

LINE Ads Platform User Manual

Sep 2026

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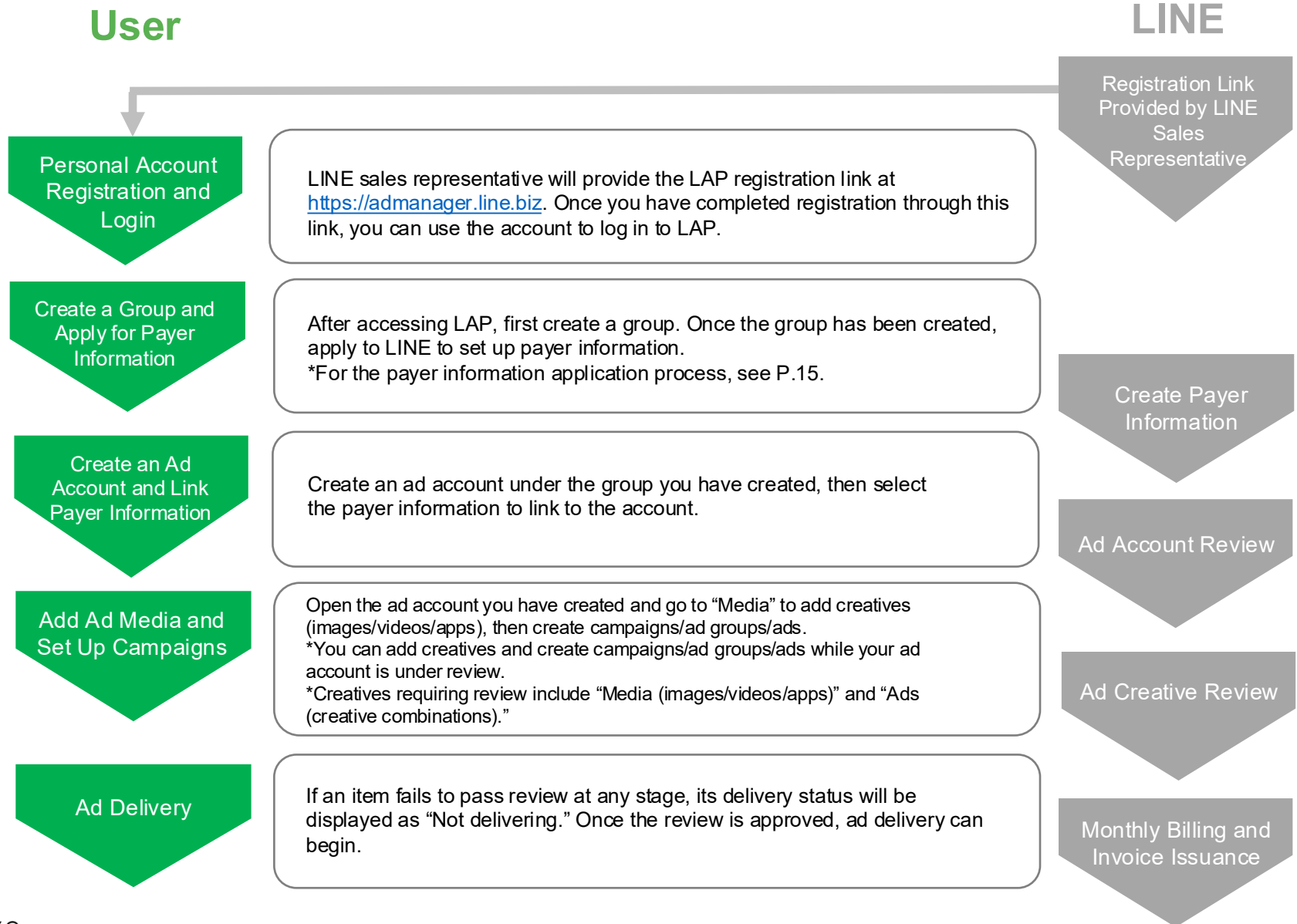
07

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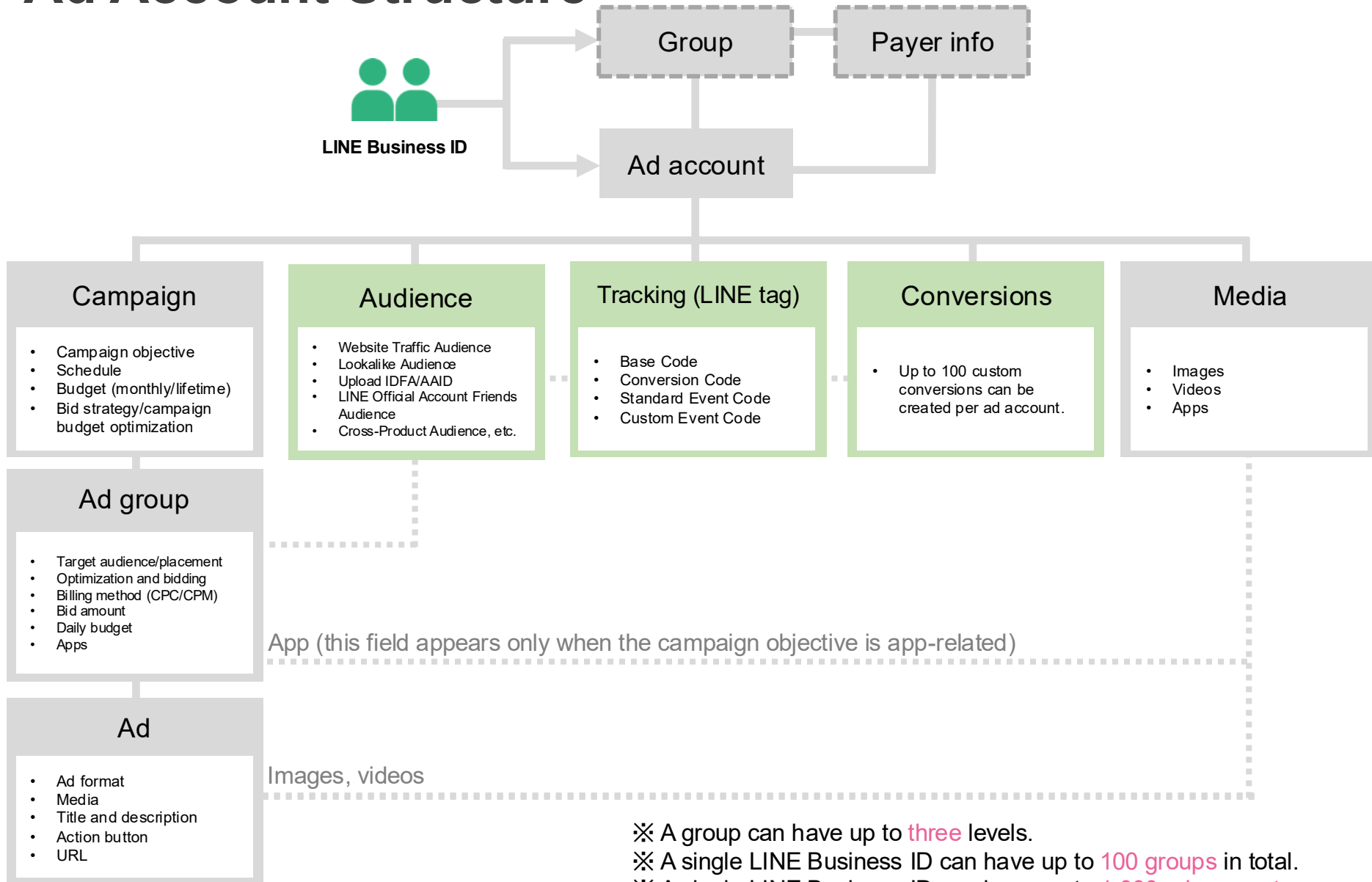
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01 Process and Structure

Ad Setup Process



Ad Account Structure



※ A group can have up to **three** levels.

※ A single LINE Business ID can have up to **100 groups** in total.

※ A single LINE Business ID can have up to **1,000 ad accounts**.

Limits by Ad Account Level

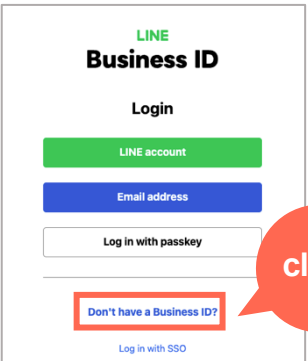
Level	Max (per ad account)
Ad Campaign	300
Ad Group	100,000 ※ Up to 1,000 per Ad Campaign
Ad	50,000 ※ Up to 1,000 per Ad Group
Media (Ad Creative)	Images: up to 10,000 Videos: up to 10,000 Apps: up to 2 (one each for iOS and AOS) ※ Limits are calculated separately.

※ The above limits do not include deleted items.

02 Login and Management Interface

Create a Login Account (LINE Business ID)

1



LINE Business ID

Login

LINE account

Email address

Log in with passkey

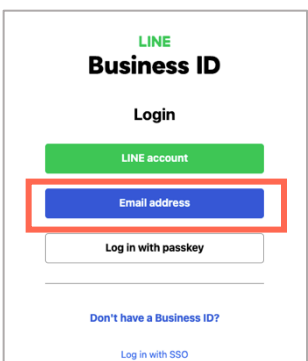
Don't have a Business ID?

Log in with SSO

LAP Registration Link Provided by the LINE Sales : <https://admanager.line.biz>

Open the link and click "Don't have a Business ID?" to begin registration.

2



LINE Business ID

Login

LINE account

Email address

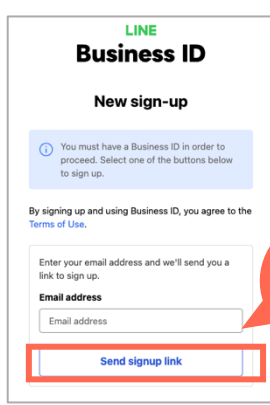
Log in with passkey

Don't have a Business ID?

Log in with SSO

Go to the registration page and click "Email address."

3



LINE Business ID

New sign-up

You must have a Business ID in order to proceed. Select one of the buttons below to sign up.

By signing up and using Business ID, you agree to the Terms of Use.

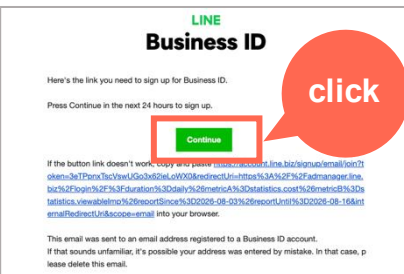
Enter your email address and we'll send you a link to sign up.

