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

WBR Master Folder (with all past 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)

Call out	Detail	First Reported on
VZN: P7 Pro opportunity for combined / 'No TI' promo messaging with strong similar to i14 Pro Max which sees strong uplift (Ref) + Addition of PWP offer to PDP (Ref)	<ul style="list-style-type: none">i14 Pro Max combines offers to market as 'On Us when you switch'. The model saw 70% traffic uplift upon HP placement launch in Week of Jun 10 with this messaging. Continues to maintain strong demand.P7 Pro has a stronger no TI offer, can revise messaging to 'On Us when you switch, <u>no TI needed</u>'	<u>22 May</u> <i>Justyna actioning with VZN</i>
Potential to correct promotional messaging v/s competition and actual on T-Mo (Ref, Ref) & BBY Unlocked (Ref)	<ul style="list-style-type: none">On T-Mo, P7 Pro deals page banner mentions 'Get for \$499' while post discount device TCO is \$300. TI offer on PDP also >\$120 lower than advertised. Similar lower TI advertised on BBY Unlocked	<u>1 May</u> [T-Mo], <u>5 Jun</u> [BBY]

Other Insights		
Call out	Detail	Suggested Action
S23		

Historical Digital WBRs

2022

October

W1 |
3 Oct

W2 |
10 Oct

W3 |
17 Oct

W4 |
24 Oct

W5 |
31 Oct

November

W1 |
7 Nov

W2 |
14 Nov

W3 |
21 Nov

W4 |
28 Nov

December

W1 |
5 Dec

W2 |
12 Dec

W3 |
19 Dec

2023

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

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

Updated as of 26 Jun
Refreshed Mondays

Sales Drivers

- Pixel saw **record SoT on AT&T**, almost on par with BBY; with **Pixel Fold driving significant growth (38%)** even w/o key landing page placements
- On VZN, boost in mid-segment demand across OEMs, with **highest growth for SS (led by S23 with 84% WoW traffic growth in Samsung TV GWP promo launch week)**. Pixel **struggled to gain SoT** despite strong WoW PDP traffic growth
- For W24: While TAM improved WoW, Pixel market share for Premium & Mid Categories **fell slightly** WoW

Sales

Total WoW	Pixel 7a	Pixel 7	Pixel 7 Pro	
	8,431	7,672	8,153	
	-7%	-4%	-24%	
Sales				
Wk 25	VZN	TMO	AT&T	BB
	7,672	6,671	7,489	2,424
	Δ -26%	Δ -6%	Δ 12%	Δ -22%
Mkt Units				
As of Wk 24	203K Δ -5%		1.3M Δ 9%	
Mkt Share				
As of Wk 24	18.1% Δ -4.2%		2.2% Δ -0.7%	



Traffic

	VZN	TMO	AT&T	BB
Total Partner Traffic	14.2M Δ 4.3%	52.2M Δ 4.2%	39.9M Δ -1.2%	23.8M Δ -3.8%
Google PDP Traffic	39.1K Δ 21.8%	20.9K Δ 4.5%	20.6K Δ 38.3%	36.3K Δ -14.6%
Google Share of Traffic	12.0% Δ 1.1%	9.9% Δ 0.8%	14.0% Δ 4.8%	19.0% Δ -0.3%

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

Overall P7 Series sales **dip** across OEMs. P7 Pro especially **drop on TMO**. While mid and entry segment sees demand growth, Pixel sales continue to drop WoW

BBY sees **fall** in overall + category traffic. Strong 21% WoW growth on VZN, however Google's SoT sees limited boost. On AT&T, Pixel Fold drives significant PDP traffic growth.

As of 06/26 Pixel Devices continues to have **highest visibility** on AT&T Home page and Deals page.

● On Verizon Pixel Fold is placed on 2F and Pixel 7a is **removed** from home page while on deals page, Pixel Fold is placed on Top Fold with **highest visibility**.

- On TMo Pixel devices continue to remain absent on **Homepage and Deals page**

Verizon



VZN: Pixel Fold banner is placed on 2F on Home page and on Top Fold on deals page.

T-Mobile

TMo: Pixel devices are completely removed from the Home page and Deals page on T-mobile.



Home page



Deals page

AT&T



AT&T: Pixel Device (including Pixel Fold) banners are still at the top across all the pages on AT&T.



Moreover, Pixel Fold promo not updated with bundle offers.



VZN Missed Pixel opportunity: Combining existing offers for stronger messaging

Opportunity :

i14 Pro Max combines its TI offer (\$1000 off) + Switcher (\$200) to market the device as

'On Us' when you switch

P7 Pro has stronger offer with \$720 off (no Trade-in needed)

Opportunity to revise marketing by combining the \$720 off + \$200 Switcher

'P7 Pro On Us' when you switch, no TI needed

All systems Pro.
iPhone 14 Pro Max.
Get it on us.

