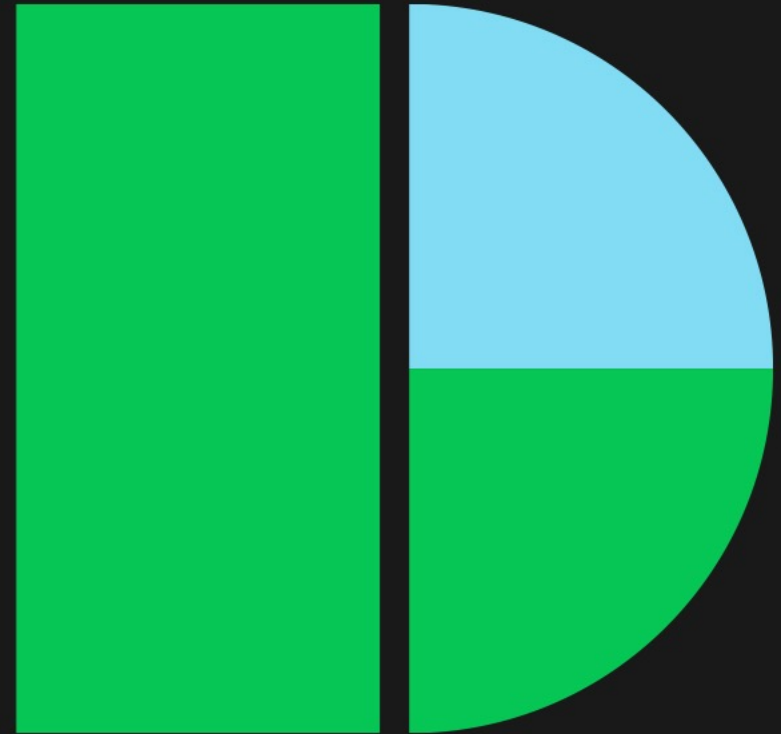


LINE Biz - Solutions

LINE TODAY

Scroller Ad

2026 Sales Kit



LINE TODAY

Used by 80%+ of LINE users—your one-stop hub for what's happening in Taiwan

180M+ Monthly Active Users

600+ Partners

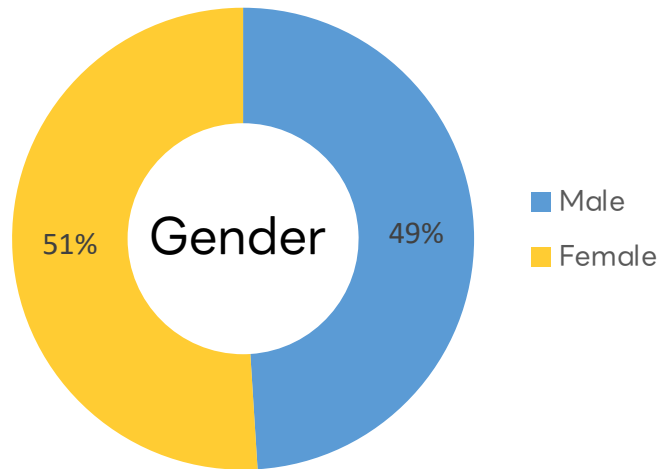
3000+ new contents per day



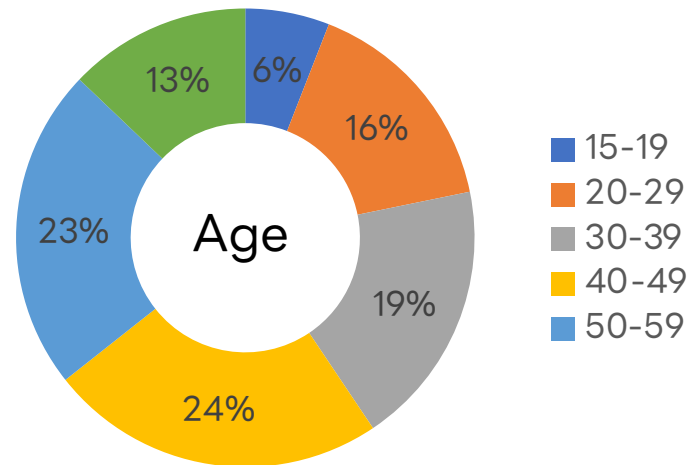
LINE TODAY Audience Profile

Gender and age split mirrors Taiwan's overall market;
nearly 80% are working adults with strong purchasing power

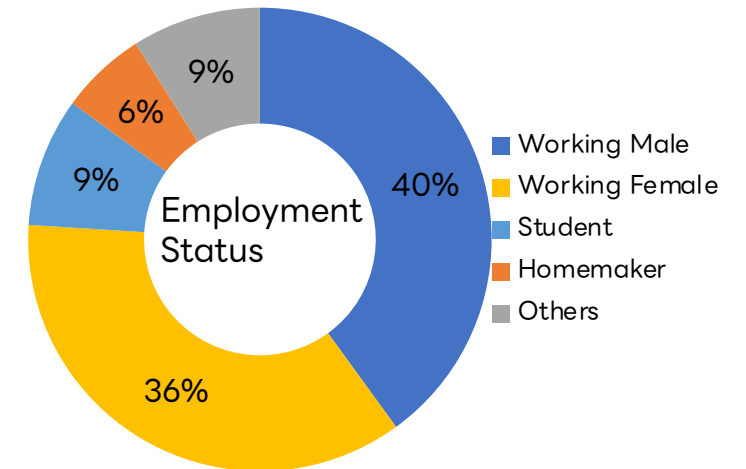
Female 51% : Male 49%



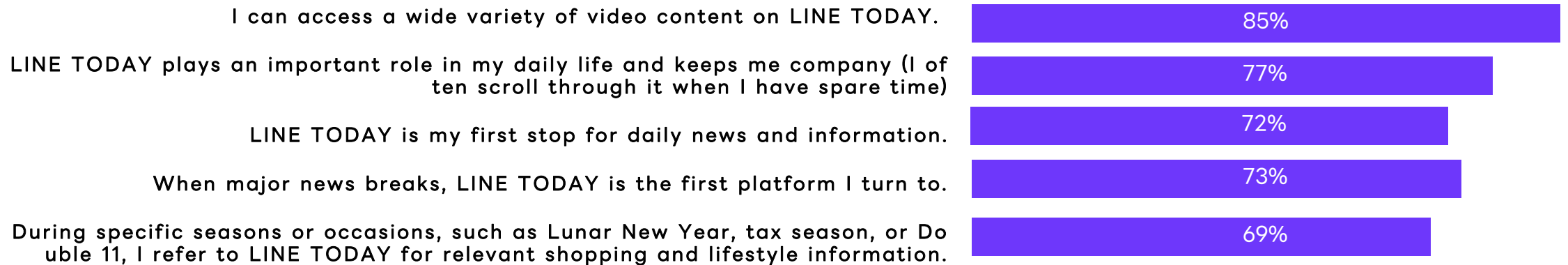
Ages 30–59
(core consumers): 66%



Working population:
76%



LINE TODAY is a key gateway for consumers to discover information and knowledge across topics



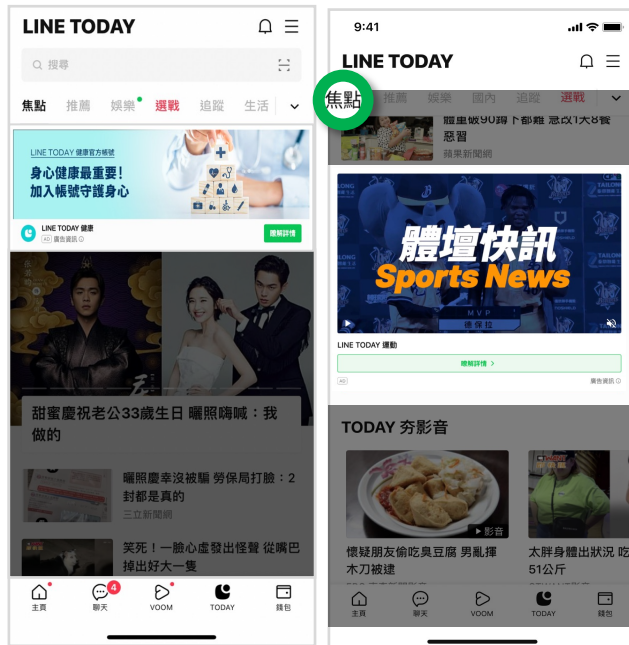
Users notice advertisements on LINE TODAY



