US Digital WBR Report
Pre-Black Friday Edition
WK 46

Link to WBR Master Folder (with all past decks)

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US Digital Weekly Business Review go/digitalwbrs

go/pixeloffers-WBR *(all historical decks)*

Summary

Symphony Resources

US Promotions: go/pixelpromotions

US Traffic Dashboards: go/pixelonlineus

US Promo Trackers: go/pixelpromotracker

US Exec Dashboard: go/pixelperformance

Business Summary

Pixel / Competitive Insights

Call out	Detail
P8 Pro experienced significant growth on VZ	• P8P demand surged on VZ (↑15K visits) however did not translate to sales • $400 BOGO offer for P.Fold on VZ generated significant traffic (↑6.7K visits) translated into sales uplift up from 283 ⟶ 315 units
Pixel SoT and BP experience a decline on BBY	• Google experiences a ↓22% dip in prominence and a ↓5.6% decrease in share of traffic ahead of BF week. • Pixel saw drop in placements from 1F ⟶ 3F on Top Phone Deals page, while Apple and Samsung got 1F and 2F OEM placements resp.
iP15/+ experienced significant growth across carriers	• iP15 saw a notable growth across all carriers (↑36%) with a large share of it coming from AT&T (↑18K visits). iP15 Plus gained high traffic volumes on ATT • This could be attributed to TI offer upgradation on AT&T from $700 to $830 last week ⟶ $3.62/mo to ON US [for iP15]

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 Oct

WK 45: Nov 05- Nov 11

Sales Drivers

- Sales dipped for Pixel 8 series and Pixel 7a,BBY saw steep decline in P7a sales down from 3.5K → 1.2K units.
- The $400 BOGO offer for P.Fold on VZ generated significant traffic (ref) and translated into sales uplift up from 283 → 315 units. Interestingly,P8P demand surged on VZ(↑15K visits) however, the demand surge did not translate into sales boost.

Sales

Total WoW Sales	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
	3,713 -41%	5,942 -2%	9,049 -9%	610 4%

Wk 45	VZ	TMO	AT&T	BB
	6,816 Δ-11%	5,275 Δ-7%	4,487 Δ -4.7%	2,736 Δ -45%

	Pixel 8	Pixel 8 Pro
Mkt Units As of Wk 43	105K Δ 1%	1.8M Δ -12%
Mkt Share As of Wk 43	12.0% Δ -1.8%	2.5% Δ -1.0%

Sales data taken from go/hwp-tableau refreshed in case of updates through the week

Traffic

	VZ	TMO	AT&T	BB
Total Partner Traffic	13.1M Δ -1.8%	48.4M Δ 0.4%	41.0M Δ -3.2%	26.9M Δ15.0%
Google PDP Traffic	80.4K Δ 1.9%	146.8K Δ 22.3%	85.1K Δ -20.9%	95.6K Δ -20.1%
Google Share of Traffic	8.9% Δ 1.1%	14.6% Δ 3.0%	15.3% Δ-2.0%	18.7% Δ -5.6%

Overall, Pixel 8 series dipped while saw slight growth in sales,primarily coming from VZ.

Google PDP traffic grew on VZ and T-Mo primarily driven by P.Fold while AT&T and BBY witnessed decline in Google traffic attributed to the waning momentum of P8 series and P7a.

KPI Deep Dive: Site Traffic

Link to WBR Master Folder (with all past decks)

US Carrier - Total Traffic (Nov 5 -11)

Carrier and OEM level insights:

- *[redacted]down by 18K and 5K visits resp[redacted]*
- *[redacted]↑14K visits[redacted]↑6.7K visits[redacted]*

Model level insights:

- P8 traffic dropped sharply on VZ (↓ 54%) and AT&T (↓ 43%) while P8P gained high traffic volumes on VZ (↑ 46%)
- Overall, iP15 saw a notable growth across all carriers (↑36%) with a large share of it coming from AT&T (↑ 18K visits). Meanwhile i15 Pro/Pro Max saw steady decline esp **iP15 Pro dipped by 34K visits on AT&T.**
- Overall, S23 FE demand dipped post launch especially on T-Mo (↓ 19k visits) while S23 Ultra/Plus grew collectively (↑ 19% & ↑ 40% resp)

