# LINE Account Connect

## 2023 Q3 LINE Official Account

Date of Update: 2023.09

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# 01 LINE Official Account

# LINE Official Account

## A Business Solution that helps companies establish in-depth relationships with users

Uses the high penetration of LINE to reach a vast amount of mobile users in Taiwan. Provides a friendly brand experience through the Official Account from practical life information, discounts, and offers to considerate and personalized services, allowing the brand to integrate itself into users' lives and become indispensable.

Source: LINE Internal Data; Nielsen 2018 LINE used a behavior research survey, sampling individuals of 15-69 years old who have used LINE in the past seven days.
Sample size: 1,014, weighted amount of people: 15,051 Thousand

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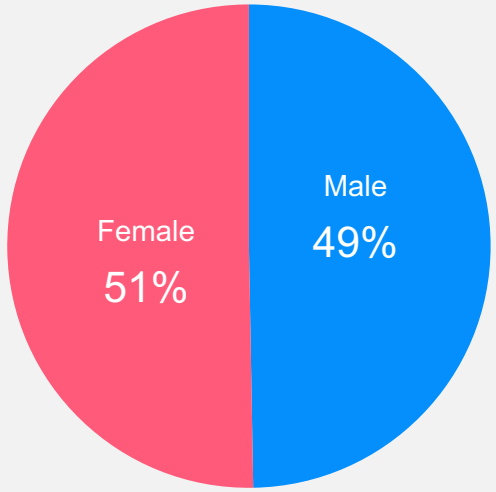
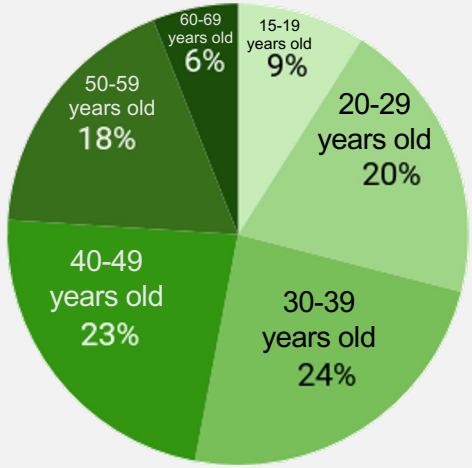
# Official LINE User Attributes (Gender, Age, Occupation)

**Gender**



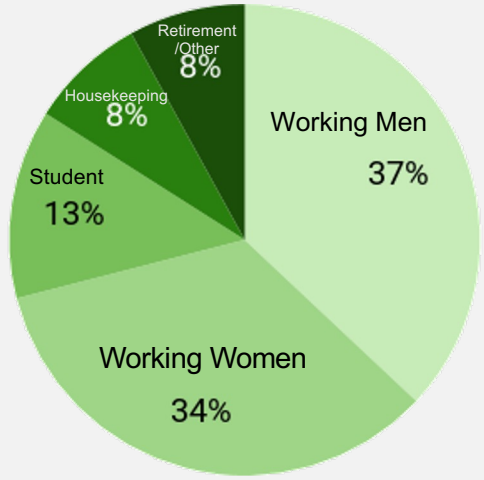

Even male to female ratio, slightly more female

**Age**




Nearly 70% of the users are 20-49 years old in all age groups

**Occupation**




Over 70% are office workers, which is the highest ratio

Source: Nielsen 2018 LINE Use Behavior Research Survey, 15-69 years old have used LINE in the past seven days, sample size: 1,014, weighted thousands: 15,140 Thousand People

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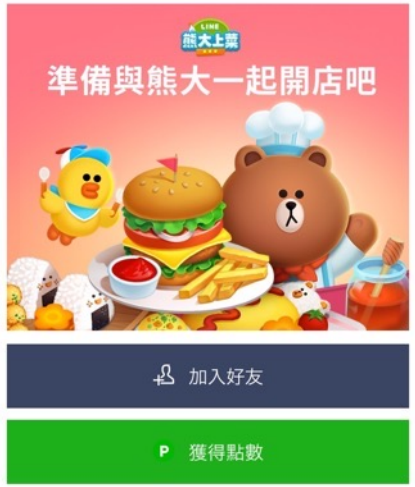
02 How to use LINE Official Account

# Multiple channels to attract friends and customers

LINE Official Account provides a variety of “Add Friends” channels for operators to flexibly use, allowing the Official Account to quickly accumulate friends and customers. Make marketing more effective and expand business opportunities.

Will Add Friends
Set as Link/Button/QR Code
Promote on the Internet or
Actual Channels

Corporate Sponsorship Stickers




LINE Points CPF Ad

LINE Ads Platform CPF Ads

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# A rich amount of Personal Exclusive Information

LINE Official Account can correspond to different promotional themes or interests, and deliver personalized Segment Messages.

Personal information can increase click rate and conversion rate, while also increasing customer loyalty.

Official Account Manager

Push Segment Messages through system options

Messaging API

The bridge that connects LINE Official Account with enterprises and businesspeople. Select to connect to any self-developed or technical developed services through the API.

Collect friends' interests and preferences and push Segment Messages

Concatenate member information to provide personalized services

LINE Beacon Application Immediate On-site Experience

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# Design Creative and Intriguing Brand Interaction

In addition to the delivery of messages, Official Account can also be connected to various platform services, providing marketers with more plans to interact with friends and customers, and easily design and execute interesting brand events.

## Official BC Hub Module

Operators can plan brand events and customize messages through BC HUB according to their marketing purposes.

## Partner Development Module

Select to use platform modules built by LINE Partner Companies according to the brand's marketing needs

## Invoice Lottery Module

Make the invoice lottery campaign simple and convenient, increase the participation rate of the campaign, and the application of Official Account.

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# 03 Description of Features

# List of Official LINE Account Features

## Basic Feature

- Broadcast
- Establish an Audience
- Audience Sharing
- A/B Test
- Specify the maximum amount of Broadcast
- VOOM
- One-on-one Chat
- Auto Response / Keyword Response
- AI Response Messages NEW
- Rich Messages
- Card-based Messages
- Rich Video Messages
- Rich Menus
- Coupons
- Rewards Cards
- Profile
- Insight
- Surveys
- Messaging API

## Review Feature (Basic)

- Sponsored Stickers
- LINE LIVE
- LINE Now
- LINE Beacon
- Invoice Module

## Review Feature (Advanced)

- Custom Audience Message
- Notification Message
- Call API
- Chat API

※Basic Features can be set and used through the Official Account Manager

※The Review Feature cannot be applied or activated online. If you need a relevant introduction, please contact the dealer or LINE Services Liaison

※The Review Feature (Basic) Application Qualification: Verified Official Account, Premium Official Account

※The Review Feature (Advanced) Application Qualification: Premium Official Account