Email address

Send signup link

Enter your email address and click "Send signup link."

4



LINE Business ID

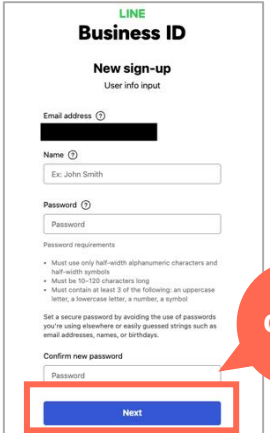
Here's the link you need to sign up for Business ID.

Press Continue in the next 24 hours to sign up.

Continue

You will receive an email with the subject "Your signup link for Business ID." Click "Continue" in the email.

5



LINE Business ID

New sign-up

User info input

Email address

Name

Ex: John Smith

Password

Confirm new password

Next

Set your name and password, then click "Next" to complete registration and proceed to LAP to begin setup.

※ After completing registration, you can subsequently log in to LAP at <https://admanager.line.biz/>.

Create a Group

Management Interface Overview ①

The LAP management interface consists primarily of three sections: “Home,” “Groups,” and “Ad accounts.”

1. User Home

A User name. **B** Ad-related notifications. **C** Groups and Ad accounts tabs.

Ad manager

Group: 莎莉化妝品(G89975154968)

Groups Ad accounts

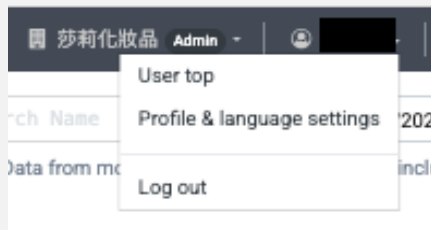
+ New ad account + Link with ad account

Status	Ad account name	Ad account ID	Impressions	Clicks	CTR (click-through rate)	Video starts	Video (25% watched)	Video (50% watched)	Video (75% watched)	Video (100% watched)
-	7 items	-	300	14	4.67%	0	0	0	0	0
Active	Internal_LBN測試專用 Admin	A35907342923	300	14	4.67%	0	0	0	0	0

A

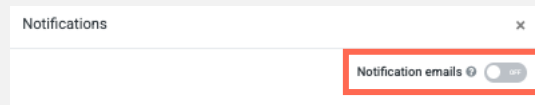
User name.

Use the drop-down menu to return to User Home, edit your basic user information, or log out.



B

Ad-related notifications. When there is a new notification, a green dot will appear in the upper-right corner of the bell icon. Email notifications are turned off by default. You can enable them if you wish to receive notifications by email.



Notifications include:

- Ad account status (approved/rejected/LINE Official Account status)
- Campaign spending status
- Ad review status (updated every 10 minutes)
- Payer information review status
- Invitations to link to an ad account

With the exception of ad review status, which is updated every 10 minutes, all of the above notifications are updated in real time.

C

The Groups and Ad accounts tabs respectively display lists of all groups and ad accounts owned by the user.

Management Interface Overview ②

The “Home” page of the LAP management interface displays system announcements.

2. Home

User top

User: [redacted]

Home Groups Ad accounts

申請帳號卡關了？
身分驗證流程懶人包教學！
立即申請

身份驗證流程一次搞懂
快速完成帳號申請！

LAP

A Announcements

All New features Operations Other

C 1 - 5 / 138 < >

B

Title	Type	Date
[Product Update] New Placement Available: "LINE Friends Tab" Placement	New features	8/6/2026
[System Notice] New LAP Audience Targeting Conditions in [Advanced Targeting] Available August 7	New features	8/4/2026
★ LINE VOOM Service Discontinuation Notice	New features	8/3/2026
★ [Notice] Ad systems will operate and deliver normally during the 2026 Urban Resilience Exercise.	Operations	7/29/2026
Dragon Boat Festival Announcement	Operations	6/11/2026

A

Announcement categories.
Categories include “All,” “New features,” “Operations,” and “Other.”

B

Announcement list.
Click a title to view the full announcement.

C

Up to five announcements are displayed on the Home page. To view earlier announcements, click “Right.”

Management Interface Overview ③

Open any group or ad account to access the “Ad Manager” interface. The group-level interface is shown below.

3. Ad Manager – Group Level

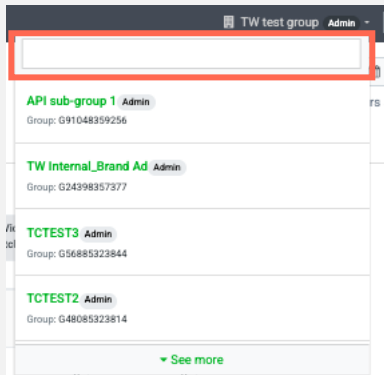
The screenshot shows the Ad Manager Group Level interface. Annotations highlight key features:

- A**: The top navigation bar, including the "TW test group Admin" dropdown, "NOTICE", and "HELP" links.
- B**: The "Ad manager" header and the "MENU" icon.
- C**: The "User top" section, showing the current group: "TW test group(G95835122652)".
- D**: The performance summary table, which includes columns for Status, Ad account name, Ad account ID, Impressions, Clicks, CTR, and Video starts.

Status	Ad account name	Ad account ID	Impressions	Clicks	CTR (click-through rate)	Video starts	Video (25%)	Video (50%)	Video (75%)	Video (100%)
-	2 items	-	0	0	0.00%	0	0	0	0	0
Not delivering ⓘ Payer info rejected Ad account is ...	免免化放水 Admin	A90613180034	0	0	0.00%	0	0	0	0	0
Not delivering ⓘ Payer info rejected Ad account is ...	LINE test Admin	A16635122793	0	0	0.00%	0	0	0	0	0

A

Click to search for and access other groups/ad accounts you own.



B

Click “≡ MENU” to expand the group management menu.
The management options displayed in the menu vary according to the user’s permission level.

C

Indicates the level you are currently viewing.

D

Performance summary for convenient viewing of account counts and overall performance.

Management Interface Overview ④

Open any group or ad account to access the “Ad Manager” interface. The ad-account-level interface is shown below.

4. Ad Manager – Ad Account Level



A

Click “≡ MENU” to expand the ad account management menu. The management options displayed in the menu vary according to the user’s permission level.

B

Ad performance chart.

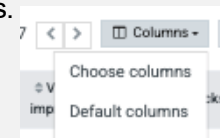
Users can select different reporting metrics as needed to view performance charts. The available metrics are the same as those in “Performance Reports.”

When viewing hourly data, the date range can be set to cover the entire duration of the ads.

C

Customize columns in the Ad Manager interface.

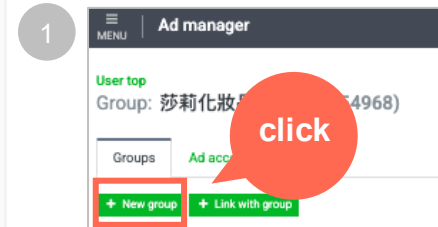
You can customize and save your preferred columns in the Ad Manager interface to conveniently view specific performance data, including custom conversions.



03 Basic Settings

Create a Group

First, create a group. Groups can have up to three levels.



Click “Add group” on the Home page to open the Create Group page.

A screenshot of the 'Create group' form. The form has two main sections: 'General information' and 'Payer info'. In the 'General information' section, there's a 'Parent group' field with the value 'G89975154968: 莎莉化妝品'. Below it is a 'Group name' field with the value 'Ex: Sally & Brown Group' and a character count '0/120'. A red box highlights the 'Group name' field, and a red circle with '※1' is next to it. In the 'Payer info' section, there are two radio buttons: 'Set payer info for the group' and 'Use the parent group's payer info or set payer info for each ad account separately, without setting payer info for this group'. The second radio button is selected. A red box highlights this section, and a red circle with '※2' is next to it. At the bottom of the form, there are two buttons: 'Create' and 'Cancel'.

※1: Enter a group name.

This name is displayed only in the system interface and will not appear when ads are delivered.

※2: Under Payer information, select **“Use the parent group's payer info or set payer info for each ad account separately, without setting payer info for this group.”**

If you select “Set payer info for the group,” the payment method will be credit card.

When finished, click “Create.”

Apply for
Payer
Information

※ Under the same top-level group, a child group cannot be linked to multiple parent groups and can belong to only one parent group.

※ User permissions can be managed for each group. Users who have not been granted permission for a group cannot view its contents.

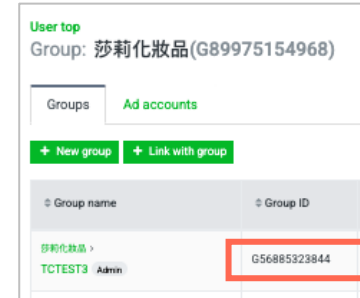
Apply for Payer Information (Payer info)

Payer information must be created by LINE. It can only be created at the group level and cannot be created at the ad account level.

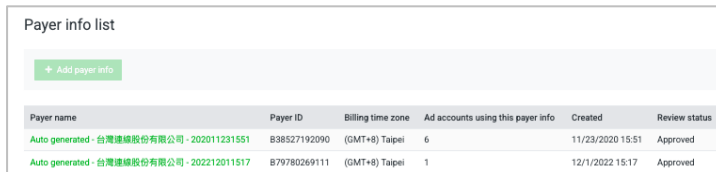
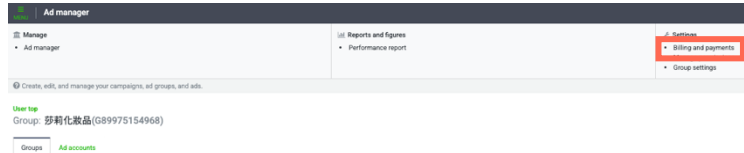
- 1 Provide the following four items to your LINE sales representative so that LINE can create the payer information.

	Item	Description	Example
1	Group ID	Payer information will be created under this group.	G00000000000
2	Paying Company Name	Entity to which the invoice will be issued	Brown Co., Ltd.
3	Paying Company Unified Business No. (Business Tax ID)	Entity to which the invoice will be issued	00000000
4	Finance Contact Name	Invoice recipient	Da-Xiong Wang

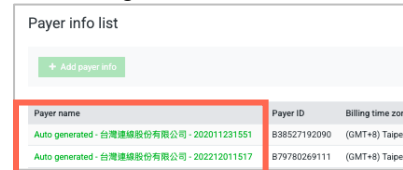
※ How to find the Group ID:



- 2 Once LINE has created the payer information, it will appear under “Billing and Payments” in the group management menu.



