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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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## Execution Opportunities / Gaps

Call out	Detail	First Reported on
Inconsistent messaging on BBY, lower promo value advertised than actual	<ul style="list-style-type: none"> <li>● BBY continues to be a <b>strong partner for Pixel</b> with rising WoW SoT</li> <li>● Banners highlight max TI of \$200, but P7 Pro Unlocked PDP specify max TI savings of \$530, and actual savings go as high as \$715, missed opportunity for stronger promo msg (<a href="#">Ref</a>)</li> </ul>	<a href="#">28 Mar</a>
Low / No placements for strong promos on AT&T	<ul style="list-style-type: none"> <li>● Pixel bundle launched on bottom fold of Deals pages</li> <li>● No other placements on key landing pages</li> </ul>	<a href="#">17 Apr</a>

## Other Insights

Call out	Detail	Suggested Action
Pixel promo competitiveness falls on T-Mo, while Apple comes in focus with T-Mo's new Go5G (Plus) plan	<ul style="list-style-type: none"> <li>● <b>Apple (i14 series)</b> in focus on Go5G Plus plan, targeting <b>Apple upgraders (iPhone X - iPhone 12)</b> to i13 / 14 series (up to \$830 TI) + Watch SE bundles</li> <li>● Samsung also has <b>Go5G specific promos</b>; while Pixel max TI fell from \$600 to \$500 this week</li> </ul>	<b>Improve promos</b> to effectively compete and capture customers especially on the new plan
Second week of <b>stagnating sales</b> on VZN	<ul style="list-style-type: none"> <li>● Pixel's second week of lackluster performance with stagnating WoW sales (<b>-1%</b>) &amp; traffic (<b>-0.5%</b>) despite competitive promotions (<a href="#">Ref</a>)</li> </ul>	Evaluate promotions and placement effectiveness
BestBuy brings back <b>S23 promotions</b>	<ul style="list-style-type: none"> <li>● S23 promotions dropped on Unlocked (Samsung.com, and BestBuy), while S22 promos increased LW</li> <li>● S23 unique discount <b>relaunched</b> this week (24 Apr)</li> </ul>	<b>Monitor Samsung stock status and promotions</b> closely

*Updated as of 24 April*  
**Refreshed Mondays**

## Sales Drivers

- **Upto 60% ↑** in Best Buy desktop model traffic for P7 & P7 Pro post improvement in marketing messaging ('Save \$350') on BBY Deals page on 17 Apr
- ATT Pixel 7 Sales **bounces back** strongly, however the growth seems to be driven by offline channels, since online traffic continues to dip

### Sales

Sales	Pixel 7		Pixel 7 Pro	
	Total	WoW	Total	WoW
	10,060	27%	7,256	11%
Wk 16	VZN	TMO	AT&T	BB
	5,044 Δ -1%	3,336 Δ 10%	3,507 Δ 72%	5,429 Δ 25%
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

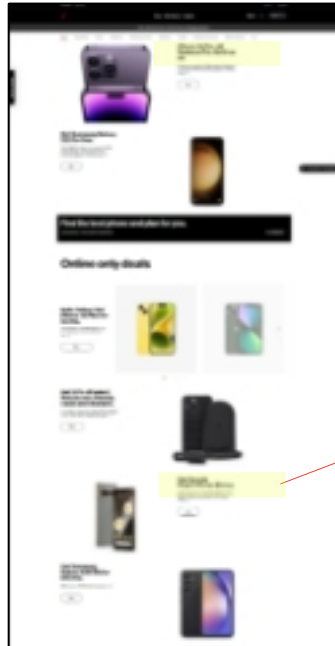
	VZN	TMO	AT&T	BB
Total Partner Traffic	11.9M Δ -88.1K	46.4M Δ 2.3M	38.6M Δ 88.5K	21.6M Δ 217.6K
Google PDP Traffic	20.8K Δ -1.2K	11.2K Δ -2.2K	9.3K Δ 2.3K	87.9K Δ 14.7K
Google Share of Traffic	6.7% Δ -0.5%	5.8% Δ -2.1%	5.8% Δ 1.4%	34.9% Δ 1.8%

