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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

2022 December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

January

W1 |
2 Jan

W2 |
9 Jan

W3 |
16 Jan

W4 |
23 Jan

W5 |
30 Jan

2023 February

W1 |
6 Feb

W2 |
13 Feb

W3 |
20
Feb

W4 |
27 Feb

March

W1 |
6 Mar

W2 |
13 Mar

W3 |
20 Mar

W4 |
27
Mar

2023 April

W1 |
3 Apr

W2 |
10 Apr

W3 |
17 Apr

W4 |
24
Apr

May

W1 |
1 May

W2 |
8 May

W3 |
15
May

W4 |
22 May

W5 |
29
May

Jun

W1 |
05 Jun

W2 |
12 Jun

W3 |
19 Jun

W4 |
26 Jun

July

W1 |
03
July

W2 |
10 July

W3 |
17 July

W4 |
24
July

W5 |
31 July

August

W1 |
07
Aug

Updated as of 14 Aug
Refreshed Mondays

Call out	Detail	First Reported on	Action Owner
Opportunity to include \$100 price drop in promo advertising	<ul style="list-style-type: none">While the deals page banner says Get Pixel 7 for \$99, opportunity to bump up PDP advertising to ‘Save \$500” when you add a line inclusive of \$100 MSRP drop	<u>21 Aug</u>	TMO: Gary (CSA) Brittany (PM)
Lower Pixel promo value advertised v/s actual on T-Mo (

Other Insights

Call out	Detail	Suggested Action
Flip/Fold 5 continue to see demand growth even post discontinuation of pre-order Memory Upgrade Promo	<ul style="list-style-type: none">Free storage upgrade across carriers taken off post pre-order offer endFlip/Fold 5 offers still continue to be more lucrative (ref), Fold 5 saw growth on VZN and BBY post the drop of free memory upgrade on 10th Aug	Assess Pixel Fold promo competitiveness v/s Flip/Fold 5
Flip 5 improved placement led to massive increase in desktop demand on VZN	<ul style="list-style-type: none">Samsung replaced 'S23 ON US' with 'Flip5 on US' on VZN's Home and Deals page from Wk of 14 Aug. Immediate traffic shift observed with Flip5 desktop traffic doubling WoW from 28K --> 54K, while S23 desktop traffic halved from 42K --> 22.5K	Evaluate Marquee HP placement for Pixel devices
On BBY, P7 series see demand and sales growth for 1W post \$150 and \$200 IR launch	<ul style="list-style-type: none">P7 series WoW traffic saw 28% demand growth in Week of 6 Aug with IR launch. Sales uplift also observed upto 2x. However, in the Week of 14 Aug, demand began to drop	Strategize to retain the growth in demand & sales even post 1W promo launch hype esp for n-1

Sales Drivers

- On BBY, P7 series saw sales uplift (P7: up from 800 → 2.3K, P7 Pro : up from 570 → 1.1K) in line with demand (P7/Pro up by ~30%)
- Pixel Fold demand sharpens on VZN and AT&T (~↑2K visits WoW).
- Galaxy Z5 series maintains healthy demand, continues to gain WoW.

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro
WoW	7,716	8,861	5,359
Sales	-2%	11%	2%
As of	VZN	TMO	AT&T
Wo 30	8,564	4,294	4,477
	Δ 4.7%	Δ -8%	Δ -21%
	BB		
	4,601		
	Δ 7.7%		
Mkt Units	Pixel 7	Pixel 7 Pro	
As of Wk 29	160K Δ -2%	1.2M Δ -4%	
Mkt Share			
As of Wk 29	19.2% Δ -7.3%	4.0% Δ 0.2%	



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	14.3M Δ -0.8%	51.8M Δ -5.3%	42.9M Δ -2.3%	23.4M Δ 3.4%
Google PDP Traffic	28.2K Δ -6.3%	19.2K Δ -11.9%	10.4K Δ -8.0%	38.2K Δ 17.5%
Google Share of Traffic	9.0% Δ -0.8%	8.5% Δ -0.7%	6.4% Δ -1.2%	16.2% Δ 0.3%

Sales data taken from [go/hwp-tableau](https://www.hwp-tableau.com) refreshed in case of updates through the week

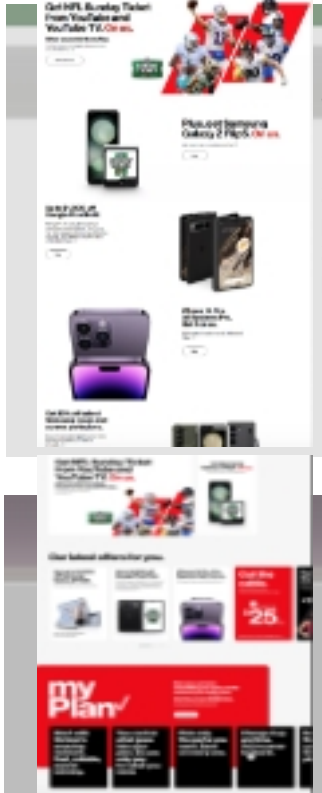
BBY experienced sharp growth for P7/Pro sales.