- 3 Once created, the payer name displayed is a system-generated default name. You can rename it as needed to make the payer information easier to manage.



Click the payer name whose name you wish to change.



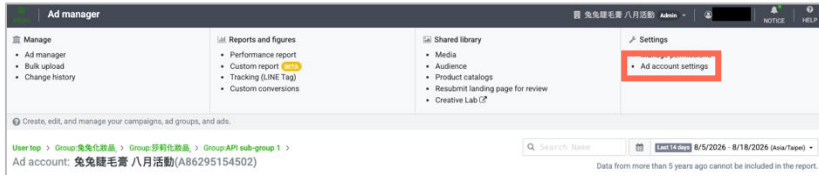
Click “Settings” to edit the name.

Create an
Ad Account

Payer Information – Change Payer Information

If you need to change the payer information linked to your ad account, follow the steps below.

- 1 Open the ad account, click MENU in the upper-left corner to expand the management menu, then click “Ad account settings.”



- 2 Open the Ad Account Settings page, scroll to the bottom, and click “Edit.”

A screenshot of the 'General information' section of the Ad Account Settings page. It displays fields for 'Ad account name' (A86295154502 : 免兔羅毛膏 八月活動), 'Target country' (Taiwan), 'Time zone' (GMT+8 Taipei), and 'Currency' (TWD). Below this is the 'Business Manager(Optional)' section with 'Organization ID' (BM49220791695). At the bottom, there are two buttons: 'Edit' (highlighted with a red box) and 'Delete'.

- 3 Under Payer information, use the drop-down menu to select the payer information you wish to use. After making your selection, click “Update.”

A screenshot of the 'Edit ad account' page. The 'Payer info' section shows a dropdown menu with the selected option 'B79780269111 Auto generated - 台灣遠雄股份有限公司 - 202212011517' highlighted with a red box. Below this is the 'Product and service information' section with an 'Upload' button. The 'General information' section shows the 'Ad account name' field with the value '免兔羅毛膏 八月活動'. At the bottom, there are 'Update' and 'Cancel' buttons.

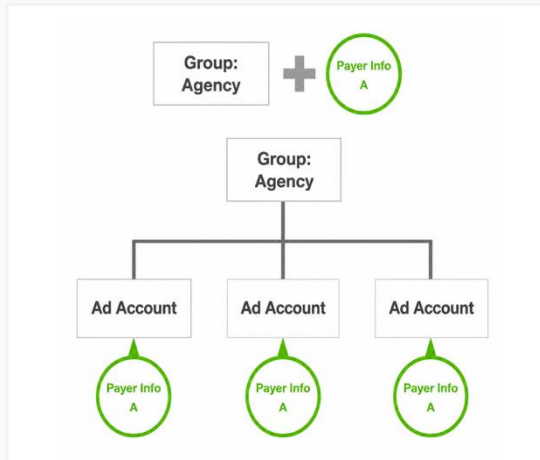
[IMPORTANT NOTES]

Payer information can be changed at any time except on **the first day of each month** (00:00–23:59 JST, when the system performs monthly billing).

Regardless of how many times the payer information is changed, the invoice will be issued based on the payer information linked to the ad account **at the time of monthly closing**.

Payer Information – Applying for Payer Information Based on Different Needs

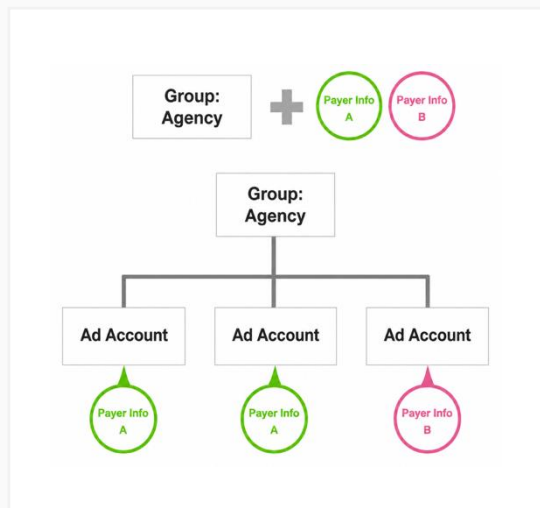
① 1 Group Linked to 1 Set of Payer Information



- ① After creating a Group, request that LINE create one set of payer information.
- ② Link all ad accounts under the group to the same payer information.

⇒ **At the beginning of the month, a single invoice will be issued for all ad accounts.**

② 1 Group Linked to Multiple Sets of Payer Information



- ① After creating a Group, request that LINE create multiple sets of payer information.
- ② Each ad account under the group can be linked to one of the available sets of payer information.

⇒ **At the beginning of the month, separate invoices will be issued according to the number of payer information entries linked to your ad accounts.**

- ※ Up to 10 sets of payer information can be created for a single group.
- ※ **N sets of payer information will result in N separate invoices.** Please avoid submitting duplicate requests for unnecessary payer information.
- ※ Multiple sets of payer information can be created for the same paying company, but a separate invoice will be issued for each set of payer information. (For example, even if the paying company is the same under Payer Information A and B, two separate invoices, A and B, will still be issued at the time of billing.)

Billing and payments – Campaign Budget Optimization Not Enabled

In the following circumstances, the system will automatically deduct the relevant amounts during monthly billing, and you will not be charged for them.

See the table below for details on charges and the display of performance data after the campaign period ends:

Time Impression/Click Occurs	Charge	Management Report	Performance Reports
Within 24 Hours After Campaign Period Ends	No charge	Displayed	Displayed
More Than 24 Hours After Campaign Period Ends	No charge	Not displayed	Not displayed

※Daily Budget

Billing rules when an ad group exceeds its daily budget:

- If the daily budget is less than JPY 1,000 and actual spending for the day is JPY 2,000 or less, you will be charged the actual amount spent. If actual spending for the day exceeds JPY 2,000, you will be charged no more than JPY 2,000 in total.
- If the daily budget is more than JPY 1,000, regardless of actual spending for the day, you will be charged no more than twice the daily budget.
- The final billed amount will still not exceed the campaign's total budget.
- If you bid in another currency, differences may arise due to exchange-rate conversion.

※ The above billing adjustments are updated **every 10 minutes**.

※ At month-end closing, the campaign's total budget as of **the last day of the month** will be used as the basis for billing.

Example: Total budget on 6/1: \$10,000 → Total budget adjusted to \$15,000 on 6/30 → Billing is based on \$15,000.

Billing and payments – Campaign Budget Optimization Previously Enabled

If campaign budget optimization has been enabled and spending exceeds the daily budget, the system will compare the “campaign daily budget” with the “combined daily budgets of ad groups that generated impressions.” You will be charged up to twice the higher of these two amounts.

Budget Optimization Enabled	Campaign Daily Budget: \$10,000			
Budget Optimization Disabled	Ad Group Daily Budget Actual Impression Cost: \$50,001			
		Ad Group 1	Ad Group 2	Ad Group 3
	Daily Budget	\$10,000	\$10,000	\$10,000
	Actual Cost	\$50,000	\$1	\$0

※ Calculation Rules

Combined daily budgets of ad groups that generated impressions:

\$20,000 (Ad Group 1 + Ad Group 2) > Campaign daily budget: \$10,000

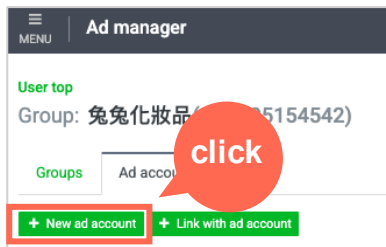
Final charge: Twice the combined ad group daily budgets = \$40,000

※ If a campaign total budget has been set, the final billed amount will be subject to the campaign total budget.

Create an Ad Account

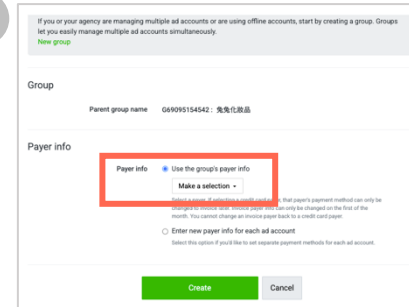
Create a new ad account under an existing group.

1



Click “New ad account” to open the Ad Account Settings page (Figure ②).

2



Payer information: Select “Use group's payer info,” then use the drop-down menu to select payer information already created under the group.

Click “Create” to continue setting up the ad account.

3

※1

※1: Advertiser Information

Advertiser name: Be sure to enter the advertiser's full company name.

Company website URL: Enter the advertiser's official website for reference during the advertiser review process.

Funder: The funder name is shown under "About this ad" in each ad.

※2

※2: Product Information

Official product name: Enter the official name of the product/campaign.

Product URL: Enter the URL containing information about the product/campaign.

LINE Official Account Basic ID/Premium ID: Enter the LINE Official Account ID and obtain approval from the administrator of that Official Account. (For details, see P.21.)

The LINE Official Account name will be displayed when the ad is delivered.

※3

※3: Basic Information

Ad account name: The system will automatically populate this field with the “Advertiser name – Official product name” entered above.

Target country: Select “Taiwan” as the country where ads will be delivered.

Time zone: Select “(GMT+8) Taipei.” This time zone will also be applied to reports and the system interface.

Currency: Select TWD.

When finished, click “Create.”

Obtain Approval
from the LINE
Official Account
Administrator for
the LINE ID

Create an Ad Account – Obtain Approval from the LINE Official Account Administrator for the LINE ID

The LINE ID linked to an ad account must be approved by the administrator of the corresponding LINE Official Account.

1

LINE Official Account
basic ID or Premium ID

@linetw ✕

Please enter your LINE Official Account basic ID or Premium ID and click "Apply".
You can find your ID in LINE Official Account Manager. [LINE Official Account Manager](#)

The official account name, icon, and account page will be used in ads.

If you don't already have a LINE official account, please create one from
<https://manager.line.biz> (free of charge). [Create a free LINE official account](#)

You don't have the required admin permissions for the LINE official account entered. First, click
"Copy approval page URL" to copy and save the permissions URL. Once you've finished creating
an ad account, send the URL to an admin of the official account.

[Copy approval page URL](#)

When you enter a LINE Official Account ID while creating an ad account, the above message will appear.
Click "Copy approval page URL" and provide the link to the administrator of the corresponding Official Account.

If the person creating the account is also an administrator of the LINE Official Account, approval will be granted automatically.

