



US Digital WBR Report

December Analysis - WK 49

[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)

Summary

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Symphony Resources

AMER Promo Offers:
go/pixeloffers

Promotions:
go/pixelpromotions

US Traffic Dashboards:
go/pixelonlineus

US Promo Trackers:
go/pixelpromotracker

US Exec Dashboard:
go/pixelperformance

Historical Digital WBRs

2023

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

July

W1 |
03
July

W2 |
10 July

W3 |
17 July

W4 |
24
July

W5 |
31 July

2023

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 |
09
Nov

W3 |
20
Nov

W3 |
27 Nov

December

W1 |
04
Dec








BF-CM: Site Traffic

US Black Friday-Cyber Monday Digital Traffic and Pixel YoY

Promo and Findability, Overall 3P vs Smartphones, Pixel vs Brand Share of Traffic

US Mobile & Desktop Traffic combined, overall site traffic YoY

▼ Pixel Disadvantage ▲ Pixel Advantage ► Pixel On Par

Partner (Ranked)	Hero Offers (Share of Voice)	P8P Offer Comparison	Overall Website Traffic	Overall Website YoYΔ	Smartphones Category Traffic YoYΔ	Overall P8/Pro Traffic	P8/P vs P7/P YoYΔ	Brand Share of Traffic %	Brand Share of Traffic% YoYΔ
	Galaxy S23+	Apple n/a ► S23+	358M	0%	1.2M -12%	Under Review			
	iPhone 15 (AT&T exclusive)	Apple n/a ▲ S23+	43M	-12%	173K -9%	10K	-42%	83% 6% 11%	22% -14% -8%
	iP14 \$350 TI + \$50 w activation	Apple n/a ▲ S23+	36M	-17%	1M -9%	86K	-61%	31% 48% 20%	0% 8% -8%
	(4 lines) iP15 Free, iP15 Pro Free, Free Watch + Buds	▼ iP15 Pro ▲ S23+	27M	-4%	686K -6%	46K	-7%	53% 38% 9%	-2% 0.4% 1%
	iP15 Pro Free, iP14 \$5/mo no TI, S23 Ultra \$1K off	▼ iP15 Pro ▼ S23+	22M	7%	1M +52% ²	49K	-29%	44% 48% 8%	-10% 17% -6%
	iP15 Pro Bundle, (4 lines) iP14 Plus	▼ iP15 Pro ▼ S23+	8M	2%	1M -43%	67K ⁺	-37%	66% 27% 7%	12% 3% -15%
	Pixel 8/Pro Save \$200 + TI	▲ iP15 Pro ▲ S23+	2M	-43%	N/A	740K	-49%	N/A	N/A

* Use VZ data with caution and indicatively only, we are pending clarity on SimilarWeb issues

BF-CM Traffic Insights

- Overall, P8/Pro traffic dipped over the weekend. However, P8P traffic grew slightly on T-Mo during the weekend.

-VZ: Apple sustained highest SoT(>50%) and also saw YoY SoT bump

-AT&T: Overall, website traffic, SP Category traffic and deals page traffic grew YoY. Despite this P8 traffic saw sharp decline YoY.

