

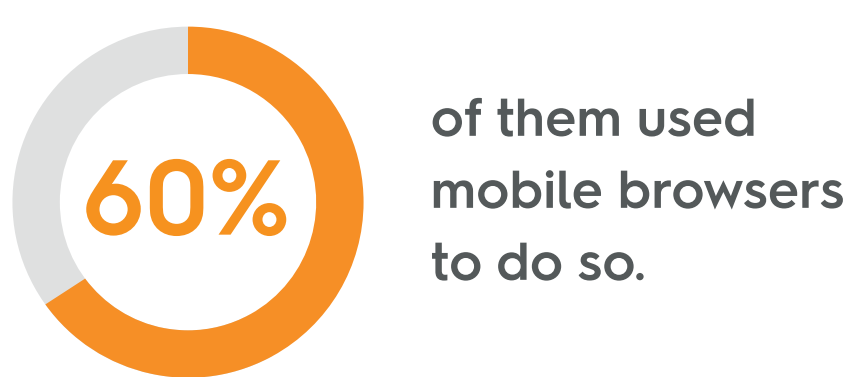
# Meet the Japanese Digital Traveler



## REGIONAL TRENDS EVERY MARKETER MUST KNOW

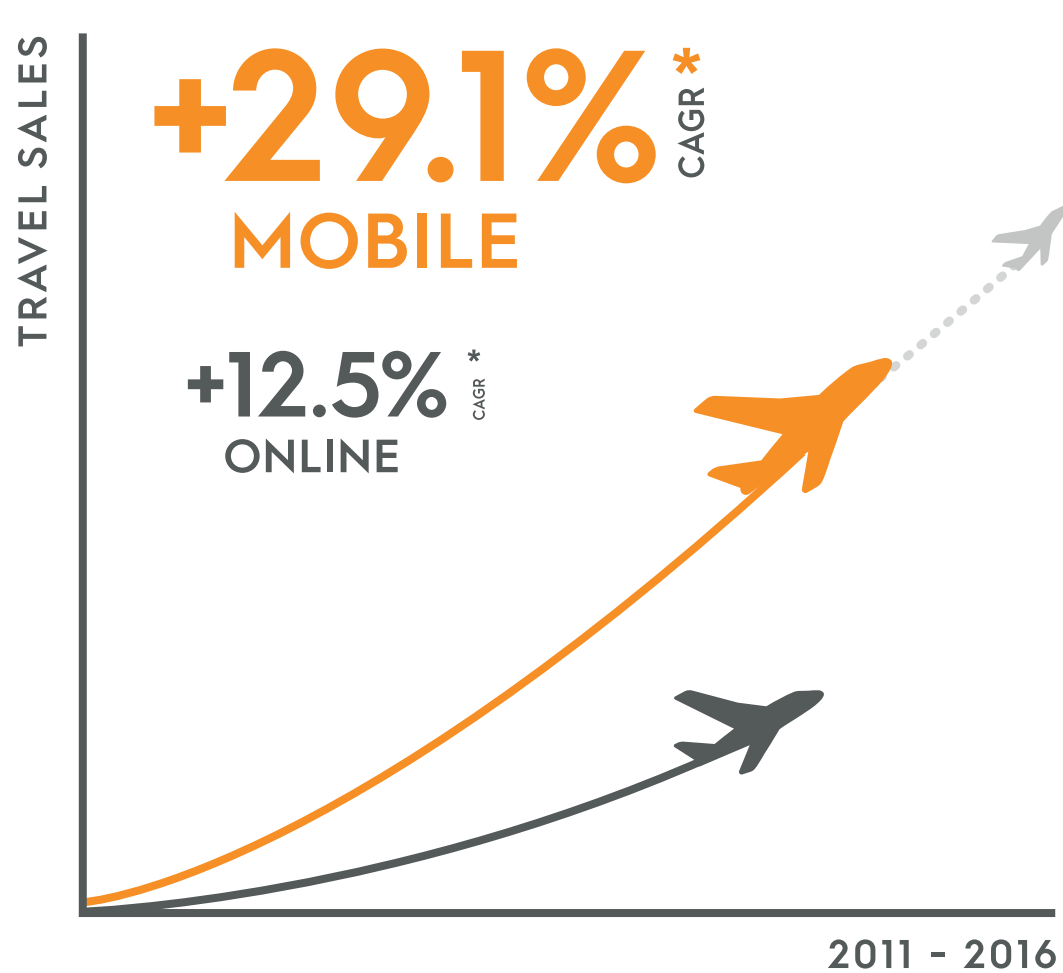
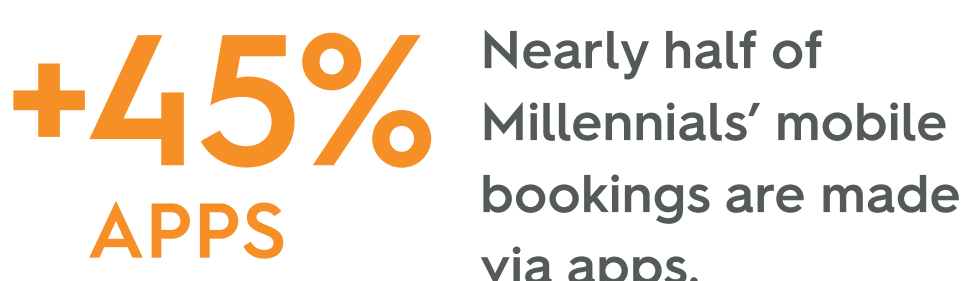
Japanese are traveling more, and smartphones are primed to transform the way they book.