	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	129,476,242	2,118,836 ↑	10.6% ↑	26,891,688	3,515,432 ↑	-8.3% ↓	41,007,092	-1,351,75...	16.5% ↑	48,440,824	189,420 ↑	16.5% ↑	13,136,638	-234,460 ↓	19.8% ↑
Pixel	407,936	-4.3% ↓	9.0% ↑	95,553	-20.1% ↓	-27.1% ↓	85,149	-20.9% ↓	19.8% ↑	146,819.17	22.3% ↑	136.4% ↑	80,415	1.9% ↑	-27.1% ↓
Samsung	1,021,152	2.2% ↑	-9.1% ↓	204,269	16.2% ↑	-52.9% ↓	184,146	-7.9% ↓	37.7% ↑	413,472.63	8.4% ↑	73.6% ↑	219,265	-9.3% ↓	-30.9% ↓
iPhone	1,477,240	-10.5% ↓	2.7% ↑	175,464	11.3% ↑	-13.6% ↓	285,935	-8.9% ↓	-1.3% ↓	416,667.56	-15.6% ↓	24.5% ↑	598,973	-12.6% ↓	-1.8% ↓

Pixel Digital Snapshot for Compliance Review | 13 Nov

OEM logo by order of appearance | Pixel Risk | WoW Drop in promo

Partner	Pixel offer	Home Page	Deal Page	Listings Page
verizon	*P8 Pro on us GTI (Homepage)* Pixel Fold: Starts at $49.99/mo *(Listings Page)* P8 Starts at $22.22/mo *(Listings Page)* Pixel 7a at $15.27/mo *(Listings Page)*			
AT&T	Pixel Fold: $25/mo (Listings Page) P8 Pro free *(Home Page)* P8 $15/mo*(Deals Page)* Pixel 7a at $5/mo *(Listings Page)*			
T Mobile	Pixel Fold: Monthly Up to $1000 OFF with new line on Go5G Next or Go5G Plus *(Deals page)* Pixel 8 Pro: $199.99 *(Deals page)* Pixel 8: P8 for free *(Homepage)* Pixel 7a : FREE with trade on Go5G Plus (Listings Page)			
BEST BUY	Pixel Fold:$1799 (Listing Page) P8 Pro: $1049 *(Phone Deals Page)* P8: $759 *(Phone Deals Page)* P7a: $499 *(Phone Deals Page)*		(Phone Deals page)	
amazon	P8/Pro: PwP Get 50% off on Buds with Pixel Phone (Listings Page) Pixel Fold: From $1799 *(Listings Page)* P7a: $ $499 *(Listings Page)*			