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# 1. Type of Official Account

| Type of Official Account | Description |
| --- | --- |
| Premium Account | After the Official Account passes the LINE review process, the corresponding badge can be obtained and it can be displayed in the LINE APP search results. There is also a chance to obtain the purchase qualification for Advanced Features.<br>The badge has nothing to do with the scope and degree of services provided by LINE. |
| Verified Account | |
| Standard Account | An Official Account is an account that anyone can apply for regardless of individual or business. The basic features are the same as verified accounts. |

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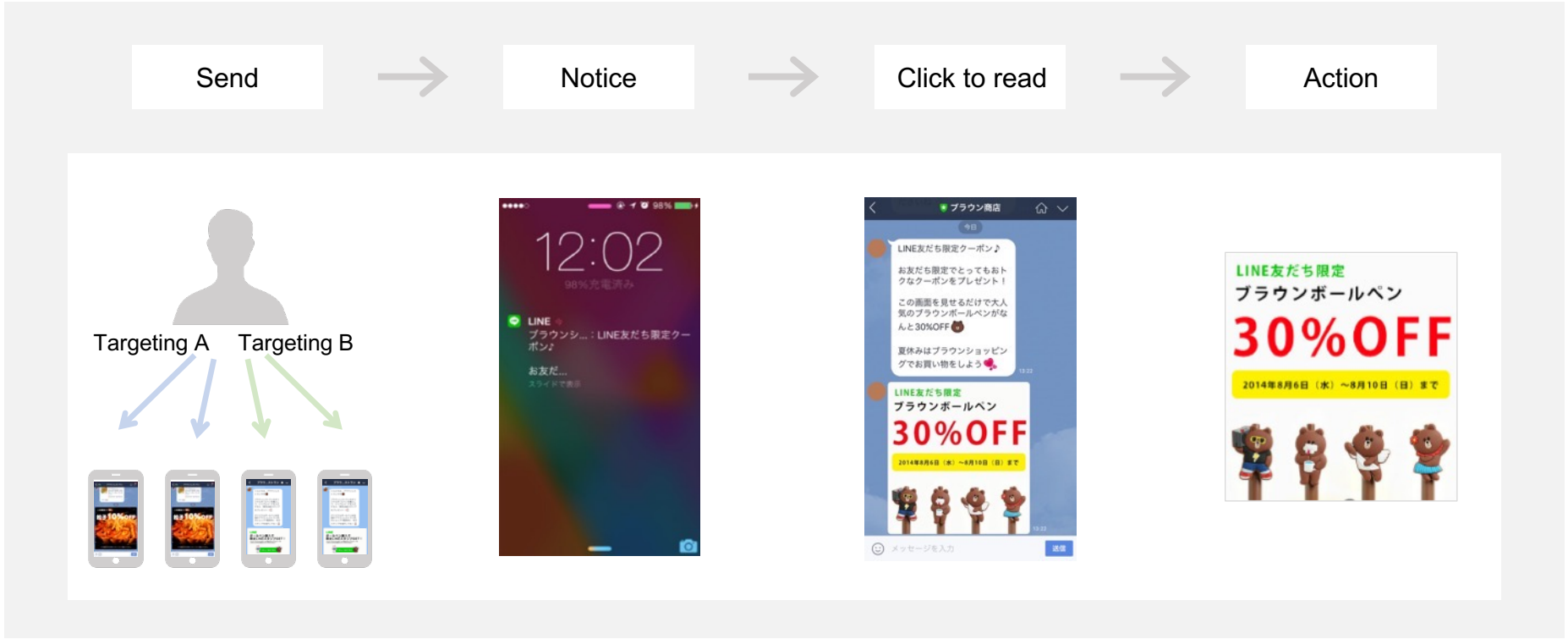
# 2. Message Features

Send broadcast messages to friends who have joined LINE Official Account.

After the message is delivered, the friends of the Official Account will be notified through the LINE APP to attract clicks.

Send messages that match the interests of friends of the Official Account, or useful service notification messages to attract friends to take action.




※Message Notification: Users can set ON/OFF by themselves.

※Textual information (including URL), images, videos, coupons, Rich Messages, and rich video messages can be sent.

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# [Supplement] Calculation of the Number of Messages

In the Official Account Manager, a message can use up to 3 chat balloons at the same time.

1 Chat Box

1 Chat Box

1 Chat Box

1 Message

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# [Supplement] Establish Audience

Deliver information through audience features and specify target conditions. The following audience types can be created

| Audience Type | Content |
| --- | --- |
| **Upload User ID** | Upload User ID (UID) through TXT or CSV file format to establish an audience.<br><br>*Need to use Messaging API to get User ID (UID). Please click here to learn more to learn more about Messaging API. |
| **Click Retargeting** | Audiences who have clicked on the previously sent message link. |
| **Impression Retargeting** | Audiences that have viewed previously sent messages. |
| **Chat Tag Audience** | Create the users of the “Chat Tag” set for One-on-one chat as audience objects, and send messages to users who use this chat tag. |

※If you want to establish an audience, the target amount of friends needs to exceed 100. If the amount isn’t reached, this feature won’t be displayed in the menu.

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# [Supplement] Filtering targets to send messages

Send messages to established audiences

Establish an Audience

Send Message

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# [Supplement] Audience Sharing

You can set the audience as public/non-public.

When the audience is set to public, the audience created in LINE Official Account Manager can be provided to the Messaging API and LINE Ads Platform bound with the same Basic ID or Premium ID.

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# 3. VOOM

Posts can be created and sent to the VOOM for friends of the Official Account.

Friends can browse the posts in VOOM “Following” page, and click “Like” or “Comment.”

※ For Like or Comment settings, you can choose to receive, only receive likes or not receive at all.

※The initial setting is to accept all comments and will publish all comments after accepting the setting.

※There is no additional fee and unlimited transmission is available.

※Posts that comply with shared advertisements (re-selling advertisement slots) is prohibited.

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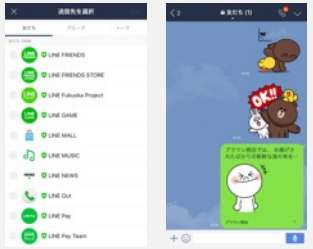
# 4. The sharing feature of VOOM

Users can “Share” Official Account’s Post in the VOOM with friends.
Even users who have not yet become friends of the Official Account can see the shared information.

