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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
VZN: P7 Pro misses out on power of combined promo messaging while competition continues to leverage (Ref)	<ul style="list-style-type: none">i14 Pro combines its TI offer (\$800 off) + Switcher (\$200) to market the device as 'On Us' when you switchP7 Pro has a stronger no TI offer, can revise messaging by combining \$720 Unique Discount + \$200 Switcher = 'P7 Pro On Us' when you switch, no TI needed	<u>22 May</u>
VZN: Pixel Watch PDPs missing PWP bundle messaging (Ref)	<ul style="list-style-type: none">Pixel Watch PDP misses out on mentioning ongoing PWP offer (\$220 off Watch). Competition Watch PDPs highlight ongoing phone bundlesEven Pixel phone banners on HP / deals page miss out on highlighting PWP offers i.e Smartwatch and Buds A-Series	<u>22 May</u>
Lower promotions than actual on T-Mobile (Ref)	<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>. Competitor models advertise full TI value	<u>1 May</u>

Other Insights

Call out	Detail	Suggested Action
Lower VZN performance v/s P6a, Cannibalization by P7 on ATT	<ul style="list-style-type: none">VZN SoT continued to remain lower than P6a launch (~13% vs 30%), VZN visibility or SoV also lags P6a launch periodP7 saw strong performance and conversion on ATT LW, with 5x surge in sales and 2x surge in traffic	Scope to have better placements on VZN; investigate cannibalization on ATT
After T-Mo (Go5G plan), VZN and ATT launch plans & initiatives to gain subscribers	<ul style="list-style-type: none">Both Verizon and ATT are focused on gaining subscribers with up to \$250 switcher offer (Ref)VZN dropped TI values esp. on base plans, instead focusing on the new 'My Plan' (\$65+/plan, \$30 for 4 lines) w custom \$10/mo add-ons	Align marketing with carrier strategy, consider launching plan collaborations

Updated as of 22 May
Refreshed Mondays

Sales Drivers

- Total Sales **grew** significantly across P7 devices and carriers (SO 32.2K units); strongest for P7a with **total 130% WoW growth across carriers**
- T-Mo saw shift from P6a → P7a sales, while BBY sold slightly higher P6a > P7a units
- **ATT sellout P7 > P7a**; **P7 grew 5x from ~830 units → 4.8K**, while P7a grew 2.5x to 4.1 units; this is in line with brand traffic growth

Sales

	Pixel 7a	Pixel 7	Pixel 7 Pro
Total WoW	14,019	10,639	7,616
Sales	130%	59%	12%
Wk 20	VZN	TMO	AT&T
	8,451	9,154	11,096
	Δ 24%	Δ 60%	Δ 180%
	BB		
	3,573		
			Δ 17%
Mkt Units			
As of Wk 18	209K	Δ -0%	1.3M Δ -1%
Mkt Share			
As of Wk 18	7.5%	Δ 1.3%	2.2% Δ -0.2%



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.4M Δ 449.1K	48.0M Δ 1.2M	39.0M Δ 697.7K	22.1M Δ -1.4M
Google PDP Traffic	36.6K Δ 5.2K	31.0K Δ 5.1K	21.5K Δ 9.2K	70.9K Δ -12.7K
Google Share of Traffic	12.6% Δ 2.8%	14.7% Δ 3.1%	12.8% Δ 5.2%	32.2% Δ -2.9%

Total Pixel sales continued to surge WoW

On T-Mo, **P6a sales fell by 200%** to 3.9K units LW (from 11.4K units), while **P7a grew 153% WoW** from 2.3K → 5.8K units

SoT fell slightly on BBY but still remained **higher for both**

BBY & ATT v/s P6a launch. Despite growth, **VZN SoT** continued to remain **lower than P6a launch (~13% vs 30%)**, **VZN visibility or SoV also lags P6a launch period**

Pixel continues to have **strong visibility across all Sokudo partners** (AT&T strongest, followed by VZN & T-Mo) on account of Lynx launch

Verizon



T-Mo: Pixel 7a banner gains 2F visibility on homepage, continues to have good placements on landing pages

VZN: Pixel 7a has shifted from 2F → 3F **Galaxy S23+** has replaced promo of Pixel 7a on Deals page.

