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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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Symphony resources

US Promotions:

[go/pixelpromotions](https://go.pixelpromotions)

US Traffic Dashboards:

go/pixel-online-us

US Promo Trackers:

go/pixelpromotracker

US Exec Dashboard:

go/pixelperformance

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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 offers to market as 'On Us when you switch'P7 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">Ongoing PWP offer (\$220 off Watch) missing on Pixel Watch PDP. Competition Watch PDPs highlight ongoing phone bundlesEven Pixel phone banners on HP / deals page miss out on PWP offers	<u>22 May</u> Justyna actioning with VZN
Lower promotions than actual on T-Mo (Ref) & BBY VZN (Ref)	<ul style="list-style-type: none">On T-Mo, P7 Pro deals market \$500 savings on TI, but actual <u>values >\$600</u>. Competitor models advertise full TI valueOn BBY VZN, PDP mentions \$350 while actual value is >\$600	<u>1 May</u>

Other Insights

Call out	Detail	Suggested Action
S23 series traffic gains on BBY LW (Ref) expected to further improve with higher discounts this week (Ref)	<ul style="list-style-type: none">On BBY, S23 Series (esp S23 Plus) pose threat (consumer demand ~60% ↑) while Pixel (esp P7 Pro) demand & sales both fell WoWS23 Series discounts further bumped up on Unlocked	Address P7 Pro drop in traffic & sales, improve Pixel BBY Unlocked discounts
Moto Razr+ does exclusive <u>T-Mo Go5G+</u> colour launch	<ul style="list-style-type: none">Launched new 'Viva Magenta' colour free with Go5G Plus	Collaborate to launch Go5G Plus specific offers
After T-Mo (Go5G plan), VZN and ATT launch plans & initiatives to gain subscribers	<ul style="list-style-type: none">Both Verizon and ATT focused on gaining subscribers with up to \$250 switcher offer (

Updated as of 29 May
Refreshed Mondays

Sales Drivers

- Total Sales **declined** across carriers. Overall, premium devices gained in consumer demand (S23 Ultra & i14 Pro Max) however **P7 Pro sales & demand** fell
- On **VZN**, **Z Fold4** saw **slightly higher desktop traffic** (up from 3K → 4.1K WoW)
- On **BBY**, S23 Series (esp S23 Plus) pose threat to Pixel (consumer demand ~60% ↑) while Pixel (esp P7 Pro) demand and sales both **fell** WoW
- On **ATT**, i14 Plus challenges (36% ↑ demand), while both sales and traffic for P7 **declined** by 40-50% (to 2.5K units SO)

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	
WoW	13,762	8,115	6,909	
Sales	-2%	-24%	-9%	
Wk 21	VZN	TMO	AT&T	BB
	7,990	9,142	8,479	3,175
	Δ -5%	Δ -0%	Δ -24%	Δ -11%
Mkt Units				
As of Wk 19	21M	Δ -0%	122.0M	Δ -7%
Mkt Share				
As of Wk 19	8.7%	Δ 1.3%	3.0%	Δ 0.8%



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	12.9M Δ -504.6K	47.9M Δ -106.4K	41.3M Δ 2.4M	22.6M Δ 507.2K
Google PDP Traffic	34.8K Δ -1.8K	28.9K Δ -2.1K	17.1K Δ -4.4K	52.2K Δ -18.7K
Google Share of Traffic	12.5% Δ -0.1%	14.0% Δ -1.0%	10.1% Δ -2.7%	25.0% Δ -7.2%

Total P7 series (incl. P7a) sales **fell by 10%**

P7 sales saw sharp spike on AT&T LW, but **corrected by ~50%**

in current WK. On BBY, P7 Pro sales **dipped** by 36% to 720

units

Google PDP traffic & SoT **fell** across carriers, despite slight growth in total partner traffic on AT&T and BBY.

On BBY, P7 Pro sales ↓ 36% and traffic ↓ 50%

As of 19/05, Warning: The document was created with **Print Presentation for Python**
 P7a has strong placements on **AT&T**, moderate on **VZN**, however **loses both HP & Deals page placements on T-Mo** to Motorola Razr+ & iPhone

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Verizon



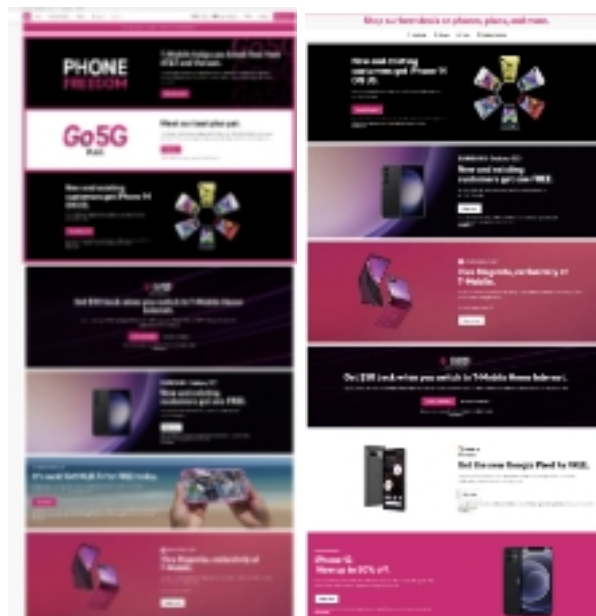
VZN: Pixel 7a is placed on 3F on Deals page.