## Share to Chat

After selecting the Friends or Groups you want to share it to, share to the Chat



## Share to VOOM

Press Like or enter a Sticker or text, and then share to VOOM

Copy the link and share to other social media or platforms

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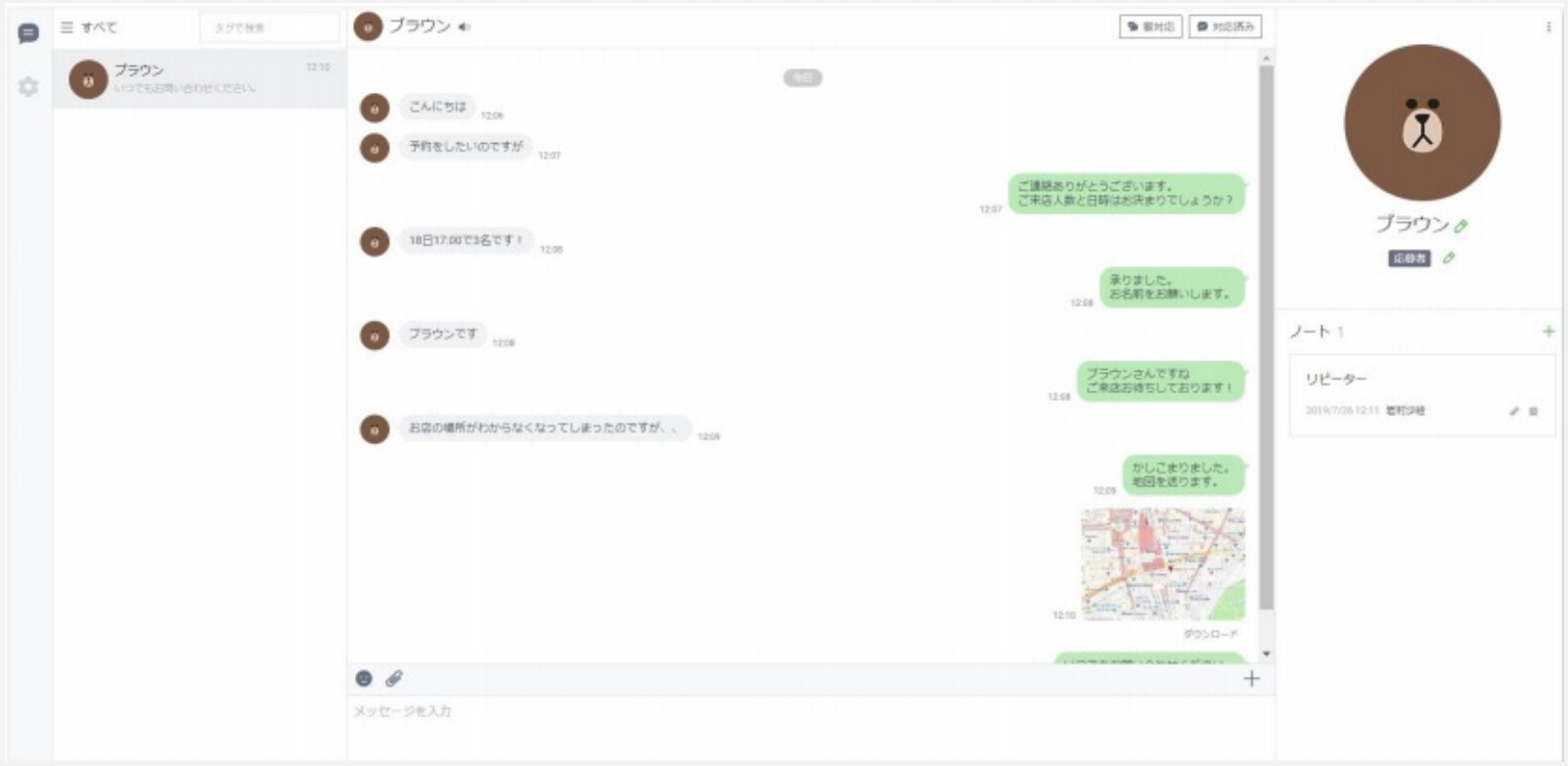
# 5. Chat Feature

Official Account can conduct One-on-one chat with users using the Chat Feature.
Users can also pull the Official Account into a group to participate in the Chat.

**Schematic Diagram**




※The system may not support the chat feature for Official Account with a large number of friends.
※Chat Record Retention Period: 4 months for text, 2 weeks for images and videos, and 1 week for files.

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# 6. Auto Response Feature/Keyword Response Feature

When the user sends a message to the Official Account, the Official Account can auto-respond using preset messages.

If you want to respond to different messages based on different keywords, you can use the “Keyword Response Feature” to preset keywords and corresponding messages.

## Auto Response Feature

Randomly Send Messages

## Keyword Response Feature

Based on the content sent by the user

Send the preset message when “Completely Consistent”

Respond to messages based on users’ interests, questions about an item, or shop information needs

You can also perform other interesting applications such as guessing games with users.

Guessing Game

Send Coupon

Store Search

※The total amount of Automatic Replies and Keyword Replies can go up to 1,000.

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# 7. AI Response Message Feature

NEW

When a friend enters a message into the Official LINE Account, it will auto response to the message through AI. This judgment is based on the keywords entered by the friends or simply judged based on the user's semantics, and the appropriate message will be selected as a response to the question.

## Interactive use of Auto Response and Manual Chat

The AI Auto Response Feature can effectively reduce the operational burden of companies and stores, but if you need to respond to complicated user questions, you can switch individual chats to use the “Manual Chat” Feature from the Chat Management Screen.

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# 8. Rich Message

Rich Message: integrate images and textual information into a single picture to create the message you want to convey simple and easily understandable information.

Usually Rich Messages have a better click effect than general text messages.

Example of Rich Message

Available in 1 Area

Set 1 image and 1 destination URL

※The production instructions must refer to the Official Account Manager Operation Manual.

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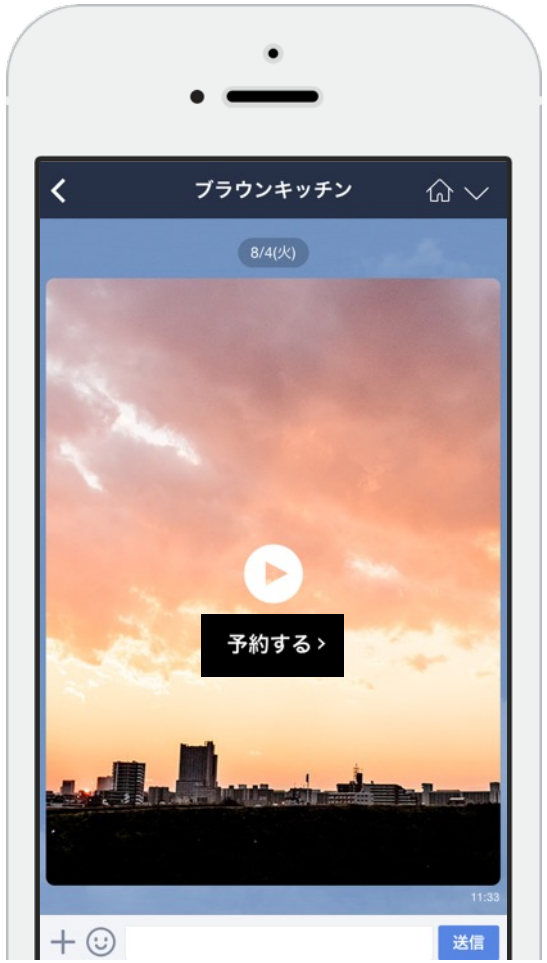
# 9. Rich Video Messages

Rich Video Messages: send a video to the user as a message, and the video can be played automatically.
It supports various video formats such as vertical, horizontal, or square. If you select a vertical video, the video will occupy the entire chat screen.
You can set the external URL and the text of the action button (Example: Make an Appointment Now). After watching the video, the user can click on the video to link to the external website.