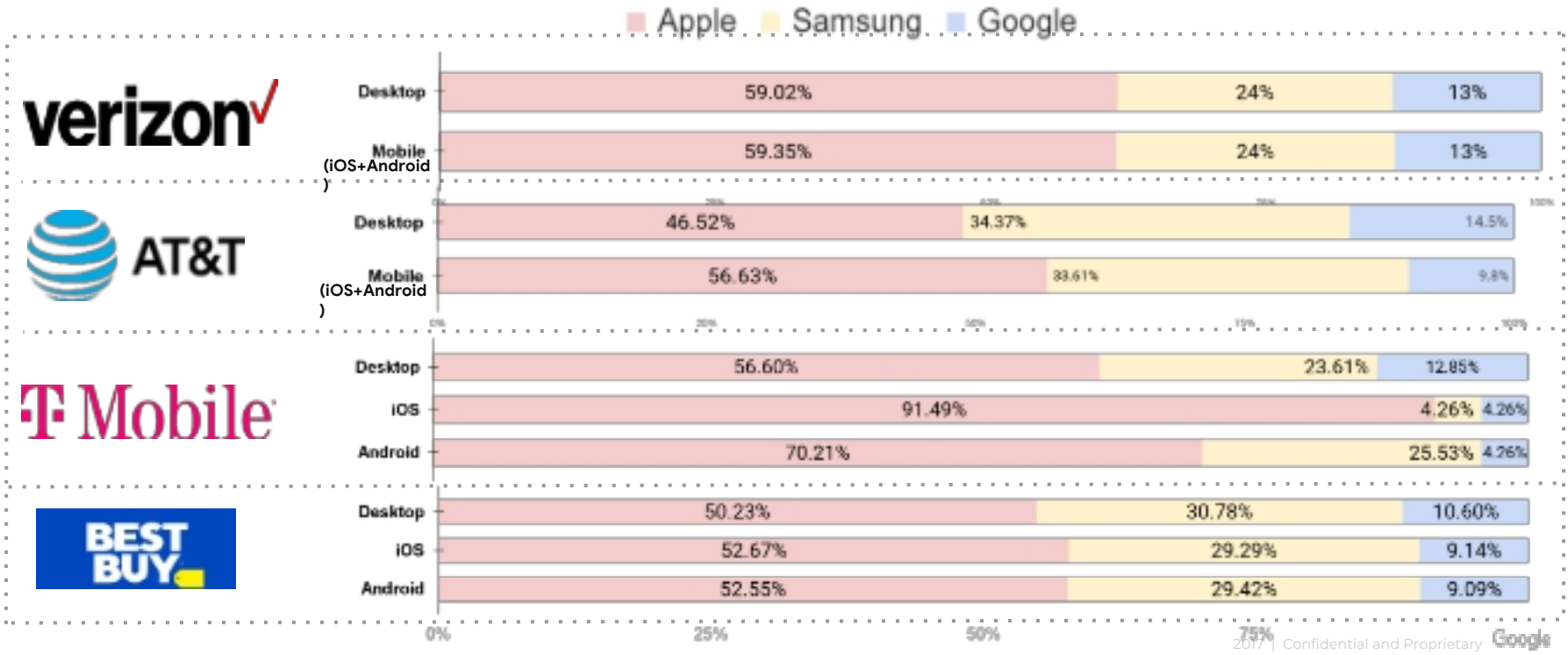
Denotes N-1

*Source: SimilarWeb (data based on 24-27 Nov,2023 vs 25- 28 Nov,2022), AMZ data will vary potentially due to difference in data sources / collection methodology v/s SimilarWeb, please use discretion while studying data | Brand share of traffic includes all brand SKUs (not limited to flagship/Pro series). Gstore data from go/gstoretraffic.

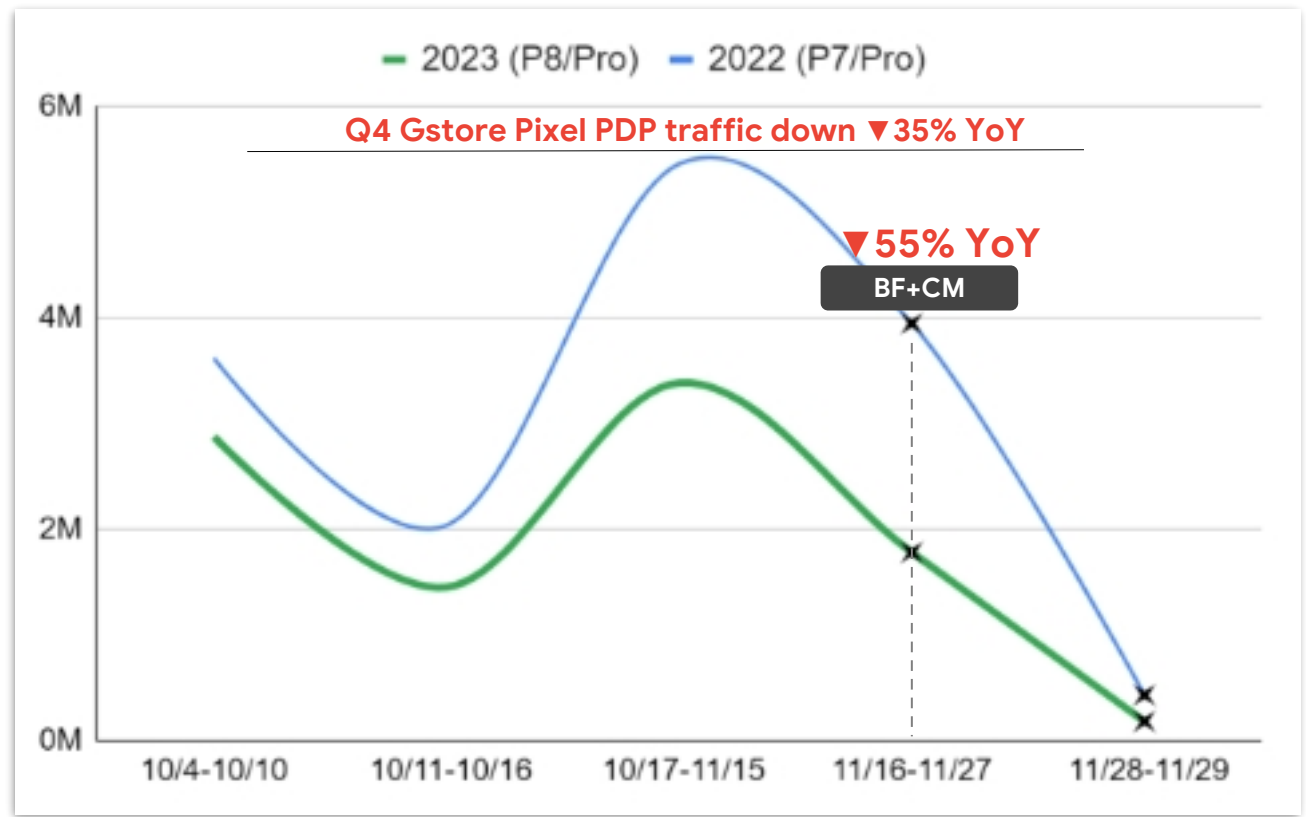
Brand Prominence/ Placements Across Partners (Wk 48: 26 Nov-2 Dec)

