

# Index

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

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

## Summary

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1

[Business summary](#)

2

[KPI Deep Dive \(Site Traffic\)](#)

3

[Weekly Promo Audit](#)

4

[Weekly Promo Comparisons](#) (Updated by Tues and Friday)

5

[US Carrier Data Plans](#) (Ongoing)

6

[Online Channel Inventory](#) (Stockouts)

## Symphony Resources

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**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

W4 |  
23 Oct

W5 |  
30 Oct

# Business Summary

## Pixel / Competitive Insights

Call out	Detail	Suggested Action
S23 Series garners strong traffic post S23 FE launch	<ul style="list-style-type: none"><li>● Google SoT <b>declines</b> post launch hype across carriers and as Galaxy S23 FE launches</li><li>● S23 series made substantial gains across carriers, especially VZN and T-Mo, with high <u>WoW uplift in traffic volumes</u> (⬇️<b>52%</b> and ⬇️<b>66%</b> respectively)</li></ul>	[INFORM]
Both VZ & TMO give high SOV to iPhone 'Get 4 on US' promos	<ul style="list-style-type: none"><li>● VZ: Get iP14 Plus 'four on us' + \$120 for Unlimited Welcome. Banner strip on homepage / PDPs</li><li>● TMO: iP15 'get 4 on us' + \$25/line<ul style="list-style-type: none"><li>○ Promotes N-2 'iP13 on US' online only. iP15 Pro and iP14 also featured 'ON US' on homepage</li></ul></li></ul>	
P8 series saw a dip in sales and traffic across carriers	<ul style="list-style-type: none"><li>● Overall, Pixel traffic dipped significantly across all carriers, with the highest dip observed on BBY (⬇️<b>50%</b>)</li><li>● VZN now leads with P8 series traffic (91K visits)</li></ul>	

Sales Drivers

- Google SoT declines across carriers in response to Galaxy S23 FE launch with the S23 series receiving high traffic volumes across all carriers (ref)
- Demand for Pixel 8 series continues to dip, resulting in a drop in Google SoT. Pixel sales continue to diminish WoW. VZN now holds highest P8 series traffic, which is reflected in sales, as VZN is generating highest P8 series sales WoW.

Total	Pixel 7a	Pixel 8	Pixel 8 Pro	Pixel Fold
WoW	3,884	6,633	10,685	612
Sales	-6%	-33%	-36%	-9%
Wk 43	VZN	TMO	AT&T	BB
	8,304	5,831	4,998	2,681
	Δ -39%	Δ -17%	Δ -7.7%	Δ -46%
Mkt Units	Pixel 8		Pixel 8 Pro	
As of Wk 41	127K	Δ -2%	2.4M	Δ -18%
Mkt Share	15.4%		8.2%	
As of Wk 41	Δ 1.4%		Δ 7.3%	

Sales



	VZN	TMO	AT&T	BB
Total Partner Traffic	13.2M Δ -6.8%	47.1M Δ -5.4%	42.3M Δ 0.1%	19.4M Δ -3.1%
Google PDP Traffic	101.3K Δ -16.3%	110.0K Δ -32.7%	79.1K Δ -31.7%	72.9K Δ -50.2%
Google Share of Traffic	10.8% Δ 0.2%	11.9% Δ -6.5%	11.0% Δ -4.7%	19.7% Δ -12.5%

Traffic

Sales data taken from [go/hwp-tableau](#) refreshed in case of updates through the week

Overall, Pixel sales continue to dip across all product lines esp. P8 series sales diminished WoW across all carriers.

Samsung posed threat to Pixel with the launch of the new S23 FE. Pixel traffic dipped significantly across all carriers, with the highest dip observed on BBY (50%)



# KPI Deep Dive: Site Traffic

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



# US Carrier - Total Traffic (22 Oct -28 Oct)

## Carrier and OEM level insights:



















































- Overall, P8 and P8 Pro demand dipped WoW (↓25% and ↓50% respectively).
- S23 series experienced notable traffic surge across carriers particularly with T-Mo generating high traffic volumes (S23 up by 93K visits WoW).
- VZ traffic is significantly down via AT&T and TMO.

