

LINE POINT CODE

2025 Sales Kit

Update Date : 2024. Dec

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01. Introduction to LINE POINTS



About LINE POINTS

Valued as cash and widely applicable

The icebreaker between brands and consumers: Used as advertising rewards to encourage consumers to try and engage

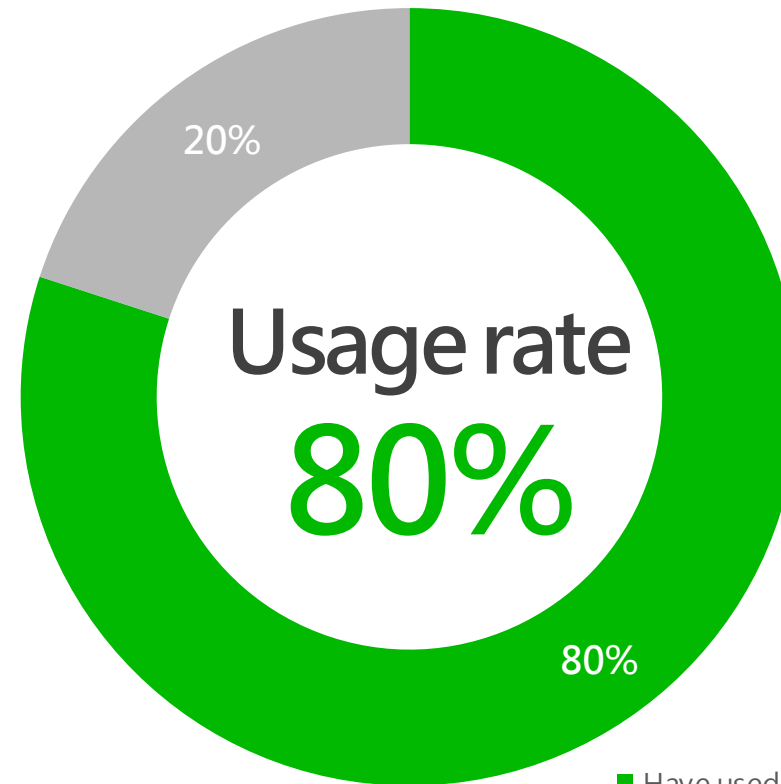


※1. Source: LINE PAY Data, LINE POINTS Users in 2022

※2. Source: LINE PAY Data, September 2023

About LINE POINTS: High brand awareness and high usage rate

LINE POINTS has **over 90%** brand awareness, with **nearly 80%** of users having used LINE POINTS in the past week



LINE

■ Have used in the past seven days
■ Have not used in the past seven days

■ Know

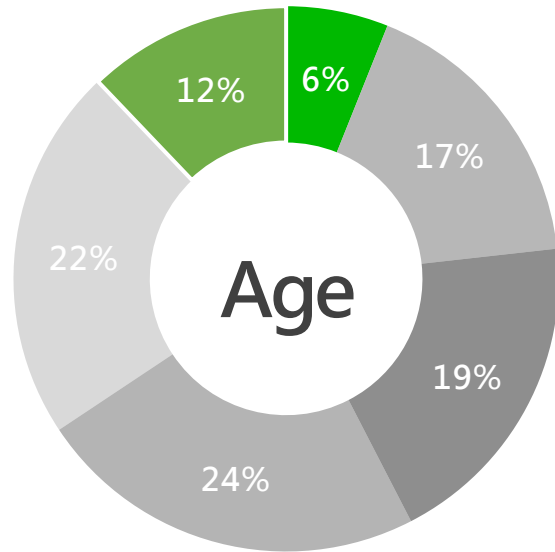
■ Don't know

※ Source: Nielsen Survey, 2023 LINE Usage Behavior Research Study

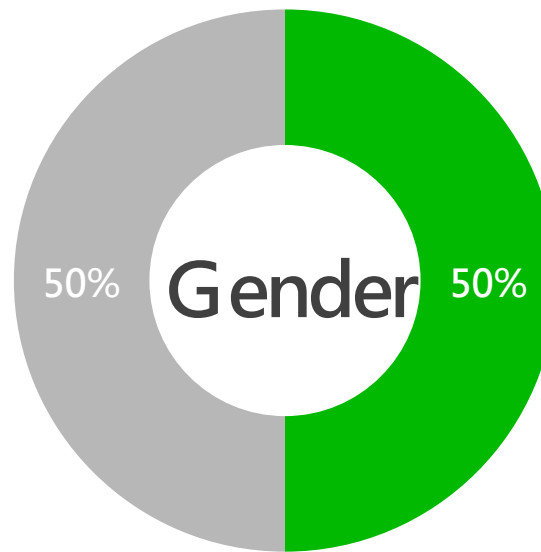
※ Base: Individuals aged 15-69 who are aware of LINE Points; N = 1,000; Weighted sample size: 15,287 thousand

