

Index

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

WBR Master Folder (with all past decks)

Summary

1

[Business summary](#)

2

[Execution Gaps](#)

3

[Pixel Compliance Review](#)

4

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 December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

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

2023 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

July

W1 |
03
July

W2 |
10 July

W3 |
17 July

W4 |
24
July

W5 |
31 July

August

W1 |
07
Aug

Updated as of 07 Aug
Refreshed Mondays

Call out	Detail	First Reported on	Action Owner
<p>Lower Pixel promo value advertised v/s actual on T-Mo (</p>			

Other Insights		
Call out	Detail	Suggested Action
i14 Plus, S23 and S23 Ultra emerge as top performing models across Sokudo partners		
P7 saw improved WoW desktop demand on VZN, however overall VZN sales continue to decline	<ul style="list-style-type: none">S23 and Flip/Fold5 demand continues to grow, driving up Samsung traffic share (also driven by NFL Sunday Ticket; detailed snapshot below)P7a demand halves WoW from 10K → 5K visits in W31; further expected to decline post free FREE w NLA ends and banner taken off Deals + Phone Deals Page	Strategize to improve conversion on VZN
P7 Pro gained demand and sales on BBY; P7 also sustains strong demand	<ul style="list-style-type: none">P7 Pro traffic grew to 9.7K Weekly Desktop visits; only model seeing WoW desktop visit growth. S23 Ultra remained top performing model with 21.3K weekly visits.P7 and S23 saw 14K and 17K weekly visits each	BBY expected to see continued strong performance and traffic share growth esp. w new IR / Save w/Actvn promo launches

Sales Drivers

- Total Sales **declined** across carriers. Overall, P7/7a/Pixel Fold fell in demand however, P7/ Pro marked gains on VZN.
- On **AT&T**, **i14 Plus saw >40% growth in desktop traffic** (up from 3.7K → 7K WoW). While Pixel 7 continued to drop in line with partner / POD observations
- Pixel Fold demand softens across partners VZN, AT&T and T-Mo

Sales

Total	Pixel 7a	Pixel 7	Pixel 7 Pro	
WoW	7,853	8,007	5,260	
Sales	-14%	5%	-11%	
Wk 31	VZN	TMO	AT&T	BB
	8,180	4,666	5,668	2,606
	Δ -4.7%	Δ -4%	Δ -15%	Δ 4%
Mkt Units	Pixel 7		Pixel 7 Pro	
As of Wk 28	180K Δ -1%		1.2M Δ -9%	
Mkt Share	Pixel 7		Pixel 7 Pro	
As of Wk 28	26.3% Δ 11.2%		3.8% Δ 1.9%	

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

Total sales dropped. Pixel Fold dropped by 35% WoW,

led by TMO. **P7 observed growth.**

BBY experienced slight growth for P7/Pro sales. On AT&T, P7

Pro sales **dipped** by **31%** WoW to 2400 units

Traffic

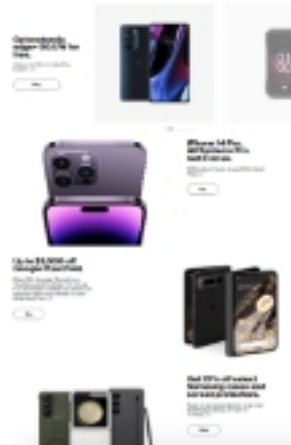
	VZN	TMO	AT&T	BB
Total Partner Traffic	14.4M Δ 3.7%	54.7M Δ 4.3%	43.9M Δ 2.1%	22.7M Δ 1.5%
Google PDP Traffic	30.1K Δ 13.2%	21.8K Δ -15.5%	11.3K Δ -27.1%	32.5K Δ -12.9%
Google Share of Traffic	9.8% Δ 0.9%	9.2% Δ -2.1%	7.6% Δ -2.0%	15.9% Δ 0.5%

slight growth

As of 08/07/25 series supersedes Pixel Devices in terms of visibility on AT&T Home Page and Deals page

- On Verizon's deals page, Pixel's visibility weakens as S23 and Z5 banner placements improved and Pixel's 1F placements dropped beyond 3F
- On TMO, **Pixel Fold is not present on the homepage and deals page**, leading to disadvantage during Z5 launch

Verizon



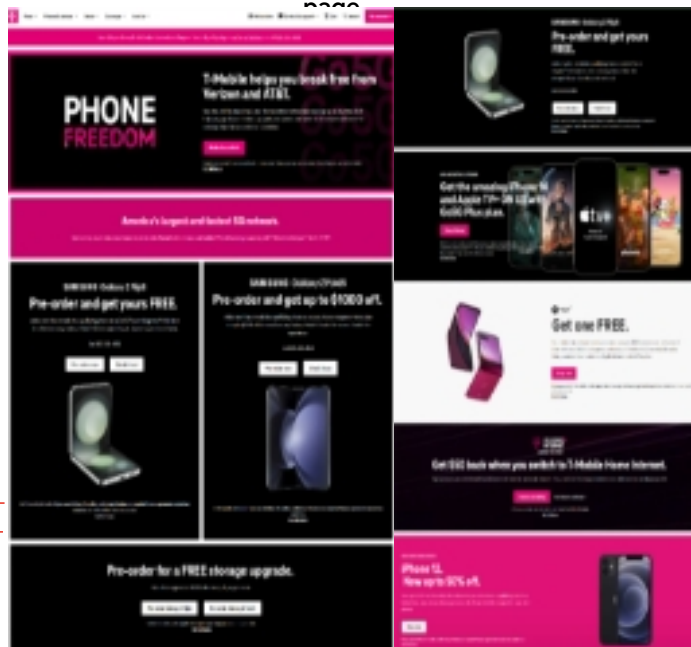
Verizon: Pixel Fold banner is placed on 3F on Home page, while beyond 3F on deals page.