## Model level insights:

- Overall, Pixel 8 series traffic continued to dip WoW however, P8 grew slightly on VZN (□9% WoW). BBY Traffic dipped significantly for P8/Pro (↓63% and ↓65% resp). VZN now leads in driving highest P8 series traffic with 91K visits TW followed by T-Mo (89K) and AT&T(62K).
- iP15 Plus made significant gains across carriers except VZW, where the iP15 series collectively dipped WoW (iP15 Pro:↓77K visits; iP15 Plus:↓60K visits)
- S23 series made substantial gains across carriers, especially VZW and T-Mo, which experienced high WoW uplift in traffic volumes for the S23 series (↑52% and ↑66% respectively)

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	121,948,210	-4,206,115 ↓	8.7% ↑	19,388,182	-619,912 ↓	-21.0% ↓	42,255,304	47,872 ↑	16.9% ↑	47,068,388	-2,666,996 ↓	15.3% ↑	13,236,336	-966,079 ↓	24.3% ↑
Pixel	363,334	-33.5% ↓	-39.8% ↓	72,925	-50.2% ↓	-70.6% ↓	79,101	-31.7% ↓	40.8% ↑	110,039.13	-32.7% ↓	11.3% ↑	101,269	-16.3% ↓	-49.7% ↓
Samsung	909,163	19.4% ↑	-6.3% ↓	135,411	-5.5% ↓	-43.0% ↓	229,392	12.2% ↑	60.9% ↑	352,079.72	45.8% ↑	40.7% ↑	192,281	11.8% ↑	-43.4% ↓
iPhone	1,632,087	-12.0% ↓	24.7% ↑	136,160	5.6% ↑	-14.9% ↓	409,198	-1.6% ↓	26.3% ↑	448,386.66	-2.9% ↓	49.0% ↑	638,342	-24.8% ↓	21.8% ↑

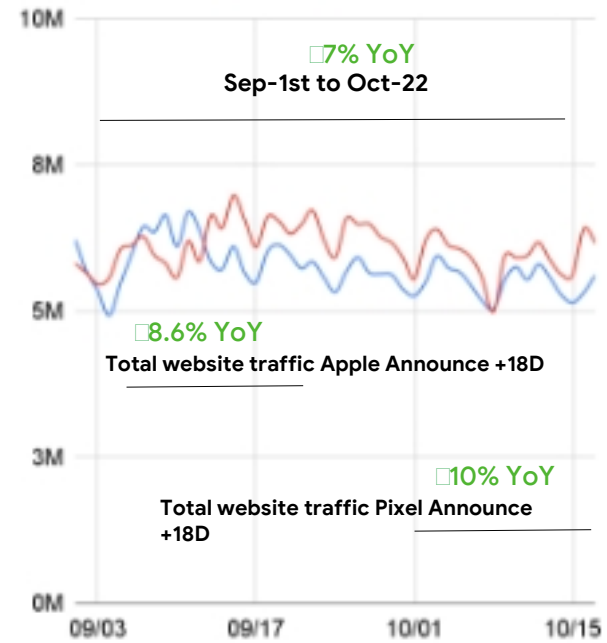
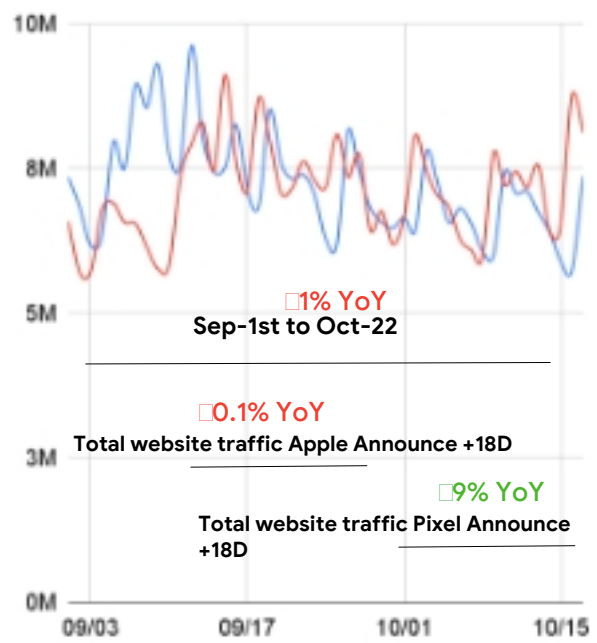
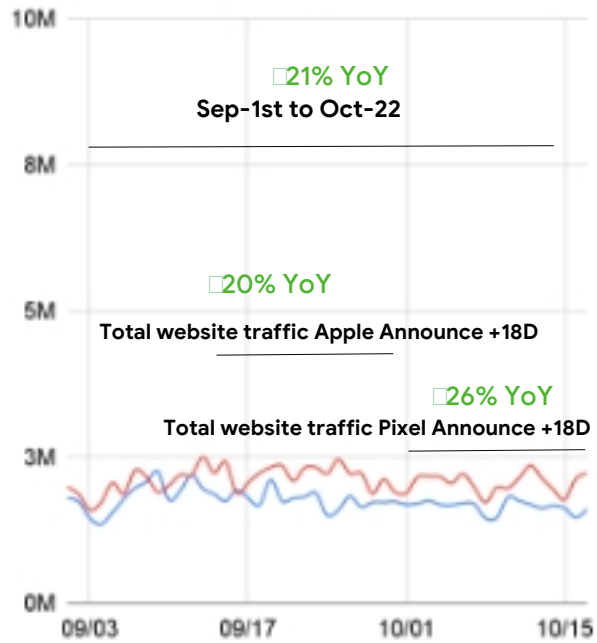
OEM logo by order of appearance | ☐ Pixel Risk | ↓ WoW Drop in promo