**27% growth** in P7 weekly sales driven by AT&T (150% WoW ↑) and BBY (24% WoW ↑), P7 Pro growth driven by AT&T and BBY as well

**Strong growth in total partner traffic** on TMO, driven by Apple (i14 Pro), expected to see continued owing to Go5G Plus plan launch; **BBY** continues to see high Pixel SoT historically across carriers

Pixel placements and promotions **worsens** on Verizon and T-Mo, while **slight improvement in visibility** on ATT (bundle)

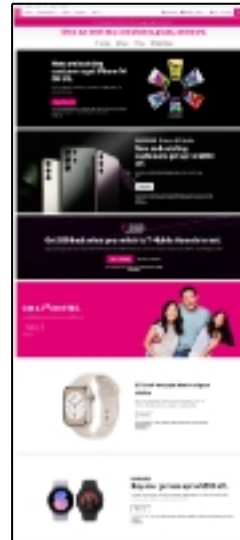
## Verizon



**VZN:** P7 Pro' messaging on **Deals page** returns to \$5/mo offer and **placements drop slightly** (from 4F to 5F)  
i14 Pro improves to 'ON US' messaging.

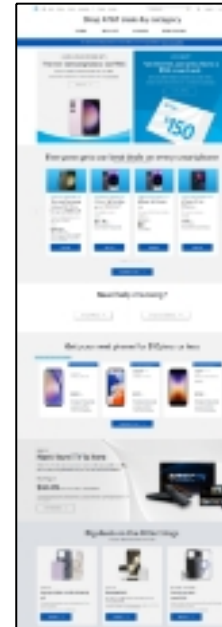
While homepage saw **changes**, Pixel still **lacks homepage visibility**