## Features

### 1. Automatically play Video

High Video Viewing Rate and Viewing Ratio

### 2. Supports Vertical/Square/Horizontal Videos

Vertical

Square

Horizontal

### 3. Set external URL

Automatically play the video in the chat screen, click on the video to play it in full screen
※Automatically played videos are muted

Show action button after the video ends

※Button Text
Please select it from the system options

※The schematic diagram is for reference only. Please refer to the live version for the actual screen and options.

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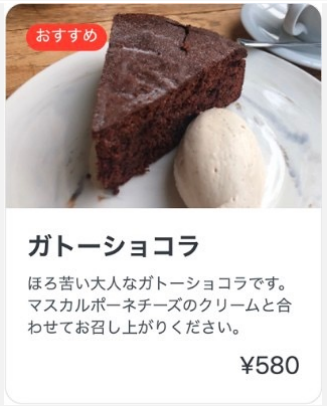
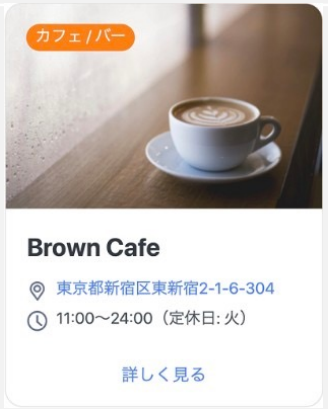
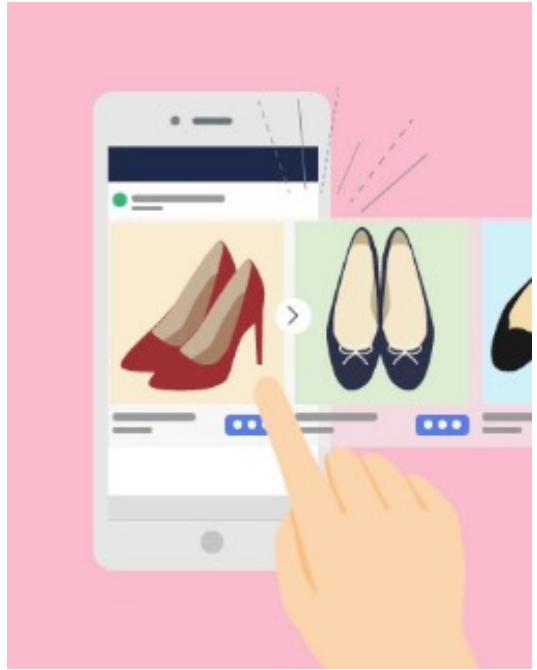
# 10. Card-Based Messages

- A message that can be sent in a multiple Carousel Format
- There are four types of message formats, allowing you to easily create organized message content
- A bubble message can be set as a single card-based message (a card-based message can contain up to 9 slots)
- Can be used for: Broadcasts/Auto Responses/Greeting Messages to welcome new friends

| Products | Places | People | Pictures |
|---|---|---|---|
| This type is suitable for introducing products | This type is suitable for introducing store information | This type is suitable for introducing Characters | This type is suitable for placing eye–catching images |
|  |  | | |



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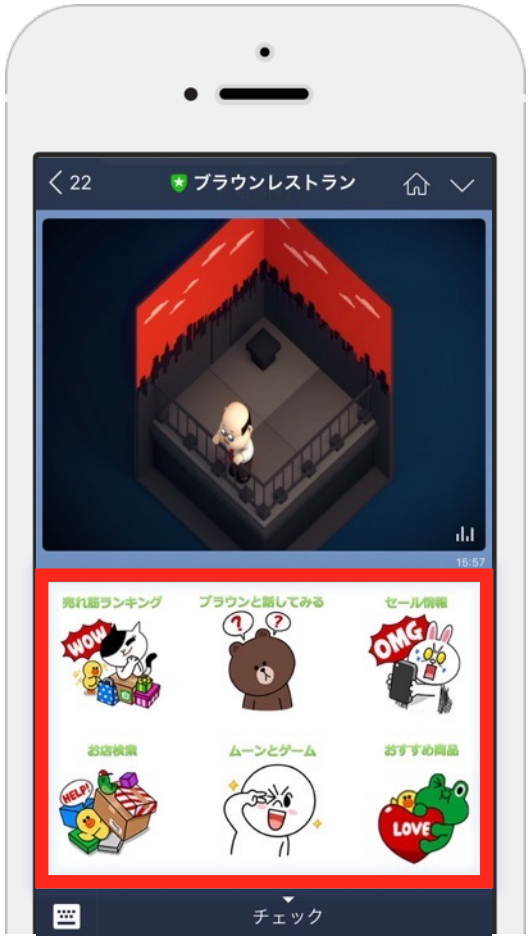
# 11. Rich Menu

Rich Menu: When visiting the Official Account, it is located at the bottom of the chat screen.
After clicking the menu, the user can be directed to an external website or prompted to send a pre-set keyword.

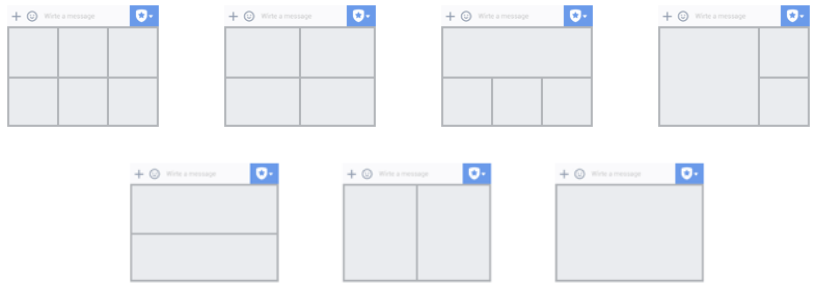



## Features

When a user visits an Official Account, the user will usually see a Rich Menu at the bottom of the chat screen

-Presented in a big area below the chat screen
-Can select a suitable version according to various needs
-Each block can activate different features or link to different URLs
-The Manager can set the time for when the Rich Menu appears

## Selectable Templates



※The schematic diagram is for reference only. Please refer to the live version for the actual screen and options.