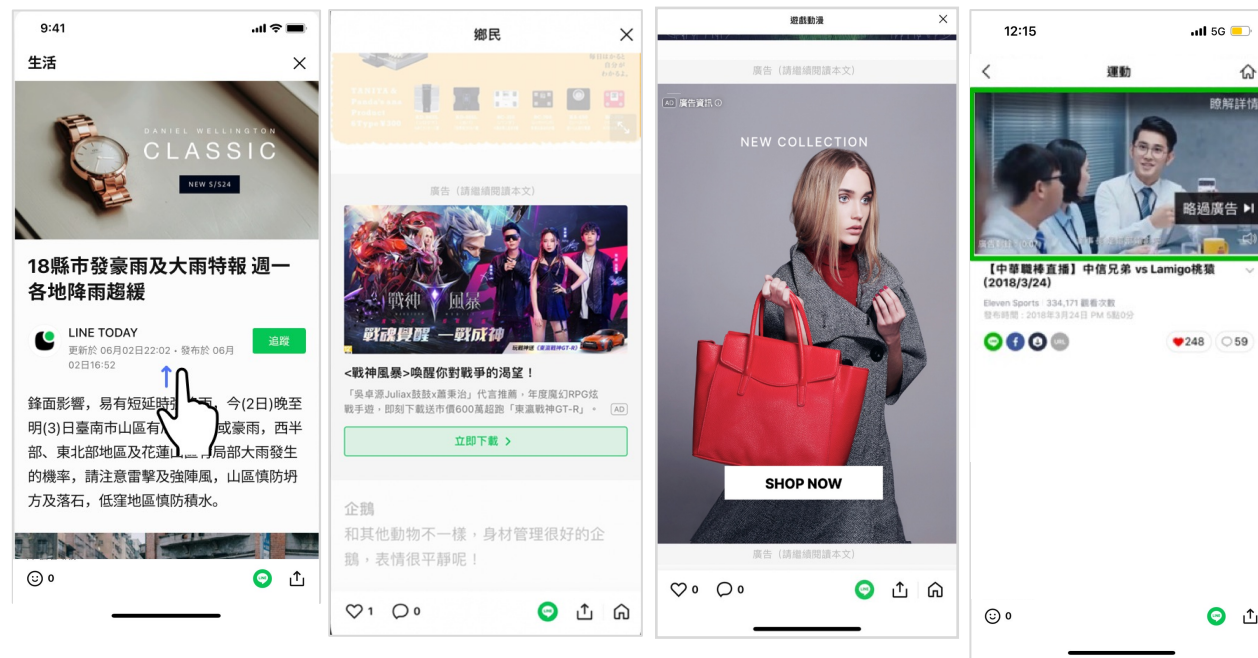
Content on LINE TODAY can spark purchase intent

LINE TODAY offers diverse ad formats and touchpoints to power your marketing plan

Home (Focus tab)



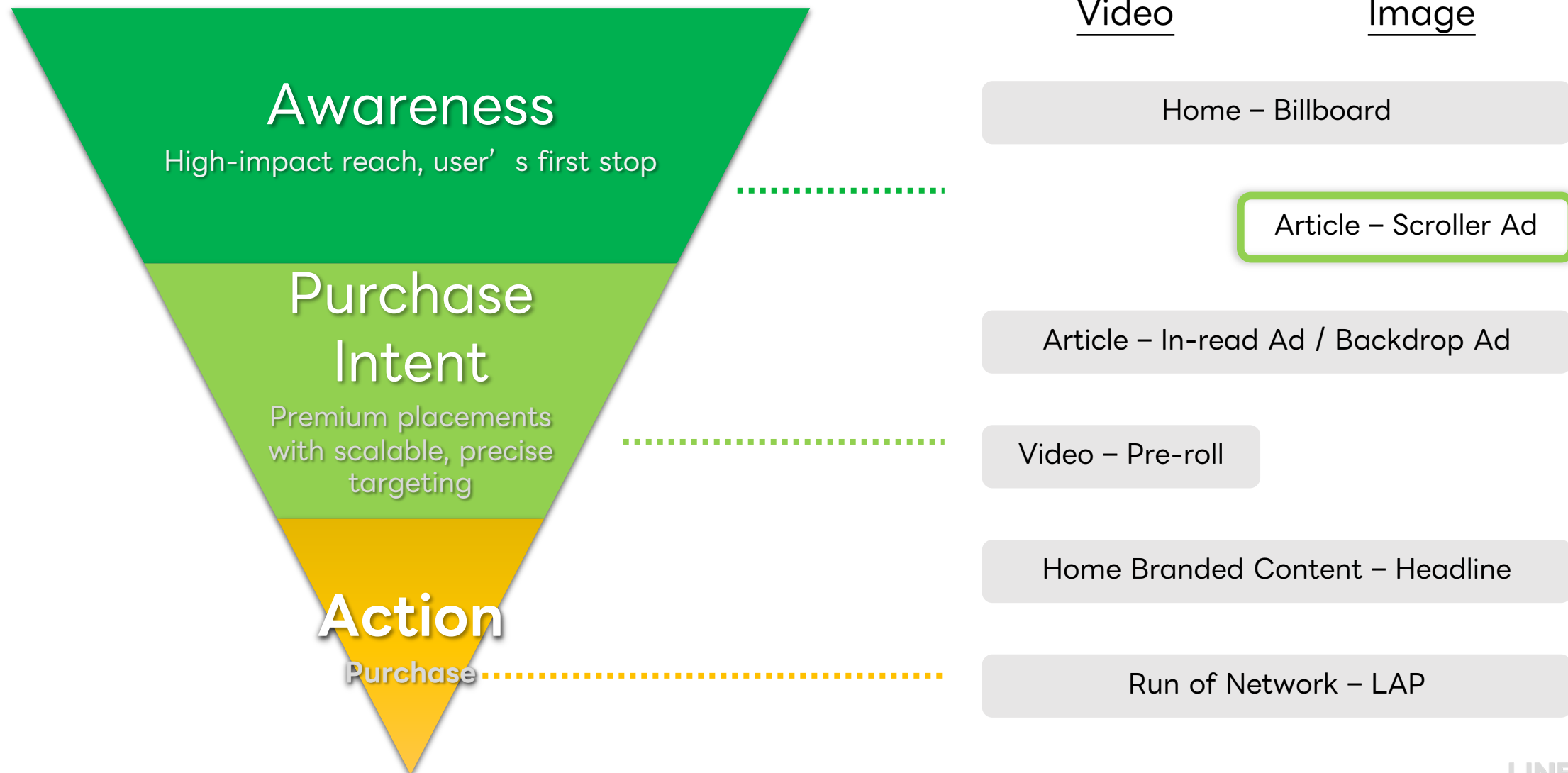
Article / Video pages



Branded content



Recommended Campaign Objectives for LINE TODAY Ads



Ad Placement Overview

Scroller Ad (Image format. GIF supported)

