



US Digital WBR Report Black Friday Edition WK 47

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

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US Digital Weekly Business Review [go/digitalwbrs](https://go.digitalwbrs)

go/pixeloffers-WBR (all historical decks)

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Symphony Resources

AMER Promo Offers:

go/pixeloffers

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US Exec Dashboard:

go/pixelperformance

Historical Digital WBRs

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

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

2023

July

W1 |
03
July

W2 |
10 July

W3 |
17 July

W4 |
24 July

W5 |
31 July

August

W1 |
07 Aug

W2 |
14 Aug

W3 |
21 Aug

W4 |
28 Aug

September

W1 |
04 Sep

W2 |
11 Sep

W3 |
18 Sep

W4 |
26 Sep

October

W1 |
03 Oct

W2 |
09 Oct

W3 |
16 Oct

W4 |
23 Oct

W5 |
30 Oct

November

W1 |
06 Nov

W2 |
13 Nov

W3 |
20 Nov

KPI Deep Dive: Site Traffic

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

WK 46: Nov 12- Nov 18

Sales Drivers

- **P8 & Pro witness notable WoW growth on BBY (up by >16K visits each)**, possibly driven by paid marketing efforts. Additionally, P8 on VZ shows an increase of 9K visits, likely due to the launch of a Black Friday deal.
- S23 FE experienced significant demand surge across carriers, esp on Best Buy and AT&T (**up by >36K visits each**).
- Interestingly, P7 generated high traffic volumes on T-Mo (**↑26K visits WoW**) however, this traffic surge did not translate into subsequent growth in sales

Total	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
WoW	5,252	7,565	10,433	3,846
Sales	41%	26%	16%	528%
Wk 46	VZ	TMO	AT&T	BBY
	7,669	8,690	4,263	6,474
	Δ11%	Δ65%	Δ-5.0%	Δ137%
Mkt Units	Pixel 8		Pixel 8 Pro	
As of Wk 44	109K Δ 4%		1.6M Δ -10%	
Mkt Share	23.2% Δ 11.2%		4.0% Δ 1.7%	
As of Wk 44				

Sales



Total Partner Traffic	VZ	TMO	AT&T	BBY
	13.8M Δ 5.3%	46.6M Δ -3.9%	40.3M Δ -1.7%	31.2M Δ 16.2%
Google PDP Traffic	64.3K Δ -20.0%	137.0K Δ -6.7%	44.9K Δ -47.2%	151.6K Δ 58.6%
Google Share of Traffic	6.8% Δ -2.1%	13.6% Δ -1.0%	7.1% Δ -8.3%	19.1% Δ 0.4%

Traffic

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

Overall, Pixel sales grew across carriers except AT&T where sales dipped WoW for P8P and P7a.

P8/Pro sales grew exponentially on BBY, P8 up from 762 → 2.4K units

Google PDP traffic dipped across partners except BBY which experienced strong 58% WoW growth owing to high P8 series traffic.



US - Pre BF Site Total Traffic (Nov 12 -18)

Carrier by OEM level insights:

- Overall, YoY traffic dipped across all OEMs across all 3P sites (Pixel: ↓ 32%, Samsung: ↓ 4%, Apple: ↓ 4%)
- While VZ overall website traffic grew, fewer consumers navigated to smartphone PDPs indicating lower purchase intent
- T-Mo website sees **YoY growth**. Pixel saw notable YoY growth on T-Mobile (↑ 93% in traffic volumes, 5% growth in share of traffic) inline with sellout growth for P7a, P8 Pro & Pixel Fold
- P8 & Pro sees strong **WoW traffic growth on BBY** (>↑ 16K visits each, potentially boosted by inorganic marketing efforts), & P8 on VZ (↑ 9K visits resp) potentially owing to BF deal launch

Model level insights (WoW Insights):

