

Index

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

WBR Master Folder (with all past decks)

Summary

1

2

[Execution Gaps](#)

3

[Pixel Compliance Review](#)

4

[Pixel & Competition Marketing Insights](#)

5

[Brand Prominence \(iOS, Android, Desktop\) + Traffic Trends](#)

6

[Promo Gaps and Changes](#)

Symphony resources

US Promotions:

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

US Traffic Dashboards:

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

US Promo Trackers:

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

US Exec Dashboard:

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

Historical Digital WBRs

2022

October

W1 |
3 Oct

W2 |
10 Oct

W3 |
17 Oct

W4 |
24 Oct

W5 |
31 Oct

November

W1 |
7 Nov

W2 |
14 Nov

W3 |
21 Nov

W4 |
28 Nov

December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

2023

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

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

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 	

Other Insights

Call out	Detail	Suggested Action
Samsung drives strong demand on BBY (up 22% WoW) with 'Sale' banners & N series promos. Strong Samsung TV GWP launched on VZN (Ref)	<ul style="list-style-type: none"> On VZN, SS pushes it's new S23 Series TV GWP on HP and Deals page, pushing P7 Pro banners down in some cases 	Ensure strong Pixel PWP / GWP promo marketing and visibility to effectively compete towards bundle-driven customers
Razr+ Flip phone takes away visibility from Pixel (Ref)	<ul style="list-style-type: none"> Razr+ poses strong competition to Pixel with TMO HP takeover, and replacing P7a banners on AT&T 	Ensure strong competitive Pixel Fold visibility v/s Moto in initial launch stage
Latest (n) models regain on BBY (Apple and Samsung) (Ref); S22 series becomes more expensive on BBY & TMO, Fold4 gains on TMO	<ul style="list-style-type: none"> i13 \$50 banner dropped and replaced with i14 Pro "Save upto \$1000" offer S22 Series offers dropped on BBY and TMO Fold4 demand up >50% WoW on T-Mo 	Competition pushes premium models in wake of Pixel Fold launch; monitor promos closely

Updated as of 19 Jun
Refreshed Mondays

Sales Drivers

- P7 Pro continues to sustain growth across carriers (except BBY). On ATT, P7a sales conversion drops sharply, with fall in placements ([Ref](#))
- On BBY, drop in P7/Pro discounts (\$200 discount & \$50 GC taken off) and visibility translate to → **commensurate drop in sales (4%)**. Samsung drives strong BBY demand (**22% growth WoW**) with 'Sale' banners & stronger N series promos, closely followed by Apple (i14). Interestingly, i14 marked a twelve-week traffic high on BBY with improved marketing messaging

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro	
	9,073	7,319	7,319	
Sales	-39%	1%	-29%	
Wk 24	VZN	TMO	AT&T	BB
	10,314	7,108	6,663	3,093
	Δ 3%	Δ -22%	Δ -34%	Δ -6%
Mkt Units	As of Wk 21		As of Wk 21	
	213K Δ 10%		1.2M Δ 19%	
Mkt Share	As of Wk 21		As of Wk 21	
	20.1% Δ -0.6%		2.9% Δ -7.0%	



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	13.6M Δ -0.8%	50.0M Δ 0.6%	40.4M Δ -0.0%	24.7M Δ 10.9%
Google PDP Traffic	32.1K Δ -8.3%	20.0K Δ -34.0%	14.9K Δ 3.6%	42.5K Δ -10.1%
Google Share of Traffic	10.8% Δ -4.1%	9.1% Δ -0.2%	9.1% Δ 0.2%	19.2% Δ -3.3%

Sales data taken from [go/hwp-tableau](#) refreshed in case of updates through the week

Overall P7 / Pro / 7a sales dropped WoW

TMO P7 sales grew 40%, from 1.7K → 2.4K units WoW. ATT saw the highest total drop across devices.

Declines across most carriers and OEMs, except BBY, where SS

registers significant growth. However Pixel SoT on BBY

continues to decline

Evolution of the website continues to have highest visibility on AT&T Home Page and Deals page.

- However, ATT HP P7a replaced by Motorola Razr+ on 2F. P7 Pro gains over P7a on Deals page
- On TMo Pixel devices continue to remain absent on **Homepage and Deals page**

Verizon



VZN: Pixel 7 Pro 4F banner replaced by Galaxy S23 and Galaxy TV promo, moreover, Pixel 7 Pro banner moved beyond 4F from last week



Moreover, P7a promo not updated with bundle offers.

T-Mobile

TMo: Pixel devices are completely removed from the Home page and Deals page on T-mobile.



Home page



Deals page

AT&T



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



VZN Missed Pixel opportunity: Combining existing offers for stronger messaging

Opportunity :

i14 Pro Max combines its TI offer (\$1000 off) + Switcher (\$200) to market the device as

'On Us' when you switch

P7 Pro has 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

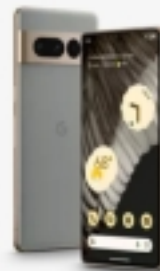
All systems Pro.
iPhone 14 Pro Max.
Get it on us.