On AT&T, P7 sales dipped by 56% WoW to 670 units.

BBY which gained overall.

- Z5 series supersedes Pixel Devices in terms of visibility on AT&T Home Page and Deals page
- On Verizon's deals page, Pixel's visibility weakens as S23 and Z5 banner, Pixel Fold is present 2F on home page and 2F on deals page.
- On TMO, **Pixel Fold is not present on the homepage and deals page**, leading to disadvantage during Z5 launch

Verizon



Verizon: Pixel Fold banner is placed on 2F on Home page, while 2F on deals page.

Moreover, Pixel Fold promo not updated with bundle offers.

T-Mobile

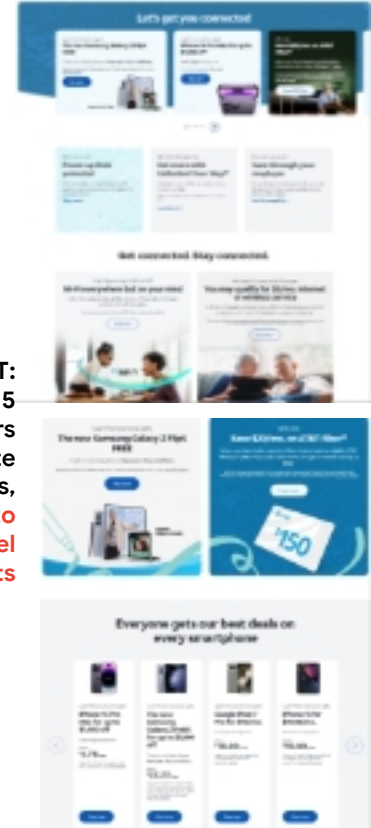
TMO: Pixel devices have no presence on Home



