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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/pixelonlineus

US Promo Trackers:

go/pixelpromotracker

US Exec Dashboard:

go/pixelperformance

Historical Digital WBRs

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Call out	Detail	First Reported on	Action Owner
VZ: GWP Watch and PWP Buds promo missing on PDPs	<ul style="list-style-type: none"> Missed opportunities to promote ongoing promo; <ul style="list-style-type: none"> VZ shop page banner highlights Pixel Watch GWP, promo missing on Watch and Phone PDPs.(ref) While Pixel Buds PDPs are highlighting a PWP promo, banner missing on device PDPs. (ref) 	28 Aug	VZ: Dallas (CSA), Justyna (PM)

Competitive Insights

Call out	Detail	Suggested Action
Apple i15 launched, with marketing focus on Pro device & Titanium build	<ul style="list-style-type: none"> Apple launched the new iPhone series with YoY marketing focus on the Pro model 'Titanium' also saw strong consumer interest in the US (Google Search Trends) Samsung mainly marketed the mid-segment Plus on VZN during S23 Series launch, and both mid/premium on ATT & TMO 	NA / Segment and design focus during launch period
i14 Plus grows on VZ week prior announce; while P7 / Pro & Pixel Fold see decline	<ul style="list-style-type: none"> On VZ, P7 / Pro and Pixel Fold dropped WoW (P7: ↓76%, Pixel Fold: ↓90%) Interestingly, in Wk of 3 Sep, Apple deepened i14 Plus promo on VZ from \$5/mo → 'i14 Plus On US' and improved placement. Desktop traffic grew sharply (↑40%) Flip5 desktop traffic ↓ 6% WoW in Wk 36 despite strong promo; S23 grew 60% Pixel Fold experienced robust demand uplift on T-Mo (3.7K visits) 	Sustain Pixel momentum post Apple launch with strong competitor VZ promos

Sales Drivers

- Pixel Fold experienced robust consumer demand uplift on T-Mo (**↑ 105%**). Sales grew **↑ 67%** however mainly due to B2B sales (Highlands)
- On AT&T, the P7 series saw significant increase in demand however, this surge in demand did not result in a corresponding growth in sales.
- Notably, i14 Plus witnessed sharp growth on VZ (**9K visits gained**)

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	Pixel Fold
WoW	5,078	6,582	3,193	1,700
Sales	-10%	-31%	-12%	22%
Wk 36	VZN	TMO	AT&T	BB
	6,688	4,311	3,462	2,092
	Δ -7%	Δ 1%	Δ -47.8%	Δ 1%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 34	150K Δ -6%		1.2M Δ 1%	
Mkt Share	15.7% Δ 1.5%		3.5% Δ 0.4%	
As of Wk 34				

Traffic

Total Partner Traffic	VZN	TMO	AT&T	BB
	14.3M Δ 3.9%	46.9M Δ -2.3%	43.0M Δ -1.6%	23.4M Δ 0.1%
Google PDP Traffic	21.5K Δ -46.7%	16.2K Δ -10.5%	9.3K Δ 10.7%	26.5K Δ 5.6%
Google Share of Traffic	6.5% Δ -6.0%	9.6% Δ -0.6%	6.8% Δ 0.9%	15.3% Δ 0.6%

Sales data taken from go/hwp-tableau refreshed in case of updates through the week

Overall, P7 series sales dipped while Pixel Fold saw a boost.

AT&T saw sharp decline in P7a sales, from **2.7K → 440 units**

PDP traffic surged on BBY and AT&T however, it witnessed a sharp drop on VZ and T-Mo, primarily attributed to demand drop for the P7/Pro

Updated as of 11 Sept
Refreshed Mondays

As of 09/11

Project Symphony

Warning: The document was created with Spire Presentation for Python

- On Verizon Pixel Fold continues to be on 2F on home page, Pixel visibility on deals page reduces further
- On TMO, Pixel devices continue to remain absent on Homepage page and on deals page.
- Pixel Devices visibility on AT&T Home Page and Deals page remains remains low