2

Ad manager

Before you can run ads, you need approval through LINE Official Account Manager from an admin of the LINE official account "@linetw" used in this ad account. Send the link below to an admin of the official account.

[Copy link](#)

This ad account hasn't completed the review process yet. You can run ads from this ad account once it passes review.

User top > Group 伊勢化製品

Ad account: test - test(A59689268509)

Search Name

Last 10 days 8/5/2026 - 8/18/2026 (Asia/Taipei)

Data from more than 5 years ago cannot be included in the report.

Before approval is obtained from the LINE Official Account administrator, you may still submit the ad account for review and create ads. However, the ads cannot be delivered even if they pass review, and a notification will appear in the ad account management interface (as shown above).

Once approval is obtained from the LINE Official Account administrator, any ads that have already passed review will begin delivery immediately.

[LINE Official Account Administrator Approval Process]

LINE
Business ID

Login

LINE account

Email address

Log in with passkey

Don't have a Business ID?

Log in with SSO



The LINE official accounts shown on this page have been designated as Ad Accounts on the LINE Ads Platform. They require administrator approval and must meet the usage standards. If you wish to use an account, please click "Request Access".

Pending Approval	
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Request Access Decline
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Request Access Decline
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Request Access Decline
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Request Access Decline

Connected	
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Disconnect
XXX account name @407gpcze	Ad Account Name: XXXXXXXXXXXXXXXX Ad Account ID: XXXXXXXXXXXXXXXX Disconnect

Open the approval page URL and log in using the Official Account CMS account and password.

Approve or reject the account awaiting confirmation as appropriate.

※ This approval page is not integrated with the Official Account CMS and can therefore only be accessed through the approval page URL generated by LAP.

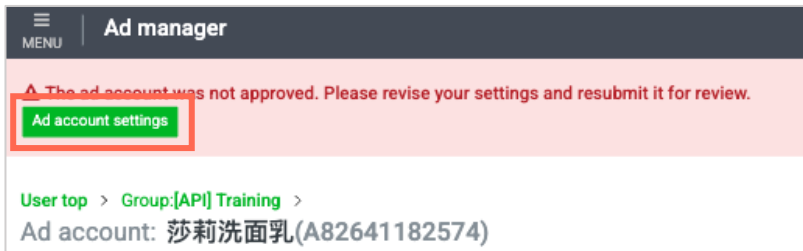
※ The Official Account administrator can change the approval status of an existing account.

Upload
Media/Create
a Campaign

Create an Ad Account – Edit and Resubmit a Rejected Ad Account for Review

If an ad account fails to pass review, certain information may be made available for editing and resubmission depending on the reason for rejection.

1



Ad manager

△ The ad account was not approved. Please revise your settings and resubmit it for review.

Ad account settings

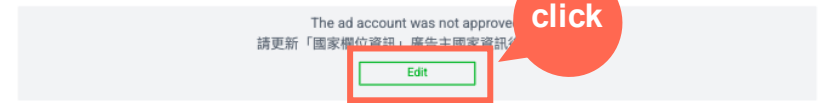
User top > Group:[API] Training >
Ad account: 莎莉洗面乳(A82641182574)

If an ad account fails to pass review, a notification will appear in the Ad Manager interface (as shown above).
Click “Ad account settings” to view the detailed reason for rejection.

2

If editing is permitted, an “Edit” button will appear. Click it to open the page for editing the ad account information.

Ad account settings

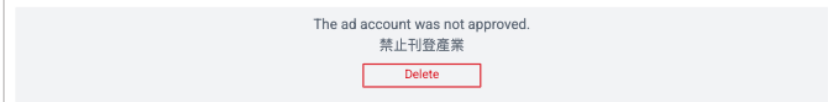


The ad account was not approved.
請更新「國家標位資訊」廣告主國家資訊?

Edit

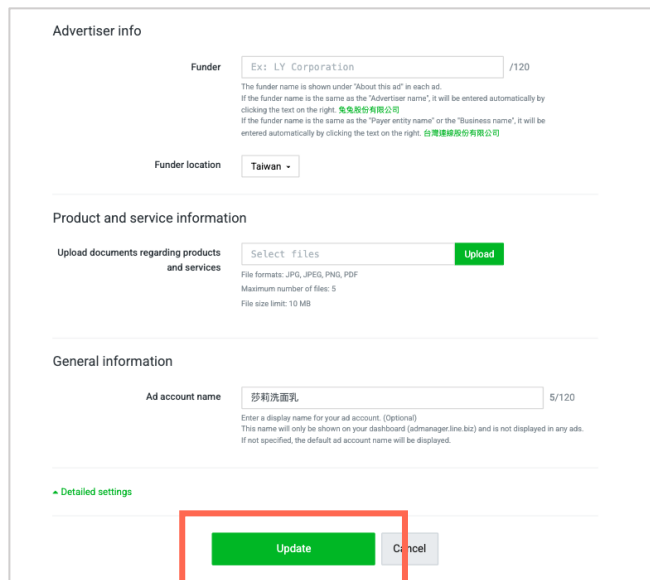
If editing is not permitted, a “Delete” button will appear, and you will need to create a new ad account.

Ad account settings



The ad account was not approved.
禁止刊登產業

Delete



Advertiser info

Funder: Ex: LY Corporation /120
The funder name is shown under “About this ad” in each ad.
If the funder name is the same as the “Advertiser name”, it will be entered automatically by clicking the text on the right. 免免股份有限公司
If the funder name is the same as the “Foyer entity name” or the “Business name”, it will be entered automatically by clicking the text on the right. 台灣遠東股份有限公司

Funder location: Taiwan

Product and service information

Upload documents regarding products and services: Select files **Upload**
File formats: JPG, JPEG, PNG, PDF
Maximum number of files: 5
File size limit: 10 MB

General information

Ad account name: 莎莉洗面乳 5/120
Enter a display name for your ad account. (Optional)
This name will only be shown on your dashboard (admanager line.biz) and is not displayed in any ads.
If not specified, the default ad account name will be displayed.

[Detailed settings](#)

Update **Cancel**

After editing the information, click “Update.” The system will automatically resubmit the ad account for review, and its status will change to “Under review.”

Please note that the settings can no longer be edited after the account has been submitted for review.

[Ad Account Under Review]

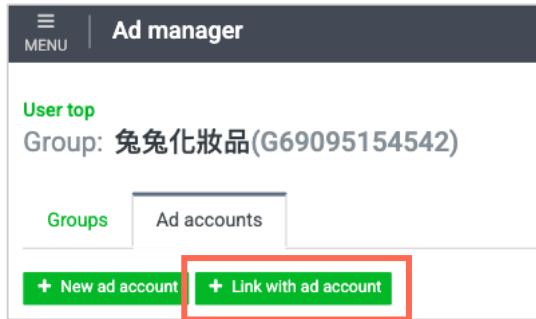
Ad account settings

This ad account hasn't completed the review process yet. You can run ads from this ad account once it passes review.

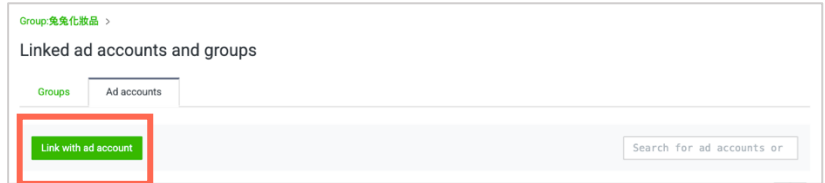
Create an Ad Account – Change Group Link

An ad account can belong to multiple groups at the same time, provided that the groups are independent of one another (i.e., they must not belong to the same top-level group).

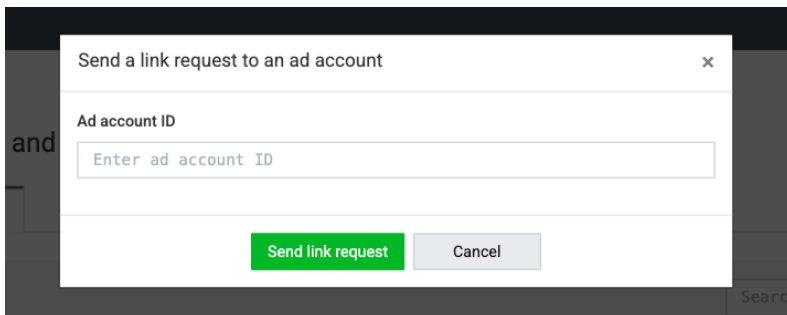
- 1 On the group page, open the Ads tab and click “+ Link with ad account.” (As shown below)
(To link an existing group as a child group of this group, open the Groups tab and click “+ Link with group.”)



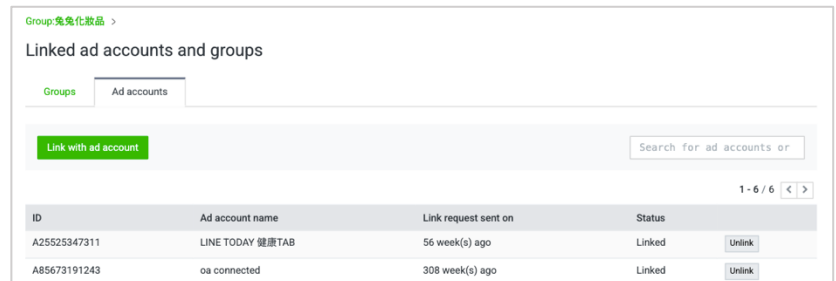
- 2 Click the “Link with ad account” button to proceed.



- 3 Enter the ID of the ad account you wish to link and send the link request.
The ad account administrator must open the notification email and approve the request.



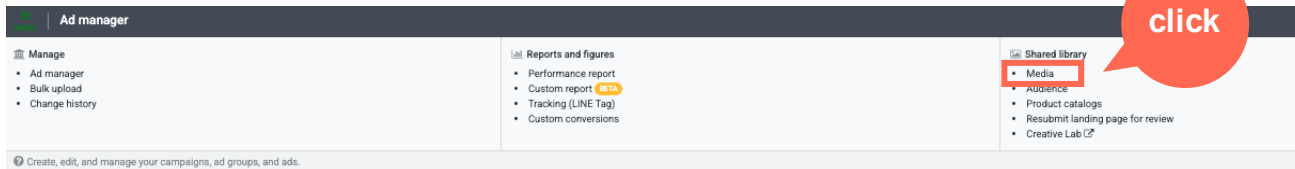
- 4 Once the ad account administrator approves the request, the ad account will officially become linked with this group.
Depending on your management needs, you can then decide whether to unlink the ad account from its original group.
The ad account can only be unlinked from a group if it is not using that group's payer information.