About LINE POINTS: User Profile

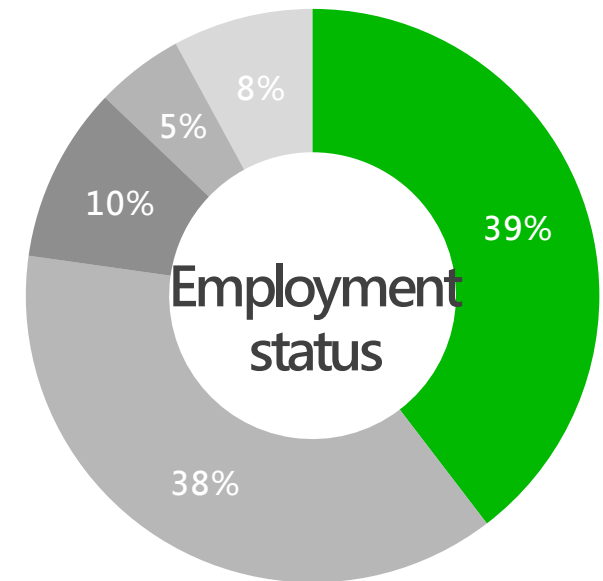
■ 15-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-69



■ Male ■ Female



■ Employed male
 ■ Employed female
 ■ Student
 ■ Housewife
 ■ Retired/Unemployed



※ Source: Nielsen Survey, 2023 LINE Usage Behavior Research Study

※ Base: Individuals aged 15-69 who are aware of LINE Points; N = 741; Weighted sample size: 11,329 thousand

About LINE POINTS: Usage is not limited to online or offline, and its coverage continues to expand!



About LINE POINTS: Consumers have a better understanding of the value of LINE POINTS

Compared to the 2020 survey

NEW!

ONE DOLLAR EQUALS ONE POINT, MAKING ACCUMULATION CONVENIENT FOR EVERYONE



POINTS CAN BE DIRECTLY APPLIED TO OFFSET PURCHASES

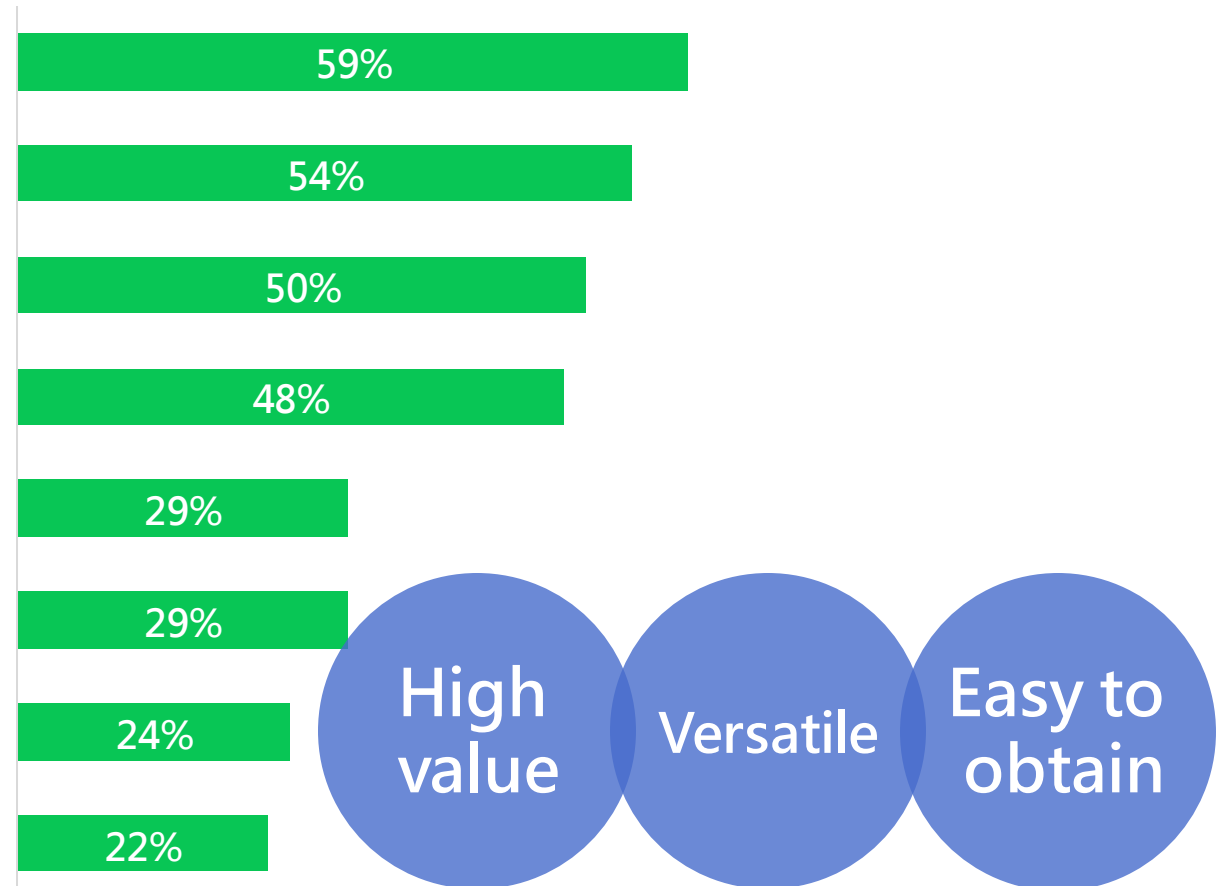
POINTS CAN BE USED TO REDEEM PRODUCTS FOR FREE