Verizon

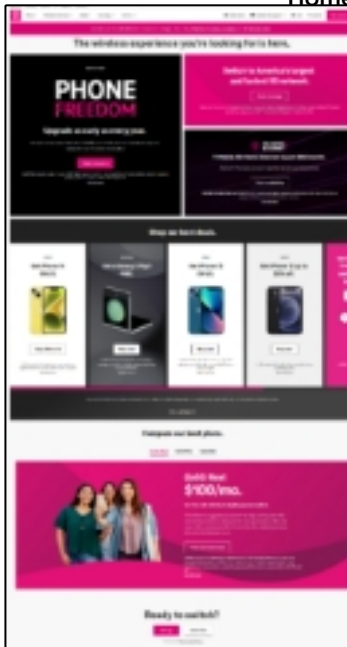


VZ: S22 and 14 Plus banner added to 2F and 3F shifting Pixel Fold towards the bottom

Moreover, Pixel Fold promo not updated with bundle offers.

T-Mobile

TMO: Pixel devices have no presence on Homepage

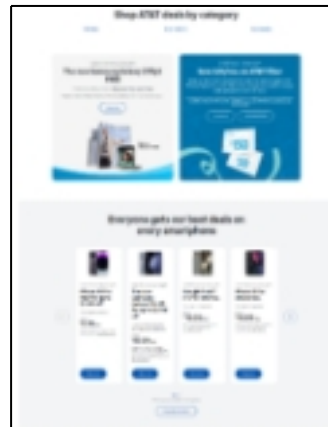
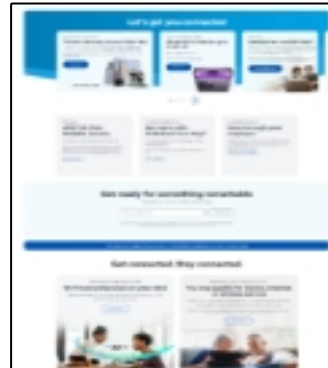


Home page



Deals page

AT&T



AT&T: Flip/Fold 5 banners dominate landing pages, scope to improve Pixel placements

As of 09/11

Evaluation Warning : The document was created with Spire.Presentation for Python

- 'Apple iPad' continues to be on the 1F homepage of Amazon
- New promo launched for iPad 10th Gen on BBY US HP, new promo available on select iPad models on BBY CA
- Samsung Galaxy Tablets launched on 1F of homepage on Target

