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

[go/pixeloffers-WBR](https://go.pixeloffers-WBR) (all historical decks)

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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

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

Pixel / Competitive Insights

Call out	Detail	Suggested Action
ATT: Apple updates iP15 and iP14 promos competing with P8	<ul style="list-style-type: none">● On 10/09 → P8 was at disadvantage w/ iP15, but on par with iP14.● On 10/16 → P8 now at disadvantage with both iP15 @ \$3.6/mo (with eligible TI) and iP14 @ \$10.99/mo (No TI)● iP15 TI dropped, instead iP14 (which directly competed with P8 in the No TI promo category) has deeper offer now● Moto Razr at \$2/mo has deepest non TI promo (\$588 off)	Monitor competitive impact on P8 performance
VZ: Apple discontinues GTI, leads with Apple TV & Apple One bundle	<ul style="list-style-type: none">● VZ total website traffic up 25% YoY during Pixel pre-order start + 11 D period● P8 Pro at disadvantage with iP15 Pro as even post removal of Apple GTI, as Apple launches GWP \$200 consisting Apple TV & Apple One introduced for iP15 series● Pixel Watch 2 Bundle taken off from Promo Messaging for Pixel 8 Pro	Monitor impact on Pixel as Apple GTI discontinued

Sales Drivers

- Google PDP traffic dropped during launch week, highest on T-Mo while AT&T experienced surge especially as P8 started gaining traffic
- Sales surged dramatically for Pixel Fold up by 2K on T-Mo owing to Highlands deal
- Total P7, P7 Pro and P7a sales dropped (48%, 59% and 5% fall respectively), overall Pixel traffic dipped leading to fall in SoT

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	Pixel Fold
WoW	4,845	1,689	609	2,795
Sales	-5%	-48%	-59%	256%
Wk 41	VZN	TMO	AT&T	BB
	2,344	3,823	1,880	1,891
	Δ -43%	Δ 73%	Δ -27.9%	Δ 11%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 38	110K Δ -8%		2.2M Δ 142%	
Mkt Share	Pixel 7		Pixel 7 Pro	
As of Wk 38	18.9% Δ -1.6%		1.3% Δ -1.8%	

Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	14.9M Δ -2.6%	51.7M Δ 2.3%	42.4M Δ -2.9%	24.2M Δ 12.0%
Google PDP Traffic	67.0K Δ -16.4%	41.6K Δ -33.7%	33.9K Δ 25.1%	155.0K Δ -20.6%
Google Share of Traffic	13.0% Δ -1.4%	11.9% Δ -2.4%	11.5% Δ 3.8%	41.4% Δ -1.5%

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

Overall, Pixel Fold sales bumped massively, esp on T-Mo up from 108 → 2.1K units (B2B sales)

Total Google PDP traffic fell across most carriers except AT&T which registered substantial growth.



KPI deep dive

(Competitive Views, Brand Prominence, Traffic & Market Share)

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



US Carrier - Desktop Traffic (08 Oct -14 Oct)

Carrier and OEM level insights:

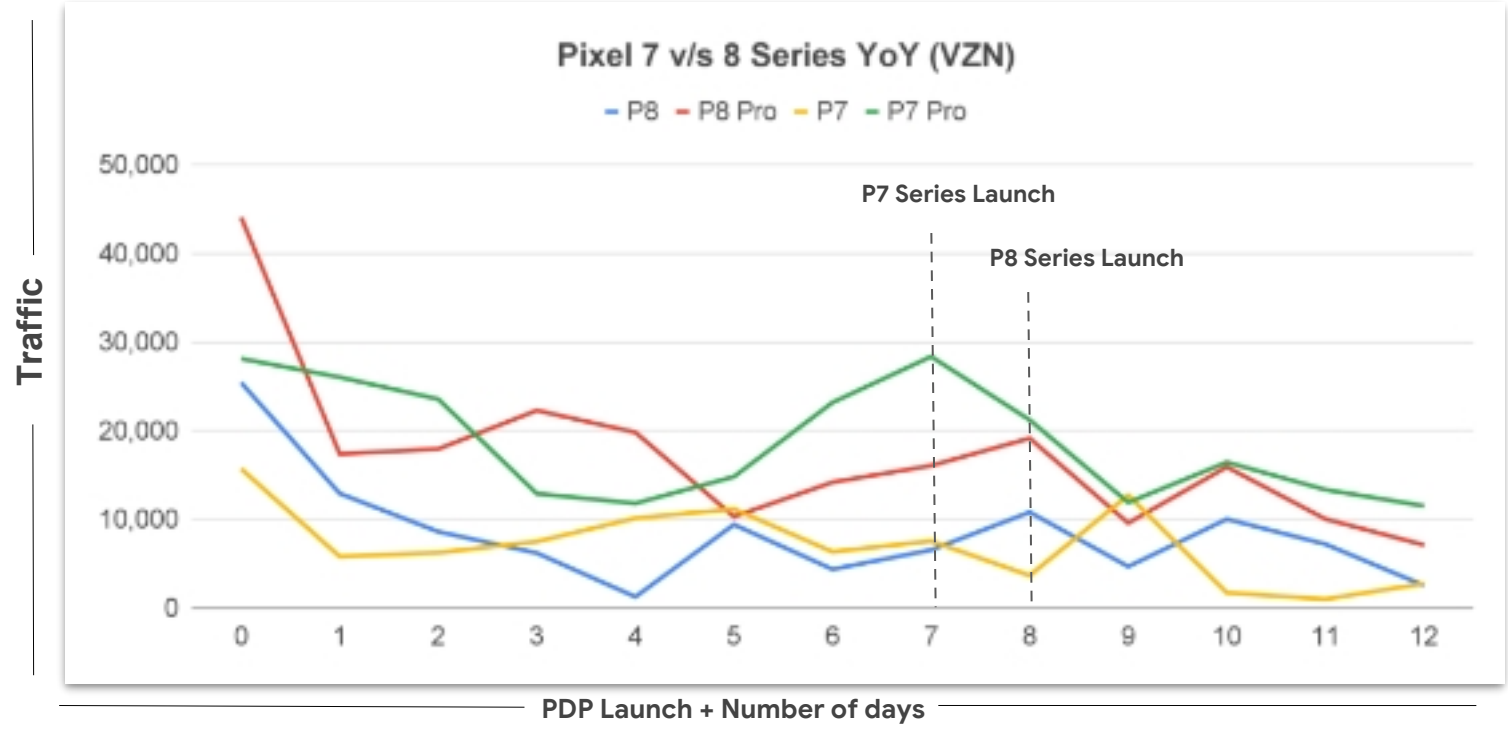
Pixel's traffic **dwindled** WoW during the Launch Week and also **42% YoY**. Additionally, Apple's overall traffic continues to diminish as iP15 Series loses momentum.

Model level insights (Desktop Traffic only):

- Pixel 8 series traffic dipped on VZ, T-Mo and BBY during launch week, however AT&T saw **34%** uplift across the product line. BBY continues to garner highest P8/Pro traffic (**144K**) followed by VZ (**63K**) and T-Mo (**41K**)
- i15 series traffic continues to dip for third straight week however, the Ultra Premium Segment (iP15 Pro/Pro Max) maintains higher demand v/s Mid Segment (iP15/Plus)
- Overall, S23 (**7%**) and S23 Ultra (**2%**) gained WoW, while S23+ dipped (**26%**). Additionally, Z5 series loses esp on VZ (Fold5: **45%**, Flip5: **61%**)

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	131,682,940	-733,410	3.2%	24,248,200	2,606,250	-10.3%	42,383,770	-1,263,400	4.8%	51,697,640	1,166,600	4.8%	16,948,410	-393,810	21.2%
Desktop	28,246,040	2.0%	-9.3%	10,842,300	11.6%	-10.6%	8,931,770	-5.4%	-14.1%	3,010,340	0.0%	-2.0%	5,460,660	-1.4%	-1.6%
Mobile	105,032,940	1.5%	7.2%	13,405,900	12.4%	-10.1%	33,452,000	-2.2%	11.3%	48,687,300	2.5%	5.3%	9,487,760	-3.2%	39.6%
Pixel	297,568	-18.5%	-42.3%	154,974	-20.6%	-42.1%	33,922	25.3%	9.8%	41,630	-33.6%	-33.4%	67,042	-16.3%	-56.7%
Samsung	232,523	-3.3%	-23.8%	68,203	10.3%	-22.8%	40,869	-4.9%	22.5%	59,580.2	-14.2%	-38.0%	63,872	-3.5%	-26.7%
iPhone	983,193	-16.7%	9.7%	136,729	-26.5%	-10.6%	221,289	-22.3%	-2.8%	239,420	-20.1%	4.8%	385,755	-5.9%	34.2%