Upload Media

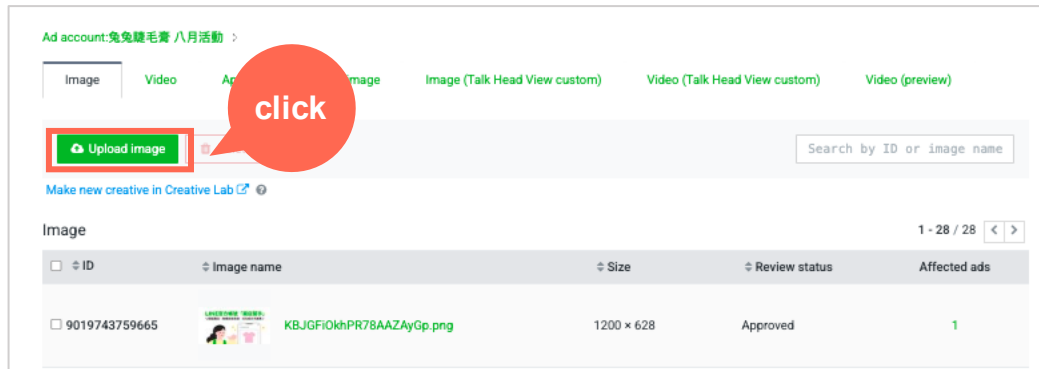
Upload the creatives (images/videos/apps) you wish to use under “Media.”

1



Click MENU in the upper-left corner to expand the management menu, then click “Media” to open the Media Upload page (Figure ②).

2



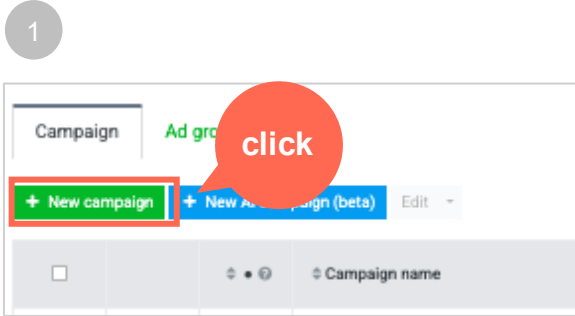
Open the Images or Videos tab, select the images/videos you wish to upload, and click “Upload image”/“Upload video.” When creating an Ad, you can select from creatives that have already been uploaded. If you have not uploaded a creative to Media in advance, you can still upload it when creating the Ad. Apps can likewise be uploaded here in advance. If an app has not been uploaded to Media in advance, you can still upload it when creating an Ad group.

Any images/videos/apps uploaded while creating an Ad/Ad group will also be automatically added to “Media.”

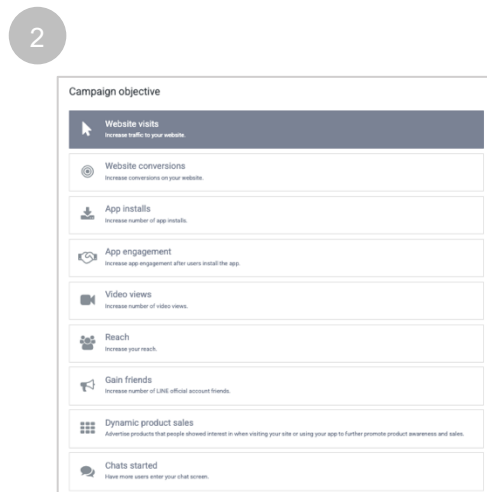


Create an Ad Campaign

Once an ad account has been created, you can create a new campaign.

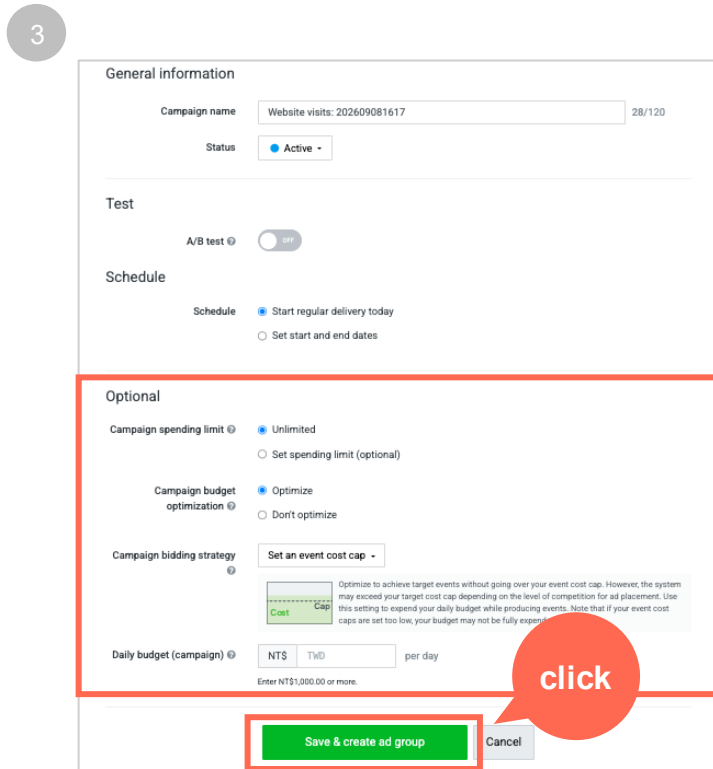


Click “New campaign” to open the Campaign Settings page (Figure ②).



Select a campaign objective, then enter the basic settings, such as the campaign name and delivery schedule.

For details on campaign objectives, see Chapter 4 of this User Manual.



Create an
Ad Group



“Campaign budget optimization” is available at the campaign level:

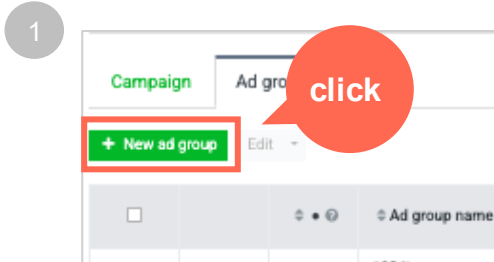
- It is enabled by default. If you do not wish to use this feature, you must disable it manually.
- Daily budget: Must be set to at least TWD 1,000.
- After ad delivery begins using this feature, you must wait at least two hours between enabling and disabling “Optimize.”
- When a daily budget is set at the campaign level, actual daily spending may exceed the daily budget. However, total spending will not exceed the campaign’s total budget.
- Maximum number of ad groups: 1,000.
- Only automatic bidding is supported. Ad groups using manual bidding will be paused while this feature is enabled.

When finished, click “Save and create ad group.”

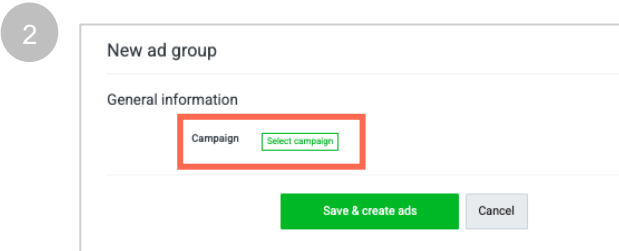
※ A small number of impressions/clicks may occur after the delivery schedule ends due to caching. Charges for these impressions/clicks will be deducted during monthly billing.

Create an Ad Group ①

After creating an ad campaign, you can proceed to create an ad group.



Click “New ad group” to open the Ad Group Settings page (Figure ②). If you clicked “Save and create ad group” after creating the campaign in the previous step, you will be taken directly to the settings page (Figure ③).



Select the campaign you wish to configure.
You can configure targeting, optimization and delivery, and the daily budget for the selected campaign.

Create an Ad Group ②



Create an Ad Group②

After creating an ad campaign, you can proceed to create an ad group.

3

General information

Campaign: 4656163817323 網站瀏覽數: 202404011142 (Website visits)

1 Ad group name: Ad group: 202409091622

Status: Active

※2 Targeting

Targeting mode: ☒ Auto targeting ☐ Manual targeting

Advanced targeting will be disabled when you use the "Auto targeting" mode, and you will only be able to select "Exclude" under the "Audience" settings item.

Audience discovery endpoint:
Ads will only be delivered to audiences in your targeting settings until discovery is complete. This ad delivery data will inform audience discovery.

Country: Taiwan

Region: All Region

Gender: All Male Female

Age: All Set

OS: All Android iOS

※3 Advanced targeting

Audience: All Audience

※1: Ad group name: Enter an ad group name.

※2: Targeting mode: Select "Manual targeting" if you wish to select your target audience manually. Select "Auto targeting" if you want the system to deliver ads to users it determines are most likely to maximize the event selected for optimization. When "Targeting mode" is set to "Auto targeting," "Advanced targeting" and "Audience" cannot be configured.

※3: Location/Advanced targeting (Interests/Behaviors): Click "Edit," then click "Include" for the targeting criteria you wish to target. The selected item will change to "Included." To remove an item from targeting, click "Exclude," and it will change back to "Excluded." When finished, click "Done."

4

※4 Ad format

In-stream video: ☐ Enable

※5 Ad placement

Target placement: ☒ Auto placement (recommended) ☐ Edit target placement

※6 Optimization and bidding

Bidding amount configuration: Configure automatically to maximize clicks

Payment method: Cost per click (CPC)

Bidding strategy: Set an event cost cap

Max CPC: NTD 1.00 per click

Budget

Daily budget: NTD 1.00 per day

Save & create ads Cancel

※4: In-stream video: When selected, video ads will be inserted between certain video content in the feed.

※ Available only for ad groups using a manual bidding strategy.

※5: Ad placement: When "Auto-placement" is selected, the system can place your ads in the most suitable locations across all available ad placements. Compared with selecting specific placements, this allows your ads to reach more people across a broader range of placements.

