



FIELD MAP

The Japan B2B Buyer Conversion Map

The six form patterns that lift Japanese B2B conversion.

Japan B2B pipeline for international technology and life-sciences companies.

ABOUT THIS REPORT

Why translated Western forms convert at a fraction of the rate in Japan, and the six patterns that fix it.

Japanese B2B forms convert at a fraction of the Western rate when foreign companies use translated templates. The fix is not translation; it is six specific Japanese form patterns. This map quantifies the leakage and shows how to recover it. Backed by more than 30 Japanese B2B form A/B tests Jade Antlers has run on live accounts.

WHAT'S INSIDE

- Why translated forms underconvert
- The six Japanese form patterns
- Before-and-after examples
- Your form audit checklist

[TO BE COMPLETED BY JADE ANTLERS]

Proprietary dataset to insert: the conversion-lift figures and the six form patterns from 30+ Japanese form A/B tests. Drop in the verified patterns and lift data here.

Start with a free Japan Pipeline Teardown

30 minutes with a senior bilingual operator . jadeantlers.com/teardown