Moreover, Pixel Fold promo not updated with bundle offers.

T-Mobile

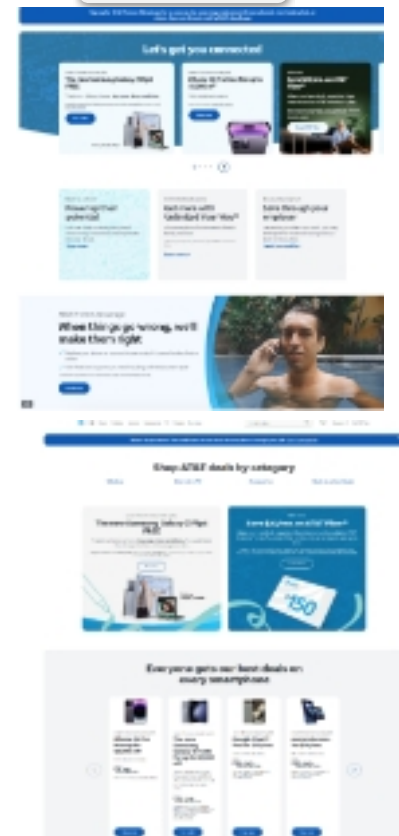
TMO: Pixel devices have no presence on Home



Home page

Deals page

AT&T



Pixel opportunities on VZN: Additional PWP offer (bundle) missing

PWP 50% off Google Buds Pro and Google Buds A Series, not advertised on Pixel Smartphones PDP.

However, VZN PDPs (including Pixel devices) promote Galaxy S9+ Tab and PWP

As of Aug 7, Buds PDP updated to reflect 30% discount (\$139 → \$199) instead of PWP or bundle with Pixel phone



Pixel Buds Pro PDP

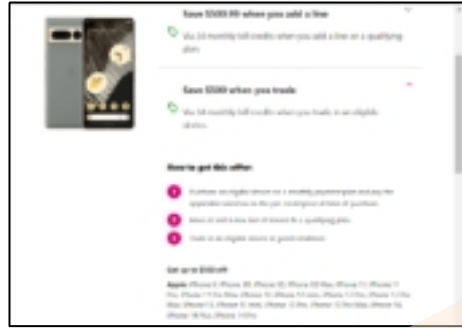


Pixel Buds A Series PDP

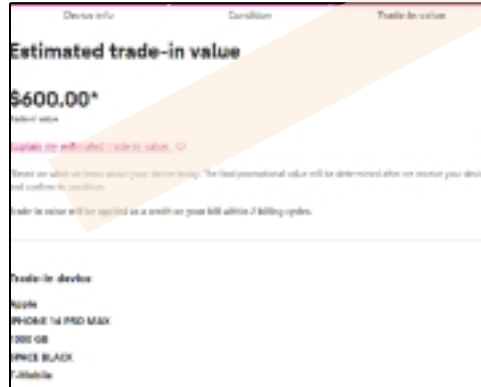


Lower Promo Value advertised than actual for Pixel on T-Mobile (competition models have accurate promo messaging)

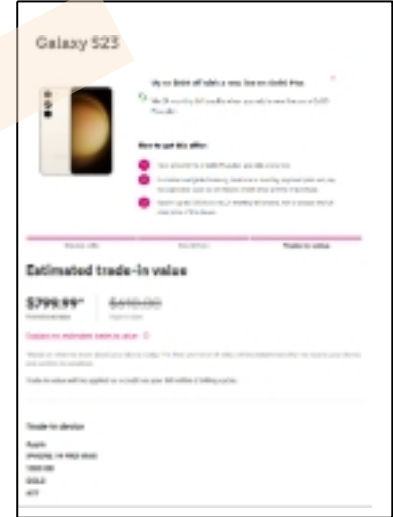
Pixel 7 Pro and Pixel 7
TMO Deals specify Save
\$500 upon trade-in





















































But Actual savings on
clicking upon 'Check TI
value' go as high as
\$600, (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) where
advertised TI value is
equal to actual



CSA Reviewing

OEM logo by order of appearance <input type="checkbox"/> Pixel Risk				
Partner	Pixel offer	Home Page	Deal Page	Listings Page
	Pixel Fold: Up to \$1,000 off Google Pixel Fold.(Homepage) P7 Pro Save Upto \$900 w/TI (Listings Page) P7 for \$5/mo (\$520 Disc) (No switch) (Listings Page) Pixel 7a \$15.27/mo (Listings Page)	  	  	  
	Pixel Fold: Save Up to \$1,000 off Google Pixel Fold.(Listing Page) P7 Pro for \$10/mo no TI required (Deals Page) Get Pixel 7 for Free w/ TI (Listings Page) Pixel 7a at \$5/mo (Listings Page)	  	  	  
	Pixel Fold: \$[REDACTED].(Listing Page) Pixel 7 Pro: \$29.17 / mo for 24 mos (22% off) (Listings Page) Pixel 7: Only \$99 (Deals Page) P7a: \$500 off W/TI + GWP: Free Stretto (Listings Page)	  	  	  
	Pixel Fold: \$1799 w activation today P7: Save \$150 (Phone Deals Page) P7 Pro: Save \$200 (Phone Deals Page) P7a: Save \$55 (Phone Deals Page)	  	   (Phone Deals page)	  
	Pixel Fold: From \$1799 (Listings Page) P7 Pro: \$200 IR (Listings Page) P7: \$150 IR (Listings Page) P7a: \$55 IR (Listings Page)	  	  	  

Updated as of 7 Aug
Refreshed Tuesdays