## T-Mobile



T-Mo: No visibility on homepage or deals page, **placements removed from 5F**

## AT&T

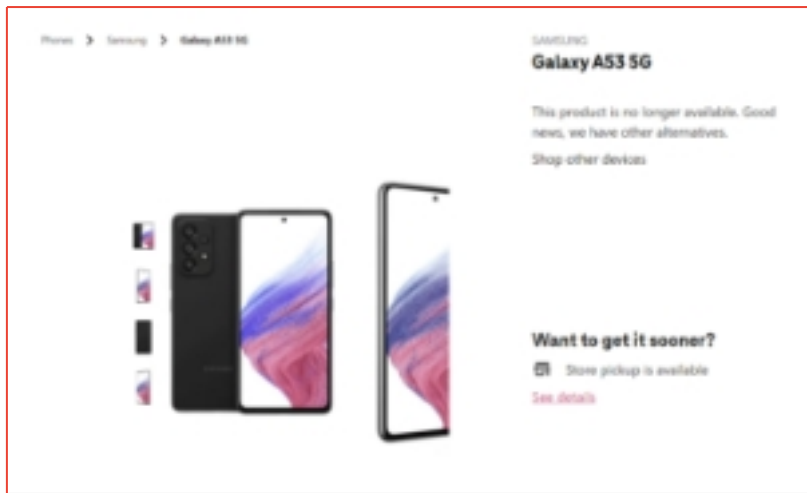


Pixel Continues to have **no placements on Home page**

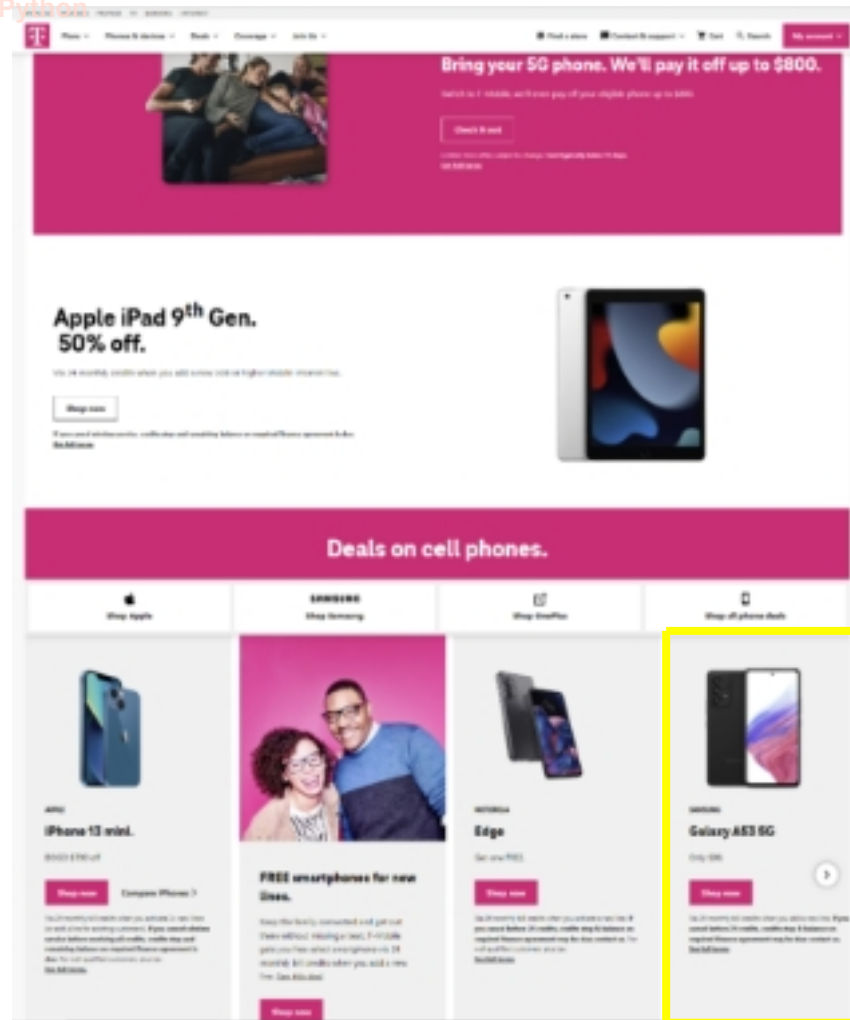
**Strong scope of placements** with other premium segment OEM devices on Deals / Phone Deals pages

**Bundle offers on Pixel devices introduced** on deals page, but placements at the bottom.

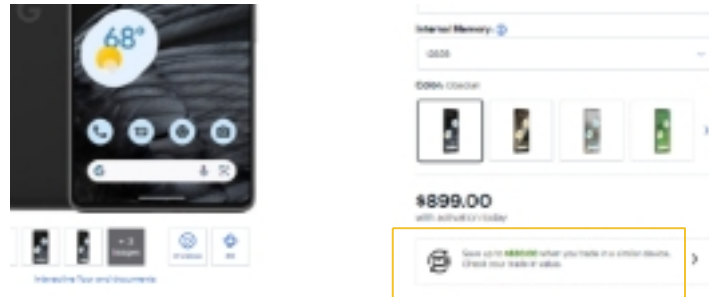
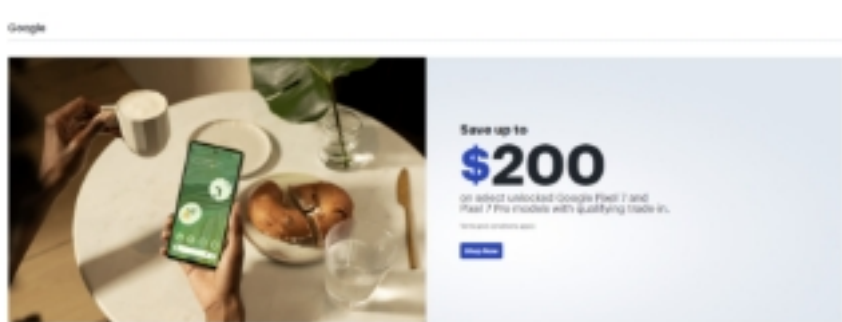
## Competitor model gets favourable placements despite being unavailable



