



Business Overview

Exec Summary

		Takeaways/Next Steps	PoC
Samsung & Apple increase n-1 focus post launches	<ul style="list-style-type: none"> ● S22-U was relisted on T-Mo, post delisting around S23 launch ● Both Apple and SS are increasing promos on N-1 (i13 and S22) <u>post S23 NPI and iPhone Yellow variant</u> announce ● S23 promos fell slightly in week of 6 Mar 	Consider building appropriate OEM level response for Pixel to regain placements / traffic	TBD
Consider achieving better promo placement for P7 Pro offer on AT&T	Strong deal on P7 Pro (free with T/I) on AT&T, however not visibly present on deals page	GTM team in discussions to improve placements	Lina
Stronger P6a offer leading to better sales on BBY	P6a sales and traffic was stronger on BBY driven by better offer (\$200 uniq disc) and placement - concrete trend of BBY seeing higher sensitivity than carriers to placements and offers	Discuss / deep dive into BBY strategy for promo / placement	TBD
Improved P7 sales on AT&T in LW	Growth in P7 sales on AT&T due to good performance of the tiered trade-in promo , owing to broader eligibility (no trade-in required, ~50% consumer base on AT&T per attach rates). No T/I observed esp for Mid / Entry-Prem phones on the carrier	Study success factors and replicate to access max consumer base by carrier	NA

[illegible]

Carriers with key WoW Δ

Models with key WoW Δ

	verizon	T-Mobile	Best Buy Carriers + Unlckd	amazon
P7/P7 Pro	-	-	-	-
P6 Pro	-	-	Unlckd-Uniq disc ↓ to \$224	Uniq disc ↓ \$30 AMZN
i13 Pro/Max	Bundle offer value ↑ to \$830	-	-	-
S23+/Ultra	Bundle offer of \$75 removed	-	BBY-ALL Bundle offer of \$100 removed BBY-VZN-TI ↑ to \$931 (NL)	-
Flip/Fold4	UP TI ↑ to \$800, Bundle offer of \$75 removed	-	BBY-UNLCKD-Uniq disc removed	Uniq disc removed AMZN
S22 Ultra/+	S22 Ultra- Uniq disc ↑ to \$660, UP TI available,	Available this week	BBY-ATT-Disc ↑ \$200 NL, \$100 UP BBY-TMO-Disc ↑ \$50 BBY(VZN, UNLCKD)-Disc ↑ \$400	S22 Ultra- 256 GB Uniq disc ↑ \$65, 512 GB Uniq disc -
i14/Plus	Bundle offer worth \$50 on Beats Studio Buds X	-	-	-
i14 Pro/Pro Max	-	-	-	-

Stronger n-1 focus by Samsung, 2 weeks post Apple strengthened i13 Promos. Multiple changes on S22 promotions across carriers

verizon

S22 Ultra strengthening -Uniq disc ↑ by \$660, UP TI ↑ by \$600. S22 Uniq disc ↑ by \$520, S21 FE Uniq disc ↑ by \$600, UP TI ↑ to \$800 for Z Flip/Fold4
> i13 Pro/Pro Max bundles strengthened

T-Mobile

S22 Ultra relisted on the website with \$800 uniq disc and Max TI of \$800 on Magenta Max