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# 12. Segment Message

You can check the attribute information of the Official Account's friends, and specify a certain attribute condition to send Segment Messages. Able to cross-reference different attributes according to marketing purposes, such as gender and age, to tailor messages for specific ethnic groups to improve communication effectiveness.

Segment Information

Infer attributes based on Friend Behavior

- ✓ Gender
- ✓ Age
- ✓ Region (County or City)

Friend attribute options provided by Official Account Manager

- ✓ Gender
- ✓ Age
- ✓ Region (County or City)
- ✓ OS used (iOS, Android)
- ✓ Duration as Friend

※The message unit price of the Segment Message and the Broadcast Message is the same.
※Segment Messages Sending Conditions: The Official Account has more than 100 target reaches.

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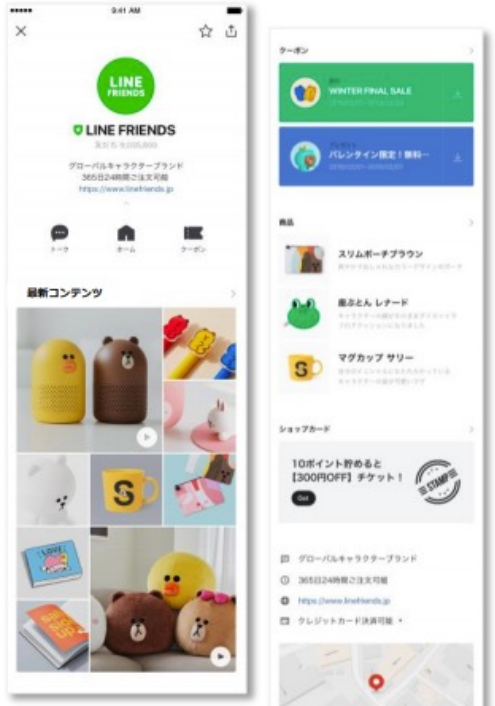
# 13. Profile

The page where the basic information of the company or brand is published. The mobile version of the Official Website information can also be accessed from PC to expand the contact channels of the Official Account.

Profile Schematic Diagram

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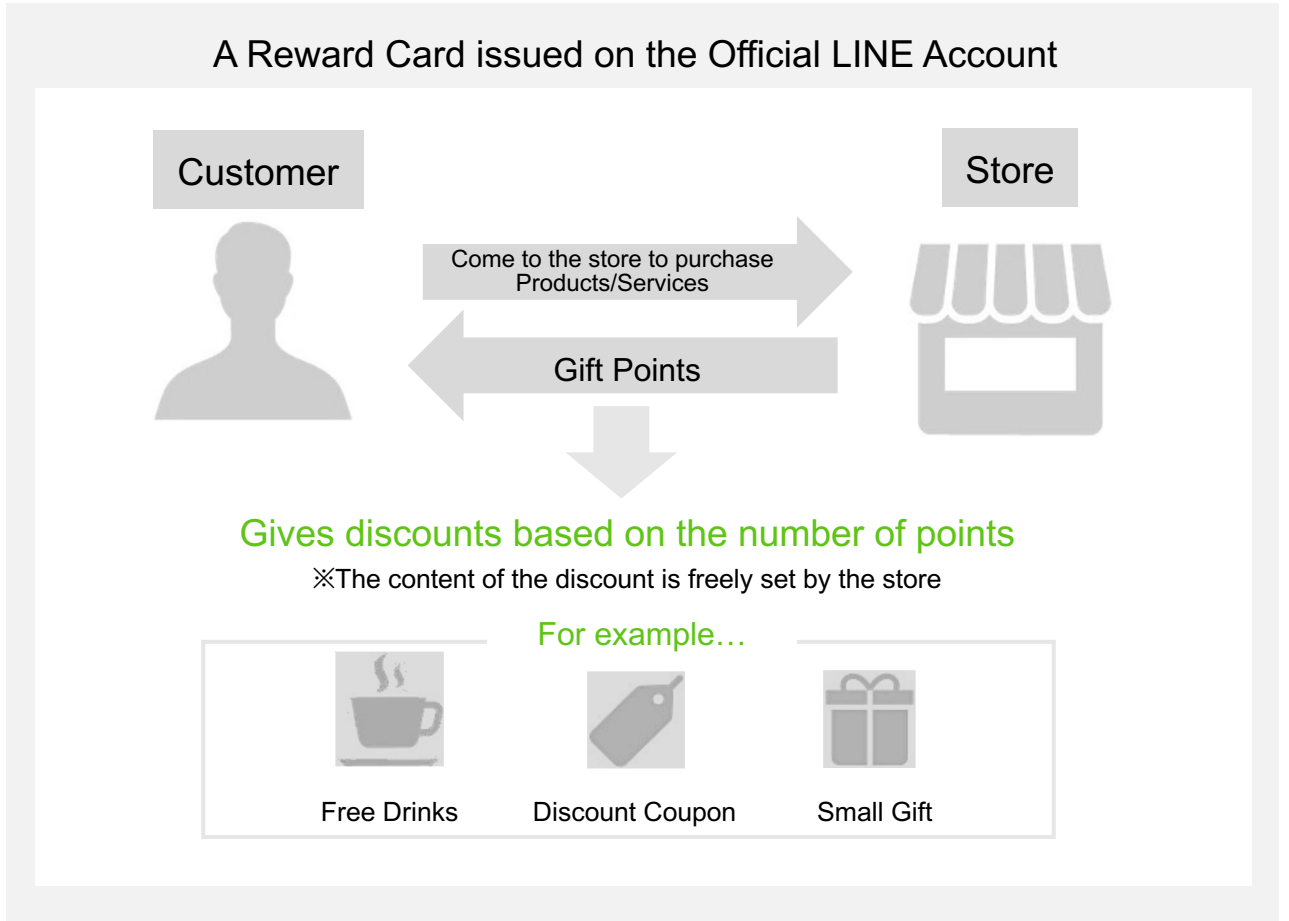
# 14. Reward Card

A Reward Card issued and managed by Official LINE Account.
Digital points can be used as rewards for purchasing products, using services, and visiting stores.