THERE ARE MULTIPLE CHANNELS AVAILABLE FOR USE

POINTS ARE EASY TO ACCUMULATE

A WIDE VARIETY OF PRODUCTS AVAILABLE FOR REDEMPTION

THE PLATFORM INTERFACE IS EASY TO NAVIGATE



Source: Nielsen Survey, 2023 LINE Usage Behavior Research Study

※ Base: Individuals aged 15-69 who are aware of LINE Points; N = 741; Weighted sample size: 11,329 thousand

LINE

02. Introduction to LINE POINT CODE



02. LINE POINT CODE Introduction



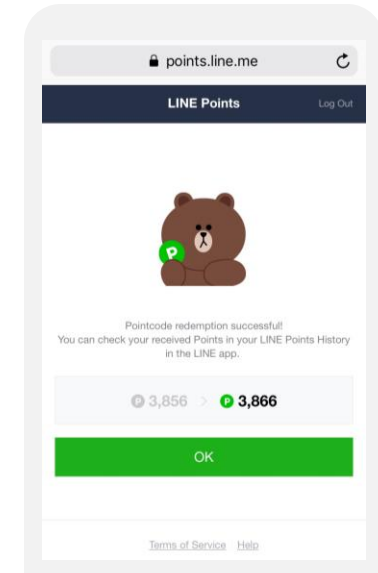
Congratulations! You have received a LINE POINT CODE. Please click the link below to redeem!
<https://points.line.me/pointcode?pincode=POLB4NYFZSQPX2PU>

Official account, email delivery

LINE POINT CODE is waiting for you to scratch!

POLB4NYFZSQPX2PU

Online events, physical materials



- A 16-character alphanumeric code with uppercase letters and numbers
- Each code contains 5 or more LINE POINTS

Serial number presentation formats

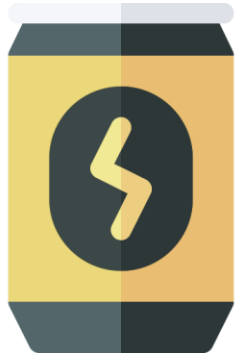
- 1) Text format
- 2) URL format with parameters

On the POINT CODE website, enter the serial number or click the URL with parameters to complete the top-up.
Website: <https://points.line.me/pointcode>

LINE

02. LINE POINT CODE Scenario Introduction

Starting from 5 points for small denominations, applicable to more reward scenarios!



Buy and Win

Open the can to receive 5 LINE POINTS



Play and Win

Refer a friend and get 5 LINE POINTS



Experience and Win

Sign up for an in-store experience and get 5 LINE POINTS

LINE

※ The minimum denomination of each LINE POINT CODE is 5 points, with each additional increment in 5-point intervals.