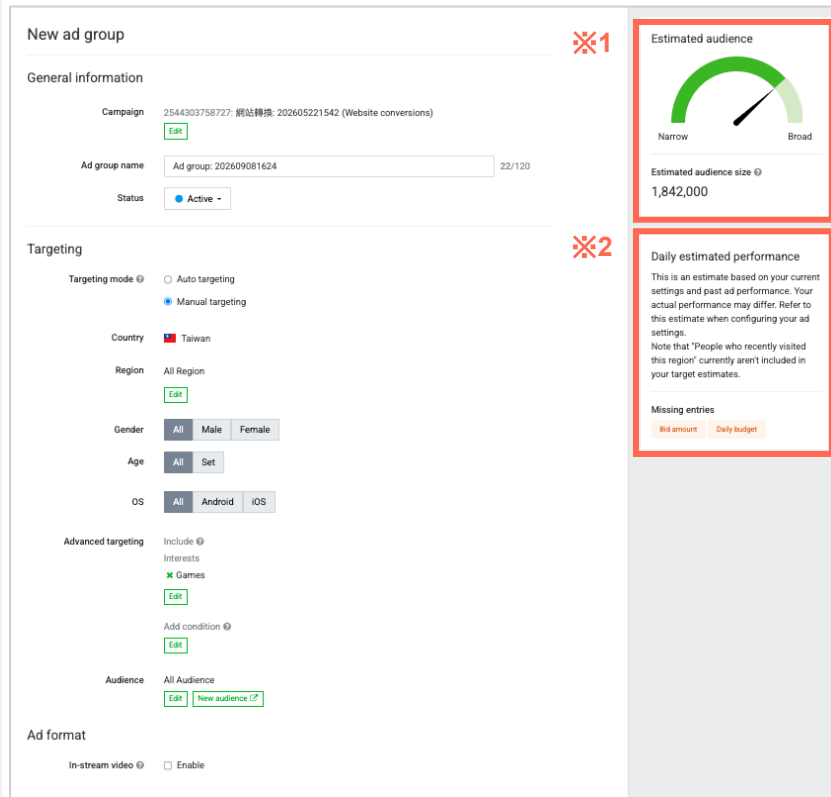
※6: Bidding amount configuration: You can choose either manual bidding or automatic optimization. The options available under automatic optimization vary depending on the campaign objective selected.

Payment method: CPC is available only for image creatives; CPM is available for both image and video creatives.

Bidding strategy: This field applies only when the bid amount setting method is set to automatic optimization. Three strategies are available. For details, see P.29. When finished, click "Save and create ad."

Create an Ad Group③ – Estimated Audience and Estimated Daily Results

Based on your ad group settings, the system can estimate the size of the audience your ads may reach.



The screenshot shows the 'New ad group' interface. On the left, the 'General information' section includes fields for Campaign (2544303758727: 網站轉投: 202605221542 (Website conversions)), Ad group name (Ad group: 202609081624), and Status (Active). The 'Targeting' section includes Targeting mode (Manual targeting), Country (Taiwan), Region (All Region), Gender (All, Male, Female), Age (All, Set), OS (All, Android, iOS), Advanced targeting (Include, Interests, Games), Add condition, and Audience (All Audience, New audience). The 'Ad format' section includes In-stream video (Enable). On the right, there are two red boxes with annotations. Box 1, labeled '※1', points to the 'Estimated audience' section, which shows a gauge from 'Narrow' to 'Broad' and an 'Estimated audience size' of 1,842,000. Box 2, labeled '※2', points to the 'Daily estimated performance' section, which contains a disclaimer and a 'Missing entries' section with 'Bid amount' and 'Daily budget' buttons.

※1 Estimated Audience:

Estimates the number of people your ads may reach based on the targeting options selected when creating the ad group.

- If the selected target audience includes a newly created audience, the estimate will not be displayed until at least two days after the audience has been created.
- If the selected target audience includes an expired “Cross-Product Audience” (see P.105 for circumstances in which an audience expires), the system will exclude that Cross-Product Audience from the estimate.

※2 Daily Estimated Performances:

Based on your ad group settings (audience, bid strategy, and daily budget) and campaign objective, the system estimates the number of people your ads may reach and the number of clicks they may receive each day.

- A bid amount and daily budget are required.
- This feature is not available for the following setting:
 - Campaign objective: Dynamic product sales(DPA)

Create an Ad Group – Bid Strategies

When the bid amount setting method is set to automatic optimization, you can select one of the following three bid strategies.

Bid Strategy	Set an event cost cap Cost Cap	No limit Lowest Cap	Set target event cost Target Cap
Bid amount	3 Lowest	1 Highest (depending on market competition)	2 Second highest
Daily Budget Utilization	3 Third closest to the specified daily budget	1 Closest to the specified daily budget	2 Second closest to the specified daily budget
Cost per Conversion Control	1 Strictest	3 No limit specified	3 Stability oriented
Recommended Use	Recommended if you want to utilize your daily budget while generating target events by setting a maximum cost per target event. Note that if the maximum cost per target event is set too low, you may be unable to fully utilize the budget.	Recommended when you want to fully utilize the daily budget.	Recommended if you want to utilize your daily budget while maximizing the number of events generated around your specified target cost per event. The actual cost per target event may be within $\pm 10\%$ of the target value (not guaranteed).

※ The “Set a bid amount cap” bid strategy option was removed in January 2024.

Create an Ad Group – Appendix ① Campaign Objectives, Bidding, and Billing Reference Table

When the bid amount setting method is set to automatic optimization, you can select one of the following three bid strategies.

Campaign Objective	Bidding Amount Configuration	Bidding Strategy (Displayed only when the bid amount is set automatically)	Minimum Bid (Bid Amount)		Final Billing Unit (Billing Method)
Website Visits	Configure manually	-	CPC	\$4	CPC
		-	CPM	\$40	CPM
	Configure automatically to maximize clicks	Set target event cost	CPC	\$8	CPC
		Set an event cost cap	CPC	\$8	CPC
		No limit; expend daily budget as aggressively as possible	CPC	No setting required	CPC
Website conversions	Configure manually	-	CPC	\$4	CPC
		-	CPM	\$40	CPM
	Configure automatically to maximize clicks	Set target event cost	CPC	\$8	CPC
		Set an event cost cap	CPC	\$8	CPC
		No limit; expend daily budget as aggressively as possible	CPC	No setting required	CPC
	Configure automatically to maximize conversions	Set target event cost	CPA	\$100	CPM
		Set an event cost cap	CPA	\$100	CPM
		No limit; expend daily budget as aggressively as possible	CPA	No setting required	CPM

※ Text shown in red indicates field names displayed in the system.

Create an Ad Group – Appendix ② Campaign Objectives, Bidding, and Billing Reference Table

When the bid amount setting method is set to automatic optimization, you can select one of the following three bid strategies.

Campaign Objective	Bidding Amount Configuration	Bidding Strategy (Displayed only when the bid amount is set automatically)	Minimum Bid (Bid Amount)		Final Billing Unit (Billing Method)
App Installs	Configure manually	-	CPC	\$4	CPC
		-	CPM	\$40	CPM
	Configure automatically to maximize clicks	Set target event cost	CPC	\$8	CPC
		Set an event cost cap	CPC	\$8	CPC
		No limit; expend daily budget as aggressively as possible	CPC	No setting required	CPC
	Configure automatically to maximize installs	Set target event cost	CPA	\$50	CPM
			CPA	\$50	CPC
		Set an event cost cap	CPA	\$50	CPM
			CPA	\$50	CPC
		No limit; expend daily budget as aggressively as possible	CPA	No setting required	CPM
			CPA	No setting required	CPC
App Engagement	Configure manually	-	CPC	\$4	CPC
		-	CPM	\$40	CPM
	Configure automatically to maximize open event	Set target event cost	CPA	\$25	CPM
			CPA	\$25	CPC
		Set an event cost cap	CPA	\$25	CPM
			CPA	\$25	CPC
		No limit; expend daily budget as aggressively as possible	CPA	No setting required	CPM
			CPA	No setting required	CPC

※ Text shown in red indicates field names displayed in the system.

Create an Ad Group – Appendix ③ Campaign Objectives, Bidding, and Billing Reference Table

When the bid amount setting method is set to automatic optimization, you can select one of the following three bid strategies.

Campaign Objective	Bidding Amount Configuration	Bidding Strategy (Displayed only when the bid amount is set automatically)	Minimum Bid (Bid Amount)		Final Billing Unit (Billing Method)
Video Views	Configure manually	-	CPM	\$40	CPM
	Configure automatically to maximize 3-seconds views	Set target event cost	3-Second CPV	\$0.15	CPM
		Set an event cost cap	3-Second CPV	\$0.15	CPM
		No limit; expend daily budget as aggressively as possible	3-Second CPV	No setting required	CPM
	Configure automatically to maximize complete views	Set target event cost	100% View CPV	\$0.15	CPM
		Set an event cost cap	100% View CPV	\$0.15	CPM
		No limit; expend daily budget as aggressively as possible	100% View CPV	No setting required	CPM
Gain Friends	Configure manually	-	Cost Per Friend	\$11	Cost Per Friend
	Configure automatically to maximize friends	Set target event cost	Cost Per Friend	\$16	Cost Per Friend
		Set an event cost cap	Cost Per Friend	\$16	Cost Per Friend
		No limit; expend daily budget as aggressively as possible	Cost Per Friend	No setting required	Cost Per Friend

※ Text shown in red indicates field names displayed in the system.

Create an Ad Group – Appendix ④ Campaign Objectives, Bidding, and Billing Reference Table

When the bid amount setting method is set to automatic optimization, you can select one of the following three bid strategies.

Campaign Objective	Bidding Amount Configuration	Bidding Strategy (Displayed only when the bid amount is set automatically)	Minimum Bid (Bid Amount)		Final Billing Unit (Billing Method)
Dynamic product sales (DPA)	Configure manually	-	CPC	\$4	CPC
	Configure automatically to maximize clicks	Set target event cost	CPC	\$8	CPC
		Set an event cost cap	CPC	\$8	CPC
		No limit; expend daily budget as aggressively as possible	CPC	No setting required	CPC
Reach	Configure automatically to maximize reach	Set an event cost cap	CPM	\$40	CPM
		No limit; expend daily budget as aggressively as possible	CPM	No setting required	CPM
	Configure manually	-	CPM	\$40	CPM

※ Text shown in red indicates field names displayed in the system.

※ Once the billing method (CPC or CPM) is selected when an ad group is created, it cannot be changed. You may only switch to another bidding method that uses the same billing method.

※ For manual bidding, the minimum bids are CPC NT\$4, CPM NT\$40, and Cost Per Friend NT\$11.

※ For automatic bidding, the minimum costs are CPC NT\$8, CPA NT\$100, CPI NT\$50, Cost Per Friend NT\$16, 3-Second CPV NT\$0.15, and 100% View CPV NT\$0.15.

※ LAP currently accepts video creatives only when billed on a CPM basis. Therefore, the “Video” creative field will appear at the ad level only when CPM is selected as the billing method.