Best Buy

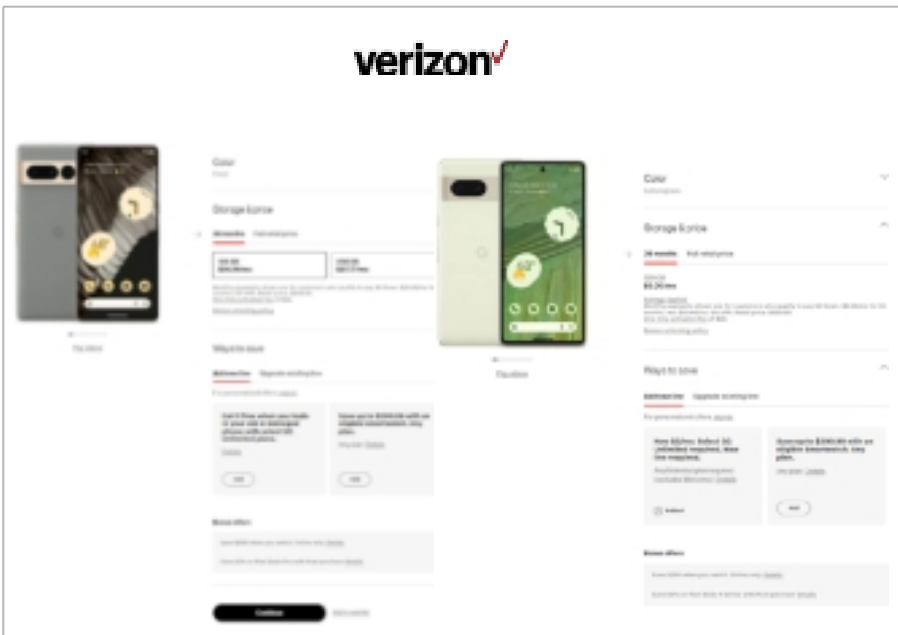
Removal of bundle offer of E-Gift cards on **S23 series**.
Drop in S22 & S21 FE unique discounts. **S22 Series** uniq disc ↑ by \$200 (BBY-ATT), \$400 (BBY VZN & UNLCKD)

amazon

S22 Ultra 256 GB ↑ by \$65, S22 Plus 128 GB uniq disc ↑ by \$95 on AMZN

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

		Pixel <input type="checkbox"/> Apple <input type="checkbox"/> Samsung <input type="checkbox"/> Non-branded banners <input type="checkbox"/>		
Partner	Pixel 7/7 Pro offer	Home Page	Deal Page	Category Page
US	Verizon Get Google Pixel 7 Pro on us with select trade-in and select 5G plans. Online Only. Plus \$200 when you switch (<i>Deals page</i>) (\$200 Switch +Upto \$900 NLA TI / \$800 Upg TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	Get Pixel 7 for \$5/mo (<i>Listings Page</i>) (\$200 Switch + \$520 Discount + Upto \$700 Upg TI)			
	AT&T Get the Google Pixel 7 Pro free with T/I (<i>Listings page</i>) (Guaranteed TI \$939)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	P7 at \$10/mo, no trade-in required (<i>Listing Page</i>) (\$300 Discount + Upto \$380 AT&T Promotional cards on TI)			
	T-Mobile Save upto \$600 on the P7 Pro (<i>Deals Page</i>) (\$500 Discount + Upto \$600 TI)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	Get the Pixel 7 for FREE (<i>Deals Page</i>) (\$500 Discount + Upto \$600 TI)			
Best Buy Save \$100 on storage upgrade on select P7 & P7 Pro cell phones (Unlocked) (<i>Top Deals > Cell Phones page</i>) P7 Pro: \$150 - \$250 Unique Discount (\$749 - \$849 Activate Today / \$899 - \$999 Activate Later) P7: \$100- \$200 Unique Discount (\$499 Activate Today / \$599 Activate Later)	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	
Amazon P7 Pro: \$31 off on listing price, P7: \$52 off on listing price	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	



