



Meet the Singaporean Digital Traveler



REGIONAL TRENDS EVERY MARKETER MUST KNOW

Despite frugal spending on other things, Singaporeans are traveling more, and smartphones are primed to transform the way they book.

Mobile Browsing For The Win

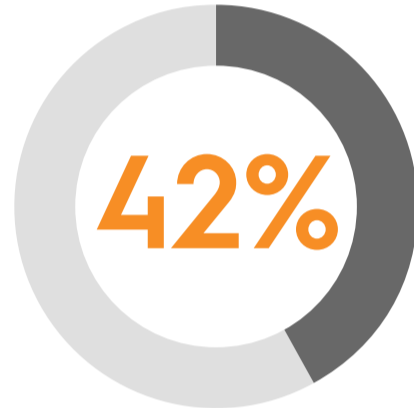
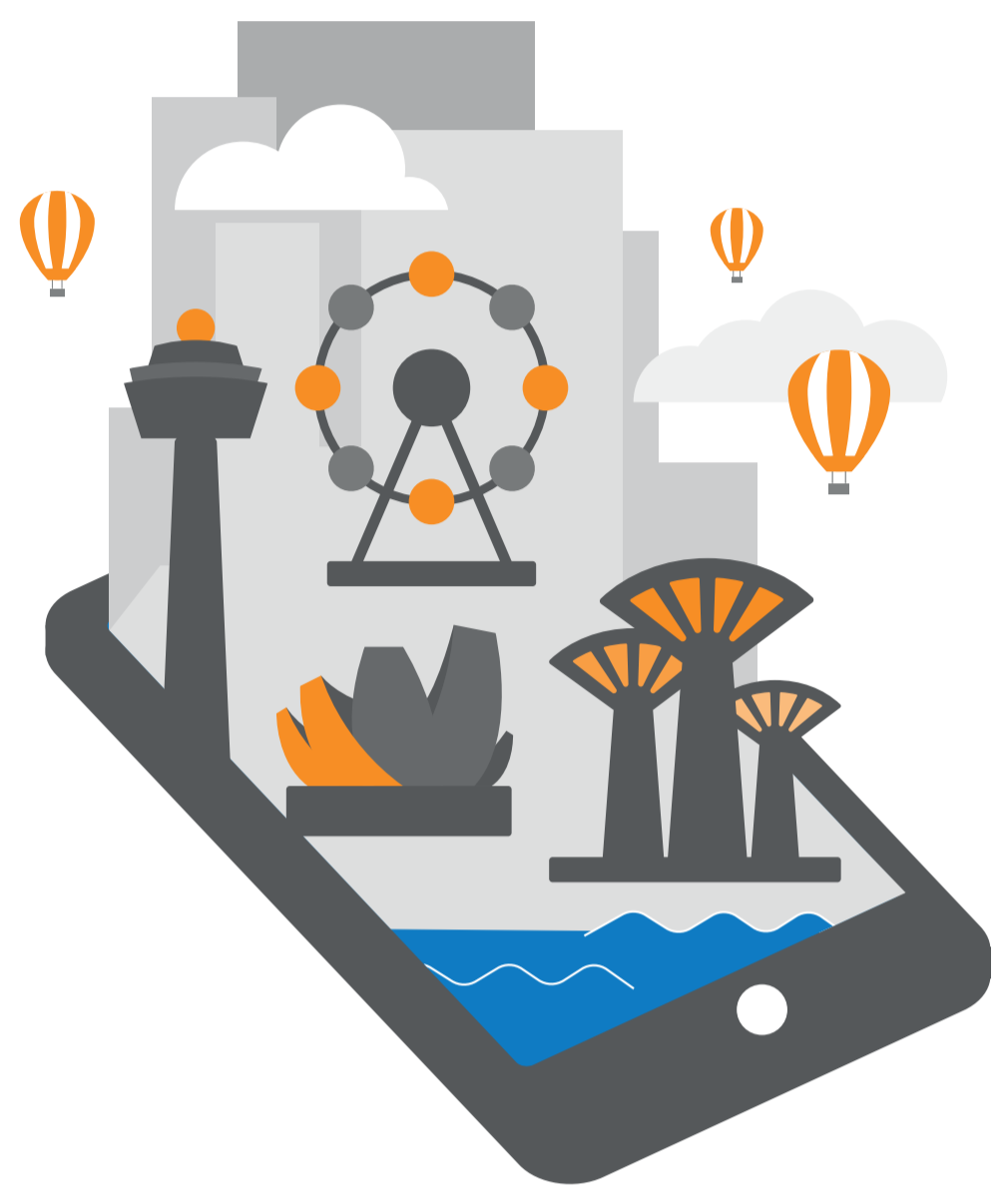