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

Apple regained Hero brand status with its iP15 “Four Lines on US” replacing Galaxy S23 on TMO Android. Apple promoting N-2,N-1 and Nth series across BBY Deals Page increasing its share of visibility across Android and iOS.



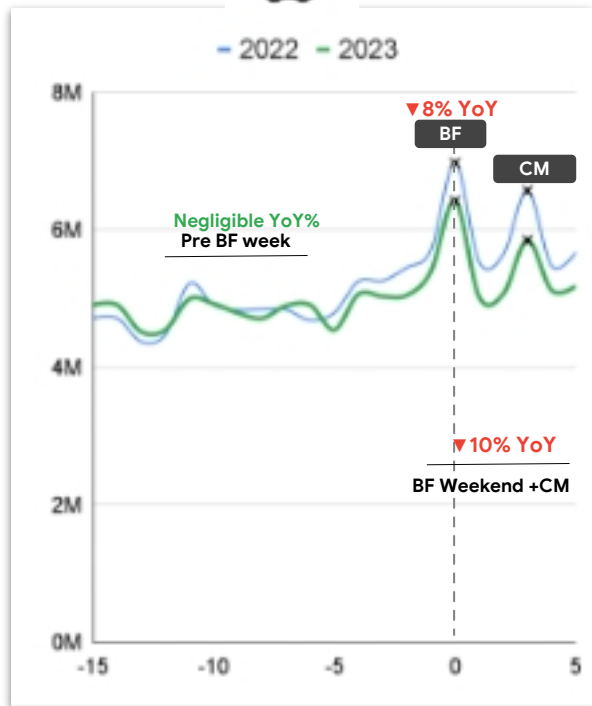
Gstore Traffic since Launch - BFCM YoY



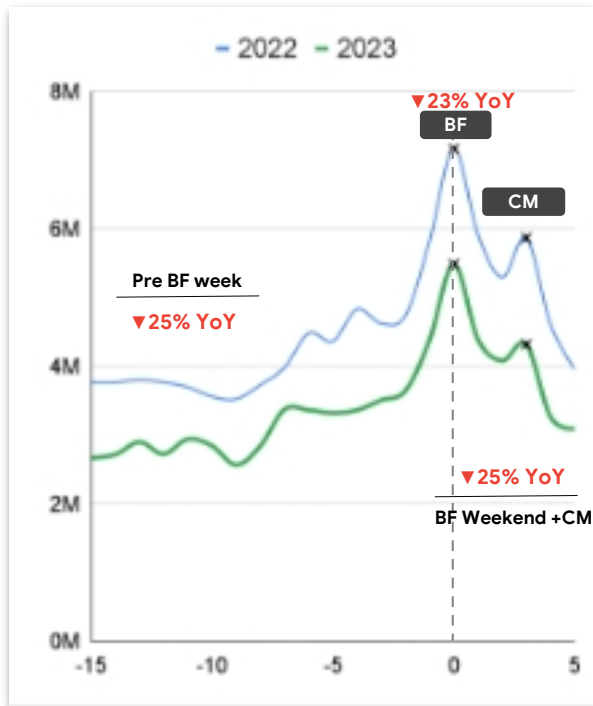
2023	GWP + TI	GWP + TI	No Promo	BFCM	No Promo
2022	SC + TI	TI	TI	BFCM	BF Enhanced TI

