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US Digital Weekly Business Review go/digitalwbrs

WBR Master Folder (with all past decks)

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Execution Opportunities / Gaps

Call out	Detail	First Reported on
P7a offer better / on par with A54 and SE3, at disadvantage with some premium models	<ul style="list-style-type: none"> On ATT, P7a (\$2/mo) placed next to i14 Pro (\$0/mo) on homepage, putting it at a <u>disadvantage</u> 	<u>15 May</u>
P7 bundle not correctly updated	<ul style="list-style-type: none"> VZN P7 bundle <u>not correctly updated on the PDP L3W</u> 	<u>1 May</u> Justyna actioning with VZN
Lower promotions than actual on Best Buy and T-Mobile	<ul style="list-style-type: none"> On T-Mo, P7 Pro deals specify 'savings of \$500 on TI', but TI models as i14 Pro Max <u>yield values of >\$600</u> <ul style="list-style-type: none"> Competitor models are seen to advertise full value of TI 	<u>1 May</u>

Other Insights

Call out	Detail	Suggested Action
Both visibility and → share of traffic for P7a down v/s P6a on VZN and TMO; Visibility lags i14 / S23 series	<ul style="list-style-type: none"> Initial P7a traffic <u>lags</u> P6a on VZN and T-Mo i14 series continues to have hero status on VZN and TMO May 19 onwards, visibility on VZN further drops as <u>\$23+ replaces P7a</u> on Homepage & deals page 	Scope to have better placements on VZN and TMO

Updated as of 15 May
Refreshed Mondays

Sales Drivers

- 56% fcst attainment for P7a ^[1] in W1 for AMER. AT&T **overachieving** at ~700% YoY → evidenced with **30% YoY** P7a Desktop Traffic growth
- BBY SoT **grows** 35% WoW, however P7a **sales remain 30% behind fcst** (as of 15 May) P7 Pro Sales **up 20%** WoW across all carriers.

Sales

	Pixel 7a	Pixel 7	Pixel 7 Pro	
Total WoW	6,092	6,674	6,797	
Sales	0%	-23%	20%	
Wk 11				
	VZN	TMO	AT&T	BB
	6,829	5,710	3,967	3,057
	Δ 36%	Δ 47%	Δ 13%	Δ 62%
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	12.9M Δ 28.1K	46.9M Δ -1.3M	38.3M Δ -201.5K	23.5M Δ 1.5M
Google PDP Traffic	31.4K Δ 6.0K	25.9K Δ 12.4K	12.3K Δ 7.0K	83.6K Δ 46.0K
Google Share of Traffic	9.7% Δ 1.2%	11.6% Δ 5.3%	7.6% Δ 4.3%	35.1% Δ 17.5%

Total Pixel sales surged with P7a launch.

Interestingly, P6a sales on T-Mo **grew** 50% WoW and 100% over L2W to reach 11.4K units in May 8 Wk. As against only 2.7K units of P7a

SoT improved WoW across carriers, strongest on **BBY, higher traffic during P7a launch v.s P6a launch (35% now v/s ~ 20% then)**. VZN SoT **significantly lower than P6a launch (~10% vs 30%)**, explaining **lower fcst attainment**

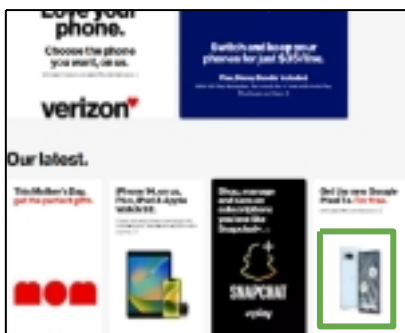
Pixel placements improve across all Sokudo partners (AT&T strongest, followed by VZN & T-Mo) on account of Lynx launch

Verizon

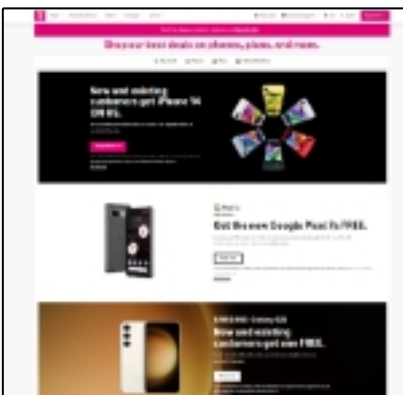
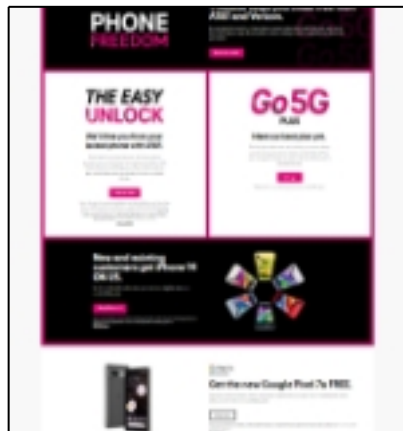


T-Mo: Visibility improves as P7a banners placed on landing pages

VZN: Pixel 7a gains visibility 'For Free' promo on Deals page and home page (replaces P7 Pro bundle) right under i14 Pro 'on us'.