37%



40%

For Millennials, mobile browsing is set to overtake laptop.



Nearly half of all travelers now search for deals on the go.

TRAVEL TAKEAWAY

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

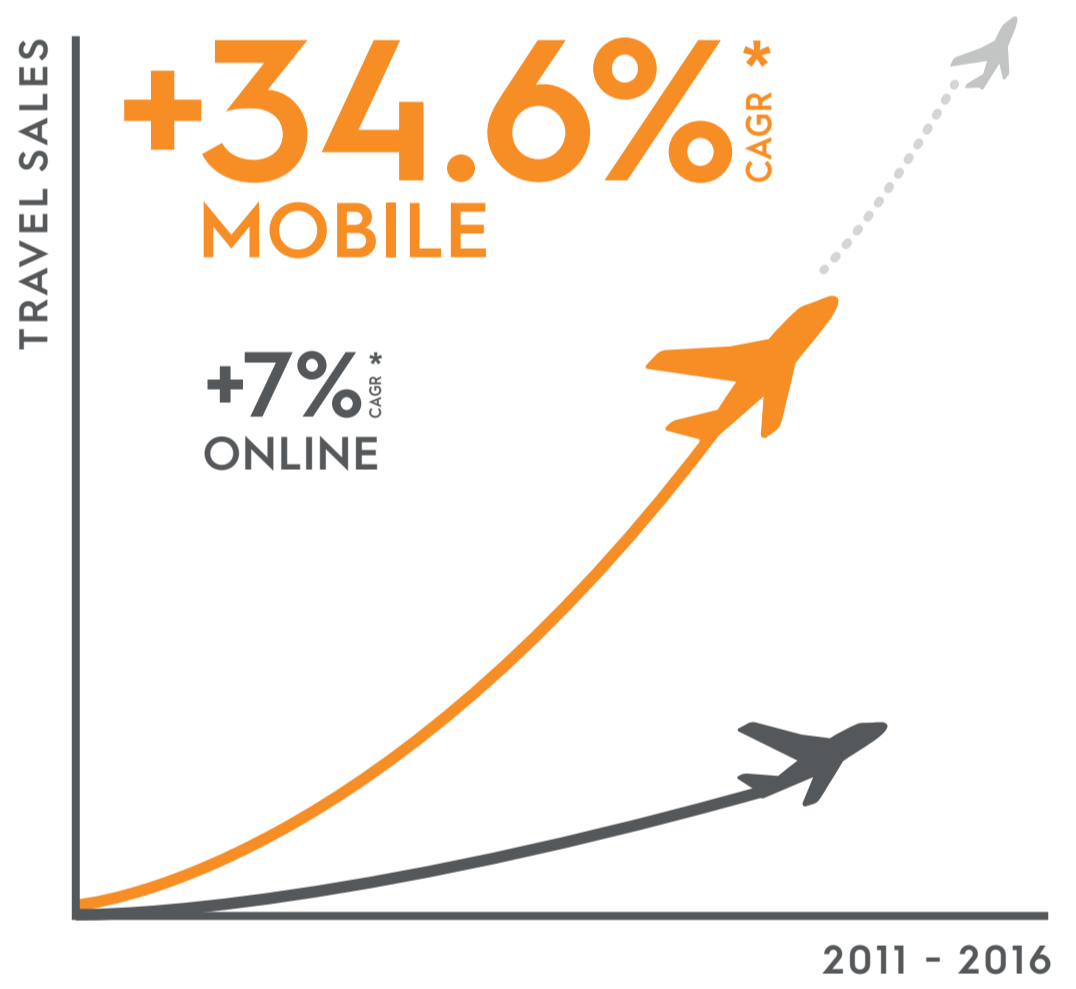
Mobile Travel Booking Will Soon Take Off