Top
placement
of article
pages

Big
Visual

Flexible
targeting
options

LINE TODAY

娛樂

LINE POINTS

這麼酷的幣
你沒有？

立即賺點進錢包
消費變得酷斃了



《復仇者4》穿越2012 元老英雄
念舊同框

蘋果日報

發布時間：2019年5月23日 05:00



LINE TODAY – Scroller Ad

Top
Placement of
article pages

Interactive display that
immediately captures attention



LINE TODAY – Scroller Ad

Big
Visual

Large-format creative that
naturally integrates into users' reading flow



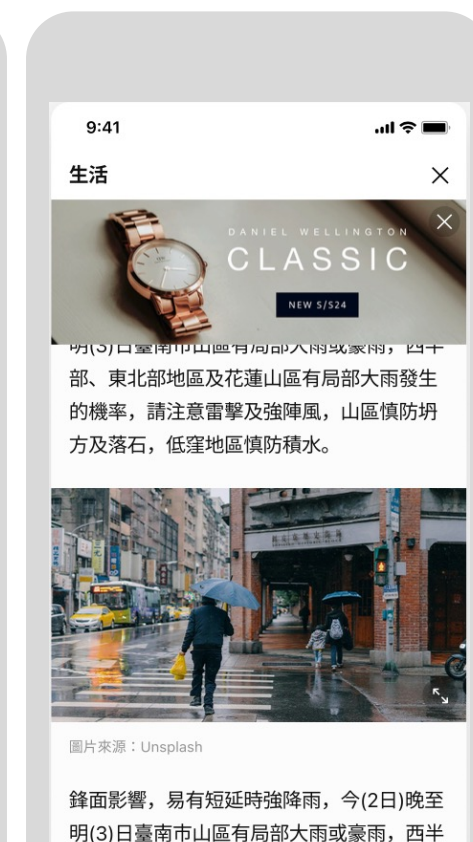
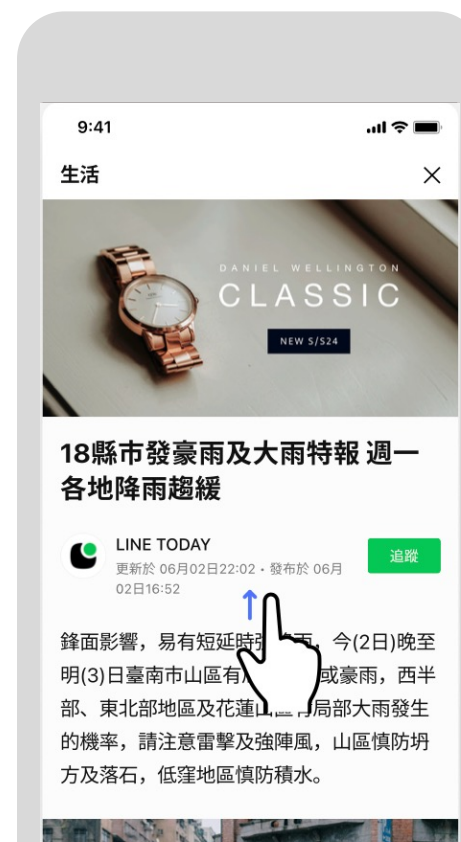
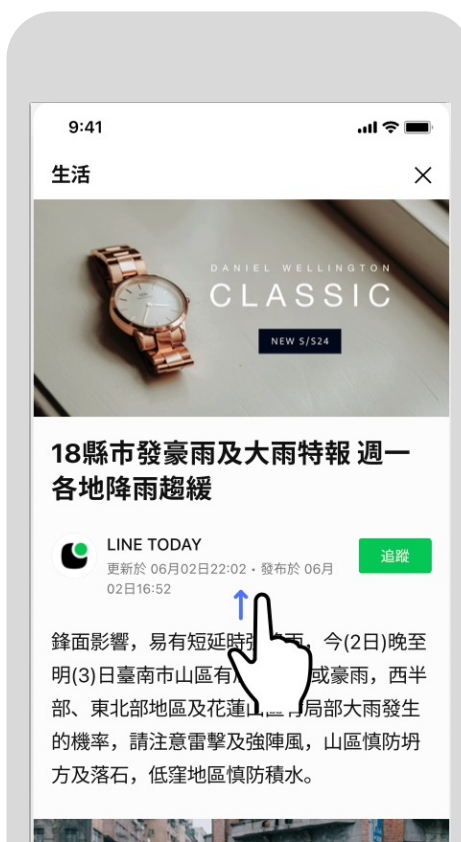
Two Ad Formats Available — Choose Your Preferred Experience

Normal Type


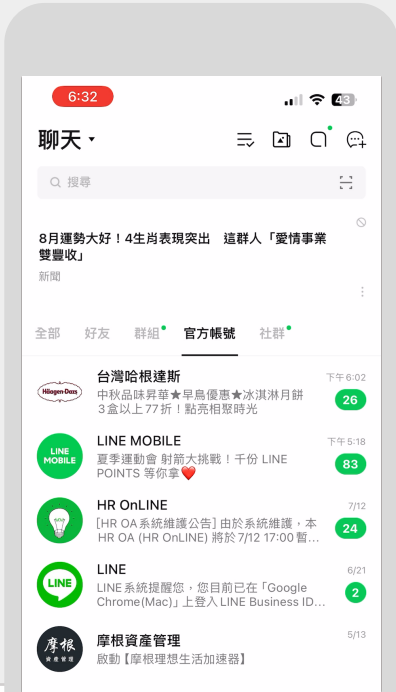
Seamlessly integrated into the content reading journey

Sticky Type

Maximizes exposure time and click opportunities



Scroller Ad – Formats Comparison

Format	Normal Type	Sticky Type
Display Mechanism	Naturally integrates into the user’ s reading flow while scrolling	Remains sticky & visible during scrolling to maximize exposure time and click opportunities
User Journey	LINE TODAY > article page	Smart Channel > TODAY article page [1]
Targeting Options	Existing TODAY article-page targeting options	Existing TODAY article-page targeting options
Creative Design Notes	Must comply with supported creative sizes and file formats	Must comply with supported creative sizes and file formats. Please follow ad safe-zone design guidelines to ensure brand safety and visibility [2]
Demo		

* Recommended TODAY articles displayed above chat pages (on Smart Channel) apply only to articles with “collapsed content / see more” formats.

* Please refer to the creative design guidelines to avoid key visuals being cropped or mandatory disclaimers being obscured.

* Layout shown is for illustration only. Actual appearance is subject to live implementation.