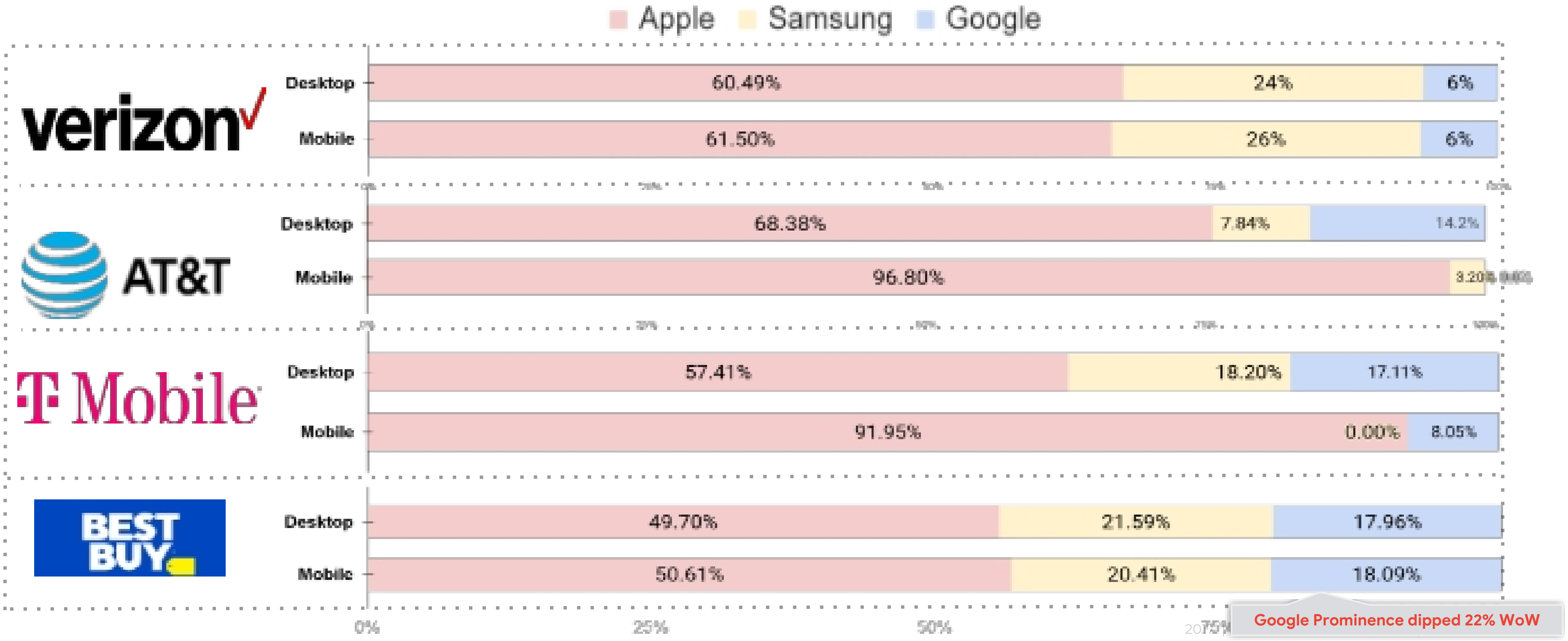
Landing Page Screenshots for Reference

Link to Master Folder with all previous WBR decks

Brand Prominence/ Placements Across Partners (Week of 05-11 Nov)

Tracking basis device/OS of viewer: Desktop,iOS and Android

On BBY, Apple and Samsung prominence strengthens with the i15 and S23 series dominating visibility. Meanwhile, Pixel prominence diminishes (↓ 22%) as the i15 series replaces P8 from the first tile of Phone Deals page.



of Home Page and Deals Page Placements (Week of 05-11 Nov)

Visit go/pixelperformance to toggle between Home / Deals Page only views

Basis device / OS of viewer

1) Total weekly Placements on Home+Deals Page

	Desktop Viewer				iOS Viewer				Android Viewer			
	VZ	TMO	AT&T	BBY	VZ	TMO	AT&T	BBY	VZ	TMO	AT&T	BBY
OS Split Android(Samsung+Pixel) / Apple)	56 / 40	14 / 45	28 / 28	106 / 80	47 / 33	13 / 40	14 / 14	106 / 80	33 / 29	13 / 40	14 / 14	106 / 80
Android Split (Google / Samsung)	14 / 42	14 / 0	14 / 14	46 / 60	12 / 35	13 / 0	0 / 14	46 / 60	11 / 22	13 / 0	7 / 7	46 / 60
Google share of prominence (WoW Δ %)	6% Δ -1.9%	17% Δ 2.1%	14% Δ 1.9%	18% Δ -21.1%	7% Δ -1.0%	8% Δ 2.0%	0% Δ 0.0%	18% Δ -22.0%	6% Δ -2.0%	8% Δ 2.0%	0% Δ 0.0%	18% Δ -22.0%

<u>**How to read:**</u> Scorecard colour indicates Android / Pixel WoW change: Red = decrease, Green = increase

1) VZ: 56 / 40 *→ this means Android secured 56 total Home + Deals # Placements in the week, while Apple only secured 40. The green coded cell indicates the # Placements for Android increased WoW.*

- Android OS has higher # of placements among carriers, except for T-Mobile, where Apple dominates
- Pixel > Samsung placements on T-Mo across devices but lags on VZ and BB
- On AT&T, Samsung better positioned to attract switchers with stronger placements for iOS viewers
- Sharp WoW drop in placements on BBY, with Apple & Samsung increasing esp. on Deals page