Pixel 8 Pro had a strong start however, demand declined as launch approached, even with placements on crucial landing pages



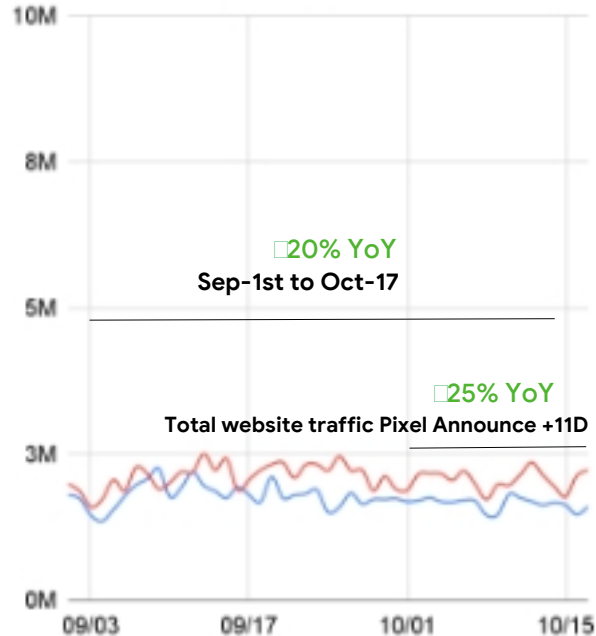
VZ's smartphone traffic has been gradually dipping post Apple launch. Despite this, iPhone continues to dominate VZN traffic, with the iPhone 15 Pro garnering 198K visits LW.

Digital PDP Traffic
YoY: Announce + 11D (P7 vs P8)
P7: Oct 6 - Oct 17
P8: Oct 4 - Oct 15

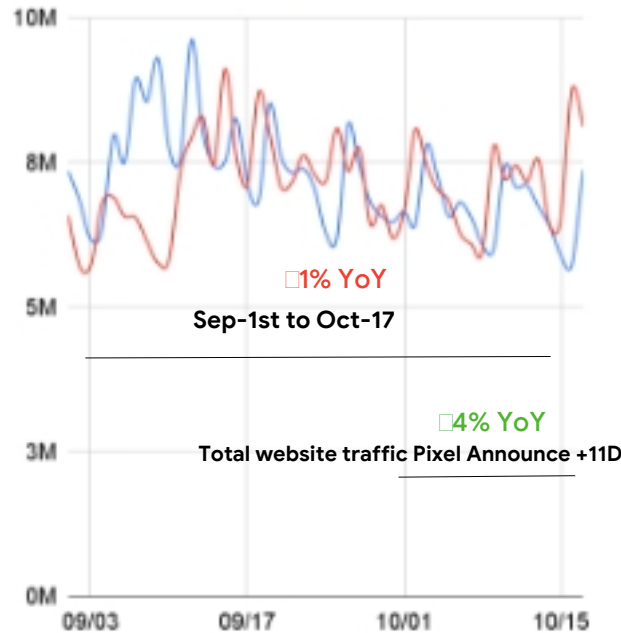
VZ total website traffic remains lower than competitors, however sees strong 25% YoY growth post Pixel announce. TMo traffic remains stagnant, while AT&T grows slightly

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

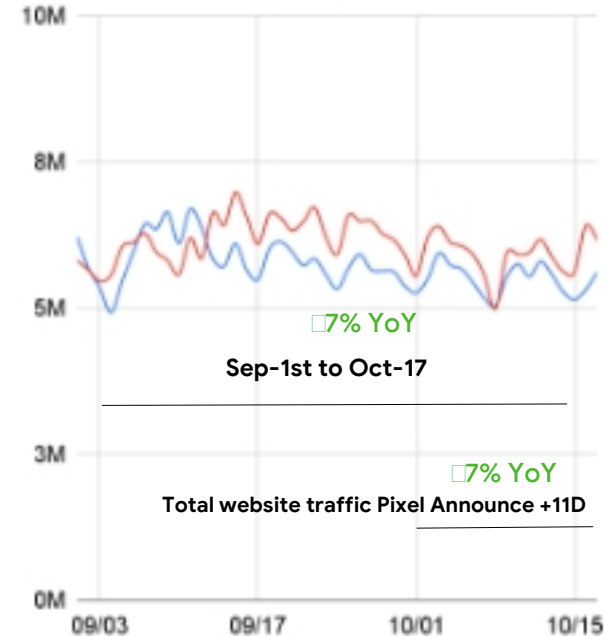
verizon
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






