Sticky Type – Success Story: Ad CTR increased **2.5x!**

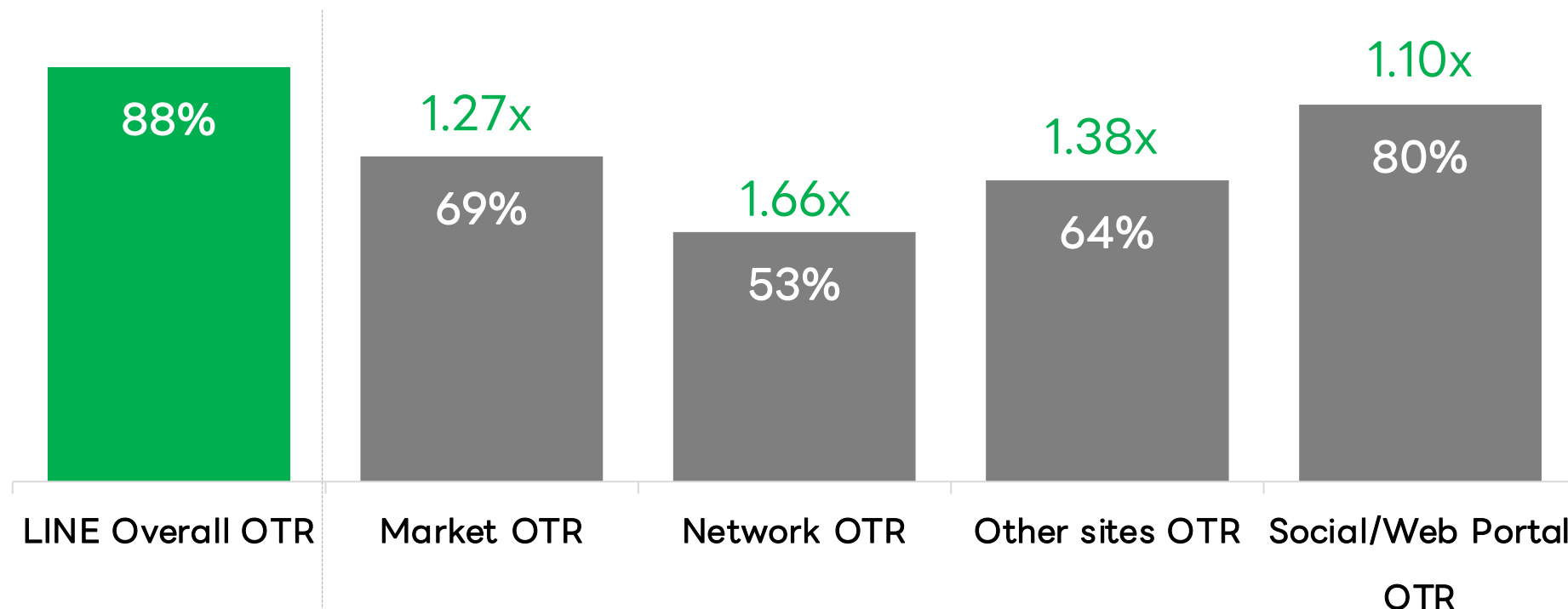


* Click performance is measured based on CTR, comparing Normal Type vs. Sticky Type.
* Results are for reference only and are not guaranteed. Actual performance may vary.

Precise reach: Nielsen DAR testing shows OTR above the overall market benchmark



On Target Rate (OTR) – by Media



Notes:

1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
2. The average is calculated as a weighted average, weighted by each campaign's impressions.
3. Campaigns without a defined target are excluded.
4. OTR may vary by placement, timing, and audience delivery.
5. The 40 LINE-completed campaigns were delivered in a mobile environment.

Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

Precision targeting across age & gender segments



On Target Rate (OTR) – by Age / Gender

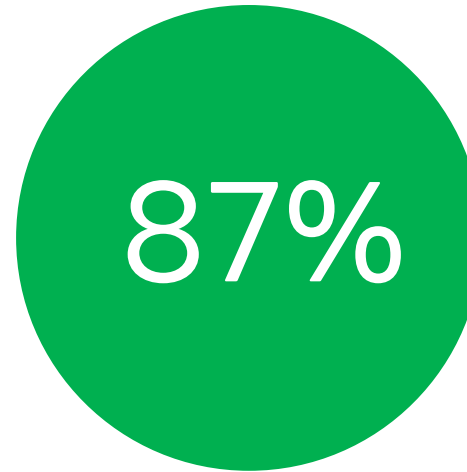
Ages 13–24



Ages 25–44, Female



Ages 25–44, Male



Ages 45+



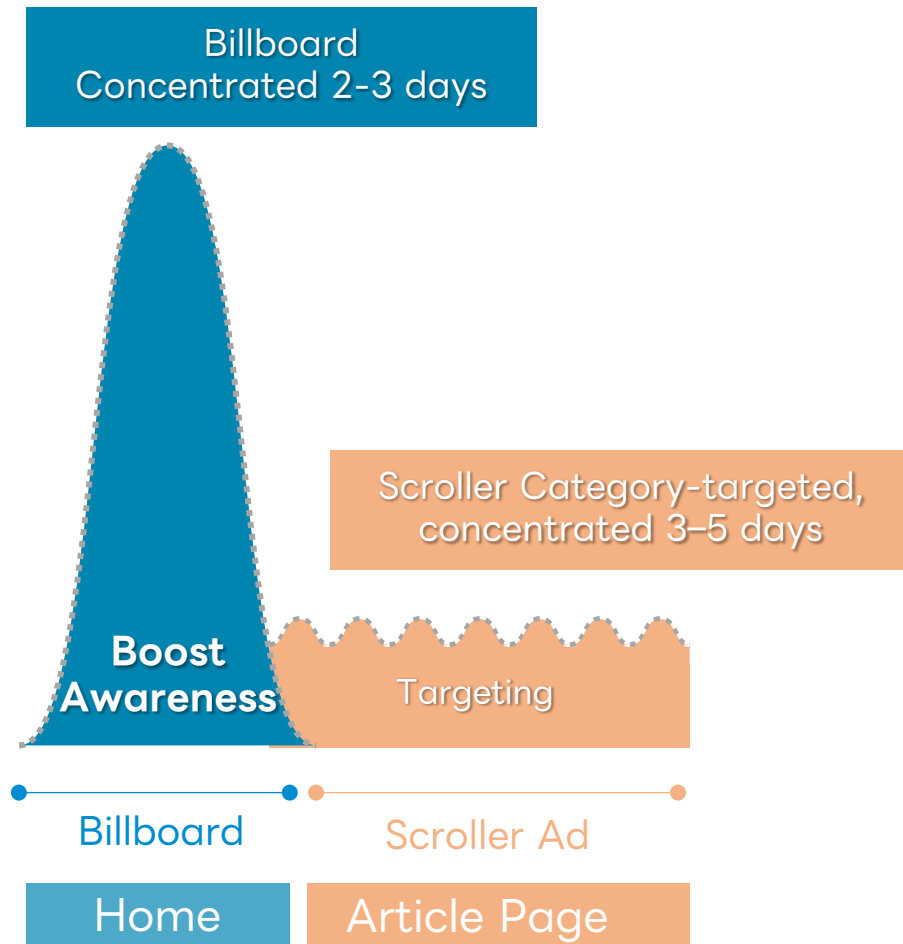
Notes:

1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
2. The average is calculated as a weighted average, weighted by each campaign's impressions.
3. Campaigns without a defined target are excluded.
4. OTR may vary by placement, timing, and audience delivery.
5. The 40 LINE-completed campaigns were delivered in a mobile environment.

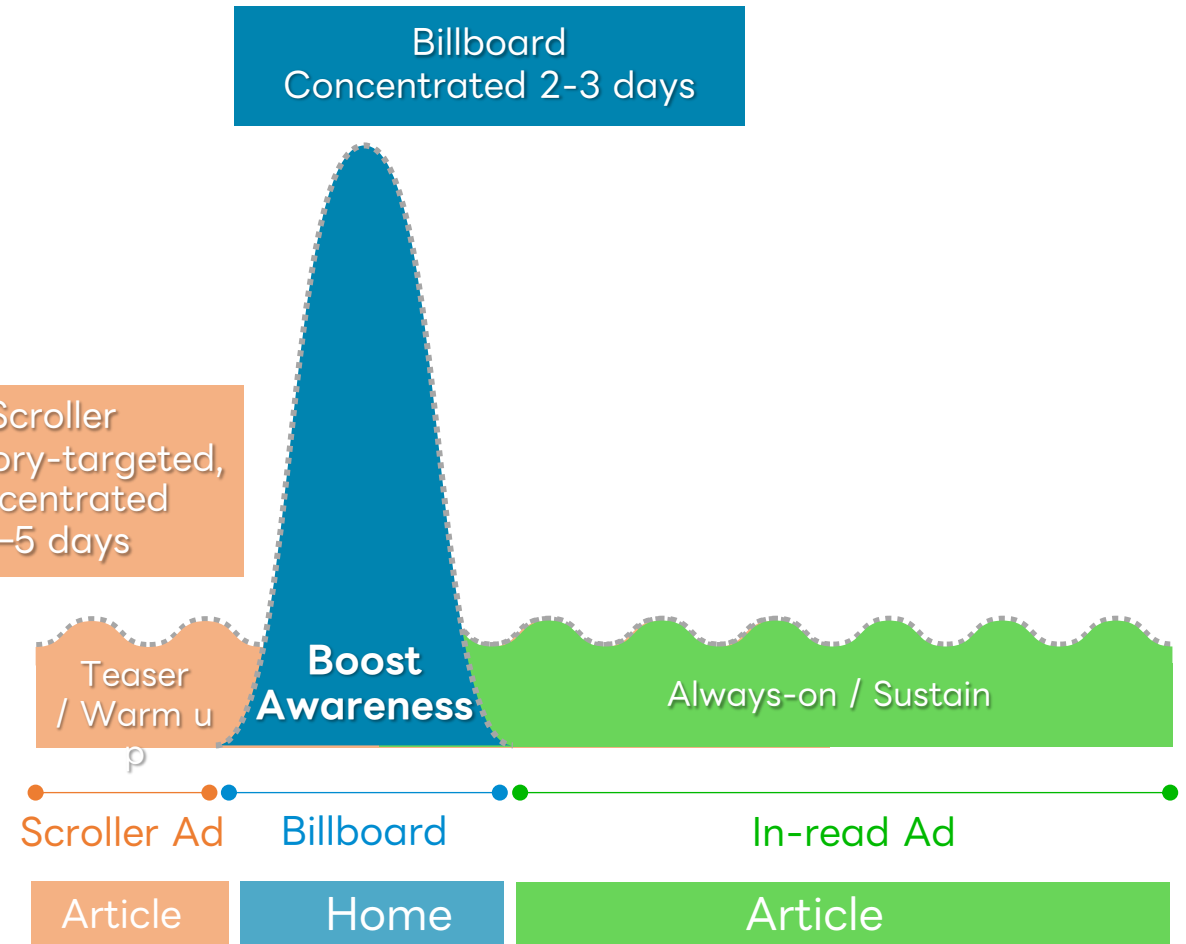
Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