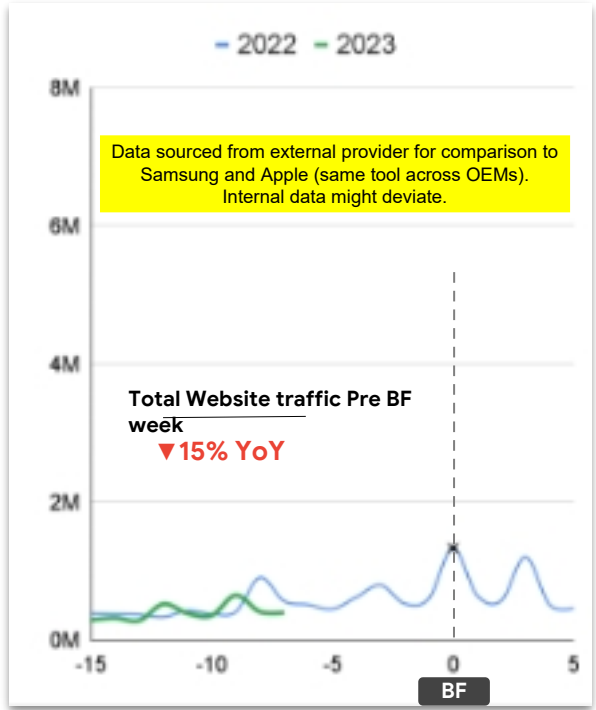
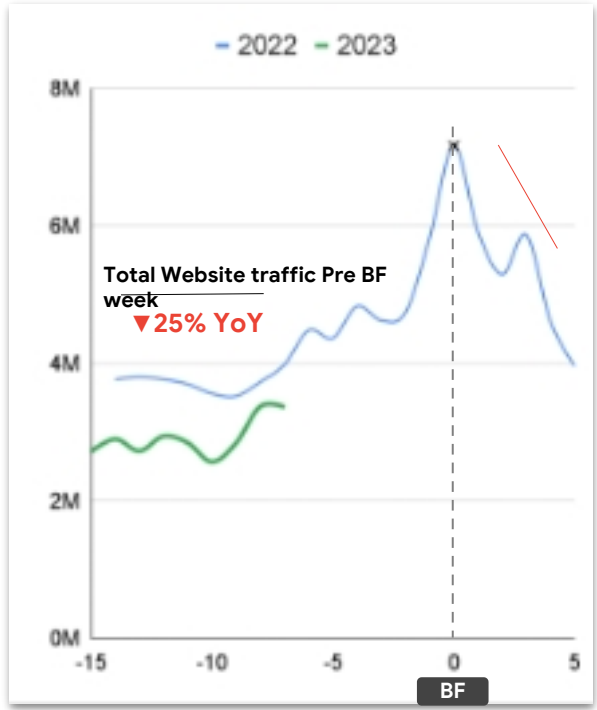
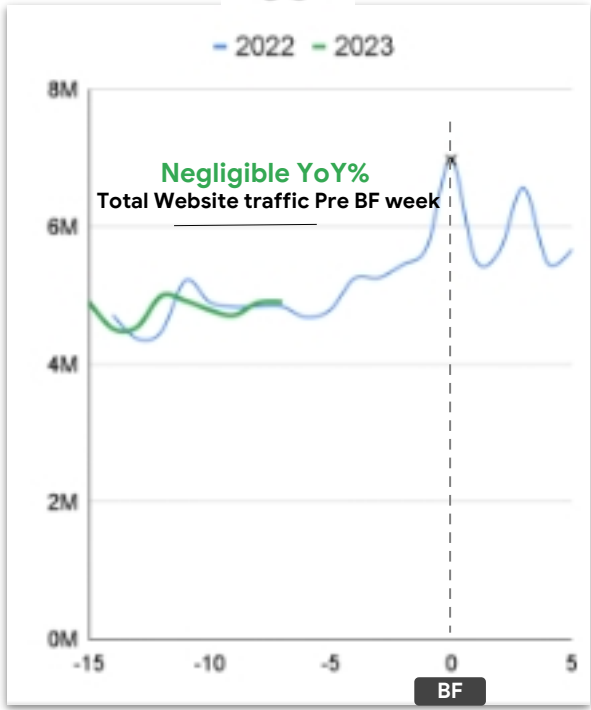
- WoW → S23 FE saw a noteworthy demand rise across all carriers especially on Best Buy (↑ 47K visits) and AT&T (↑ 36K visits)
- P8 Pro demand dropped significantly on AT&T (↓ 32K visits) and VZ (↓ 15K visits)
- i15 Pro saw significant surge in traffic esp **gained 48K visits on VZ** (owing to BF bundle launch) including HPM

	TOTAL			BEST BUY			AT&T			T - MOBILE			VERIZON		
Category	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY	This Week	WoW	YoY
Website	131,941,633	2,465,391 ↑	7.4% ↑	31,249,810	4,358,122 ↑	-9.2% ↓	40,296,320	-790,772...	17.6% ↑	46,557,924	-1,862,900 ↓	8.1% ↑	13,837,579	700,941 ↑	24.9% ↑
Pixel	397,792	-2.5% ↓	-32.2% ↓	151,557	58.6% ↑	-47.2% ↓	44,934	-47.2% ↓	-34.1% ↓	137,027.67	-6.7% ↓	92.6% ↑	64,274	-20.1% ↓	-59.8% ↓
Samsung	1,202,430	17.8% ↑	-4.1% ↓	376,308	84.2% ↑	-14.7% ↓	233,124	26.6% ↑	17.8% ↑	379,535.63	-8.2% ↓	37.5% ↑	213,461	-2.6% ↓	-36.9% ↓
iPhone	1,706,866	15.5% ↑	-3.5% ↓	221,084	25.9% ↑	-24.7% ↓	356,979	24.8% ↑	3.2% ↑	462,495.78	11.0% ↑	14.2% ↑	666,307	11.2% ↑	-7.9% ↓

[Source: SimilarWeb]

US 1P Pre-Black Friday Website Traffic YoY

Samsung garnered higher traffic volumes compared to Apple on Black Friday '22. Samsung experienced a sharp decline post-Black Friday, whereas Apple sustained its momentum.