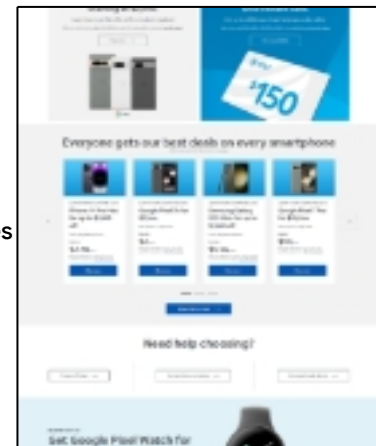
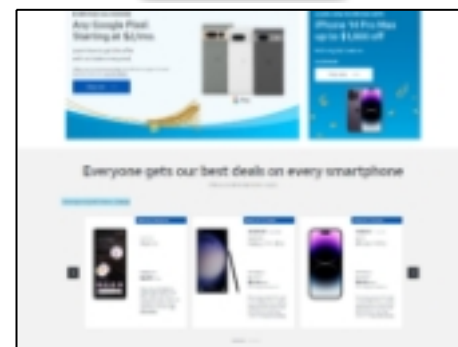
However **P7 PDP not updated with new bundle**



T-Mobile



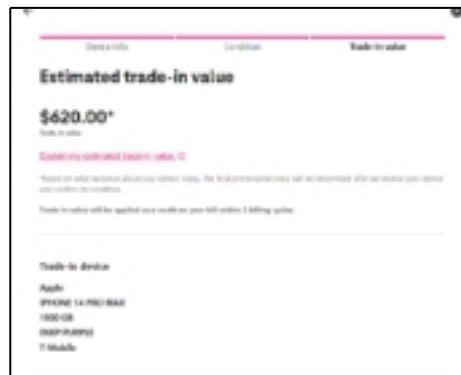
AT&T



AT&T: Pixel 7a banners are still at the top positions across all the pages on AT&T.

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

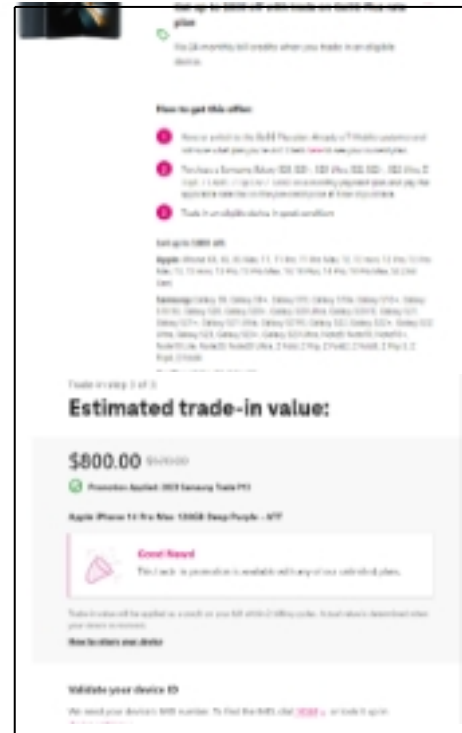
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in



But Actual savings on
clicking upon 'Check TI
value' go as high as
\$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



Missed Pixel opportunities on VZN: Marketing PWP (bundle) + combining offers

Opportunity 1:

i14 Pro combines its TI offer (\$800 off) + Switcher (\$200) to market the device as **'On Us' when you switch**



P7 Pro has a stronger offer with \$720 off (no Trade-in needed)

Opportunity to revise marketing by combining the \$720 off + \$200 Switcher = **'P7 Pro On Us' when you switch, no TI needed**

Get Google Pixel 7 Pro for \$5/mo.

Order only with select P7 Pro, plus \$200 when you switch. (2)

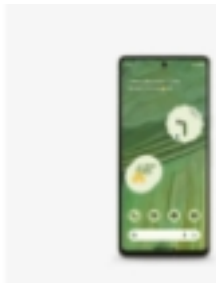
Buy



Get Google Pixel 7 on us.