Image Ads Solution by Phases

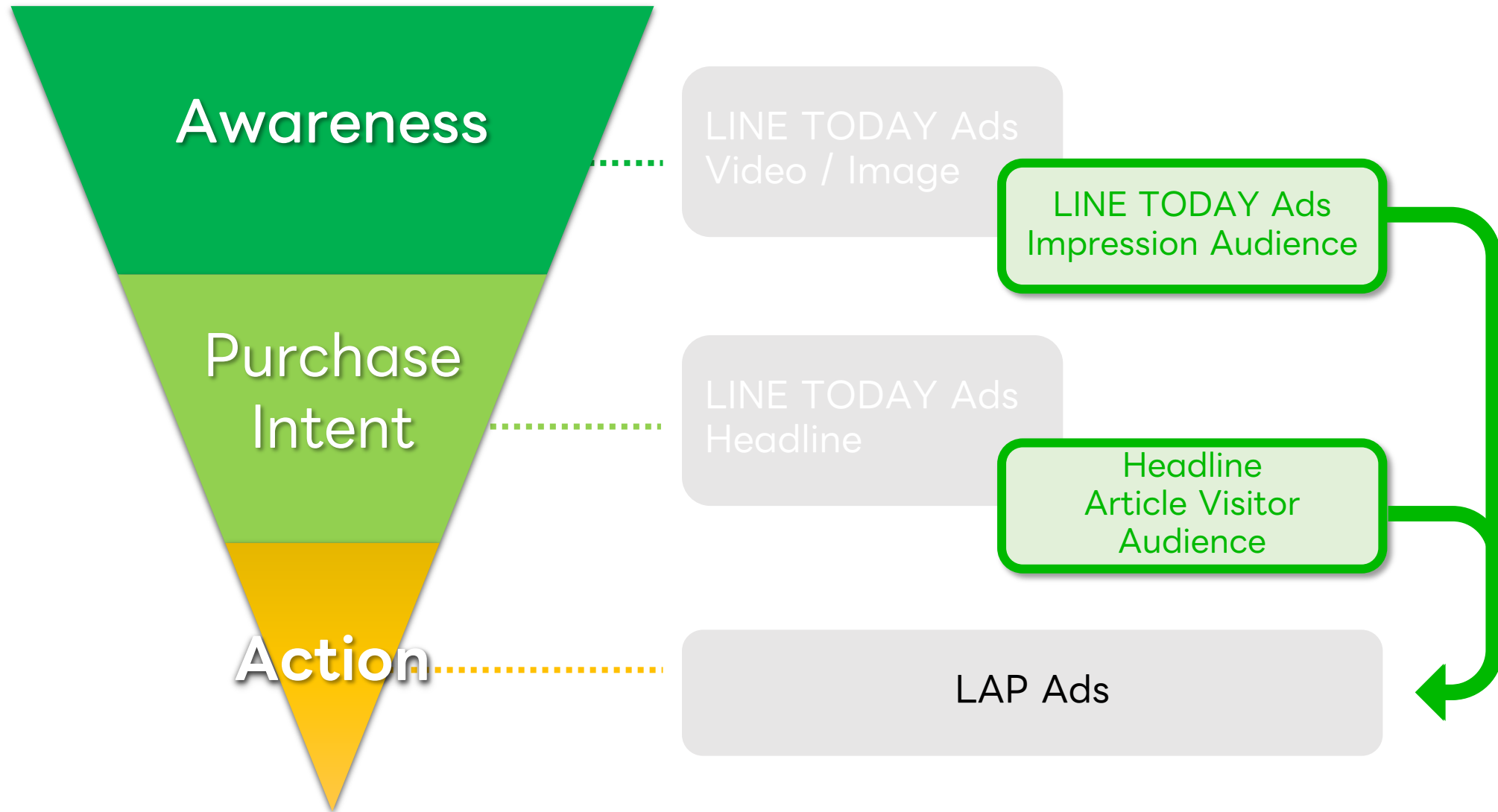
Scenario 01 : Product Launch Broad Awareness
+ Precise Messaging