Home page

Deals page

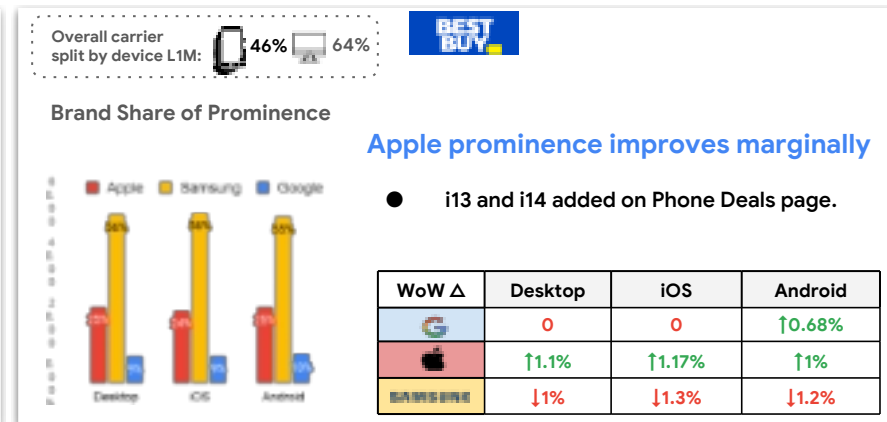
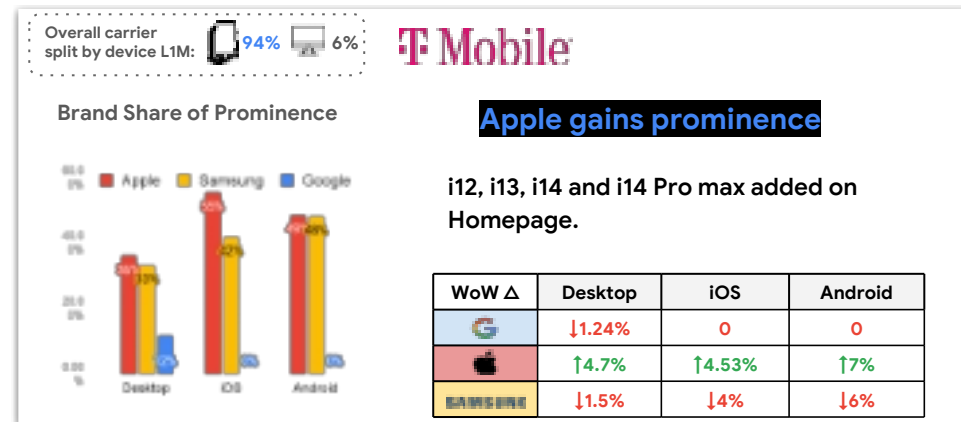
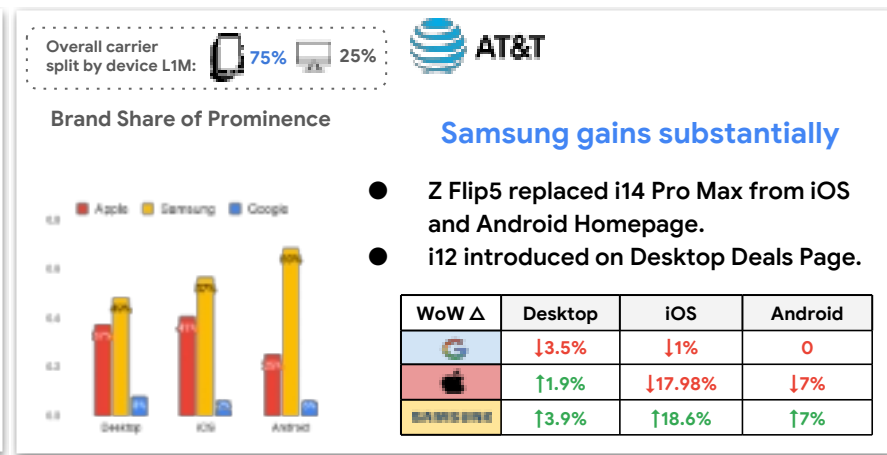
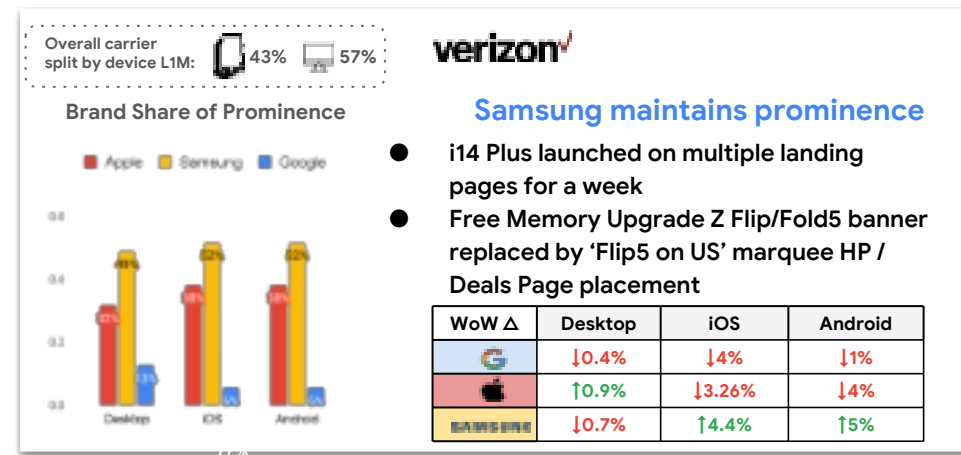
AT&T



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

Updated as of 14 Aug
Refreshed Tuesdays

SS holds firm position on Verizon and AT&T while Apple shows improvement on T-Mobile and Best Buy.





KPI deep dive

(Brand Prominence, Traffic & Market Share)

[Link](#) to WBR Master Folder (with all past decks)



US Carrier - Online Traffic (06 Aug- 11 Aug)

Key Callouts

Carrier and OEM level insights:

Z5 series maintains growth in parallel with Pixel Fold which gained on VZN and AT&T, however total # Desktop visits for Fold remained much lower

Model level insights (Desktop Traffic only):

- Overall, P7/ Pro witnessed gains esp on BBY (~↑ 30%) while P7a dropped collectively specifically on VZN (↓ 57%)
- Overall, i14/Plus/Pro dropped while i14 Pro Max grew esp on BBY(↑ 27%).
- S23 series marked gains esp on BBY (S23+: ↑ 88%, S23 Ultra: ↑ 53%).
- Z Flip5 / Fold5 witnessed overall gains, specifically on BBY (Z Flip5: ↑ 54%) and VZN (Z Fold5: ↑ 29%)
- Overall, Pixel Fold grew: VZN (↑ 204%) and AT&T (↑ 142%)