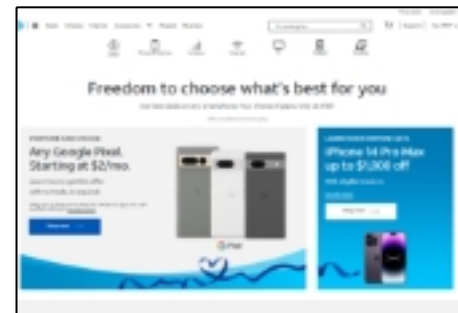


T-Mobile

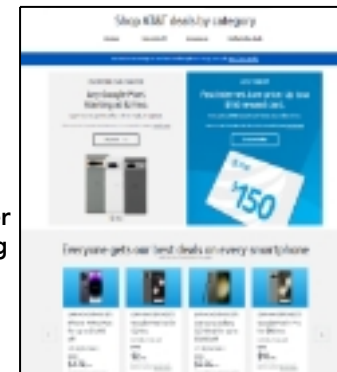


However P7 PDP not updated with new bundle

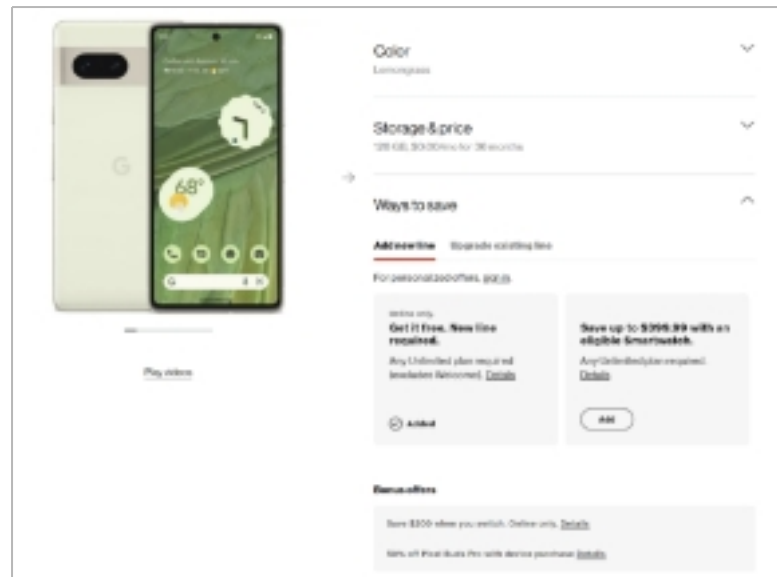
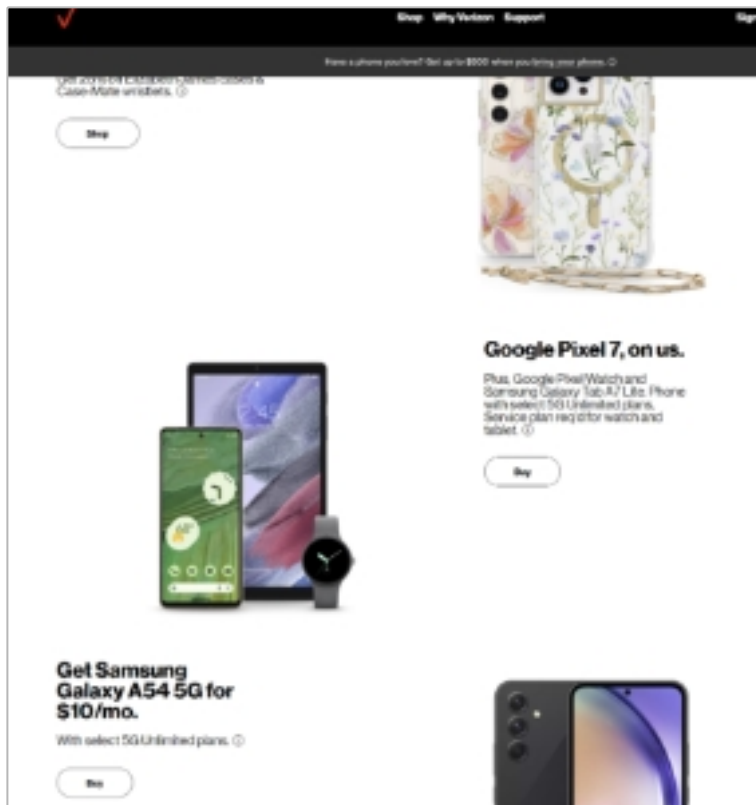
AT&T