02. LINE POINT CODE - Redemption Process

① Advertiser sends the serial number*



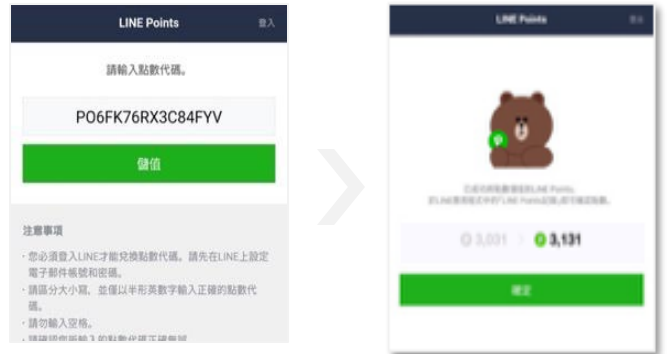
方式一

方式二

② Text-based serial number: Log in to the POINT CODE website, enter the serial number, and top up*



② URL-based serial number: The serial number is automatically populated in the redemption field.



③ LINE Wallet Points Notification



You can also check your redemption history in the 'Transaction History'

* POINT CODE website: <https://points.line.me/pointcode/>.

For first-time login, you will need to enter your account credentials and agree to the authentication (recommended browsers: iOS: Safari, Android: Chrome).

When an event requires displaying text-based serial numbers for POINT CODE, it is recommended to post the POINT CODE website link on official accounts, owned media, or event webpages, so users can be directed to the input screen to enter the serial number

02. LINE POINT CODE - Enhancing Brand Functionality

1. The redemption completion page can include images and external links



Top-up Completion Page
- Basic Version



Version with images and external links

Specifications:

Image: 640W x 340H, PNG or JPG file smaller than 200KB

Button text: Up to 20 full-width characters

URL: Only one URL allowed, no official account friend-add links.

Free

2. Automatically add official account as a friend or unblock it



Top-up Completion Page
- Basic Layout



Version with 'Add Friend' feature

Specifications:

Advertiser must provide Account ID.

The official account name will be included in the text within the blue box on the webpage: 'OO is now your friend. Please check in the LINE app.'

Free

3. The brand name is displayed in the points issuance history



Add brand name

Specifications:

Brand name: Up to 20 full-width characters."

Free

※ Each order batch can only request one image, one external URL, one official account ID, and one brand name. These features are linked to the serial number, and once the application is submitted, they cannot be modified. If the points purchased by the advertiser will be used for different campaigns or sub-brands, it is recommended not to include an image, URL, or brand name. All three features can coexist, and the new features on the serial number redemption completion page will appear in the following order from top to bottom: image, external link, and the 'Add Friend' completion message.

03. LINE POINT CODE Pricing



03. LINE POINT CODE Sales Price

The best tool for rewards & adding friends at once

- POINT CODE: **NT\$1.2 per point** (excluding tax)
 - The minimum denomination for POINT CODE is 5 LINE POINTS, with each increment increasing by 5 POINTS.
 - The minimum total purchase amount must be **NT\$100,000 or above** (excluding tax)
-

• If you do not have an official account, or if the official account is not a business official account or a verified official account, you will not be able to execute the POINT CODE 'Add Friend' function. This must be stated in the purchase agreement.

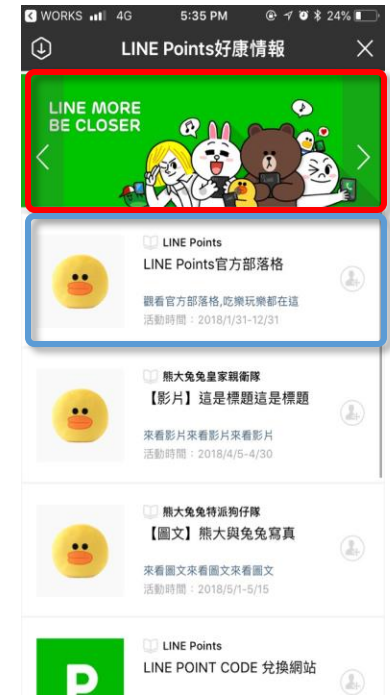
The points issuance validity period is 729 days. The denomination of each POINT CODE can be set by the user (e.g., a POINT CODE serial number can have a denomination of 15 or 30 points).

03. LINE POINT CODE with marketing resources

Eligible for free marketing resources based on a single purchase amount!

Advertisers running marketing campaigns primarily using LINE POINT CODE will gain increased visibility on the most relevant POINTS mission wall, with approximately 20 million weekly impressions, allowing for more exposure at no extra cost.