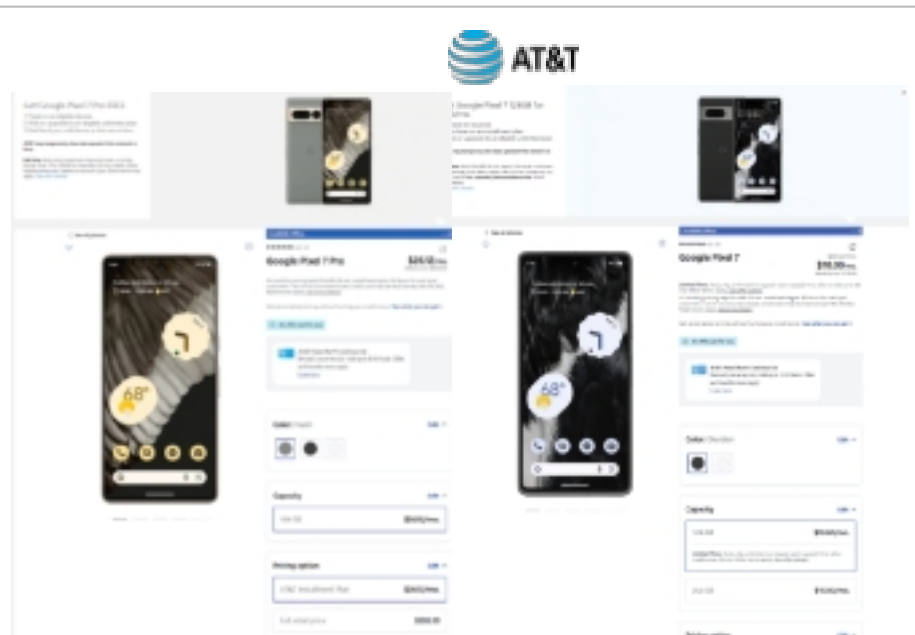
verizon

P7 Pro

P7

\$200 NL Switch (New Line) +
Upto \$900 NLA TI + Upto \$800
UPG TI (Select Unltd Plans only)

\$200 NL Switch (New Line) +
\$520 Unique Discount NLA (Both
Plans) + Upto \$700 UPG TI
(Select Unltd)



AT&T

P7 Pro

P7

Guaranteed \$939 NLA & UPG TI
(marketed as FREE)

\$380-\$300 Unique Discount
(starting at \$10/mo)

T-Mobile



P7 Pro

MM: Upto \$600 off on TI
Mainstream: Upto \$300 off on TI
Both: \$501 NLA Unique Discount

P7

MM: Upto \$600 off on TI
Mainstream: Upto \$300 off on TI
Both: \$501 NLA Unique Discount



Unlocked



P7 Pro

\$150 - \$250 Unique Discount
(\$749 - \$849 Activate Today /
\$899 - \$999 Activate Later)

P7

\$100 - \$200 Unique Discount
(\$499 Activate Today / \$599
Activate Later)

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$899)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$700)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Select/Prem Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520			520 ↑
		BOGO	-	-	-	-	-	-		-	-	-
		Max TI	900	1000	0	1000	1000	1000	0	800	800	
	UPG	Discount	-	-	-	-	-	-		-	-	-
		BOGO	-	-	-	-	-	-		-	-	-
		Max TI	800	800	800	800	800	800 ↑	700	800	800	0
All Unltd	NLA	Switcher	200	200	200	200	200	200	200	200	200	200
		Discount	-	-	720	-	-	-	520			520 ↑
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	-	-	-	-	-	-	-
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	-	-	-	-	-	-	-	-	-	-

- Flip4 UPG Max Trade In increased to 800 from 0 on VZN (Select/Prem Unltd) thus making the offer on-par with Pixel 7 Pro
- Samsung's n-1 (S22) NLA discount increased to 520 from 340 on VZN (both plans) thus making the offer on-par with Pixel 7

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$939)	i14 Pro (\$999)	i14 Plus (\$900)	S23 Ultra (\$1200)	S23+ (\$1000)	Flip4 (\$1000)	P7 (\$739)	i14 (\$800)	S23 (\$799)	S22 (\$700)
Eligible Unltd	NLA	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	800	800	999	350*	800	799	350
	UPG	Discount	-	-	-	-	-	-	380	-	-	160
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	939	800	800	800	800	999	350*	800	799	350

* P7 Max T/I is less than competition, however the tiered promo performed better than T/I offer due to broader eligibility (no trade-in required)

Pixel at disadvantage Pixel at advantage Pixel on par

			Premium & Ultra Prem Segment						Mid Segment			
			P7 Pro (\$899)	i14 Pro (\$999)	i14 Plus (\$899)	S23 Ultra (\$1199)	S23+ (\$999)	Flip4 (\$999)	P7 (\$599)	i14 (\$799)	S23 (\$799)	S22 (\$699)
Magenta Max	NLA	Discount	501	-	-	800	800	800	500	-	800	800
		BOGO	-	350	350	-	-	-	-	350	-	-
		Max TI	600	1000	1000	800	800	800	600	1000	800	800
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	350	350	-	-	-	-	350	-	-
		Max TI	600	400	400	800	800	800	600	400	800	800
Mainstream	NLA	Discount	500	-	-	400	400	400	500	-	400	400
		BOGO	-	350	350	-	-	-	-	350	-	-
		Max TI	300	800	800	400	400	400	300	1000	400	400
	UPG	Discount	-	-	-	-	-	-	-	-	-	-
		BOGO	-	-	-	-	-	-	-	-	-	-
		Max TI	300	400	400	400	400	400	300	400	400	400