Limited time only. When you switch,
with select trade-in and Unlimited Plus
plan. ⁽¹⁾

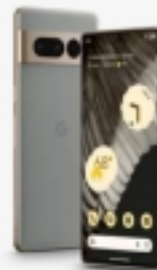
Buy



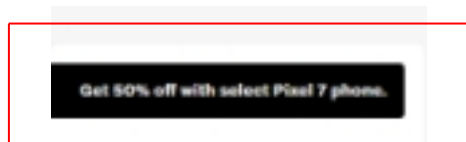
Get Google
Pixel 7 Pro for
\$5/mo.

Online only. With Unlimited Plus plan,
plus \$200 when you switch. ⁽¹⁾

Buy



Pixel Buds Pro PWP missing on Pixel 7 PDPs on Verizon



Google Pixel Buds Pro

Retail Price \$199.99

★★★★☆ (1)



FIXED

Google Pixel 7 Pro



Color

Storage & price

Pixel 7 Pro

Get it now

Learn more

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

Google Pixel 7a



Color

Storage & price

Pixel 7a

Get it now

Learn more

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

See all

Lower Promo Value advertised than actual for Pixel 7 Pro on T-Mobile (Pixel 7 has accurate promo messaging)

On Google Deals Page,
P7 Pro promoted as
available for \$499

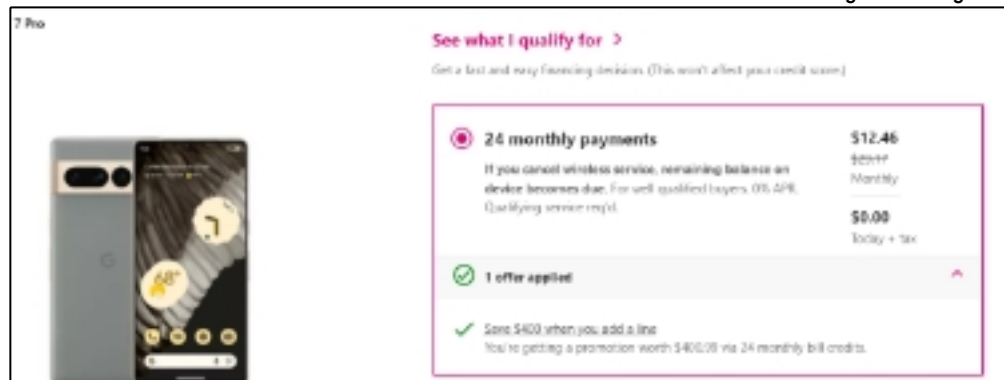
Actual discount of
 $\$400 + \$200 = \$600$

Thus P7 Pro available at
\$300 only

*Missed opportunity
for stronger promo
messaging for Pixel*



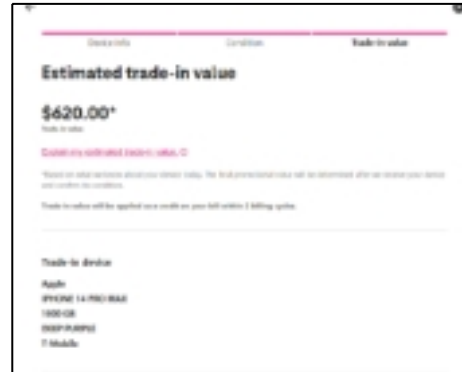
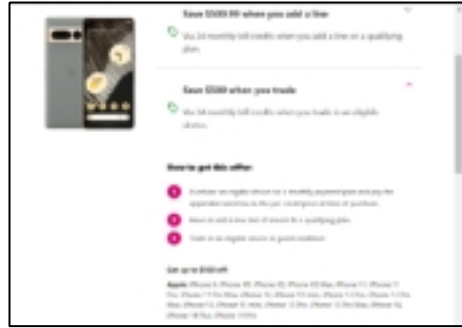
Google Deals Page



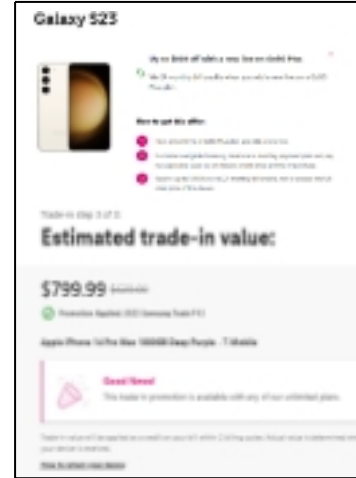
P7 Pro PDP

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
\$620, (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) and (Z
series) where advertised
TI value is equal to actual