AT&T: Improved visibility of Pixel devices as P7a banners take over the top of landing pages



Verizon Pixel 7 Bundle not correctly updated on the PDP for 2 weeks

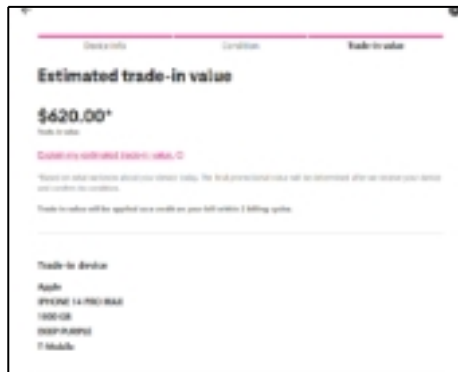


While VZN Deals & Phone Deals pages feature a new Pixel 7 bundle, the PDP still mentions a **generic watch promo (instead of Pixel Watch)** + Galaxy Tab A7 Lite promo **missing**

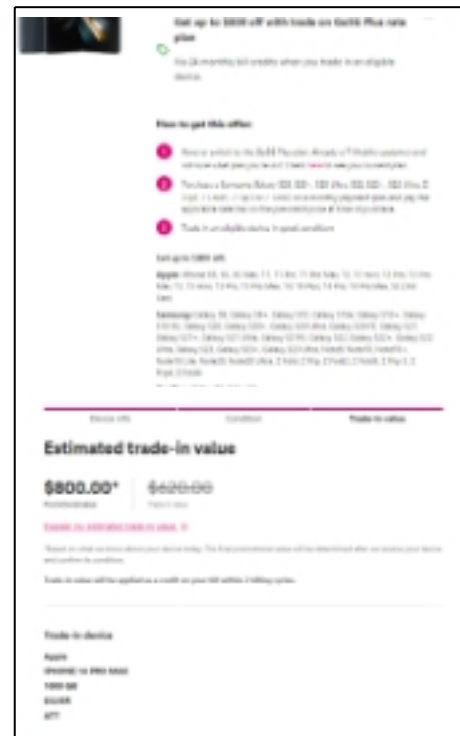
Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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



















































But Actual savings on clicking upon 'Check TV value' go as high as \$620, (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 and (Z series) where advertised TI value is equal to actual



OEM logo by order of appearance | ☐ Pixel Risk

Partner	Pixel 7/Pro offer	Home Page	Deal Page	Listings Page
	<p>Now \$5/mo. Online only. <i>(Listings Page)</i></p> <p>(\$200 Switch + \$720 Uniq Disc)</p> <p>Get Pixel 7, on us. Plus, Google Pixel Watch and Samsung Galaxy Tab A7 Lite. <i>(Deals Page)</i></p> <p>(\$200 Switch + \$700 Uniq Discount)</p> <p>P7a: Get the new Google Pixel 7a FREE.(Home Page)</p>	  	  	  
	<p>Get Google Pixel 7 Pro for \$10/mo no trade-in required <i>(Listings page)</i></p> <p>P7 at \$5/mo, no trade-in required <i>(Listings Page)</i></p> <p>P7a: Get the new Google Pixel 7a at \$2/mo(Home Page)</p>	  	  	  
	<p>Save \$500.99 when you add a line on the Pixel 7 Pro or Pixel 7 <i>(Listings Page)</i></p> <p>(\$500 NLA Unique Discount + Upto \$500 TI for both)</p> <p>P7a: Get the new Google Pixel 7a FREE.(Home Page)</p>	  	  	  
	<p>P7 Pro: Save \$250 off on listing price with activation today. <i>(Deals Page)</i></p> <p>P7: Save \$100 off on listing price with activation today. <i>(Deals Page)</i></p> <p>P7a : Save \$50. Get P7a at \$450 with \$50 Gift Card. (Home Page)</p>	  	  	  
	<p>P7 Pro: \$100 off on listing price <i>(Listings Page)</i></p> <p>P7: \$64 off on listing price <i>(Listings Page)</i></p> <p>P7a : \$50 Amazon Gift Card <i>(Listings Page)</i></p>	  	  	  

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

Updated as of 15 May
Refreshed Tuesdays