Partner	Pixel offer	Home Page	Deal Page	Listings Page
	Pixel Fold: Starts at \$49.99/mo ( <i>Listings Page</i> ) P8 Pro Get it for free ( <i>Homepage</i> ) P8 Starts at \$22.22/mo ( <i>Homepage to Listings Page</i> ) P7a \$15.27/mo ( <i>Listings Page</i> )	  	  	  
	Pixel Fold: \$30/mo ( <i>Listing Page</i> ) 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: Monthly Up to \$1000 OFF with new line on Go5G Next or Go5G Plus ( <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( <i>Listing Page</i> )	  	  	  
	Pixel Fold:\$1799 ( <i>Listing Page</i> ) P8 Pro: \$1049 ( <i>Phone Deals Page</i> ) P8: \$759 ( <i>Phone Deals Page</i> ) P7a: \$499 ( <i>Phone Deals Page</i> )	  	   ( <i>Phone Deals page</i> )	  
	P8/Pro: PwP Get 50% off on Buds with Pixel Phone ( <i>Listings Page</i> ) Pixel Fold: From \$1799 ( <i>Listings Page</i> ) P7a: \$ \$499 ( <i>Listings Page</i> )	  	  	  



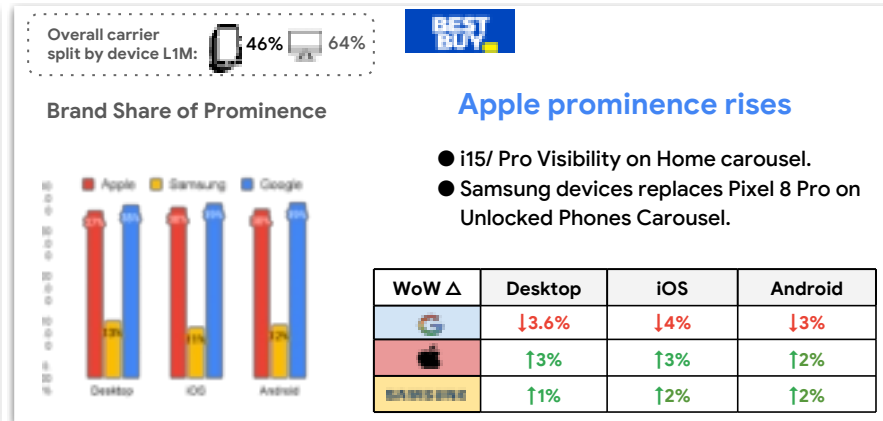
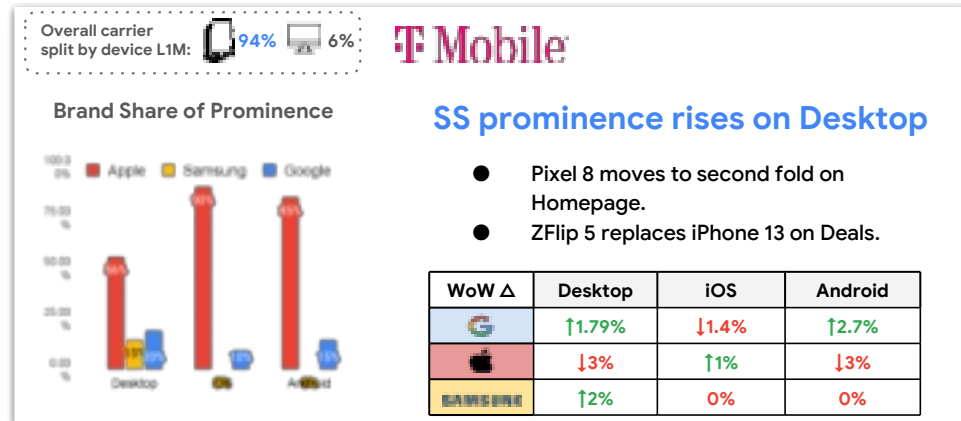
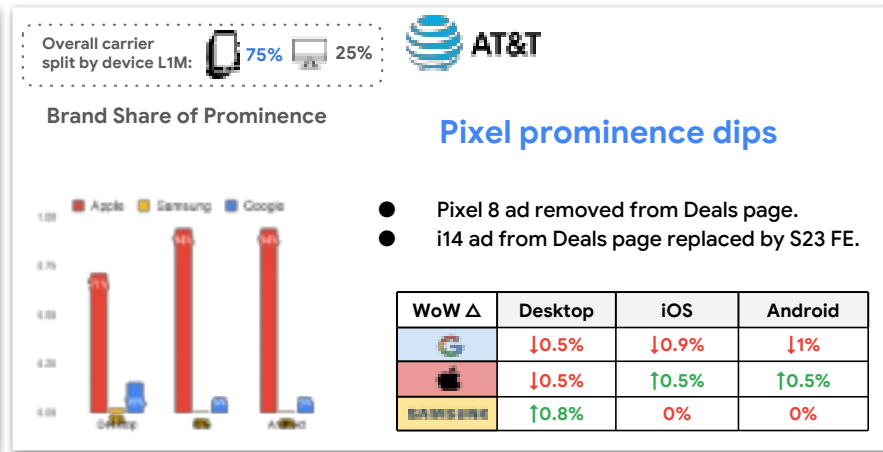
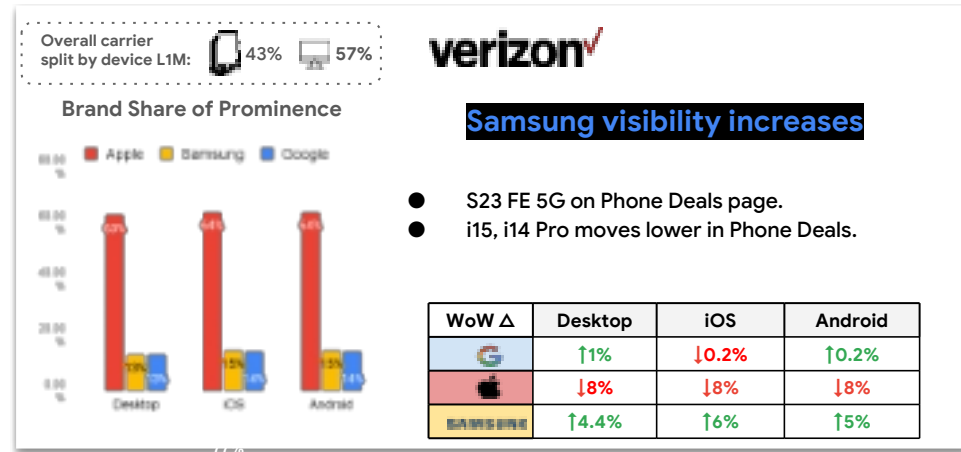
VZ total website traffic remains lower than competitors, however sees strong 25% YoY growth post Pixel announce. TMo traffic remains stagnant, while AT&T grows slightly

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





# Pixel visibility falls on BBY, AT&T. SS prominence boosts on VZ with S23 FE launch. Apple gives tough competition to Pixel on BBY.





# Weekly Digital Promo Audit

(Account Level - Promo Changes)

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