T Mobile
— 2022 — 2023



AT&T
— 2022 — 2023



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

Partner	Pixel offer	Home Page	Deal Page	Listings Page
	Pixel Fold: Up to \$1,000 off Google Pixel Fold.(Deals Page) P8 Pro and watch on us (<i>Homepage</i>) P8 for free(<i>HomePage</i>) P7a \$15.27/mo (<i>Listings Page</i>)	  	  	  
	Pixel Fold: Save Up to \$1,000 off Google Pixel Fold.(Listing Page) P8 Pro free (<i>Home Page</i>) P8 \$15/mo(<i>Deals Page</i>) Pixel 7a at \$5/mo (<i>Listings Page</i>)	  	  	  
	Pixel Fold: Save \$1000 w/NLA or TI(<i>Deals Page</i>) Pixel 8 Pro: \$199.99 (<i>Deals page</i>) Pixel 8: P8 for free(<i>Homepage</i>) Pixel 7a: Free w trade on Go5G Plus(Listing Page)	  	  	  
	Pixel Fold: \$1799 w activation today (<i>Phone Deals Page</i>) P8 Pro: Get a free pixel watch 2 w pre order(<i>Home Page</i>) P8: <u>Free Google Pixel Buds Pro when you pre-order</u> (<i>Phone Deals Page</i>) P7a: \$50 IR(<i>Phone Deals Page</i>)	  	   (<i>Phone Deals page</i>)	  
	Pixel Fold: From \$1799 (<i>Listings Page</i>) P8 Pro: GWP Pixel Watch 2 (<i>Listings Page</i>) P8: GWP Pixel Buds Pro (<i>Listings Page</i>) P7a: \$ \$499 (<i>Listings Page</i>)	  	  	  

P8/Pro boost Pixel prominence ,with Pixel holding highest SoBP on BBY.Apple prominence falls however, it still manages to remain Hero Brand on VZ,T-Mo and AT&T.

Overall carrier split by device L1M: 43% 57%

Brand Share of Prominence

P8/Pro dominance persists

- Change in UI of Deals page affects major displays, resulting in less prominence to Apple and Samsung.
- i15/ S23 removed from Deals Page.

WoW Δ	Desktop	iOS	Android
	↑9.0%	↑9%	↑10%
	↓6.9%	↓7.98%	↓8%
	↓2.0%	↓0.7%	↓1%

Overall carrier split by device L1M: 75% 25%

Brand Share of Prominence

P8/Pro enhance Pixel prominence

- P8 Pro added along with iPhone 15 Pro banner on Homepage

WoW Δ	Desktop	iOS	Android
	↑4.9%	↑3%	↑3%
	↓9.0%	↓3.08%	↓3%
	↑1.0%	0%	0%

Overall carrier split by device L1M: 94% 6%

Brand Share of Prominence

Pixel visibility increases

- Pixel 8 on Homepage and carousels, increasing visibility
- Samsung A14 5G prominence dips.
- i14 Pro prominence lowers on Deals page.

WoW Δ	Desktop	iOS	Android
	↑0.2%	↑5%	↑5%
	↑1.6%	↓3.78%	↓3%
	↑2.07%	↓0.8%	↓2%

Overall carrier split by device L1M: 46% 64%

Brand Share of Prominence

Pixel gains massively, holds highest SoBP

- Pixel deals replaced Apple Deals on Phone deals page.
- Samsung Carousel, presenting wide range of devices was replaced by accessories.

WoW Δ	Desktop	iOS	Android
	↑26.49%	↑30%	↑30%
	↓19.4%	↓20.05%	↓20%
	↓8.2%	↓10.1%	↓11%