Plan	Ad Placement	Application Requirements
A	LINE POINTS Promotions and Offers Pinned Banner (Red box on the right)	<ul style="list-style-type: none"> For a single purchase of LINE POINT CODE reaching 250,000 points, you can apply for: Exposure Period: Two weeks (actual exposure period depends on external placement). Placement Value: NT\$200,000.
B	LINE POINTS Promotions and Offers Article Placement (Blue box on the right)	<ul style="list-style-type: none"> For a single purchase of LINE POINT CODE reaching 100,000 points, you can apply for: Exposure Period: One week Placement Value: NT\$50,000



- For more information on placement and specifications, please refer to the following page 'Marketing Placements: LINE POINTS Promotions and Offers'.
- The purchase amount requirement for application eligibility applies to IOs signed before December 31, 2024.
- Project placements for external activities are limited to activities related to POINT CODE.
- The exposure period is the maximum duration; the actual exposure duration should be less than or equal to the activity duration of the external placement page to avoid providing incorrect information to users.
- Exposure resources must be used by December 31, 2024.
- Marketing projects cannot be combined with other projects.
- For the submission process and materials related to marketing placements, please refer to the specifications and files for each placement.

03. LINE POINT CODE Large-Scale Purchase Project

The more you buy, the more you save! Get your annual reward points all at once

Single Purchase Points	Discounted Unit Price (excluding tax)
1,500,001 ~ 2,999,999 points	NT\$ 1.18
3,000,000 ~ 4,499,999 points	NT\$ 1.16
4,500,000 ~ 5,999,999 points	NT\$ 1.14
6,000,000 ~ 8,499,999 points	NT\$ 1.12
Above 8,500,000 points	NT\$ 1.10

※ The above discount prices are only applicable to single purchases. Customers must sign and return the order form in one go and generate the LINE POINT CODE in a single batch. Partial applications and redemptions are not allowed.

※ The above discount prices are only applicable to IOs signed before December 31, 2024.

LINE POINT CODE Application Guidelines

1. Validity Period: Starting from the shipment date, please specify a day within **7 days** as the LINE POINTS activation date. The 'redemption' validity period for the serial number is within **729 days** from the 'activation date.' Please note: **The general validity period for points is within 180 days after the last point accrual, and points are not subject to an indefinite validity limit.**
2. Shipment Format: The serial numbers will be sent as an encrypted XLS file via email. The password for the encrypted file will be sent in a separate email to the responsible person. Upon receiving the LINE POINT CODE email, **please reply with the email confirming successful redemption.**
3. Point Denomination: The denomination is in increments of 100,000 points. A maximum of 10 different denominations is allowed for a 1,000,000-point purchase, 20 denominations for a 2,000,000-point purchase, and so on. If there are special circumstances, please submit a request to the LINE sales representative. LINE reserves the right to make the final decision.
4. Logo Usage: Only LINE is authorized to use the logo. Advertisers are not permitted to use it. If it needs to be mentioned, it must be referred to as 'LINE POINTS' in text only.
5. Copyright: LINE characters are protected by copyright and cannot be used for free.
6. Contract Changes: We kindly ask for your understanding that contract terms cannot be modified.

LINE POINT CODE must include usage instructions

To reduce potential disputes, we recommend that customers include the following points on relevant activity webpages to help users understand how to use POINT CODE:

1. Please visit the Point Code website to enter your serial number and redeem : <https://points.line.me/pointcode>
2. Must be a Taiwan LINE app user:
 - If you have not yet used the LINE app, please download and install the LINE app before proceeding with the necessary steps.
 - You must log in with your LINE account and set your email address and password in the LINE settings.
 - Your phone number and LINE account must be registered with a Taiwan LINE user.
3. POINT CODE Expiration and Ineligibility:
 - A POINT CODE that has already been used cannot be reused.
 - POINT CODE has an expiration date. Once the expiration date is reached, it can no longer be used. The redemption period for POINT CODE is 729 days from the activation date, and the usage period is within 180 days of the last point accrual. We are not responsible for any issues related to expired codes. We appreciate your understanding.
4. POINT CODE Cannot Be Reissued :
 - If a POINT CODE is lost, stolen, or tampered with, we cannot assist in reissuing the POINT CODE.
5. How to Use POINTS :Please refer to the LINE POINTS Support Center: <https://help2.line.me/linepoints>
6. For POINT CODE Issues: Please use the LINE "Feedback Form" to inquire: <https://contact.line.me/>

LINE POINT CODE Frequently Asked Questions

Review

How long does it take from the pre-approval process to shipment?

General POINT CODE: approximately 11 business days

Gift Card POINT CODE: approximately 18 business days

For detailed processes and timelines, please refer to the 'LINE POINT CODE Purchase Process' page

How long does it take for the review of creative materials?

