7 Pro: Upto \$900 TI BBY VZN, \$600 TI BBY T-Mo P7: Upto \$700 Upg TI BBY VZN, Upto \$600 TI BBY T-Mo	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
<a href="#">Amazon</a>	<b>P7 Pro: \$150 off on listing price, P7: \$100 off on listing price</b>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

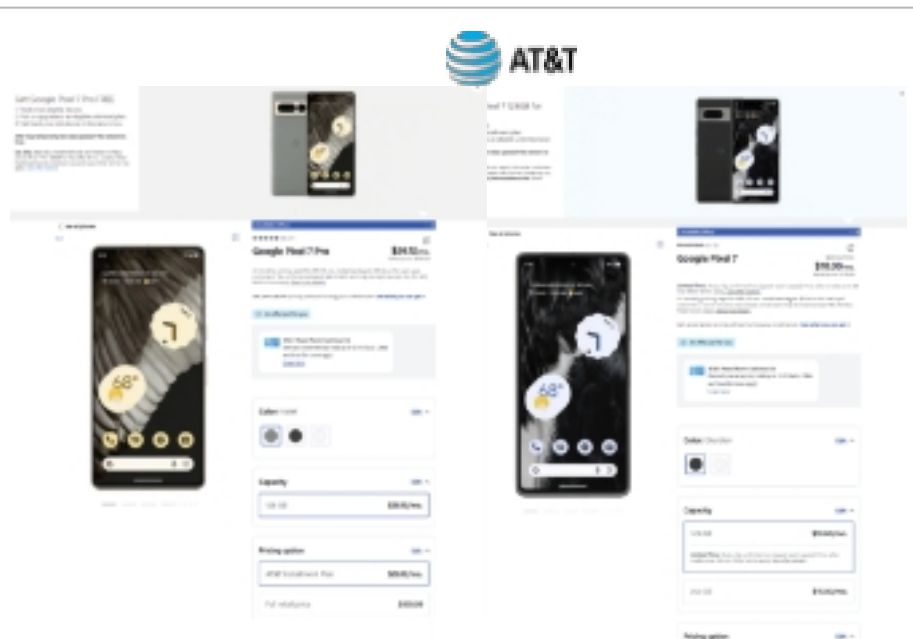


P7 Pro

\$200 NL Switch (Both Plans) +  
Upto \$900 NLA TI + Upto \$800  
UPG TI (Select Unltd Plans)

P7

\$200 NL Switch (Both Plans) +  
\$520 Unique Discount NLA (Both  
Plans) + Upto \$700 UPG TI  
(Select Unltd)



P7 Pro

Guaranteed \$939 NLA & UPG TI  
(FREE)

P7

\$380 Unique Discount (\$10/mo)

T-Mobile



P7 Pro

P7

MM: Upto \$600 off on T  
Mainstream: Upto \$300 off on T  
Both: \$501 NLA Unique Discount

MM: Upto \$600 off on T  
Mainstream: Upto \$300 off on T  
Both: \$500 NLA Unique Discount

BEST BUY

Unlocked



P7 Pro

P7

\$300 Unique Discount (\$599  
Activate Today / \$749 Activate  
Later)

\$200 Unique Discount (\$399  
Activate Today / \$499 Activate  
Later)

			P7 Pro	i14 Pro	S23 Ultra	S23+	Flip4	P7	i14	i14 Plus	S23	S22
Select/Pre m Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount						520		720		340
		BOGO										
		Max TI	900	1000	800	800	1000	0	800	0	800	0
	UPG	Discount										
		BOGO										
		Max TI	800	800	800	800	440	700	800	800	800	0
All Unltd.	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount						520		720		340
		BOGO										
		Max TI			800	800					800	
	UPG	Discount										
		BOGO										
		Max TI			800	800					800	

			P7 Pro	i14 Pro	S23 Ultra	S23+	Flip4	P7	i14	i14 Plus	S23	S22
Magen ta - Max	NLA	Discount	501		800	800	800	500			800	800
		BOGO		350					350	350		
		Max TI	600	1000	100	1000	1000	600	1000	1000	1000	1000
	UPG	Discount										
		BOGO		350					350	350		
		Max TI	600	400	1000	1000	800	600	400	400	1000	1000
Mainst ream	NLA	Discount	500		400	400	400	500			400	400
		BOGO										
		Max TI	300	800	500	500	400	300	800	800	500	500
	UPG	Discount										
		BOGO										
		Max TI	300	400	500	500	400	300	400	400	500	500




			P7 Pro	i14 Pro	S23 Ultra	S23+	Flip4	P7	i14	i14 Plus	S23	S22
Eligible Unltd	NLA	Discount						380				160
		BOGO										
		Max TI	939	800	1000	1000	1000		800	800	800	
	UPG	Discount						380				160
		BOGO										
		Max TI	939	800	1000	1000	1000		800	800	800	

Highlights


Samsung S23 placements on BBY are significantly better than previous Z4 launches, with dedicated homepage banners seen 1W post-announce and dedicated homepage folds 2W post announce

AT&T as a carrier is increasingly seen indulging in 'scarcity' marketing with offer countdown banners seen for both i14 Pro and the S23 in Week of 13 Feb


President's Day Sales observed on both BBY and Samsung.com




While P7 remains beyond 3F on Deals and Phone Deals page P6a has disappeared from the same. Opportunity to negotiate for 1F and 2F on Deals page for P7 & P6a.



AT&T's Deals page has only one main placement, the carousel and interestingly while all key apple and samsung models are present , you would need to go to the 2nd page of the carousel to access Pixel phone




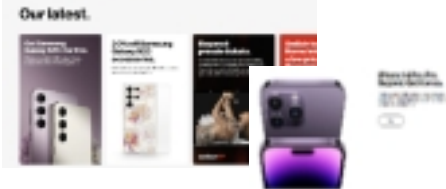
- Model-wise visibility on AT&T's pages: S23 > S23 Ultra > i14 Pro > i14 / S23+ > Flip 4
- AT&T has increasingly been dedicating ~75% or effectively everything beyond second fold of its home and deals pages to its own carrier offerings as Unlimited Data Plans, Internet, Direct Stream, AT&T brand power accessories, signifying strategic focus




Improved visibility for P7 Pro on both Deals and Phone Deals page (3F) following 2W of low placement

- Hero Device: S23+** across landing pages. All S22 series banners taken off, **new bundles launched** 'Pre-order the new Samsung Galaxy S23+. And get a Watch and a Tab. All on us' plus 512GB for the price of 256GB'







i14 Pro banner pushed to second scroll of carousel, however it is present on 2F of Deals page with strong marketing messages for i14 and i14 Pro



Shift in Pixel marketing messaging:  
> P7 Pro: From 'Save up to \$600' to **Get P7 Pro for \$399** (Evaluate impact of change)  
> P7: 'Get the new Google Pixel 7 FREE' to P7 for \$99 (**Fall in marketing strength**)

- Hero Device: S23+**, strong placements f on the second-fold and Deals page





- A offer (phone + watch) displayed on the Deals page, highlighting 'Fast Pair' amongst Android devices