However **P7a** promo not updated with bundle offers.

T-Mobile

T-Mo: ****P7a loses both home and deals page placements, Moto Razr+’s exclusive T-Mo colour launch gains placement**



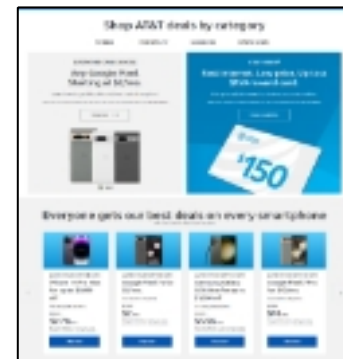
Home page

Deals page

AT&T



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

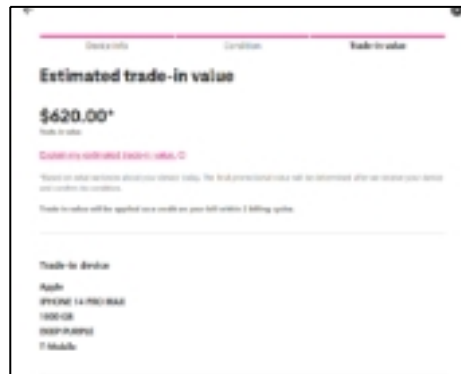


****TMO Update post Jun 2**

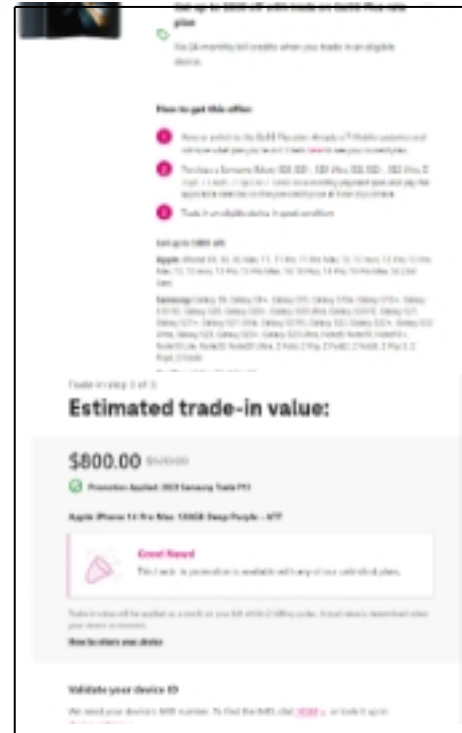
Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

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

But Actual savings on clicking upon 'Check 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



Lower Promo value advertised than actual for P7 Pro on BBY-Verizon

Google - Pixel 7 Pro 128GB - Obsidian (Verizon)
Model: NA7024-LB 5G(+) 6510243





★★★★★ 4.3 (21 reviews) | 25 expert reviews |
3 answered questions
Highly rated by customers for: camera, picture quality, ease of use

Carrier: 


Model Family: Google Pixel 7 Pro

Internal Memory: 128GB

Color: Obsidian

\$24.99/mo.
for 36 months, 0% APR

 Save up to **\$350.00** when you trade in a similar device. Check your value at [vtradein.com](#)

verizon

Save up to \$440 on Google Pixel 7 Series with trade-in of your old or damaged phone and qualified activation on an upgrade line for Verizon. Terms and conditions apply.

On Deals page, promo mentions Max TI upto \$440

Pixel 7 pro PDP specifies Max TI of \$350

Actual savings on clicking upon 'Check TI value' go as high as **\$600** for 'similar device' i14 Pro, thus resulting in a **missed opportunity for stronger promo messaging for Pixel devices.**

Your trade-in device: Apple - iPhone 14 Pro 128GB - Space Black (Obsidian)

Choose a trade-in option
Terms and conditions apply.

 **\$600.00 refund**
Trade in for a new device

 **\$600.00 eGift Card**
Trade in without a purchase

Want to understand your trade-in value options? See your trade-in details.

Continue

Trade in a different device

1. Does your device have any screen damage, cracks, or LCD breakage?
☒ No
☐ Yes

2. What is the condition of the back?
☒ Good
Signs of normal use, light wear and tear.
☐ Fair
Moderate wear and tear, single damaged back glass, item fully functional.
☐ Broken
Severe damage, unable to turn on or function properly.

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**

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

Google Pixel Watch

★★★★☆ 12 Reviews



Pixel video

Case

Matte black steel

Color



Storage & price

32GB storage Full retail price

SPU Price

Google Pay with down to the store and only to use \$100.00. One-time fee of \$10.00. Includes shipping.

Ways to save

Add new line Upgrade existing line

For personalized offers, [click here](#)

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

Join

Bonus offers

10% off on Pixel Watch when you buy Google

Samsung Galaxy Watch5

★★★★☆ 100 Reviews



Pixel video

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](#)

Join

Bonus offers

Save \$100 with new line and 5G iPhone purchase. [Details](#)

Trade in and save \$100.

Any plan. [Details](#)

Join

Bonus offers

Save \$100 with new line and 5G Apple iPhone purchase. [Details](#)

Perfect together. Get \$100 off on Pixel Watch with device purchase. [Details](#)

PWP offer missing
on PDP →