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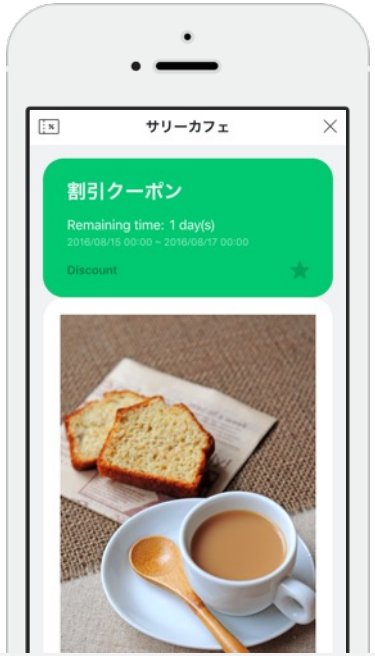
# 15. Coupon ， Lottery

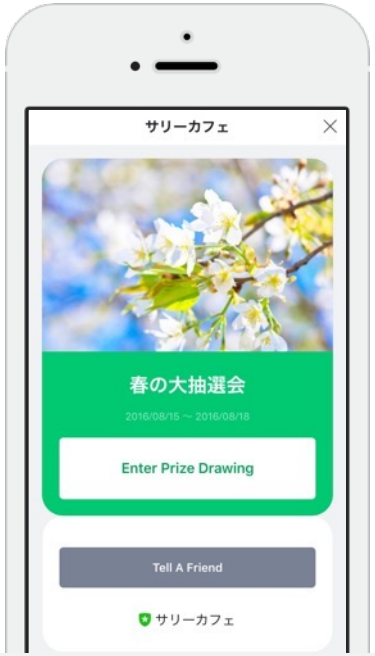
You can send coupons or hold lotteries on LINE Official Account.
Friends can receive or be notified of established coupons and lotteries through Greeting Messages, Broadcast Messages, VOOM, and Keyword Auto-Responses.

Schematic Diagram

Coupon




Lottery

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# 16. Surveys

You can create surveys to collect user preferences and opinions.
Businesses can use this to obtain user feedback data on products and services.

Schematic Diagram

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# [Supplement] Account Satisfaction Survey

You can use this feature to investigate user satisfaction with your Official Account.
Send survey-type messages to friends and get feedback on your Official Account. Regular user satisfaction surveys can help you measure the performance of previous promotions, and serve as references for future planning and improvement.

※This message is not included in the calculation for the amount of sent messages.
※After being sent, the account satisfaction survey can be performed again after 90 days after the survey is over.

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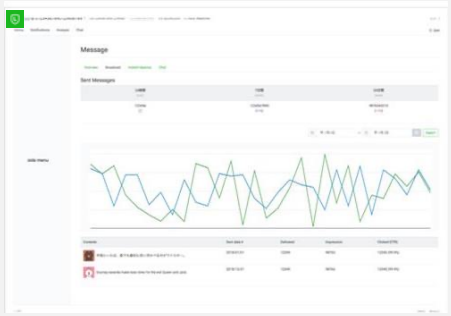
# 17. Insight

Present statistics such as messages, amount of friends, and VOOM, using graphs.

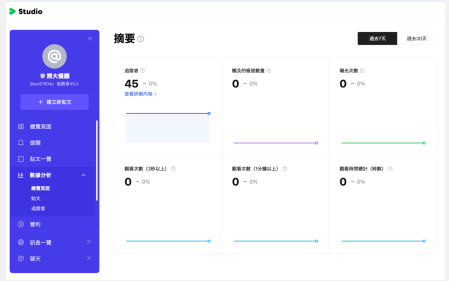


## Message

- Amount of messages sent
- Clicks

## Amount of friends

- Increase or decrease in the number of friends (list + graph)
- Time interval (Yesterday, past 7 days, past 30 days)




## VOOM

- Overview
- Post analysis(Impression, Clicks, Reaction, Comments, views)
- Number of followers

※The schematic diagram is for reference only, and the actual screen is subject to the live version

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04 **Description of Charges**

# Description of Official Account Charges

**Promotion Plan (tax excluded)**

| | Free Plan | Light Plan | Standard Plan |
|---|---|---|---|
| Fixed Monthly Fee | Free | 800 NTD | 1,200 NTD |
| Amount of Free Messages | 200 | 3000 | 6,000 |
| Fee for purchasing Additional Messages | Not available | Not available | Lowing down from 0.2/Message (Please refer to the price list for information on additional purchases) |

※Precautions

- Messages apply to Broadcast Messages, Segment Messages, and API Messages (The API Message fees for some audit functions are not included here)
- For Broadcast or Segment messages, the message fee is calculated based on the number of target friends who were delivered the message
- The time zone calculated by the system uses the Japanese Time Zone (GMT+9:00), and messages sent from 23:00 Taiwan time are counted towards the following day
- The monthly fee only includes the official account usage fee, exclude the material production fee or API development fee
- VOOM Submissions are free

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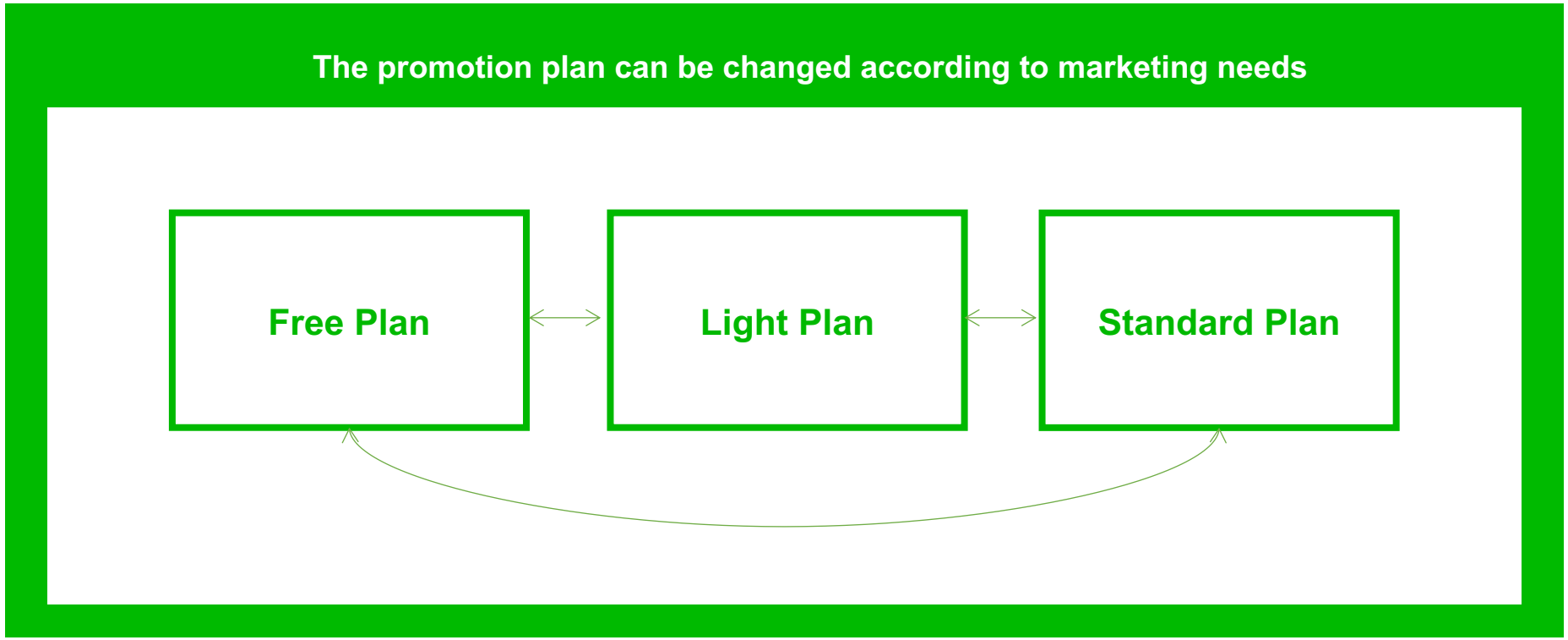
# Promotion Plan