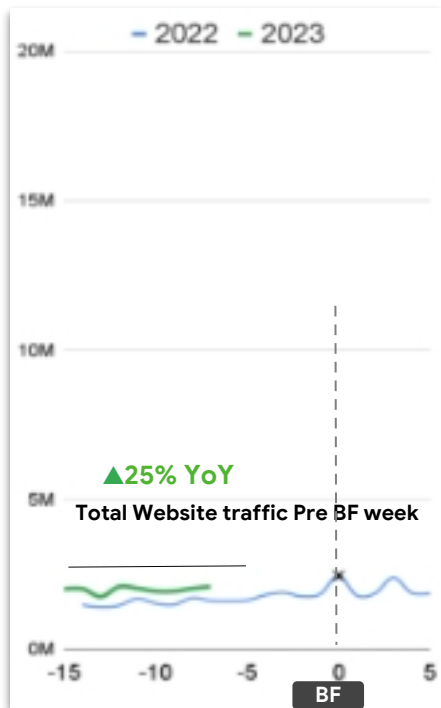
[Source: SimilarWeb] Data from 2022: Nov-10 to Nov-30, 2023: Nov-09 to Nov-

US 3P Pre-Black Friday Website Traffic YoY

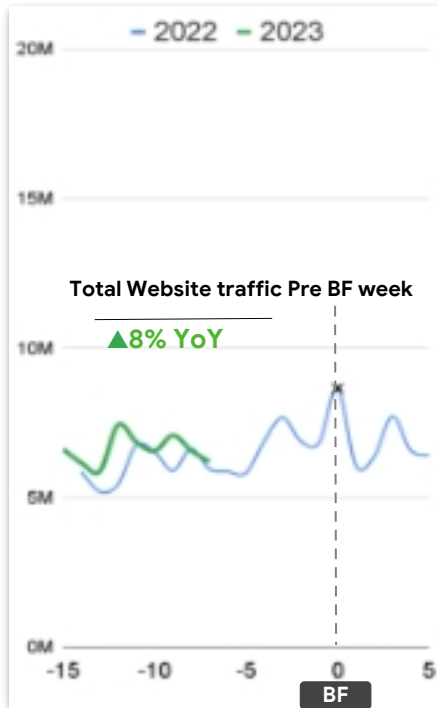
- VZ total website traffic remains below competitors yet sees **25% growth** YoY in Pre-BF week **BBY dipped 9% YoY**
- AT&T and TMo also witness an YoY growth Pre BF week (**18% and 8% resp**)

