

Index

US Digital Weekly Business Review go/digitalwbrs

WBR Master Folder (with all past decks)

Summary

- 1 [Business summary](#)
- 2 [Pixel Compliance Review](#)
- 3 [Pixel Promotional Gaps](#)
- 4 [Online Execution & Competitive Insights](#)
- 5 [Brand Prominence](#) (iOS, Android, Desktop)
- 6 [Promo Messaging Calendar](#)
- 7 [Appendix / Glossary](#)

Symphony resources

US Promotions:
go/pixelpromotions

US Traffic Dashboards:
go/pixel-online-us

US Promo Trackers:
go/pixelpromotracker

US Exec Dashboard:
go/pixelperformance

Executive Summary

		Takeaways/Next Steps	PoC
BestBuy promotion messaging highlighting <u>lower</u> value than actual	<ul style="list-style-type: none">● P7 Pro & P7 disc. were bumped up to \$300 & \$250 resp. this week● However <u>promo msg on top phone deals highlights \$150 savings only</u>● [BBY] Strong sales and traffic (including paid search) for P6a for 2W	Aligning promo msg to highlight best Unlocked savings possible (\$300)	Monica
Strong promo on AT&T <u>without</u> placement -> observed dip in sales & traffic despite growth in display ads	<ul style="list-style-type: none">● Strong deal on both P7 Pro & P7 on AT&T, with however <u>no visibility on landing pages across carriers</u>, leading to low internal traffic and sales, despite strong growth/spend in display ads● AT&T highest selling Apple models also have highest # of reviews: i13 Pro Max (13.5K), i12 (12.9K), i13 and i12 Mini (4.5K), S23 reviews ↑ by 2x WoW	GTM team in discussions to improve placements. Consider improving # Pixel reviews through seeding	Lina
A53 strong placements on VZN. A54 pre-launch observations: delisted from T-Mo	<p>[VZN] A53 made free, (disc. ↑ to \$500) gains strong 3F placement on VZN Deals and Phone Deals pages, with mid-segment models like i14/Plus</p> <p>[T-Mo] A53 delisted from T-Mo 1W ahead of launch, similar to S22 Ultra</p>	TBD / FYI	-

Carriers with key WoW Δ

	verizon	T-Mobile	Carriers + Unlckd	amazon
P7/P7 Pro	-	-	Unlckd-uniq disc ↑ to \$300 BBY-VZN NL TI X	128/256/512GB uniq disc ↑ by \$135/50
P6 Pro	-	-	-	Uniq disc ↑ \$45 AMZN
i13 Pro/Max	Unlisted on website	Bundle offer of \$201 X	-	-
S23+/Ultra	NL TI with max TI value of \$1000 on Mainstream plan . Bundle offer worth \$100 on Galaxy Buds 2 Pro	MAX TI ↓ to \$400 on Magenta Max plans	S23 Ultra BBY- Unlckd uniq disc ↑ \$100	Relisted on AMZN
Flip/Fold4	Bundle offer worth \$100 on Galaxy Buds 2 Pro	MAX TI ↓ to \$400 on Magenta Max plans	BBY-UNLCKD- Uniq disc removed	Z Fold4 512 GB-Uniq disc X AMZN
S22 Ultra	Bundle offer worth \$100 on Galaxy Buds 2 Pro	MAX TI ↓ to \$400 on Magenta Max plans	BBY-ATT-Disc ↑ \$500 NL, \$250 UP BBY-TMO-128/512 GB Disc ↑ \$50/100 BBY- UNLCKD- Disc X	S22 Ultra- 128/512 GB uniq disc ↓ by \$ 43/60
i14/Plus	Bundle offer worth \$70 on Beats Fit Pro	Bundle offer of \$201 X	-	-
i14 Pro/Pro Max	-	Bundle offer of \$201 X	-	-

P7/Pro promo ↑ on BBY, S22 promos ↑ on BBY carriers; VZN continues focusing on entry/mid segment devices and bundles.

S23 discount made available to All Untld customers;

SS bundles ↑: \$100 Galaxy Buds2 Pro bundle launched

Uniq disc ↑ to \$500 for A53

Apple focus on mid segment: i13 Pro/Pro Max ~~delisted~~, i13 uniq disc ↑ to \$700

i14/ i14 Plus bundle offer worth \$70 introduced.