You can choose a suitable promotion plan according to the needs of marketing events. You can choose to upgrade or downgrade to use your marketing budget flexibly.




※Detailed Rules
Reflected in the current month: Free Plan → Light Plan or Standard Plan
Light Plan→ Standard Plan

Reflected in the next month: Light Plan→ Free Plan
Standard Plan → Light Plan or Free Plan

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# Standard plan additional purchases price list

| Amount of additional paid message | Price per message |
|---|---|
| 6,001 ~ 25,000 | 0.2 |
| 25,001 ~ 35,000 | 0.165 |
| 35,001 ~ 45,000 | 0.154 |
| 45,001 ~ 65,000 | 0.143 |
| 65,001 ~ 105,000 | 0.132 |
| 105,001 ~ 185,000 | 0.121 |
| 185,001 ~ 345,000 | 0.1045 |
| 345,001 ~ 665,000 | 0.1034 |
| 665,001 ~ 825,000 | 0.099 |
| 825,001 ~ 1,305,000 | 0.0946 |
| 1,305,001 ~ 2,585,000 | 0.0858 |
| 2,585,001 ~ 3,525,000 | 0.077 |
| 3,525,001 ~ 5,145,000 | 0.066 |
| 5,145,001 ~ 8,025,000 | 0.055 |
| 8,025,001 ~ 10,265,000 | 0.0385 |
| 10,265,001 ~ 20,505,000 | 0.0187 |
| 20,505,001~ | 0.011 |

## Standard Plan tiered progressive pricing

Example) **Total of 100,000 sent messages**
1. The monthly fee for the Standard plan is 1,200 NTD with 6,000 free messages.
2. Fee for purchasing additional messages:
{(25,000-6,000)message x0.2 + (35,000-25,000)message x 0.165 + (45,000-35,000)message x 0.154 + (65,000-45,000)message x0.143 + (100,000-65,000)x0.132} = 14,470 NTD
3. Monthly fee + fee for purchasing additional messages, **total of 15,670 NTD**

※The message fee only includes the Official Account usage fee, exclude the material production fee or API development fee.
※Tax is not included in all of the aforementioned prices.

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# Premium ID

When the Official Account is created, the system will randomly assign an ID composed of random English letters and numbers.
If you want to specify a certain combination of English letters numbers as the Official Account's ID, you can purchase a "Premium ID" to make it easier for users to remember and easily add join your Official Account.

Premium ID

| Summary | Basic ID | Premium ID |
|---|---|---|
| Annual Fee | 0 NTD | 720 NTD (Tax not included) |
| Format | @＋3 English letters + 4 Arabic numerals + 1 English letters (Random)<br>Example: @abc3049d | @＋The text content specified by the user (except @, at least 4 and at most 18 characters. The system can only use half-width alphanumeric characters and signs including "." "_" and "-") Example: @line_cafe |
| Content | Automatically generated when Official LINE Account is established | You can get it after paying for the Premium ID |
| Remarks | Discontinuous English and numeric combinations will be randomly assigned by the system | Cannot use the ID in use by another account |

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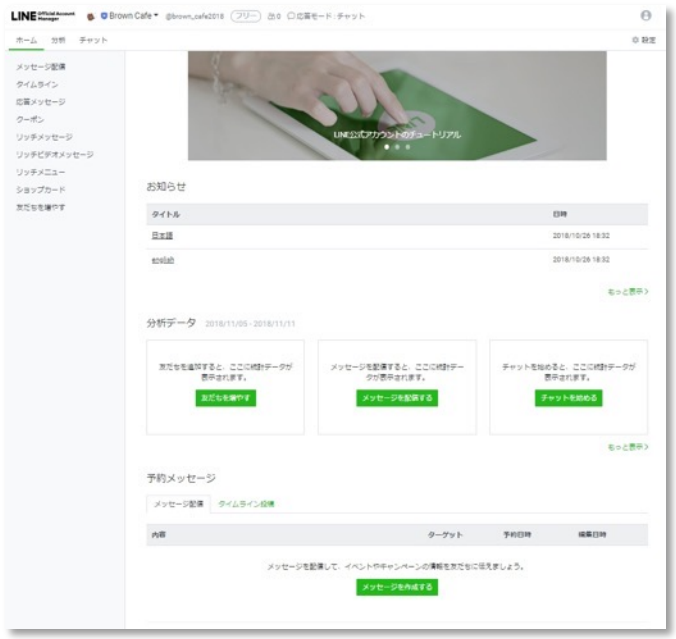
05 **Admin Panel**

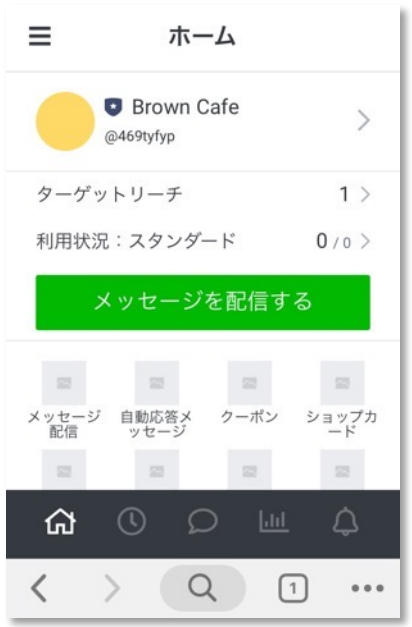
# Official Account Manager (LINE Official Account Manager, also known as CMS)

You can select the Web Version or App Version Manager based on different usage scenarios.

## Web Version




## App Version




※The schematic diagram is for reference only. Please refer to the live version for the actual screen.