Scenario 02 : Pre-launch Warm-up
→ Launch Amplification → Always-on Sustain

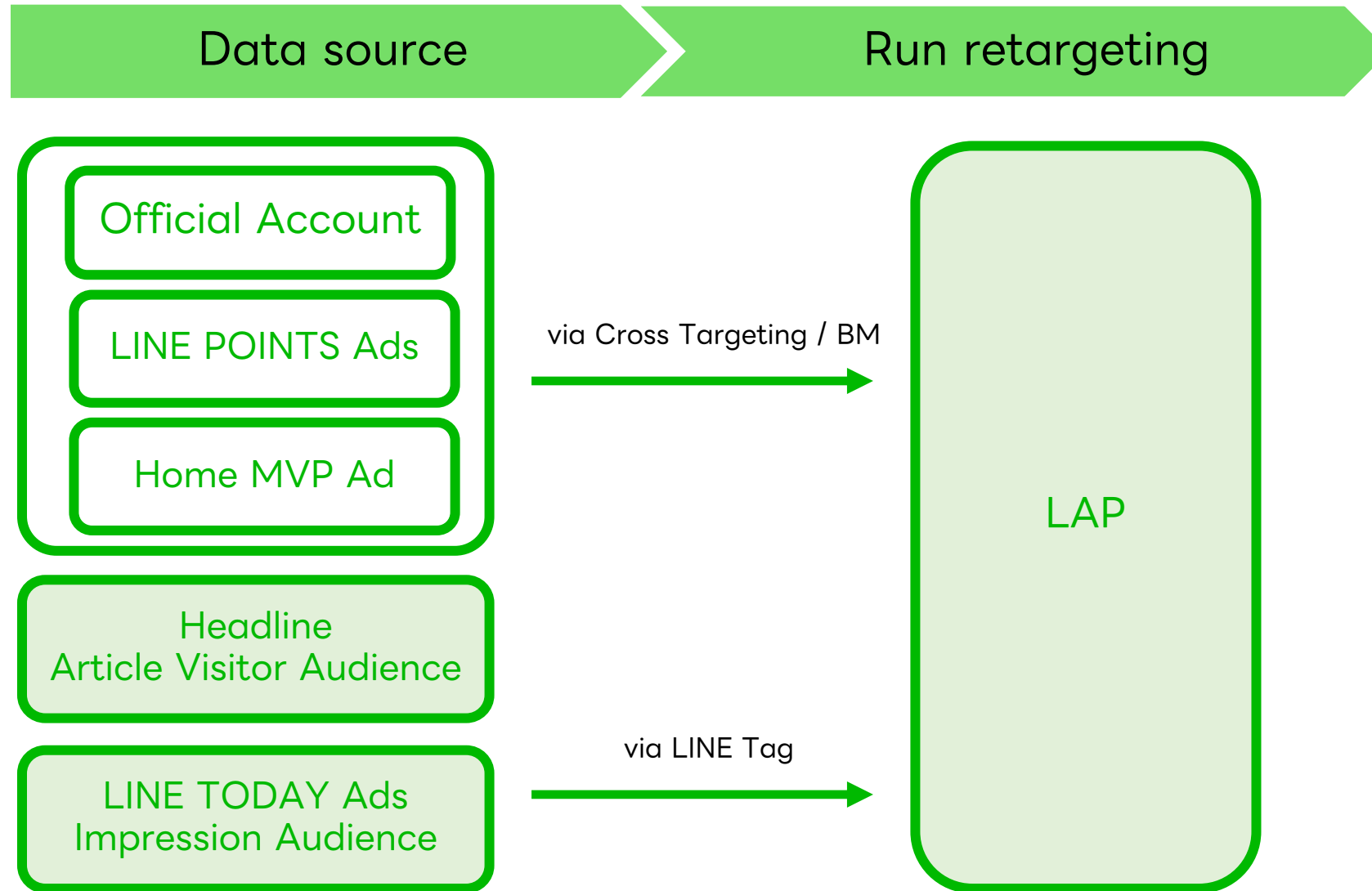


From Branding to Performance—amplify results with retargeting on LINE TODAY



* For full feature description and how-to, see Appendix

LINE TODAY Ads – Retargeting Audiences via LINE Tag



Scroller Ad Rate Card

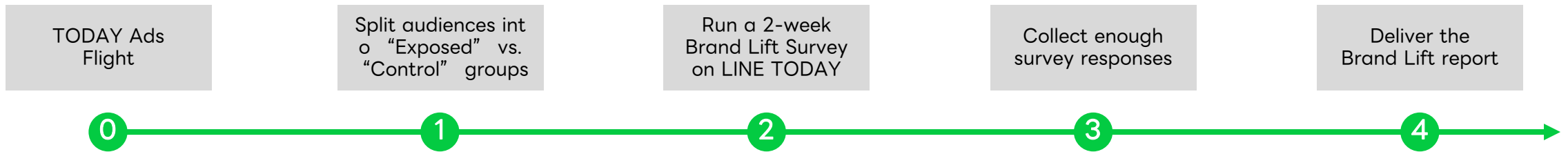
Price	Impression
\$200,000 (pre-tax)	2.5M Impressions
\$400,000(pre-tax)	5M Impressions
Precision Targeting (+20%): Age/Gender, Content, Interests, Time Slots, Sensitive Topic Exclusion	

Note

1. Purchase Threshold: Minimum spend per campaign: NTD 200,000 (excl. tax)
2. Ad Delivery Time: 10:00 – 22:59 (Taiwan time)
3. LINE reserves the right to adjust pricing with one-month prior notice
4. Ads rotate by default. During reserved sponsorships or takeovers, delivery may be paused
5. For exclusive time-slot takeovers, please contact your LINE sales representative
6. Placement is above article content; layout may vary depending on page design

Brand Lift Survey (BLS) x LINE TODAY Ads

Quantify brand impact and validate ad effectiveness



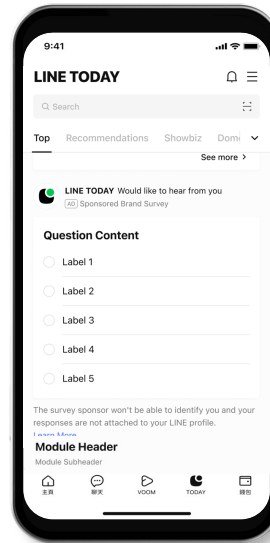
Exposed group



Control group

Saw
brand ads

Did not see
brand ads



Collect
survey samples



* To achieve 95% confidence with a $\pm 3\%$ margin of error, at least 1,056 valid responses are required for both the Exposed and Control groups.

LINE BLS – Eligibility & Thresholds

- 1 In the past 12 months (excluding the current IO), advertisers must have purchased LINE Display Ad guaranteed products (including sales package) totaling NT\$1.5M (ex-tax) or more to be eligible for LINE BLS.
- 2 If a single TODAY Ads product meets the spend threshold, you may use LINE BLS with the corresponding number of questions.
(Note: if you run BLS using MVP audiences, you must also meet TODAY Ads BLS spend requirements. See the BLS Sales Kit for details.)

Single product* Spend threshold (pre-tax)	Max # of questions	Eligible products for BLS
NTD 400,000	1 question	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 500,000	1–2 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image, Masthead
NTD 600,000	1–3 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 700,000	1–4 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll
NTD 800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Guaranteed Impressions, 2-week targeting)
NTD 1,500,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Maximum Reach)
NTD 1,800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP Full-Star

For details, please refer to the LINE BLS Sales Kit or contact your LINE sales representative.

* “Single product” = one eligible ad product used within the same campaign.

* Guaranteed Display Ad products include: TODAY Ads, Mobile/Desktop MVP, OpenChat Popup, Wallet Pop-up, VOOM ImpactView, LINE Beacon Network.

Targeting

TODAY Ads – Available Targeting Options by Product

	Start from audience (people)						Start from content (topics)			Special targeting
	Age / Gender	OS	Regions (6)	Interest categories	Time Slot	Frequency cap	Content categories	Topic keyword bundles	Sensitive topic exclusion	Weather: temperature / UV / rain / air quality
Billboard Ad	O					O (except CPCV)	X			O
Scroller Ad	O					O	O			X
In-read Ad	O					O	O			X
Backdrop Ad	O					O	O			X
Pre-roll	O				X	O (except non-skippable 30s Pre-roll)	O	X	X	X
Advertorial banner	O					O	X			O
Headline/OAP	X					X	X			X

- For details & notes of each targeting option, please see the following pages.

Diverse targeting options to reach precise audiences — Audience targeting

Age/Gender		OS	Interest	Time Slot	Frequency		
Gender	Male	Android	<ul style="list-style-type: none">Beauty & SkincareBody Shaping & Weight ManagementFashion EnthusiastsApparel & AccessoriesFood & BeveragesHealth SupplementsBaby & Infant ProductsHome & Living LoversTaipei Metro CommutersAuto EnthusiastsOnline ShoppersSports EnthusiastsPersonal Finance EnthusiastsConsumer Electronics (3C)GamersTech EnthusiastsMovie LoversTravel Enthusiasts	<p>Target delivery only within specific hours during the flight. The selected slot must be at least 2 consecutive hours with a minimum unit of 1-hour.</p> <p>Recommended use cases:</p> <ul style="list-style-type: none">Lunch / late-night dining hoursCommute hoursStock market opening hours	Once every 7 days		
	Female	Apple iOS			Once every 6 days		
Age	Under 14	<div>Region</div> <div>Taipei / New Taipei / Keelung</div> <div>Taoyuan / Hsinchu / Miaoli</div> <div>Taichung / Changhua / Nantou</div> <div>Yunlin / Chiayi / Tainan</div> <div>Kaohsiung / Pingtung</div> <div>Yilan / Hualien / Taitung + Outlying Islands</div>			Once every 5 days		
	15-19				Once every 4 days		
	20-24				Once every 3 days		
	25-29				Once every 2 days		
	30-34				Once every day		
	35-39				Once per flight		
	40-44						
	45-49						
	50+						

- Interest category source: inferred and classified based on users' interests/attributes across LINE family services. For details, please refer to the Ad Optimization guide and LINE Privacy Policy.
- Major targeting categories (green items) are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are combined with OR; selecting multiple sub-options within the same category is charged once. Please choose based on your objective and check inventory to confirm the actual flight.
- If using Time Slot targeting: we strongly recommend a flight of 7+ days and ending on a business day. If delivery does not reach planned impressions by end of flight, we will notify you on the next business day to discuss next steps.
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.
- Time Slot rules:**
 - Specific hours within the flight (<24h): surcharge applies; the slot must be at least 2 consecutive hours with a minimum unit of 1-hour. Recurring weekly days (e.g., weekends, weekdays): no surcharge. Irregular weekly patterns cannot be targeted. (e.g., 'Monday and Tuesday of the first week & Tuesday and Wednesday of the second week' is not allowed).
- Frequency cap:**
 - Frequency capping is intended to limit ad delivery to one impression per user where possible. Due to factors such as cookies, browsers, and devices, discrepancies may occur between Total Impressions, Total Unique Visitors, and the configured frequency cap. Applying a frequency cap may affect delivery volume, and achieving the planned impression volume is not guaranteed. If delivery falls short at the end of the campaign, LINE will notify the advertiser and discuss next steps. For campaigns billed on an actual-spend basis, the applicable minimum purchase requirement still applies.