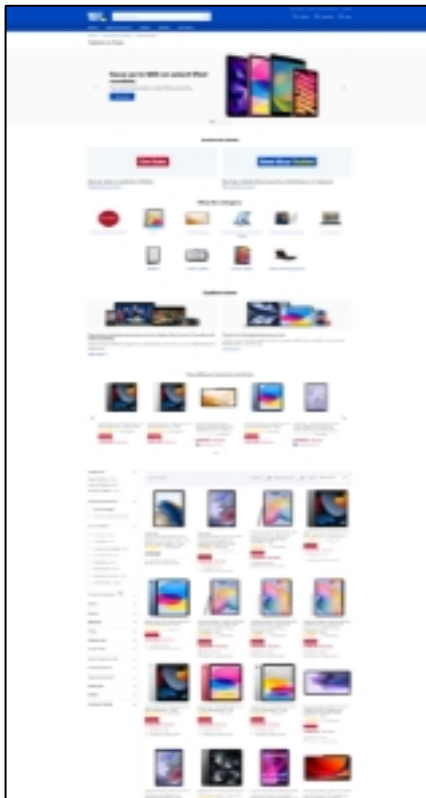
Amazon



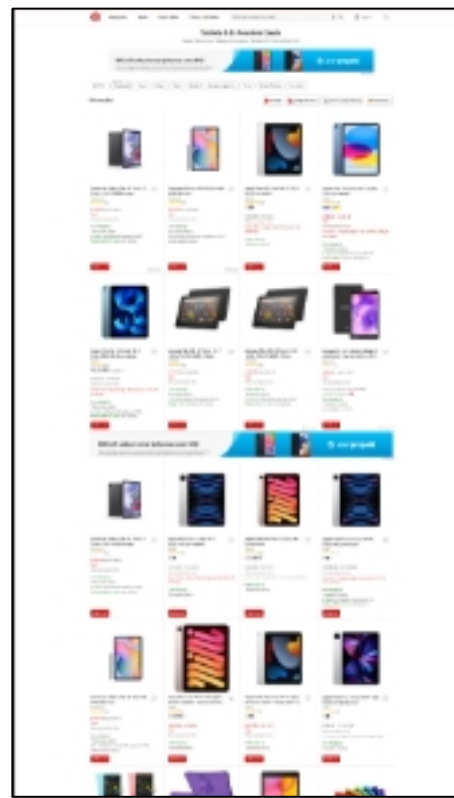
Best Buy US



Best Buy CA



Target

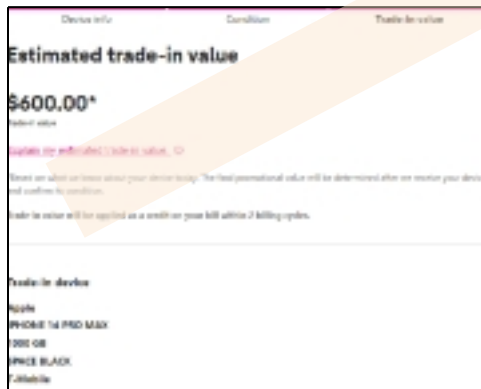


Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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



But Actual savings on
clicking upon 'Check TI
value' go as high as
\$600, (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) where
advertised TI value is
equal to actual

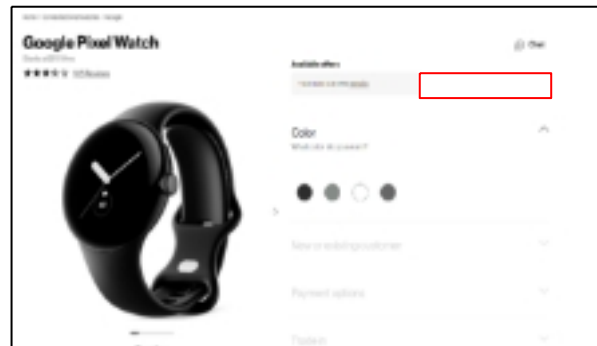
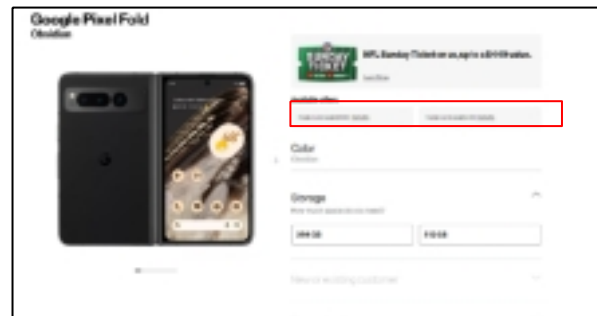
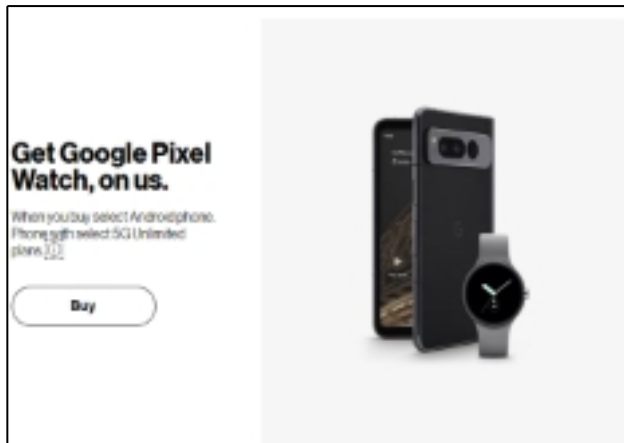


CSA Reviewing

Missed opportunities on VZ: GWP Watch Offer missing on PDPs

Opportunity :

While VZ [shop page](#) banner is highlighting a Pixel Watch **GWP offer**, offer is **missing** on watch and phone PDPs.



Missed opportunities on VZ: PWP Buds Offer missing on P7 Pro PDP

Opportunity :

While Pixel Buds PDPs are highlighting a **PWP offer**, offer is **missing** on device PDPs.