All SS models Max TI briefly dropped ↓ from \$800 to \$400 on Magenta Max

Apple Watch SE2 bundle worth \$201 ~~taken off~~ on Apple

Stronger P7/Pro offers on Unlocked (Disc \$300)

Stronger S23 Disc (\$100 ↑) on Unlocked, S22 Ultra ↓

Stronger S22 offers across BBY carriers (upto \$500 ↑)



S23 series ~~relisted~~, Z Fold4 uniq disc X, S22 Ultra

128/512 GB uniq disc ↓ by \$43/\$60, P7 128/256 GB uniq disc ↑ to \$150














































Models with key WoW Δ

OEM logo by order of appearance Pixel  Apple  Samsung  Non-branded banners 

US

Partner	Pixel 7/7 Pro offer	Home Page	Deal Page	Category Page
Verizon	Get Google Pixel 7 Pro on us with select trade-in and select 5G plans. Online Only. Plus \$200 when you switch (<i>Home page</i>) (\$200 Switch + Upto \$900 NLA TI / \$800 Upg TI)	  	  	  
	Get Pixel 7 for \$5/mo (<i>Listings Page</i>) (\$200 Switch + \$520 Discount + Upto \$700 Upg TI)			
	AT&T	  	  	  
	P7 at \$10/mo, no trade-in required (<i>Listing Page</i>) (\$300 Discount + Upto \$380 AT&T Promotional cards on TI)			
	T-Mobile	  	  	  
Best Buy	Save \$150 instantly on unlocked Google Pixel 6a, Pixel 7 and Pixel 7 pro phones. (<i>Phone Deals</i>) P7 Pro: \$300 Unique Discount (\$599 - \$799 Activate Today / \$749 - \$949 Activate Later) P7: \$250 Unique Discount (\$349 - \$449 Activate Today / \$449 - \$549 Activate Later)	  	  	  
	Amazon	  	  	  

US

Partner	Pixel 7/7 Pro offer	Home Page	Deal Page	Category/ Listings Page
	<p>Get Google Pixel 7 Pro on us with select trade-in and select 5G plans. Online Only. Plus \$200 when you switch <i>(Deals page)</i> (\$200 Switch + Upto \$900 NLA TI / \$800 Upg TI)</p> <p>Get Pixel 7 for \$5/mo <i>(Listings Page)</i> (\$200 Switch + \$520 Discount + Upto \$700 Upg TI)</p>	  	  	  
	<p>Get the Google Pixel 7 Pro free with T/I <i>(Listings page)</i> (Guaranteed TI \$939)</p> <p>P7 at \$10/mo, no trade-in required <i>(Listing Page)</i> (\$300 Discount + Upto \$380 AT&T Promotional cards on TI)</p>	  	  	  
	<p>Save upto \$600 on the P7 Pro <i>(Deals Page)</i> (\$500 Discount + Upto \$600 TI)</p> <p>Get the Pixel 7 for FREE <i>(Deals Page)</i> (\$500 Discount + Upto \$600 TI)</p>	  	  	  
	<p>Save \$150 instantly on unlocked Google Pixel 6a, Pixel 7 and Pixel 7 Pro phones <i>(Phone Deals)</i> P7 Pro: \$300 Unique Discount (\$599 Activate Today / \$749 Activate Later) P7: \$250 Unique Discount (\$349 Activate Today / \$449 Activate Later)</p>	  	<i>(Phone Deals)</i>   	  
	P7 Pro: \$170 off on listing price, P7: \$150 off on listing price	  	  	  