Approximately 5 business days.

Design

Can I use the logo?

The logo is strictly for LINE's use only and cannot be used by advertisers. If it needs to be mentioned, it must be referred to as "LINE POINTS" in text only.

Can I use "LINE Tokens" instead of "LINE POINT CODE"?

"LINE Tokens" refers to virtual currency used within the LINE app, which may cause confusion among users. Therefore, "LINE Tokens" is not permitted. Please ensure to use the term "LINE POINT CODE" for all references.

Can I refer to it as "1 set of stickers given away"?

Since the price of each sticker set varies, this phrasing is not allowed.

LINE POINT CODE Frequently Asked Questions

Validity Period

What is the difference between the redemption validity period and the usage validity period?

The redemption validity period is 729 days from the activation date of the POINT CODE.

The usage validity period is within 180 days after the last point accrual.

Can the redemption validity period start on a specific date?

Yes, it can be set to start on the day of shipment or within 7 days from the shipment date, as per your preference.

Can the validity period be changed?

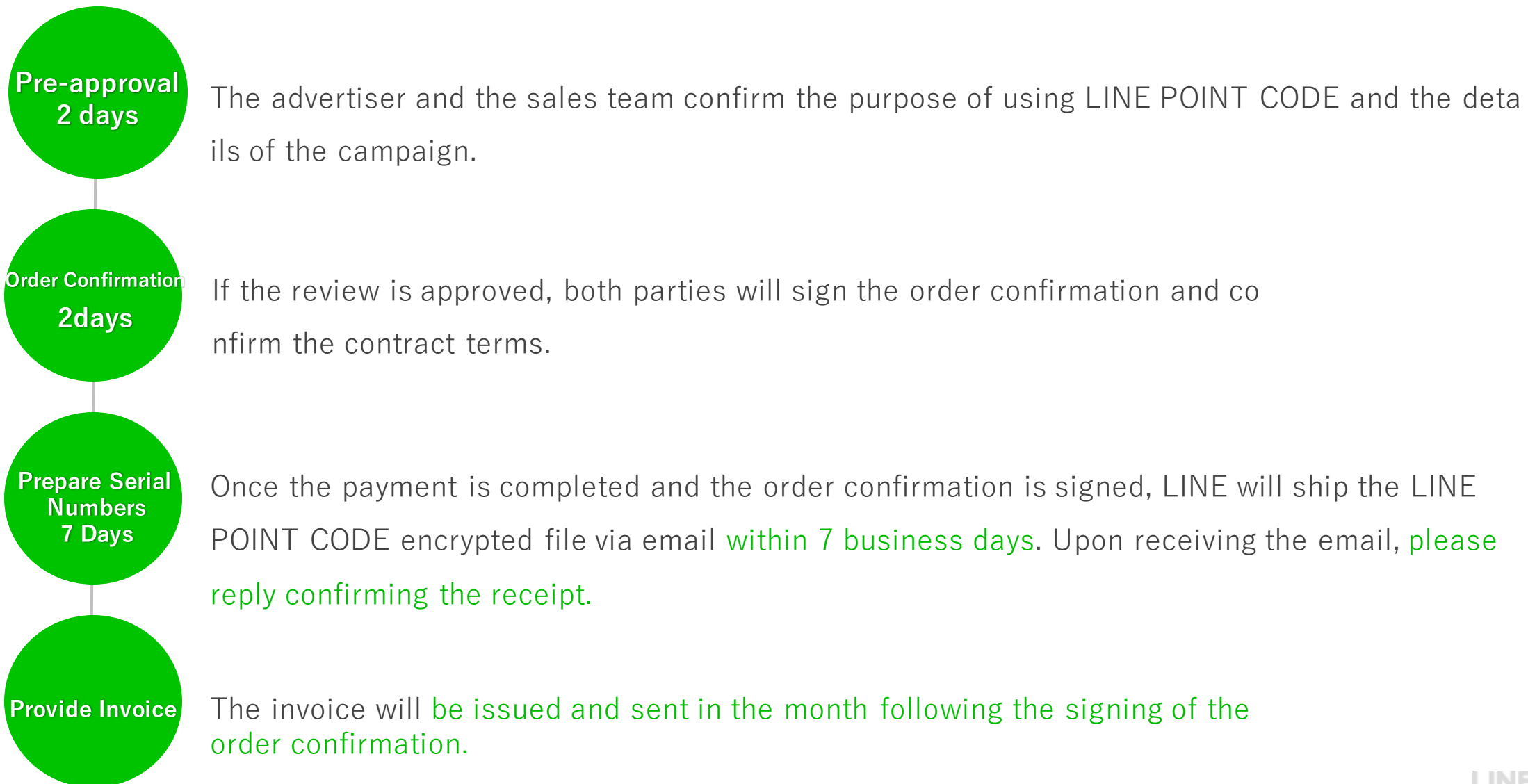
No, the validity period cannot be changed.