### Mobile Browsers Drive Travel Searches



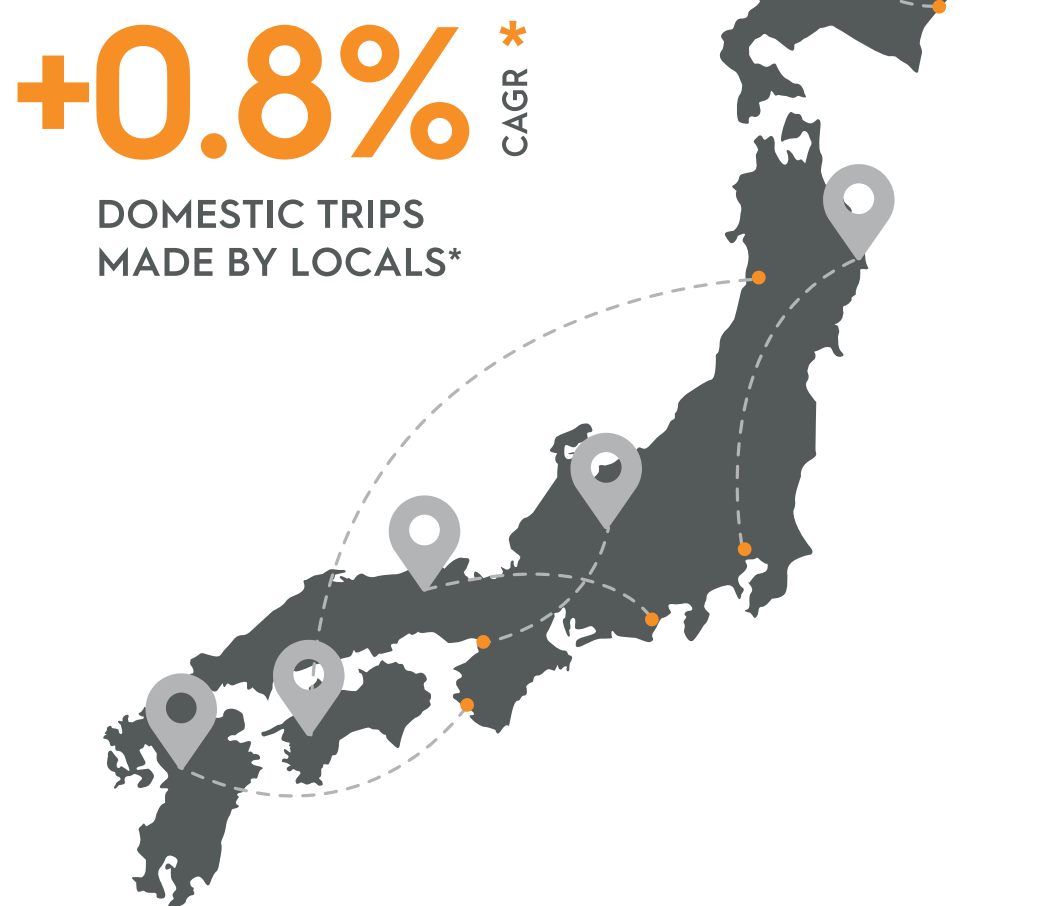
**TRAVEL TAKEAWAY**  
Mobile experiences that optimize for **side-by-side comparisons** and **speedy searches** will convert this crowd from browsers to bookers.

### Mobile App Booking Will Soon Take Off



**TRAVEL TAKEAWAY**  
Your app should prioritize **simple checkout and payment options** to attract a bigger share of the mobile boom.

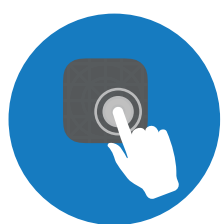
### Travel is Still a Priority for Frugal Japanese



**TRAVEL TAKEAWAY**  
Trips are rising even though overall spending is grounded. Promote **personalized offers and discounts** to entice frugal consumers.



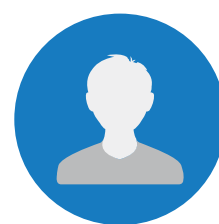
## Prepare for the Mobile Travel Boom



Make your mobile app a one-stop solution for all travel needs



Embrace personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers across all their favorite devices

For more information, please visit [www.criteo.com](http://www.criteo.com).

\*CAGR is Compound Annual Growth Rate.

Methodology: Survey conducted by Euromonitor in February 2017 to present a comprehensive and accurate picture of the macro-economic landscape and Travel industry in Japan. Three hundred respondents in Japan.

About Criteo: Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 15,000 advertisers worldwide and with direct relationships with thousands of publishers.