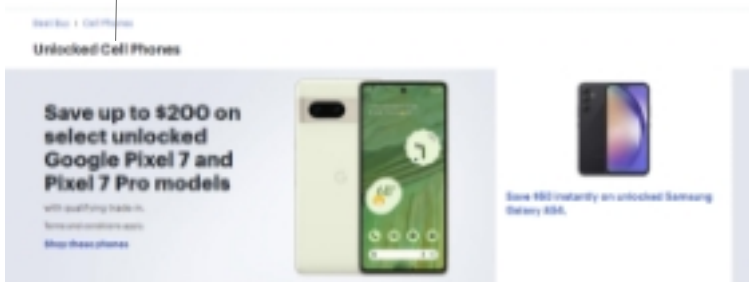
Samsung A53 unavailable (OOS) on the T-Mobile website, however the carrier-partner still has a carousel placement on the bottom of the deals page (Desktop)



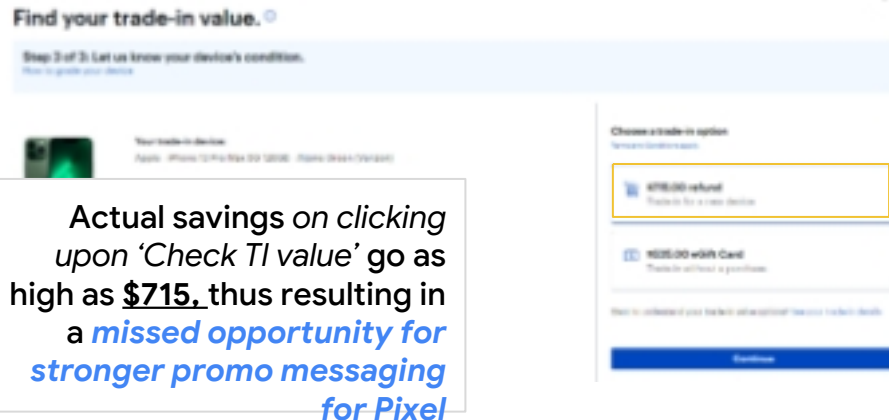
## Lower Promo Value advertised than actual for Pixel on Best Buy for last 2 weeks



Both Top Deals page banner and Unlocked Cell Phones page banners highlight max TI savings of upto \$200, however..


















































Pixel 7 Pro Unlocked PDPs specify max TI savings of \$530



Actual savings on clicking upon 'Check TI value' go as high as \$715, thus resulting in a *missed opportunity for stronger promo messaging for Pixel*



OEM logo by order of appearance | ☐ Pixel Risk

Partner	Pixel 7/Pro offer	Home Page	Deal Page	Listings Page
	<p><b>Get Google Pixel 7 Pro for \$5/mo.</b> with select unlimited 5G plans. Online Only. Plus \$200 when you switch (<i>Deals Page</i>) (\$200 Switch + \$720 Uniq Disc)</p> <p><b>Get Pixel 7 for \$0/mo</b> (<i>Listings Page</i>) (\$200 Switch + \$700 Uniq Discount)</p>	  <input type="checkbox"/>	  	  
	<p><b>Get the Google Pixel 7 Pro for \$800 off</b> with T/I (<i>Listings page</i>)</p> <p><b>P7 at \$10/mo, no trade-in required</b> (<i>Listings Page</i>) ( Unique Discount \$380 AT&amp;T Promotional cards on TI)</p>	  <input type="checkbox"/>	  	  
	<p><b>Save up to \$600 on the Pixel 7 Pro</b> (<i>Deals Page</i>) (\$500 Discount + Upto \$500 TI)</p> <p><b>Get the new Google Pixel 7 FREE</b> (<i>Deals Page</i>) (\$500 Discount + Upto \$500 TI)</p>	  <input type="checkbox"/>	  	  
	<p><b>Save Up to \$200</b> on select unlocked Google Pixel 7 and Pixel 7 Pro models with qualifying trade-in. (<i>Phone Deals page</i>)</p>	  	  	  
	P7 Pro: \$150 off on listing price, P7: \$150 off on listing price	  	  	  

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

*Updated as of 24 April*  
Refreshed Tuesdays