Payment Method

Can payment be based on the points that have been redeemed?

Payment must be made in advance. We do not offer a pay-per-use purchase option.

LINE POINT CODE Purchase Process



Other Information

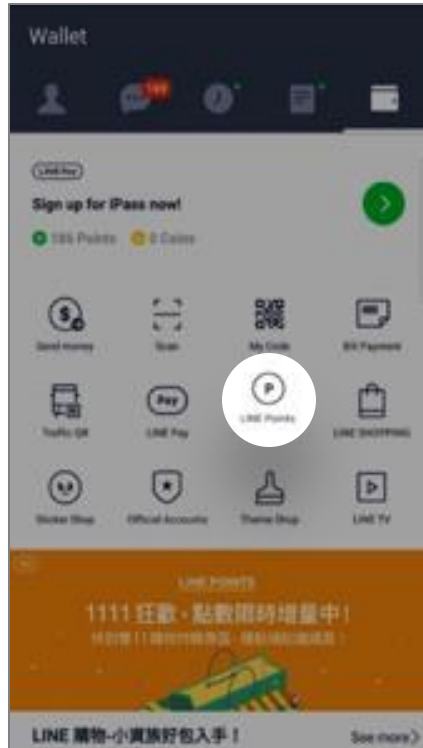
Cancellation Policy	Once the application is submitted (after the IO is signed), cancellations are not allowed, and changes to the effective date or other details will not be accepted.
Terms and Conditions	<p>Please confirm the following details before submitting the application:</p> <ul style="list-style-type: none">• General Terms for Business Partners: https://terms.line.me/line_lsbp_general?lang=zh-Hant• Special Terms for LINE POINT CODE Business Partners: https://terms.line.me/line_POINTCODESPECIFICTERMS?lang=zh-Hant• LINE POINTS Basic Terms: https://terms2.line.me/pointclub_point_terms?lang=en
Inquiries	For details about the cooperation or any inquiries, please feel free to contact your LINE business representative or email us at: dl_twab@linecorp.com

※LINE reserves the right to make changes to the specifications and sales methods of the above advertising products. For the latest version, please contact your sales representative or partner agent

What are LINE POINTS Promotions and Offers?

Advertisers can use LINE POINT CODE as the main reward in their marketing campaigns, with approximately 20 million exposures per week through the LINE POINTS task wall. This drives traffic to the "LINE POINTS Deals and Offers" campaign page, gaining effective exposure.

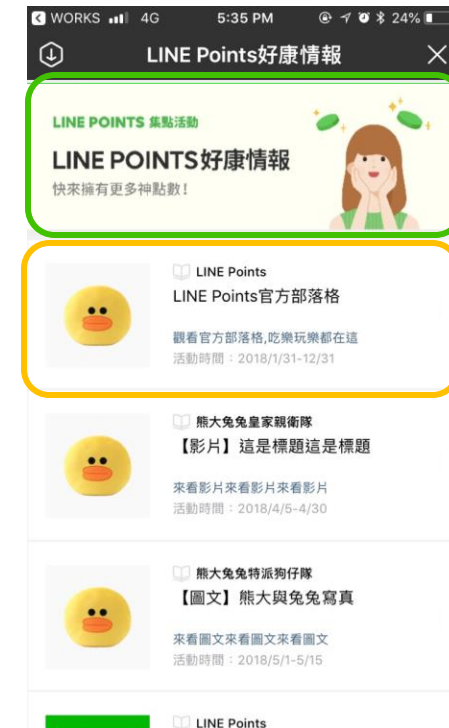
LINE app homepage



The POINTS task wall, with approximately 20 million exposures per week



LINE POINTS Deals and Offers main page



Deals and Offers pinned banner

Deals and Offers article placement
*External links can be included.
Please refer to the next page for details