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# LINE Official Account Manager (CMS) Feature Comparison Table

## Send Message

| | Text | Sticker | Images | Coupon | Lottery | Video/Audio message | Rich Message | Rich Video Message | Surveys |
|---|---|---|---|---|---|---|---|---|---|
| Web Version | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| App Version | ● | ● | ● | ● | ● | ● | ● | ● | ● |

## Other

| | Chat | Profile Settings | Coupon Production | Reward Card Production | Lottery Settings | Rich Message Edit | Rich Menu Edit | Editing of Rich Video Messages | Surveys Edit |
|---|---|---|---|---|---|---|---|---|---|
| Web Version | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| App Version | ● | ● | ● | ● | ● | × | × | × | × |

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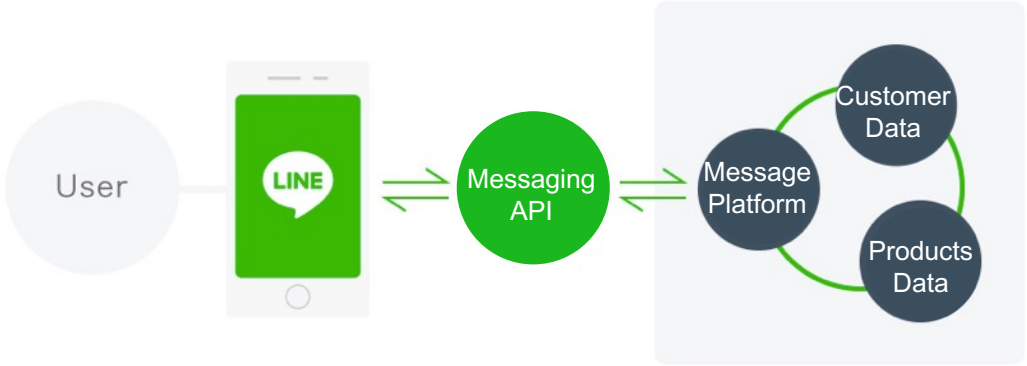
# 06 Other Service Options

# Use of Messaging API

## What is Messaging API

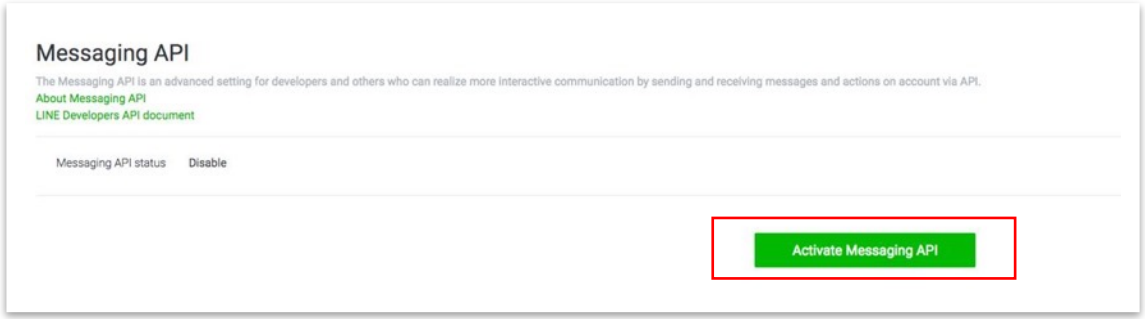
Messaging API is the bridge between LINE Official Account, enterprise, and business systems. Select to connect to any self-developed or technical developed services through the API.

After integrating existing customer or product information, customized messages, or exclusive offers can be provided on information platforms based on user needs, making communication easier and more personalized.




## CMS Manager can open Messaging API with one click

For more information about Messaging API, please refer to the LINE Developers Website: https://developers.line.biz/en/

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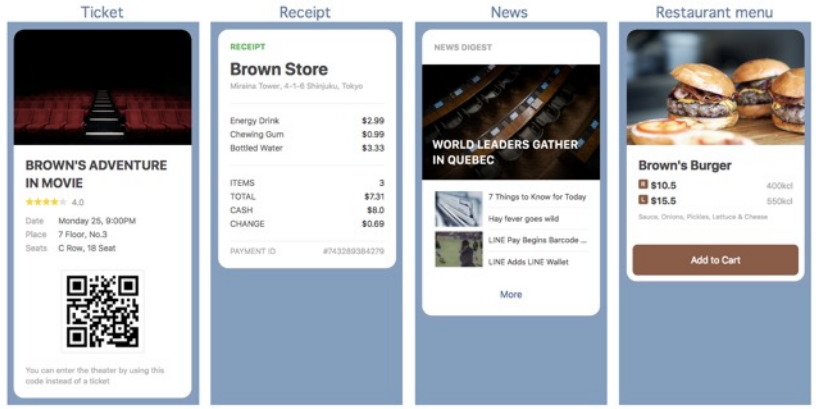
# Communicate with more flexibility using API ①

You can communicate with users more flexibly by using various APIs exposed on the LINE Developers website.

## Layout of Messages are richer and have more freedom

Flex Message is a message that can combine multiple elements and lay them out freely. You can flexibly change the text size and color, or insert any image between the message and the title using Flex Messages.




[Detailed Information]
https://developers.line.me/en/docs/messaging-api/using-flex-messages/

## One-stop service experience and a simpler interaction process

LINE Front-end Framework (LIFF) is a Web APP Platform operating within LINE. When the user starts the registered LIFF Web APP (LIFF APP) in LINE, they can open the web page information without jumping out of the LINE APP, and send the filled information back to the chat with one click.

[Detailed Information]
https://developers.line.me/en/docs/liff/overview/

LINE Biz-Solutions

# Communication with users is more flexible through API ②

You can communicate with users more flexibly by using various APIs exposed on the LINE Developers website.

### User response is faster and more intuitive

Quick Reply: When the businesses want to collect user preferences through Q&As, options can be presented at the bottom of the chat and the Quick Reply button can be used to collect data. Users can quickly provide answers with the click of a button.

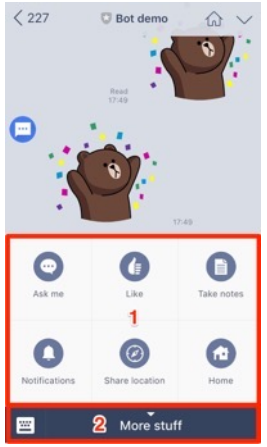
Provide meal options with Quick Replay button

Users can quickly provide answers with one click

[Detailed Information]
https://developers.line.biz/en/docs/messaging-api/using-quick-reply/

### Customized Rich Menu

Rich Menu: The Rich Menu will be displayed at the bottom of the chat, and various hotkeys will be provided to users to make conversations and interactions easier. Operators can also present customized options for different users.




[Detailed Information]
https://developers.line.me/en/docs/messaging-api/using-rich-menus/

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# Thank You

This Sales Kit information is for reference only and does not make anything valid. If both parties wish to enter into a contract, it should be based on the actual contents of the contract.