US 1P BF -CM Website Traffic YoY

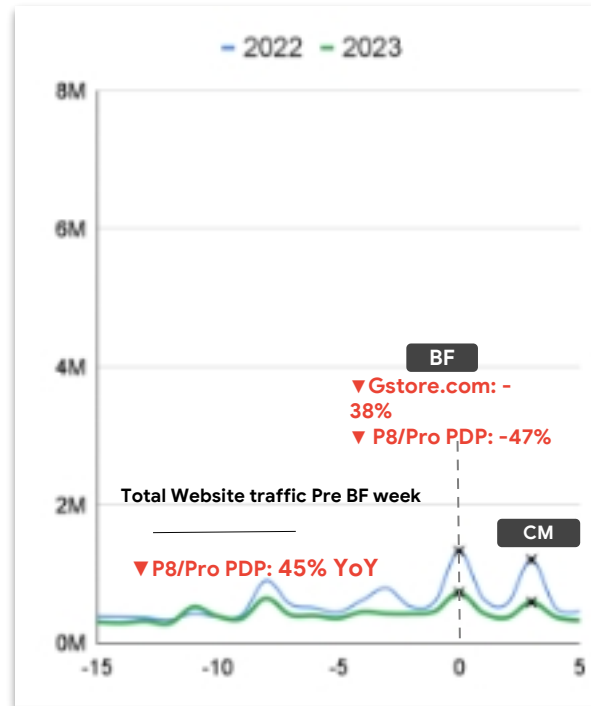
Total online traffic volumes (any page) for 2022 v/s 2023



SAMSUNG



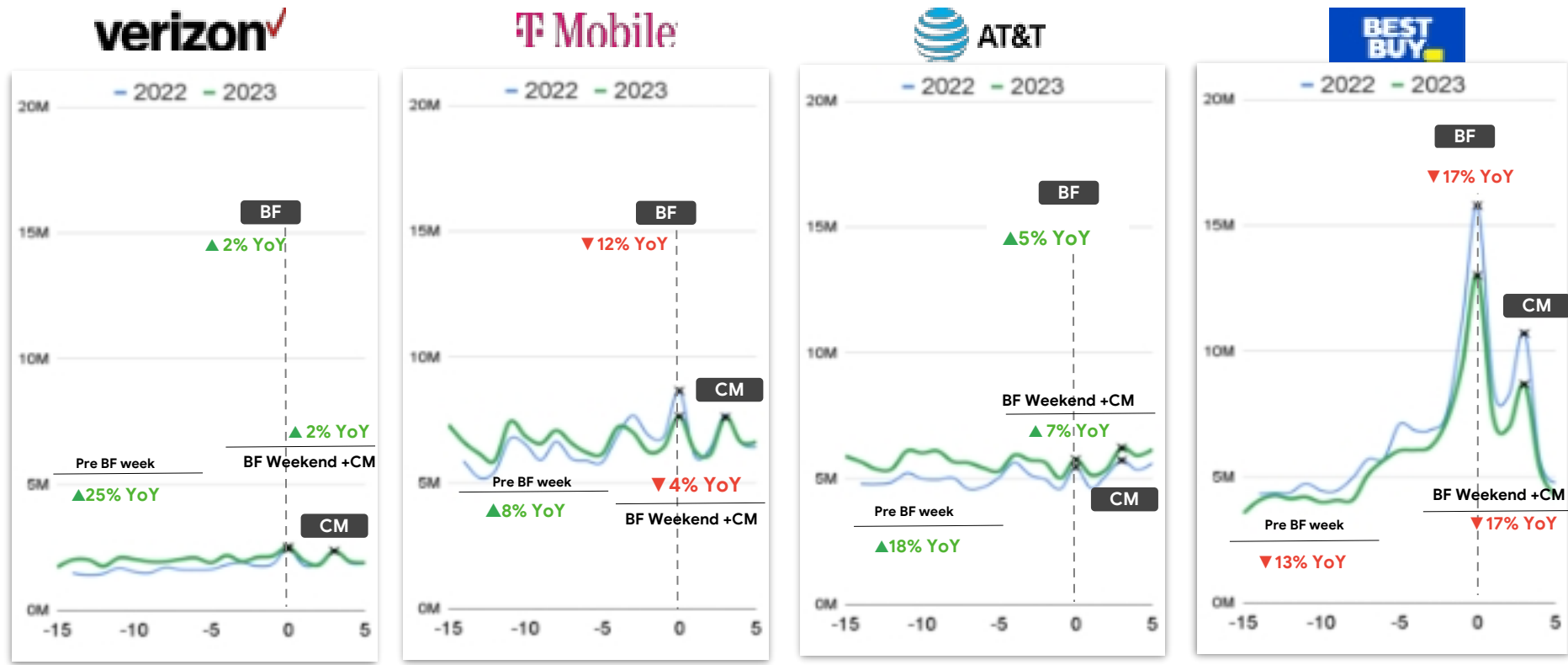
Google Store



[Source: SimilarWeb] Data from 2022: Nov-10 to Nov-30, 2023: Nov-09 to Nov-29. Gstore data from go/gstoretraffic

US 3P BF-CM Website Traffic YoY

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



Traffic volumes for 2022 v/s 2023