Total online traffic volumes (any page) for 2022 v/s 2023

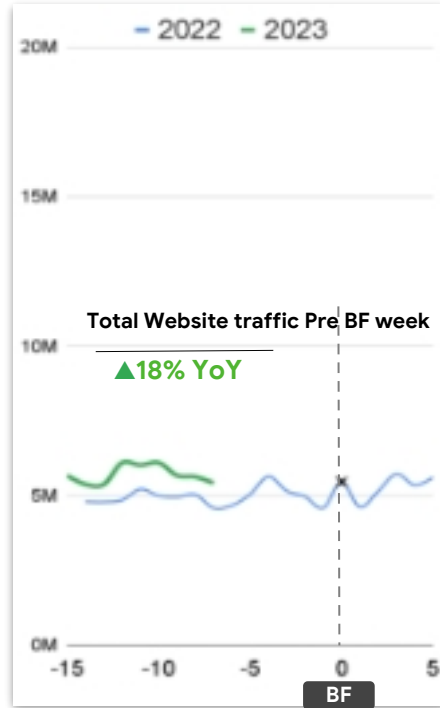
verizon



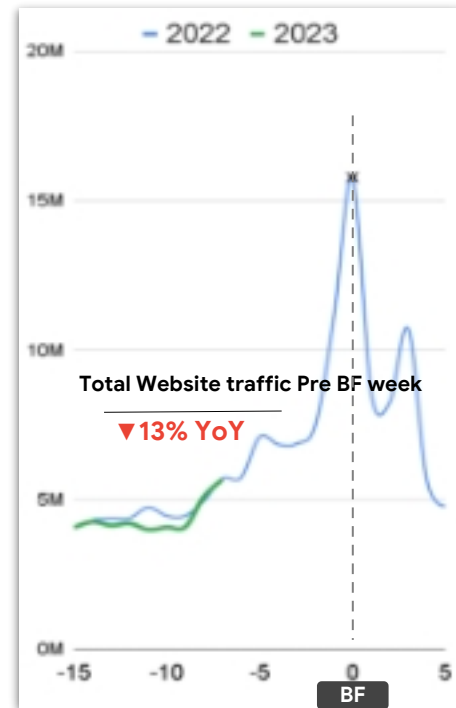
T Mobile



AT&T

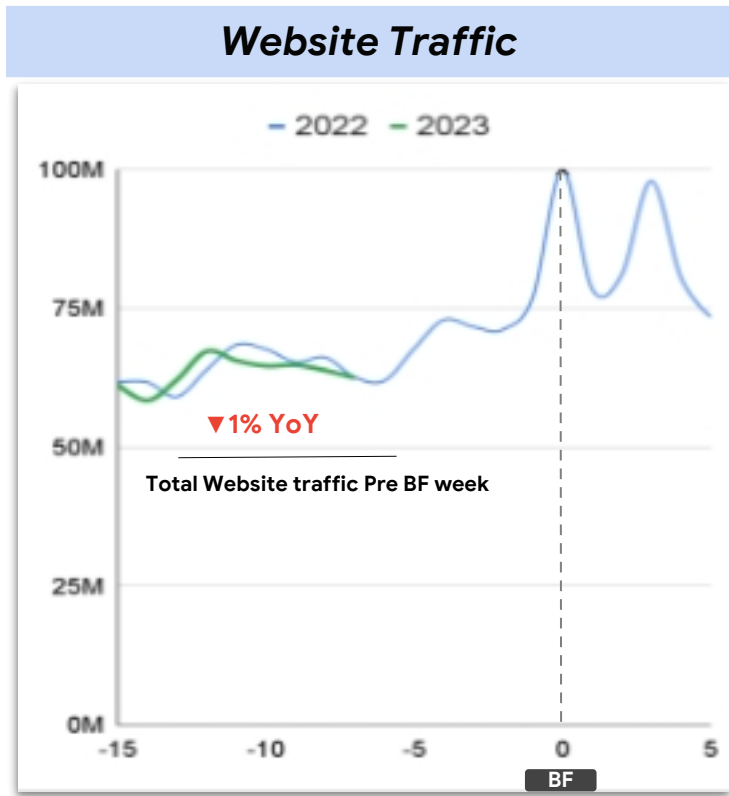


BEST BUY



Amazon Pre-BF Digital Traffic YoY

Traffic volumes for 2022 v/s 2023

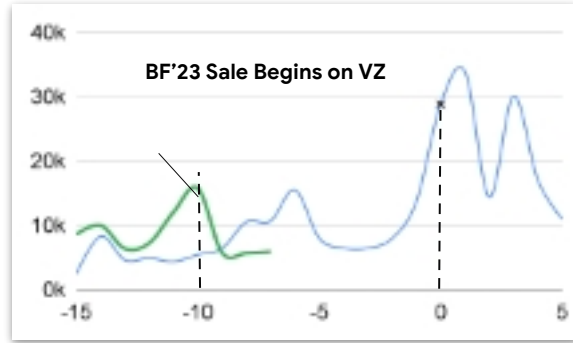


Evaluation Warning : The document was created with Spire Presentation for Python

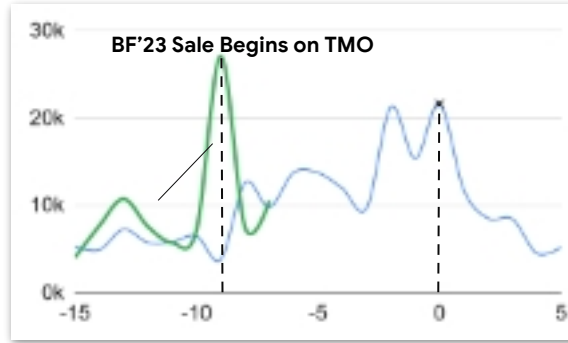
US Pixel 3P Pre-Black Friday Website Traffic YoY

- P7/Pro - P8/Pro

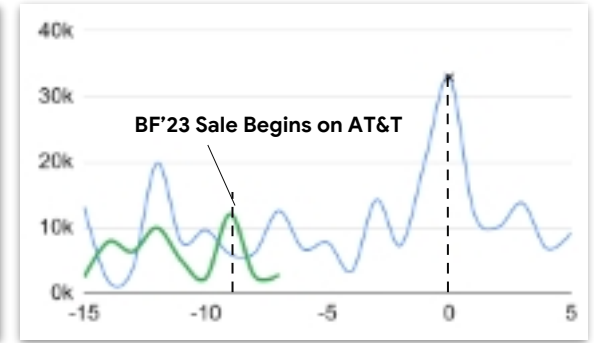
verizon



T Mobile



AT&T



BEST BUY



amazon