Create an Ad Group – SKAdNetwork (SKAN) Tracking ①

SKAdNetwork tracking enables app campaigns with the “App Installs” objective to more accurately track performance among iOS users.

	Using SKAdNetwork tracking, e.g., iOS apps	Not using SKAdNetwork tracking, e.g., Android apps
Number of Ad Groups That Can Be Linked to One App	- Up to 25, shared across ad accounts in all countries* - An app is identified by its App Store ID. For example, the following URLs refer to the same app: https://apps.apple.com/jp/app/line/id443904275 https://apps.apple.com/tw/app/line/id443904275	No limit
SKAdNetwork Tracking	No application is required. Simply select “Deliver” for the ad group you wish to link.	No application required
Ad Group Settings	SKAdNetwork tracking must be enabled at the ad group level.	No setup required
Types of “Installs” That Can Be Tracked	- Installs reported through the SDK provider (the same field as previously used, tracked using the IDFA identifier) - Installs reported through SKA tracking (these installs are counted only when the advertiser’s app has implemented SKAdNetwork, the user is running LINE version 12.3.0 or later and iOS 14.0 or later, and the install is recognized by SKA)	Installs reported through the SDK provider
Automatic Bidding	Available. You can select “Automatically maximize clicks” or “Automatically maximize SKAN events.”	Available
Reports	- Installs reported through the SDK provider (the same field as previously used) - Installs reported through SKA tracking (displayed at the campaign and ad group levels; data cannot be further broken down by ad, location, age, gender, or other dimensions) *Fields such as impressions and clicks remain unchanged and can still be broken down by different dimensions for analysis.	Same as the existing LAP specifications

※ Once 25 ad groups have been linked, a 26th ad group cannot be linked. If one of the ad groups is unlinked, you must wait 14 days before linking a new ad group. We recommend waiting more than 150 days before linking a new ad group. Due to SKAdNetwork framework limitations, if an ad group is replaced within 150 days, conversions attributed to the previously unlinked ad group may be incorrectly attributed to the newly linked ad group. Please take particular note of this limitation.

Create an Ad Group – SKAdNetwork (SKAN) Tracking ②

When SKAdNetwork tracking is available for an ad account, the relevant settings will appear when creating an ad group.

※1

New ad group

General information

Campaign 3370892682765: App installs: 202303141536 (App installs)
[Edit](#)

Ad group name Ad group: 202609081648 22/120

Status Active

App

App 熊大農場 iOS [+](#)

SKAdNetwork tracking ☐ Enable

Targeting

Targeting mode ☒ Auto targeting ☐ Manual targeting

Advanced targeting will be disabled when you use the "Auto targeting" mode, and you will only be able to select "Exclude" under the "Audience" settings item.

Audience discovery underway.
Ads will only be delivered to audiences in your targeting settings until discovery is complete. This ad delivery data will inform audience discovery.

Country Taiwan

Region All Region [Edit](#)

Gender All Male Female

Age All Set

※2

OS All Android iOS

14.0 Latest

※1 App:

- Select the app you wish to use. After selecting an app, the “SKAdNetwork tracking” option will appear below.
- Under SKAdNetwork tracking, select “Enable.”

※2 Operating System:

- The targeted iOS version must be set to iOS 14.0 or later.

Note:

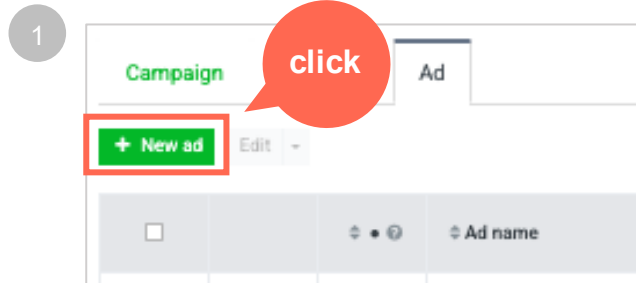
- SKAN does not support bulk upload.
- SKAN does not impose limits on the number of ad accounts, campaigns, or ads.
- A single app can be linked to a maximum of 25 SKAN ad groups, and this limit is shared across all countries.
- **Once 25 SKAN-enabled ad groups have been created, you must disable one existing SKAN ad group and wait 14 days before you can configure another SKAN ad group.**

Create an Ad

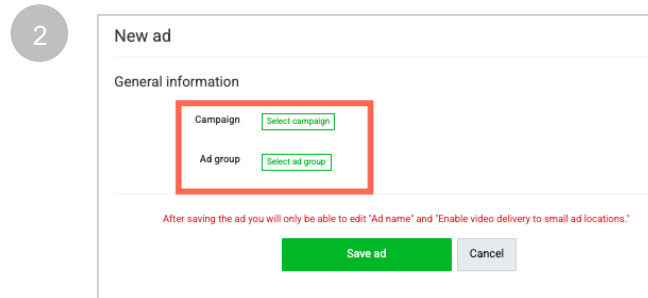


Create an Ad

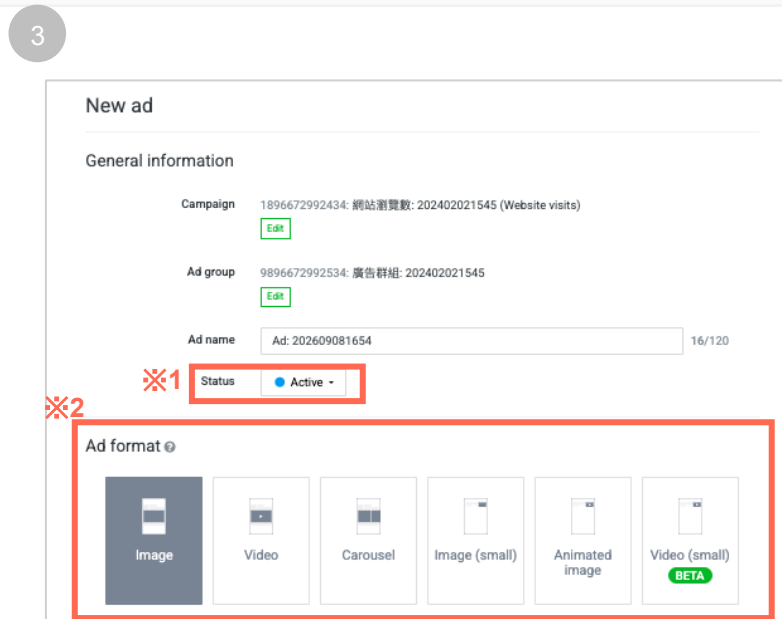
After creating an ad group, you can proceed to create a new ad.



Click “New ad” to open the Ad Settings page (Figure ②).
If you clicked “Save and create ad” after creating the ad group in the previous step, you will be taken directly to the settings page (Figure ③).



Select the campaign and ad group you wish to configure.



※1: Status: The available ad statuses are “Active,” “Paused,” and “Draft.”
If you select “Active” or “Paused,” the status cannot be changed after saving, and the ad will be submitted for review.
If you select “Draft,” you can continue making changes after saving. The status must subsequently be changed manually to Active or Paused before the ad will be submitted for review.

※2: Ad format:
Available formats include Image / Video / Carousel / Image(Small) / Animated Image / Video(Small).
If the ad account belongs to an industry that is not eligible for Smart Channel delivery, the Image(Small), Animated Image, and Video(Small) options will not appear.

Create an Ad – Image

When setting up an ad, you can upload both standard-size and small-size images.

The screenshot shows the 'Create an Ad' interface. At the top, under 'Ad format', the 'Image' option is selected and highlighted with a red box. Below this, the 'Ad' section contains several fields, some of which are also highlighted with red boxes: the 'Image' upload area, the 'Small image (optional)' upload area, the 'Title' and 'Description' text boxes, the 'Button' dropdown, the 'Labels' section with an 'Add label' button, the 'Landing page' URL field, the 'Click URL (Optional)' field, and the 'Impression tracking URL (Optional)' field. At the bottom, there is a 'Compliance check' section with radio buttons for 'Yes' and 'No', a 'Review simulation' section with a 'Simulate review' button, and a 'Save ad' button.

- Image: Supported sizes are 1200 × 628 px and 1080 × 1080 px.
- Small image (optional): Supported sizes are 1200 × 628 px, 1080 × 1080 px, and 600 × 400 px.
 - When both an “Image” and a “Small image” have been uploaded, the Image creative will be delivered to all placements that do not support small images, while the Small-size image will be delivered only to placements that support small images.
 - If only an “Image” has been uploaded, the creative will be delivered to all placements.
- Enter the title, description, and button.
- Labels: You can add information to be displayed below the ad. Up to three labels can be added.
- How to Enter URLs:
 - Landing Page:
Enter the URL to which you want users to be directed (the Landing Page URL without parameters).
 - Click URL (optional):
Enter the URL to which you want users to be directed (the third-party tracking URL, i.e., the Landing Page URL with parameters).
If this field is completed, this URL will be used for delivery. If the URL is incorrect, the system will not automatically fall back to the Landing Page URL.
 - Impression Tracking URL (optional):
Enter the URL provided by your third-party tracking tool. This tracking feature supports Nielsen Digital Ad Ratings and Flashtalking.

Create an Ad – Carousel

When setting up an ad, you can select a carousel format in addition to a single image or video.

Ad format

Image Video **Carousel** Image (small) Animated image Video (small) BETA

Ad

1 2 +

Load existing ad ✖1

Image

No images found Select image Create image -

Make a more effective creative

Title 0/20

Description 0/40

Button 瞭解詳情 -

Landing page 0 https://

Click URL(Optional) 0 https://

Please enter a URL with the same destination as that of your landing page.

Use these settings for other slots

Preview

LINE 台灣 - 再LINE一下

AD The title is displayed here. Your ad description is displayed here. 瞭解詳情

- Delivery placements: LINE TODAY, Home, VOOM, Wallet, POINTS
- Settings:
 - 2–10 ads can be configured.
 - Creatives must be 1080 × 1080 images.
 - Carousel format is not available for the “Gain Friends” campaign objective. When the “Dynamic Product Sales (DPA)” objective is selected, creatives must instead be uploaded to FTP as a “Datafeed.” For details, see Dynamic Ad Media Data.
- ✖1 Click “Load existing ad” to select ads that have previously been uploaded. Only ads created under the same “Campaign objective” can be selected.
- Review:
 - Delivery will begin only after all ads have passed review.
 - If an ad is rejected, the number of the rejected ad will be displayed next to the reason for rejection.