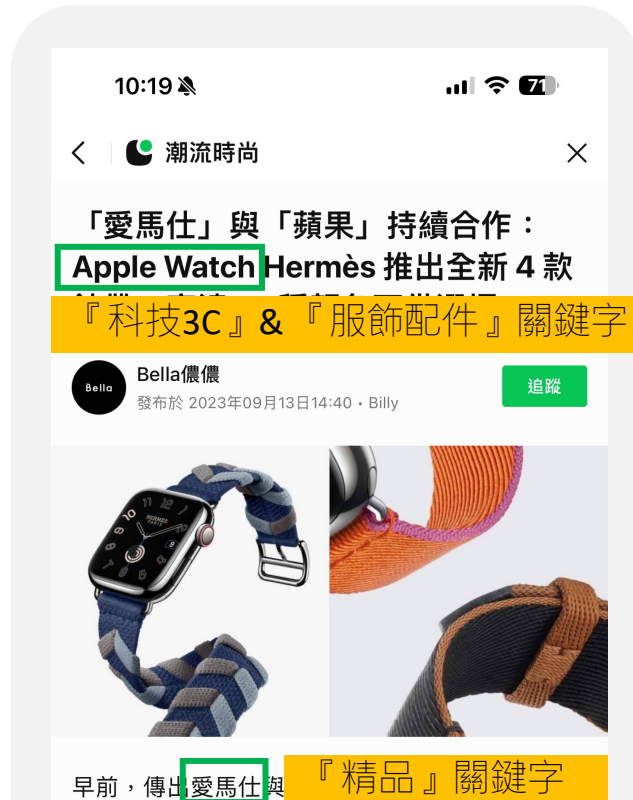
Diverse targeting options to reach precise audiences —

Content/Contextual targeting



Content Keyword Targeting — a cross-category content targeting approach

With Content Keyword Targeting, the system scans TODAY article titles and body text before serving ads. Ads will appear only on pages that contain terms from the selected keyword bundle.



Beauty & Skincare

Baby & infant products

Finance & Insurance

Aesthetic medicine

Tech

Pets

Weight loss

Real-estate buying

Gaming

Luxury

Home appliances

Shopping deals

Apparel & Accessories

Furniture

Gifting

Health supplements

Automotive

Notes:

- * The example terms are high-relevance keywords curated via machine learning for each theme. For full bundle terms, see Appendix: Content Keyword Targeting – Keyword List.
- * This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.
- * Using this targeting requires a 20% surcharge and an inventory check to confirm deliverable volume during the flight.
- * Content categories and content keyword are treated as one targeting criterion; if both are used, the relationship is OR. Multiple sub-options within the same major category are charged once.
- * Clients target at the bundle level; bundle contents cannot be edited. Multiple bundles can be selected (OR). Different keyword categories cannot be stacked (AND).
- * Detection is limited to the TODAY article title and body text; modules such as “more related articles / continue reading / view more” below the article are not included.

Keyword Targeting Success Story:

Click performance boosted UP!

CheongKwanJang

Targeted keyword pack:
Gifting

CTR
+22%



UNIQLO

Targeted keyword pack:
Shopping deals

CTR
+13%

Notes:

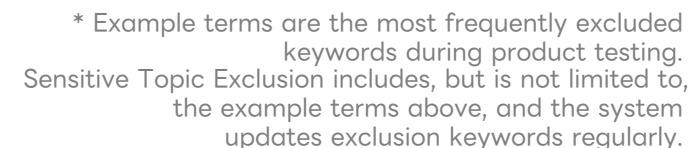
* The case study uses Scroller Ad. Images are for illustration purposes only. Results are for reference only and not guaranteed. Actual performance may vary.

* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.

* Keyword detection is performed automatically by the TODAY system... Detection is limited to the TODAY article title and body text; modules such as "more related articles / continue reading / view more" below the article are not included.

LINE

Sensitive Topic Exclusion uses automated text detection to scan TODAY article titles and body text before serving ads. Ads will appear only on non-sensitive pages. This option excludes six topic dimensions:



* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.

Detection is limited to the TODAY article title and body text; modules such as “more related articles / continue reading / view more” below the article are not included in the exclusion scope.