OEM logo by order of appearance | Low Risk

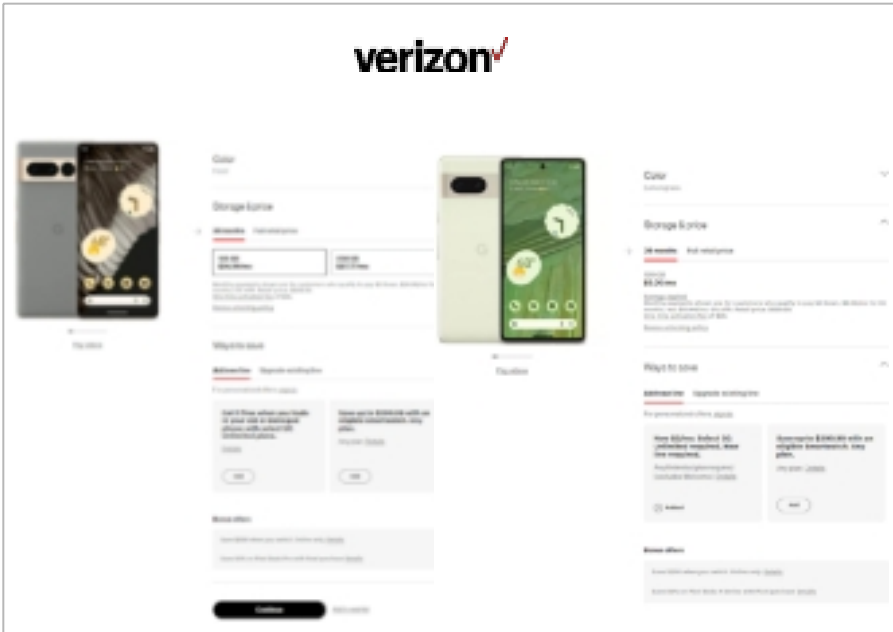


Moderate Risk



High Risk





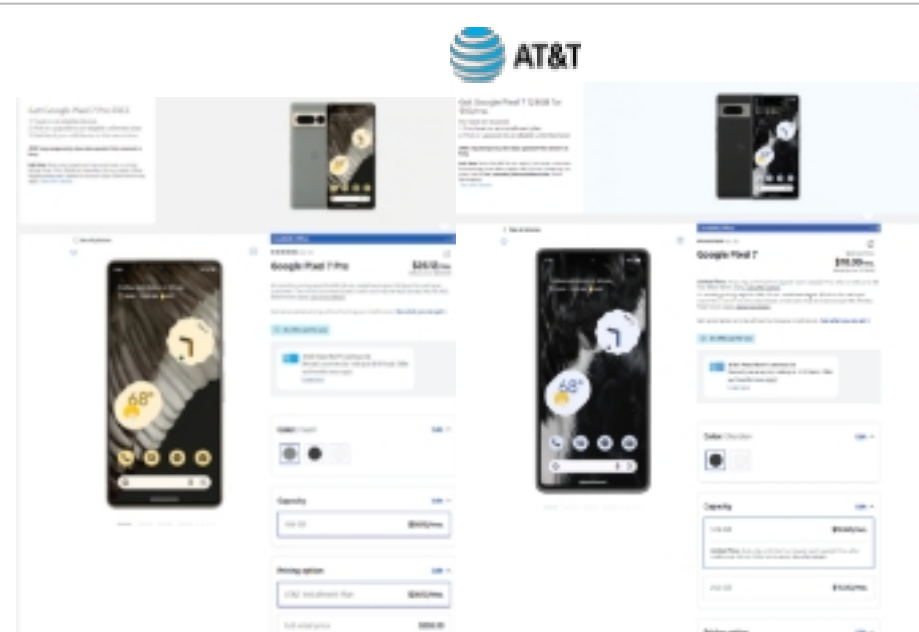
The Verizon website displays two phone models: the Pixel Pro and the Pixel 7. Each model has a 'Color' section with two options (one with a checkmark), a 'Storage' section with '128GB' and '256GB' options, and a 'Price' section showing a starting price of \$699. Below these are sections for 'Why the deal', 'What to know', and 'More offers'. The Pixel Pro is shown in a dark color, while the Pixel 7 is shown in a light green color.

P7 Pro

P7

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

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



The AT&T website displays two phone models: the Pixel Pro and the Pixel 7. Each model has a 'Color' section with two options (one with a checkmark), a 'Storage' section with '128GB' and '256GB' options, and a 'Price' section showing a starting price of \$699. Below these are sections for 'Why the deal', 'What to know', and 'More offers'. The Pixel Pro is shown in a dark color, while the Pixel 7 is shown in a light green color.

P7 Pro

P7

Guaranteed \$939 NLA & UPG TI
(marketed as FREE)

\$380-\$300 Unique Discount
(starting at \$10/mo)

T-Mobile



P7 Pro

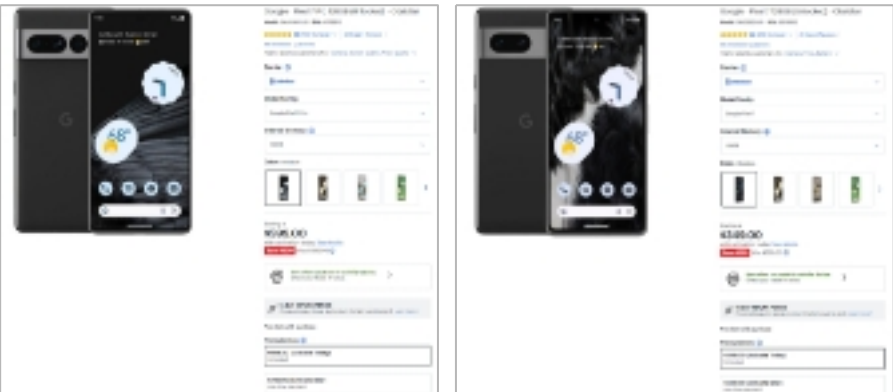
P7

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

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



Unlocked



P7 Pro

P7

\$300 Unique Discount
(\$599 - \$799 Activate Today /
\$749 - \$949 Activate Later)

\$250 Unique Discount
(\$349 - \$449 Activate Today /
\$449 - \$549 Activate Later)

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid 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)
Select/Prem Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520	-	-	520
		BOGO	-	-	-	-	-	-	-	-	-	-
	UPG	Max TI	900	1000	0	1000	1000	1000	0	800	800	-
		Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
All Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520	-	-	520
		BOGO	-	-	-	-	-	-	-	-	-	-
	UPG	Max TI	-	-	-	1000↑	1000↑	-	-	-	800↑	-
		Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	-	-	-	-	-	-	-
		Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	-	-	-	-	-	-	-
		Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-

● S23 All Unlimited Newline Max TI bumped up to 800 from 0 on VZN (All Unlimited) thus putting Pixel 7 Pro at disadvantage

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$939)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$739)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Eligible Unltd	NLA	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	800	800	999	350*	800	799	350
	UPG	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	800	800	999	350*	800	799	350

* P7 Max T/I is less than competition, however the tiered promo performed better than T/I offer due to broader eligibility (no trade-in required)