LINE POINTS Deals and Offers Format and Specifications - Campaign Page

① External link to the advertiser's designated webpage



【LINE Points】集越多省越多～集點小撇步一次報你知！

2017/11/20 17:32 🍵 42

LINE Points可以折抵現金消費、兌換商品券，還能玩轉轉樂抽大獎，是聰明小資必備省錢工具無誤！不過點數太好用了總是很快就用到歸零，想知道如何快速累積LINE Points點數嗎？來來來～集點撇步今天一次大公開，人人都能成為省錢賺點一哥一姊！



🍵 集點任務不錯過 免費點數輕鬆拿

身為全能賺點王，怎麼能放過在LINE Points任務牆上的滿滿免費點數呢！🍵

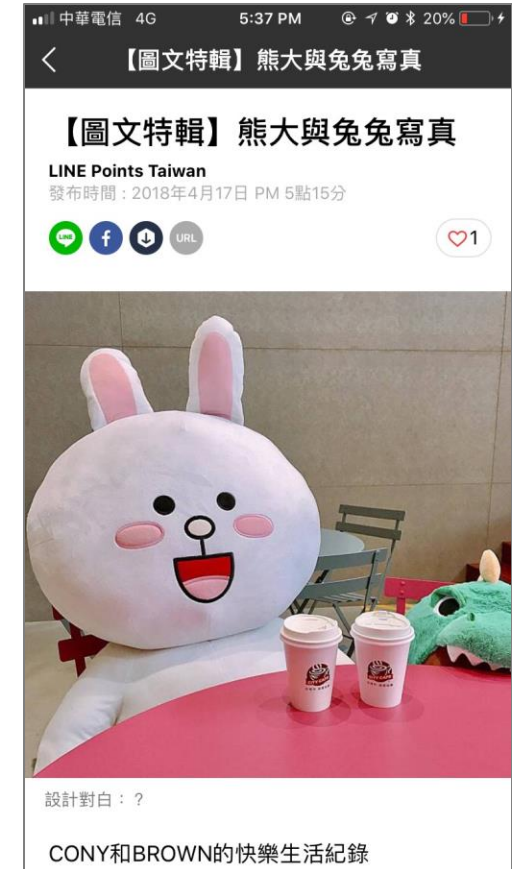
Please provide a mobile-friendly webpage for the advertiser to facilitate user browsing

② Campaign information page: Video + Text



The video file should be smaller than 1GB, in MP4 format, and have a resolution of at least 1,280×720

③ Campaign information page: Image + Text



The image file should be smaller than 20MB, with a resolution of at least 300x300 pixels. It is recommended that the image width be at least 644px

Submission Process

1. Customer Inquiry Process

2. Sales Team Submits Materials to Relevant Departments

- Sales Team Provides the Submission Material Form to the Client
- The client should fill out the submission material form by referring to pages 3 and 4, and follow the guidelines available on the Biz Solution website's "Data Download" page to create the materials:
 - 2019 LINE POINTS Banner Design Guidelines
 - 2019 LINE POINTS Banner Design Guidelines for the Gaming Industry
 - 2019 LINE POINTS Brand Guide
- The final materials and the completed submission form should be sent to the BI Team for review at least 3 business days before the campaign launch

3. Campaign launch

Other information

Cancellation Policy	<ul style="list-style-type: none">Once the application is submitted (after IO signing), cancellations are not allowed, and no changes to the effective date or other details will be accepted.
External URL Restrictions	<ul style="list-style-type: none">External URLs are restricted to links related to LINE POINTS activities.The activity page for a specific advertisement cannot link to the official website, fan pages, or any owned media pages.Links for adding official LINE accounts are not allowed.
Article Placement Removal Rules	<ul style="list-style-type: none">The second Tuesday of the first month each quarter is the review date. If the campaign project has expired, the article will be removed to avoid user confusion. If the campaign project is still valid, the next review date will confirm its status.Each application can only run for up to one quarter. Applications for longer durations will not be accepted.
Terms and Conditions	<p>Please confirm the following before submitting your application:</p> <ul style="list-style-type: none">Business Partner Basic Terms: https://terms.line.me/line_lsbp_general?lang=zh-HantLINE POINT CODE Business Partner Special Service Terms: https://terms.line.me/line_POINTCODESPECIFICTERMS?lang=zh-HantLINE POINTS Basic Terms: https://terms2.line.me/pointclub_point_terms?lang=en
Inquiry Method	<p>For any questions regarding the collaboration details or if you have any inquiries, please feel free to directly contact your company's LINE business representative, or you may email us at: : dl_twab@linecorp.com</p>

※The specifications and sales methods for the above advertising products are subject to change at LINE's discretion. For the latest version, please contact your sales representative or partner agency

THANK YOU