Order only with select P7 Pro, plus \$200 when you switch. (2)

Buy



While P7 has stronger 'On Us' messaging, it has **lower visibility** (Tile 5 of the Deals Page carousel)

Opportunity 2:

Homepage / deals page banners also miss out on highlighting P7 Pro, P7 and P7a **PWP offers** [Smartwatch (\$220 off) and Pixel Buds A-Series (\$50 off)]

Offer not mentioned on banner



PWP offer on PDP

Missed Pixel opportunities on VZN: Marketing PWP (bundle) on Pixel Watch PDP

Opportunity 3:

While all 3 OEM Watches (Google, Samsung and Apple) have ongoing PWP (bundle) offers with their respective smartphones, Pixel Watch is the only one **missing out on highlighting it on the PDP**

Including it could potentially help drive ecosystem bundle sales

The image displays three product pages for smartwatches: Google Pixel Watch, Samsung Galaxy Watch5, and Apple Watch Series 8. Each page shows the watch image, specifications, and promotional offers. The Google Pixel Watch page is highlighted with a red box around the 'Ways to save' section, which lists 'Add new line' and 'Upgrade existing line' as the only available offers. The Samsung Galaxy Watch5 and Apple Watch Series 8 pages show similar sections but include a 'Trade in and save \$100' offer, which is also highlighted with a red box. The Google Pixel Watch page is missing this trade-in offer, which is the key opportunity being discussed.

Google Pixel Watch
★★★★☆ 12 Reviews

Case
Midnight Steel
Material: Steel
Color: Black, Silver, Gold, Rose Gold

Storage & price
32GB storage | Full retail price

5G Ultra
5G Ultra network down to 4G LTE network quality in less than 100ms
On the border of 4G LTE network quality

Ways to save
Add new line | Upgrade existing line
For personalized offers, [click here](#)

Trade in and save \$100.
Any plan. [Details](#)

Bonus offers
Save \$100 on the Pixel Watch 2 with the purchase of a Pixel 7 Pro. [Details](#)

Samsung Galaxy Watch5
★★★★★ 100 Reviews

Apple Watch Series 8
★★★★★ 100 Reviews

Ways to save
Add new line | Upgrade existing line
For personalized offers, [click here](#)

Trade in and save \$100.
Any plan. [Details](#)

Bonus offers
Save \$100 with the purchase of a Samsung Galaxy S23 Ultra. [Details](#)


















































Ways to save
Add new line | Upgrade existing line
For personalized offers, [click here](#)

Trade in and save \$100.
Any plan. [Details](#)

Bonus offers
Save \$100 with the purchase of a Samsung Galaxy S23 Ultra. [Details](#)

PWP offer missing
on PDP →

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>(Deals Page)</i></p> <p>(\$200 Switch + \$720 Uniq Disc)</p> <p>Get Pixel 7, on us (Deals Page)</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>(Deals page)</i></p> <p>P7 at \$5/mo, no trade-in required <i>(Deals Page)</i></p> <p>P7a: Get the new Google Pixel 7a at \$2/mo <i>(Home Page)</i></p>	  	  	  
	<p>Save \$500.99 upon NLA 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 <i>(Home Page)</i></p>	  	  	  
	<p>P7 Pro: Get Pixel 7 Pro with activation today at \$899 + Free YouTube Premium for 3 months <i>(Deals Page)</i></p> <p>P7: Save \$100 off on listing price with activation today. Free YouTube Premium for 3 months <i>(Deals Page)</i></p> <p>P7a : Save \$50. Get P7a at \$450 <i>(Deals Page)</i></p>	 <input type="checkbox"/> 	   (Phone Deals page)	  
	<p>P7 Pro: \$100 off on listing price <i>(Listings Page)</i></p> <p>P7: \$65 off on listing price <i>(Listings Page)</i></p> <p>P7a : \$50 Amazon Gift Card <i>(Listings Page)</i></p>	  	   (Phone Deals page)	  

Landing Page Screenshots for Reference