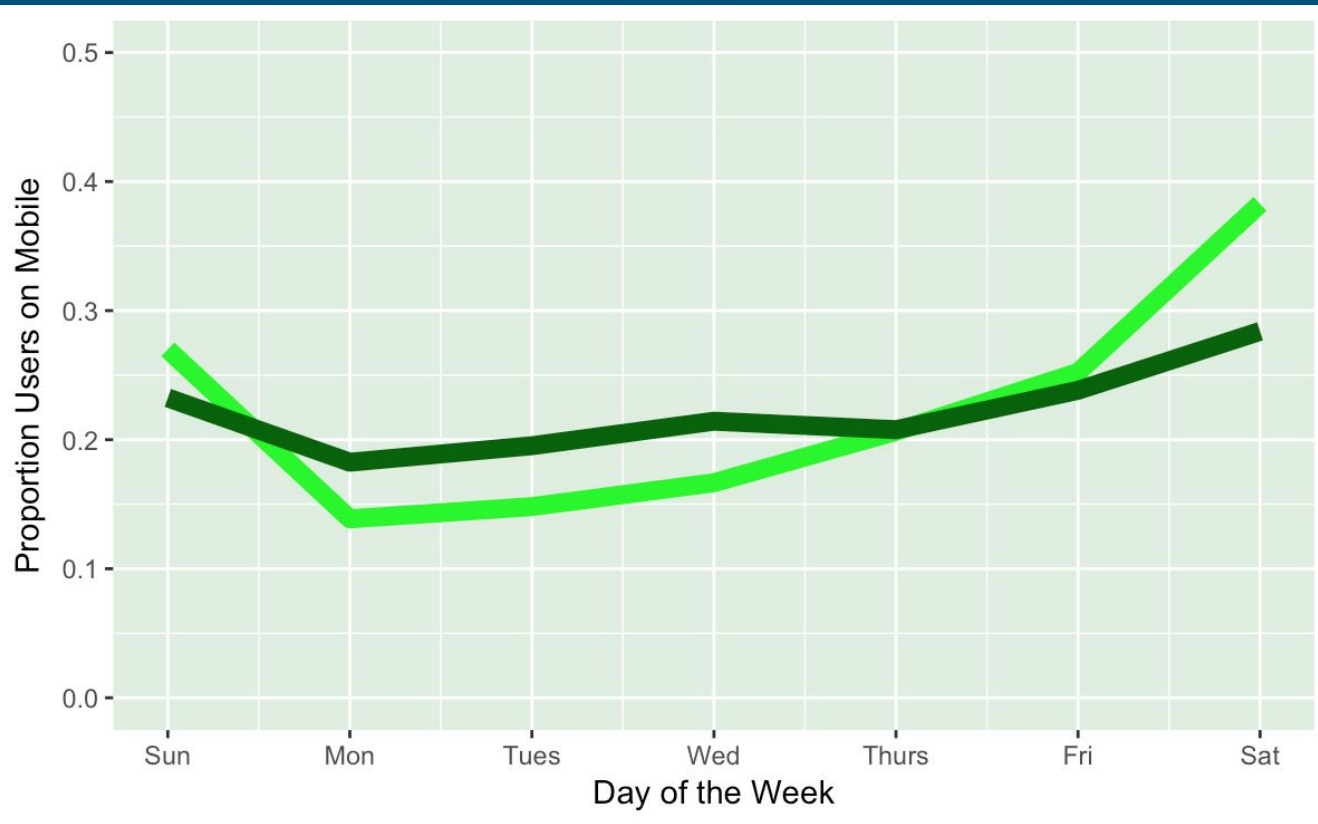




How Can Expedia Best Market to Mobile Users?

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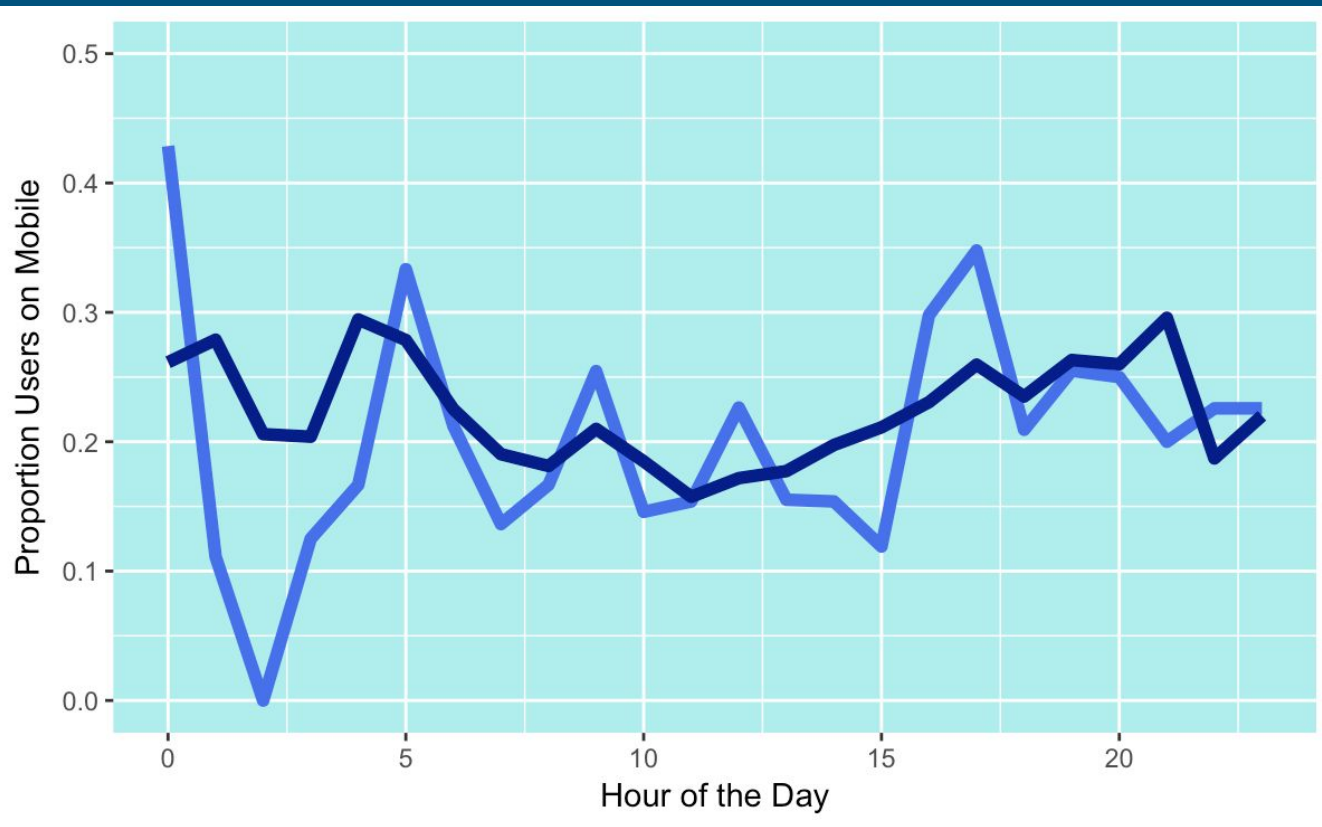
Mobile Activity During the Week



 Browsing

 Booking

Mobile Activity During the Day



■ Browsing
■ Booking

Mobile Activity by Top Channels