Appendix

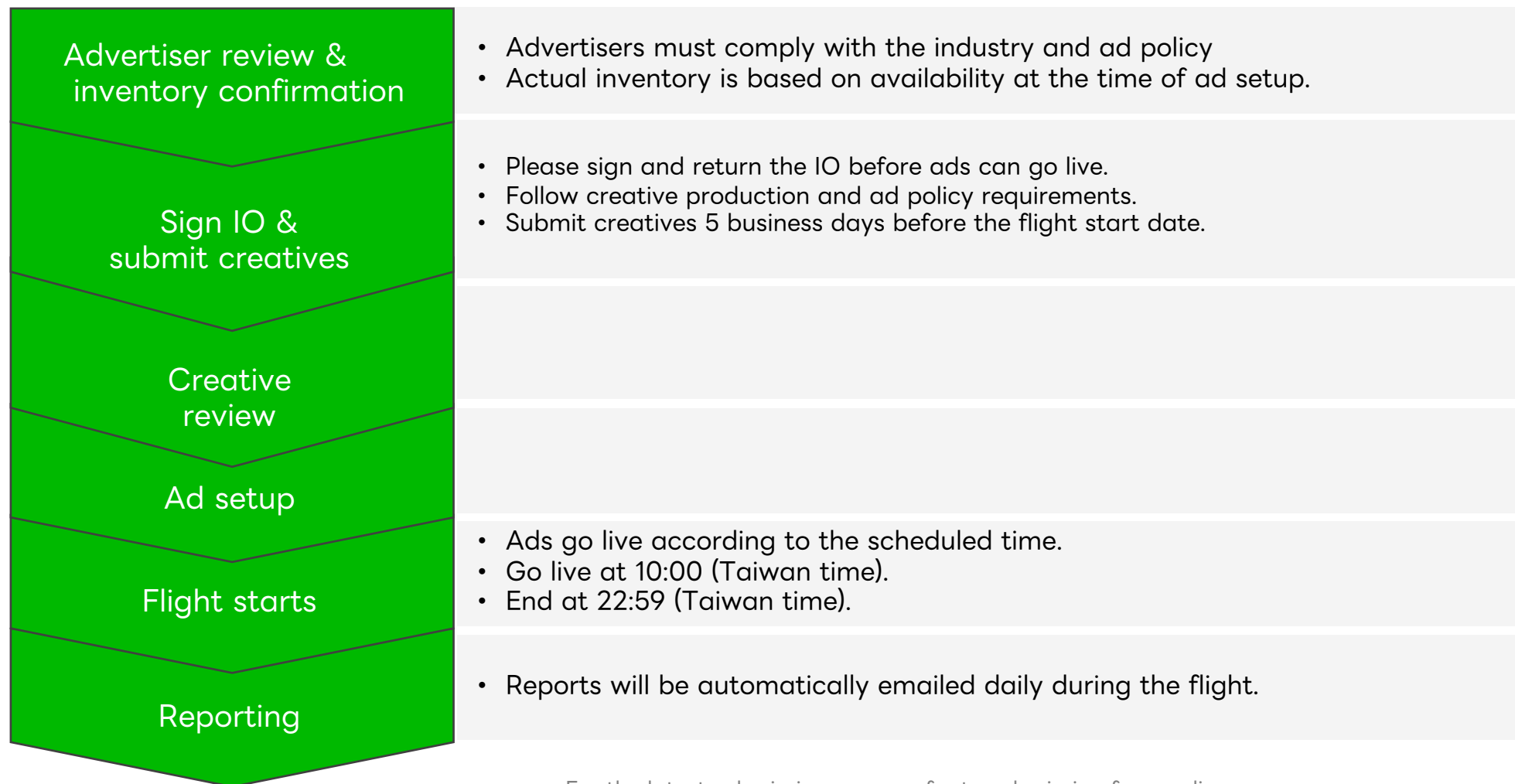
Creative Submission & Workflow

Scroller Ad Creative Spec

Spec

- Creative Specifications & Sticky Type Safe Zone:
Please refer to the listing sheet on the LINE Biz Solution website for the latest submission specifications and Sticky Type safe-zone guidelines: <https://tw.linebiz.com/download/line-guaranteed-ads/>
- Creative Rotation: Multiple creative versions and creative rotation are not supported.
- Landing URL: Please provide an HTTPS URL (parameters supported). Only Click third-party tracking URLs are supported. For details, please contact your LINE sales representative.
- Creative & Listing Sheet Submission: Creative assets and the listing sheet must be submitted at least 5 business days prior to the start date.
- Ad Policies: Please refer to the product-specific ad policies on the LINE Biz Solution website: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Advertising Workflow







* LINE reserves the right to adjust the timeline above.

For the latest submission specs, refer to submission form online:
<https://tw.linebiz.com/download/line-guaranteed-ads/>

Ad policy: <https://tw.linebiz.com/terms-and-policies/ads-policies-2/>

Ad Setup Completed: Screenshot for Reference

Name	Status  	Type 	Priority	Start time	End time
Scroller Ad ID: 4718035650	 Ready	Standard Normal	8	Jul 1, 2018 10:00 AM CST	Jul 8, 2018 10:59 PM CST

Ad report sample

Report by date

Date	Line item	Line item ID	Total impressions	Total clicks	Total CTR
2019/7/1	Campaign Name	Campaign ID	-	-	-
2019/7/2	Campaign Name	Campaign ID	-	-	-
2019/7/3	Campaign Name	Campaign ID	-	-	-
2019/7/4	Campaign Name	Campaign ID	-	-	-
2019/7/5	Campaign Name	Campaign ID	-	-	-
Total			-	-	-

※此為報表示意圖，實際版型請以收到的報表格式為主。

Appendix

LINE TODAY Ads Impression Audience – Overview

Supported products:

- Billboard series
- Scroller Ad
- In-read Ad
- Pre-roll
- Backdrop Ad
- Masthead Ad

LINE TODAY Ads Impression Audience – LAP Retargeting

Pre-launch preparation

- From the LAP ad account that will be used for the audience (LINE Tag in Official Account / Business Manager is also supported), copy the “Image Tag URL” part from the LINE Tag below.
- How to get the “Image Tag URL” : The following is a full LINE Tag base code. The “Image Tag URL” is the **green-highlighted** snippet. Use this URL as the third-party impression tracking URL when submitting this TODAY Ads campaign.

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
  g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments)};
  var h=location.protocol==='https:'?'https://d.line-scdn.net':'http://d.line-cdn.net';
  var s=d.createElement('script');s.async=1;
  s.src=o||h+'//n/line_tag/public/release/v1/lt.js';
  var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(s,t);
  })(window, document);
  _lt('init', {
    customerType: 'lap',
    tagId: 'b323ec55-4368-46a4-aae6-411dd2b97ca3'
  });
  _lt('send', 'pv', ['b323ec55-4368-46a4-aae6-411dd2b97ca3']);
</script>
<noscript>
  
</noscript>
<!-- End LINE Tag Base Code -->
```

- Do you need to modify the code?
 - If you do not need to separate different website-traffic audiences, submit the Image Tag URL as is (no modification).
 - If you want to distinguish this campaign’s exposed audience from other website-traffic audiences, modify **parameters** before submission.
 - Example Image Tag: https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1
 - How to modify:
 - “e=cv” is fixed—copy and use as is.
 - For “d0=test1”, replace “test1” with your custom event **name (≤20 half-width alphanumeric characters)**.
 - “d0” is a fixed parameter and must not be changed.

LINE TODAY Ads Impression Audience – LAP Retargeting

Post-launch: recommended steps to build audiences in LAP

- In LAP, go to “Audiences” and create a new “Website Traffic Audience”. Filter using the steps below, set the lookback window, and wait ~24 hours to build the LINE TODAY Ads impression audience. You can then run retargeting in LAP.
- Step by Step :
 1. Create a Website Traffic Audience in LAP.
 2. Audience settings when creating:
 - If you do NOT need to separate different website-traffic audiences: select “All website visitors”.
 - If you need to distinguish this campaign’s exposed audience from other website-traffic audiences: follow the method on the previous page. Select “People who visited event page” and choose the corresponding event to build the Website Traffic Audience that includes the LINE TODAY Ads exposure audience. (Note: the custom event appears in the dropdown only after at least one impression has occurred, so we recommend setting it after the flight starts.)
- Notes:
 - The audience size shown in LAP is an “estimated size” (estimated audience reach for LAP) and uses a different definition than impressions in LINE TODAY Ads reports.
 - This method uses the LINE Tag as the third-party impression tracking URL. Each LINE TODAY Ads campaign can set only one third-party impression tracking URL. For example, if you use DAR, you cannot also submit the LINE Tag Image Tag.
 - Please verify the syntax before submission. LINE will only assist with setup and will not rewrite parameters.

受眾名稱	受眾類型	預估規模
7day_customevent_test1	網站流量受眾	3,034,200

Audiences >

New Web Traffic Audience

General information

Audience name

Web Traffic Audience: 202512211754

34/120

LINE tags

LINE Ads

LINE tag from this ad account

Edit

People who

People who visited event page

Event

test1

轉換

test1

Data retention period

LINE TODAY Ads Impression Audience – Code Rewrite Check

✓ When you need to separate exposure audiences for this campaign, you must modify the code:

- Modify the orange-highlighted part before submission.
 - Example Image tag : https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1
 - How to modify :
 - “e=cv” is fixed—copy and use as is.
 - “d0=test1” replace “test1” with your custom event name (≤20 half-width alphanumeric characters; see the check method below).
 - “d0” is a fixed parameter and must not be changed. ;

✓ 自我檢查法：

- In LAP > “Tracking (LINE Tag)” , scroll down to “Custom Event Code” . Paste the “XXX” part of “d0=XXX” into “Custom Event Name” and confirm there are no invalid characters or length issues.

1 Tracking (LINE Tag)

2 Custom event code

3 Custom event name 0/20

Conversion code Standard event code Custom event code

Use custom events to categorize your web pages and track events of your choice. Change the tag's "CustomEvent" to any custom name and add it to your website. You can then select your custom event when creating an audience. (Your custom event name must be 20 characters or less.) [Custom event code manual](#)

Custom event code [Copy](#)

```
<script>
  _lt('send', 'cv', {
    type: 'CustomEvent'
  }, ['bf3a5b89-c5b6-40db-b060-53909d2c93fd']);
</script>
```


THANK YOU

Interested in LINE TODAY Ads? Contact LINE sales representative for more details!