18% of Singaporean bookings were mobile despite 81.9%* smartphone ownership.

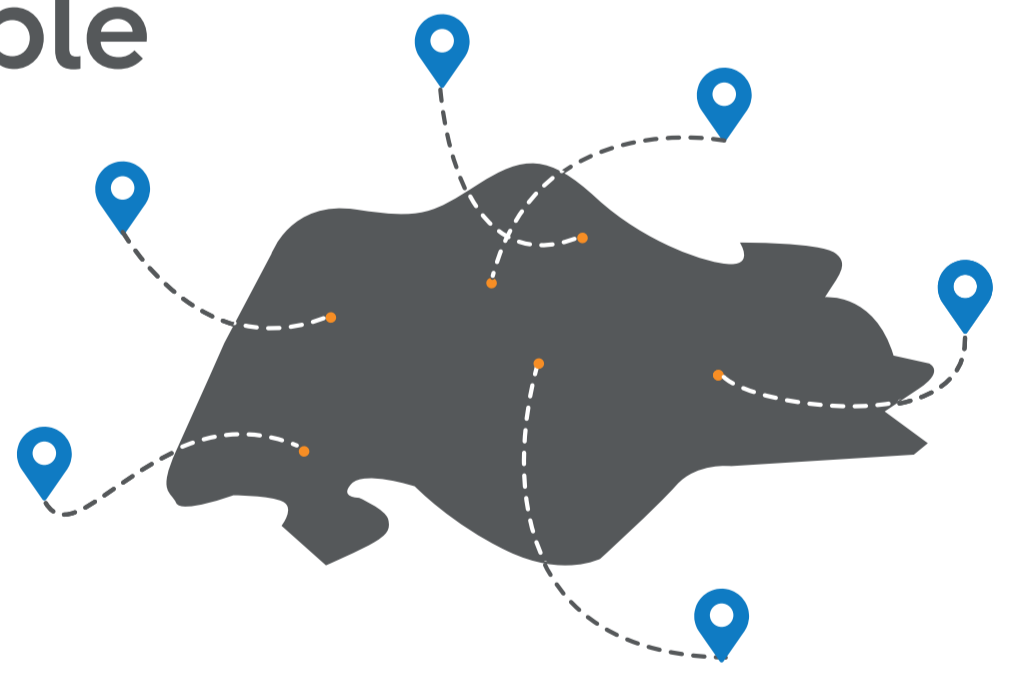
TRAVEL TAKEAWAY

An app optimized for **easy navigation** and a **user-friendly interface** will help open the floodgates.



Travel is Non-negotiable

Overall spending decreased in Singapore, but travel still grew. International trips should boom along with overall spending by 2020.



TRAVEL TAKEAWAY

Promote relevant, **personalized offers** and **discounts to ride this wave.**



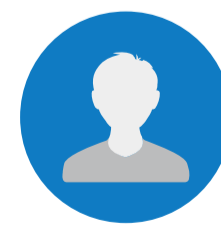
Prepare for the island's Travel Market



Prioritize easy comparisons and checkout in your mobile app



Embrace personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers on each of their favorite devices

For more information, please visit www.criteo.com.

*Compound Annual Growth Rate measured from 2011 to 2016. Methodology: Survey conducted by Euromonitor in February 2017 to present a comprehensive and accurate picture of the Macro-economic landscape and Travel industry in Singapore. One hundred and fifty respondents in Singapore. 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 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