Limited time only. When you switch.
With select trade-in and Unlimited Plus plan. (1)



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

Online only. With Unlimited Plus plan,
plus \$200 when you switch. (1)




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

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

Black, Silver, Gold, Rose Gold

Storage & price

32GB storage Full retail price

SPU Price

Google Pay with Google Pay for contactless payments from \$0 (\$0.00) One-time fee of \$10. (includes shipping)

Ways to save

Add new line Upgrade existing line

For personalized offers, [sign in](#)

Trade in and save \$100.

Any color. [Details](#)


ADD

Bonus offers

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

Samsung Galaxy Watch5


★★★★☆ 100 Reviews



Pixel video

Apple Watch Series 8

★★★★☆ 100 Reviews



Pixel video

PWP offer missing on PDP →

Lower Promo Value advertised than actual for Pixel 7 Pro on T-Mobile (Pixel 7 has accurate promo messaging)

On Google Deals Page,
P7 Pro promoted as
available for \$499

Actual discount of
 $\$400 + \$200 = \$600$

Thus P7 Pro available at
\$300 only

*Missed opportunity
for stronger promo
messaging for Pixel*



Pixel 7

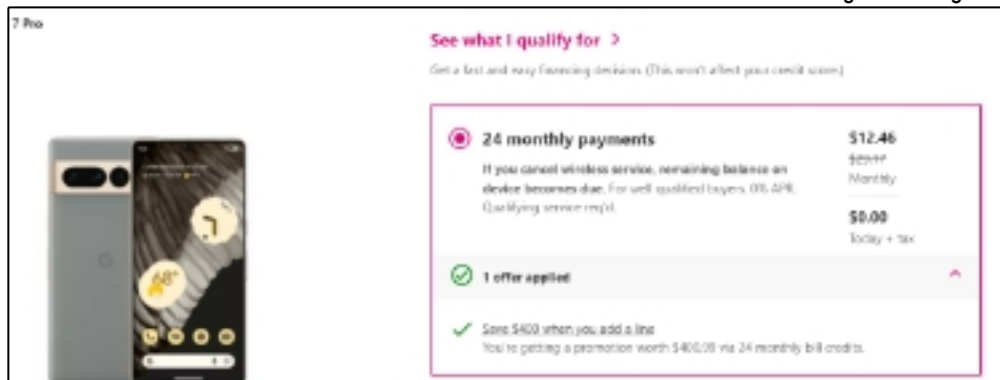
Get the Google Pixel 7 for \$99.

Get Pixel's best features, like a 4-day battery and Magic Eraser, for \$99 when you activate a line on a qualifying plan. Or get the Pixel 7 Pro for \$499.

[Shop now](#)

via an eligible bill credit. If you cancel before 24 months, credits stop at balance or required finance agreement may be due. Contact us. Pixel 7 Pro. Not all bills.

Google Deals Page



7 Pro

[See what I qualify for >](#)

Get a fast and easy financing decision. (This won't affect your credit score.)

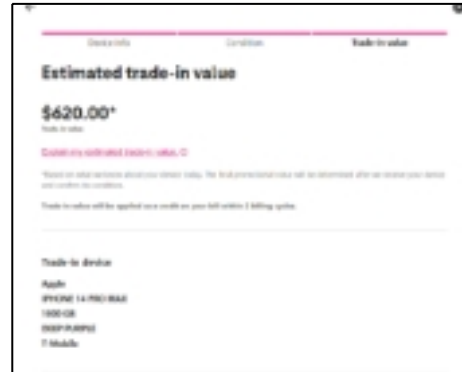
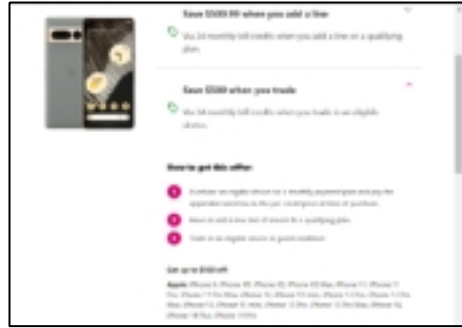
24 monthly payments	\$12.46
If you cancel wireless service, remaining balance on device becomes due. For well-qualified buyers. 0% APR. Qualifying service req'd.	\$499 Monthly
	\$0.00 Today + tax

1 offer applied

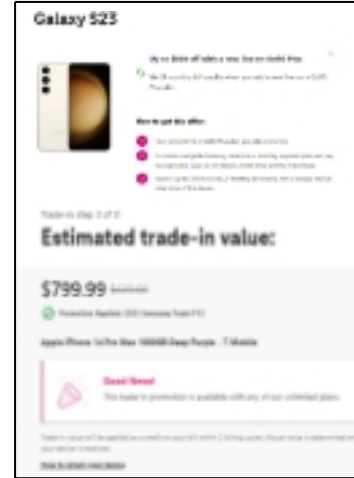
Save \$400 when you add a line
You're getting a promotion worth \$400.00 via 24 monthly bill credits.

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