Delivery Status		Ad Name
		1 items
-	-	
Rejected	?	[Reason] This content may violate relevant laws and regulations. (Ad No.: 2) involves effectiveness claims. [Image] This image may violate relevant laws and regulations. (Ad No.: 2) Prohibited for comparison with other products. [Description] This content may violate relevant laws and regulations. (Ad No.: 3) Exaggerated expression.

- Reports: Data can be viewed either as overall performance or as the performance of individual cards within a carousel ad.

Create an Ad – Additional Information

If the campaign objective is “App Installs” or “App Engagement,” the Link URL is entered differently when creating an ad.

1 App Installs

Destination ⓘ

☒ App store page ☐ Landing page

ⓘ

Click URL (Optional) ⓘ

Please enter a URL with the same destination as that of your landing page.

1. Destination:

Select either (1) App Store or (2) Landing Page.

(1) App Store: The App Store URL entered under “Media” will be populated automatically.

(2) Landing Page: Enter the App Store URL.

(Example: <https://itunes.apple.com/tw/app/XXX/idXXXXXXXXXX?mt=8>)

2. Click URL (optional):

If this field is completed, the system will use this URL. However, if the URL is incorrect, the system will not automatically fall back to the Website URL.

Enter the Click Tracking Link generated by the SDK dashboard (a Landing Page URL containing parameters).

For Adjust or AppsFlyer, the generated URL will contain the string [\[% ADVERTISING_ID %\]](#). Replace it with [{ADVERTISING_ID}](#) before submitting. No changes are required for AOS.

2 App Engagement

Link destination ⓘ

☒ Click URL ☐ Deep link

Enter the URL for the page shown when users click your ad. If using a URL issued from a third-party tracking tool, make sure that the destination is the same as that of your app store page. Note that the URL you set as an app store page will be subject to review. People who haven't already installed the app will be taken to the app's store page after clicking the ad.

App store page

ⓘ

This is the app store URL selected for this ad group. Note that the app is subject to review.

[Tracking parameter settings](#)

1. Destination (for users who have the app installed): Directs existing users to reopen the app.

Select either (1) Link URL or (2) Deep Link.

(1) Click URL: Enter the Click Tracking Link generated by the SDK dashboard (a URL containing parameters).

For Adjust or AppsFlyer, the generated URL will contain the string [\[% ADVERTISING_ID %\]](#). Replace it with [{ADVERTISING_ID}](#) before submitting. No changes are required for AOS.

(2) Deep Link: A Deep Link can be used to direct users to a specific screen within the app.

2. App store page(for users who do not currently have the app installed): Directs users who previously installed but subsequently deleted the app to reinstall it or to the app download page. Select App Store: The App Store URL entered under “Media” will be populated automatically.

3. Impression Tracking URL: Enter the Impression Tracking Link generated by the SDK dashboard (a URL containing parameters). ※ Only Adjust and AppsFlyer are supported.

View Reasons for Ad Account and Ad Rejection

When an ad account or ad is rejected during review, the system will display the reason for rejection.

- 1 When an ad account or ad is rejected, its delivery status will be displayed as “Rejected.”

◆ Status	◆ Ad account name
-	5 items
Rejected ? Resubmit Ad account not approved 請更新...	test2 - test2 Admin

- 2 Move the cursor over the “?” icon to display the reason for rejection.

Rejected ? Resubmit
Ad account not approved

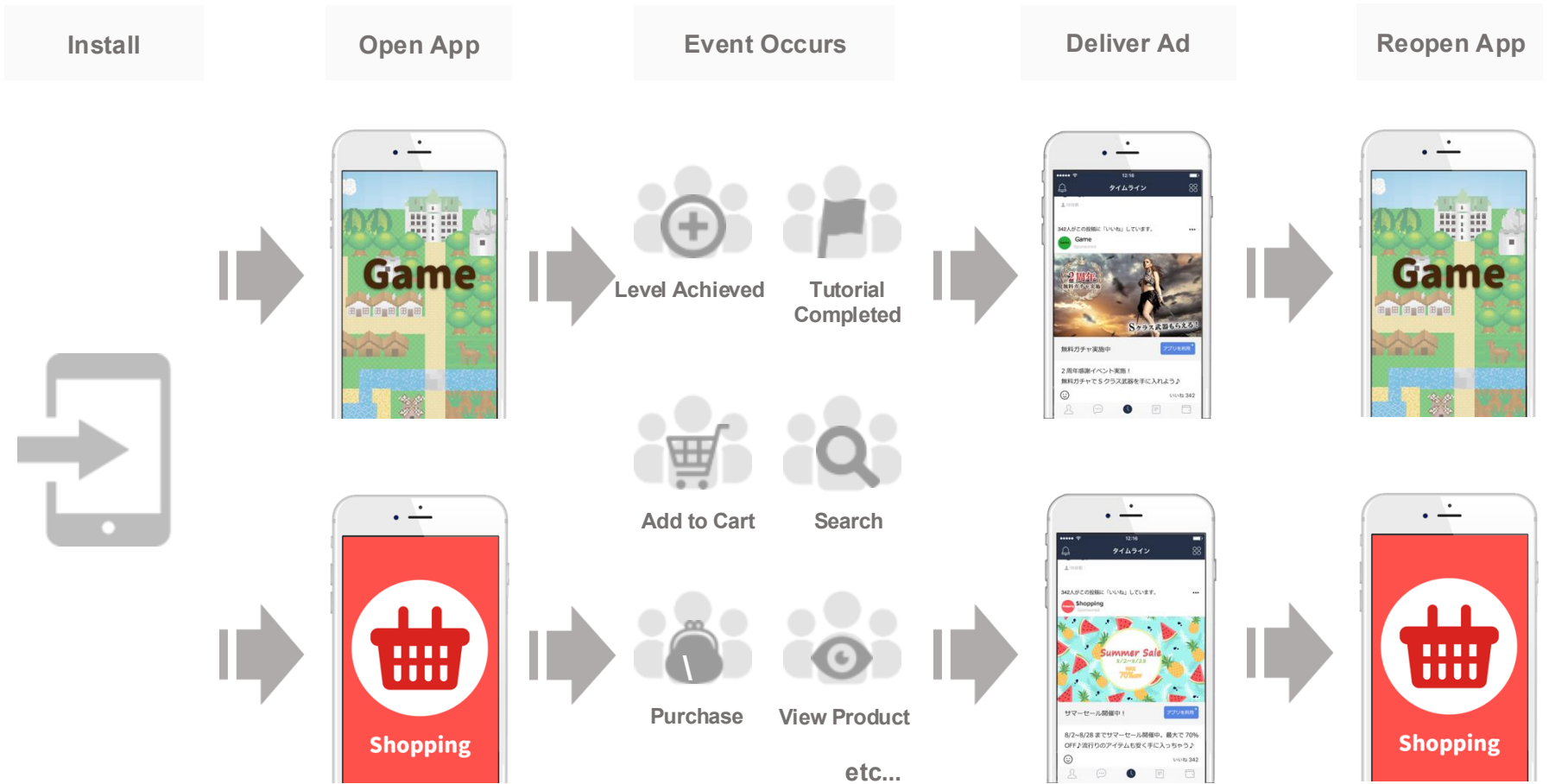
Reason for rejection
Ad account not approved
LINE Ads Platform LINE成效型廣告-廣告刊登規範 ↗

- If an ad account is rejected, see P.22 for instructions on resubmitting the ad account for review.
- If an ad is rejected, create a new ad.

04 Campaign Objectives and Automatic Optimization

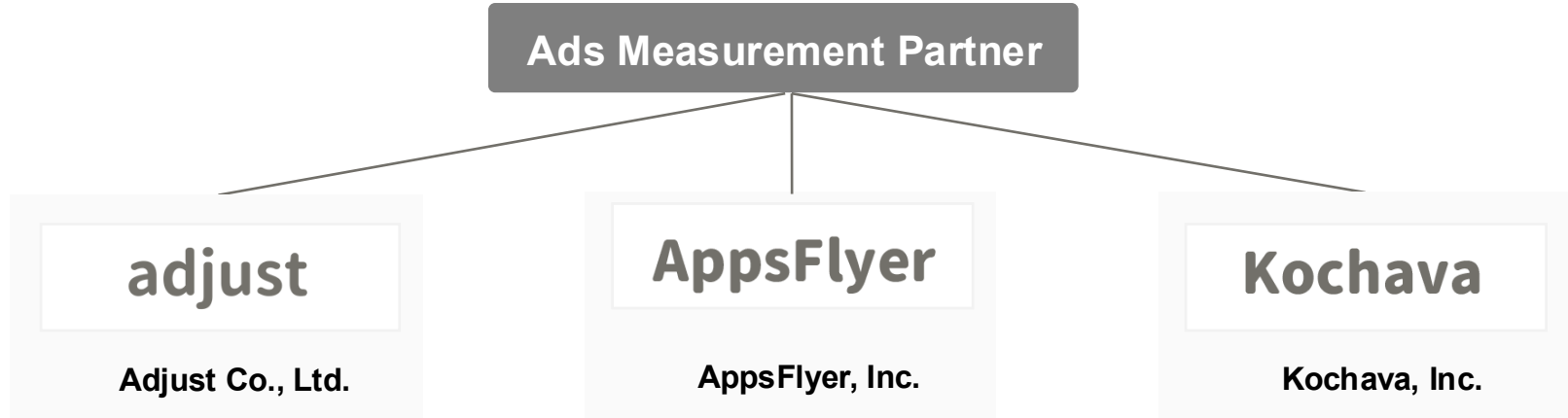
App Engagement

Ads can be delivered to users who have already installed the app to encourage them to open the app again. Tracking events can also be used to create audiences as needed, with conditions specified for individual parameters. ※ For details, see P.46–49.



App Engagement – Supported SDKs

This feature is available to advertisers that have integrated an SDK. SDKs from the following three Ads Measurement Partners are currently supported.



■ When Using a Third-Party SDK

Adjust, AppsFlyer

Part of the tracking event URL must be modified. The URL will contain the string `[% ADVERTISING_ID %]`. Replace this string with `{ADVERTISING_ID}`, then enter the modified URL in the "Link URL" field when creating the ad. See the example below.

Example:

- **Before Change:** `https://app.adjust.com/xxxxxxxxxx&idfa=[% ADVERTISING_ID %]&xxxxxxxxxx`
- **After Change:** `https://app.adjust.com/xxxxxxxxxx&idfa={ADVERTISING_ID}&xxxxxxxxxx`

Kochava

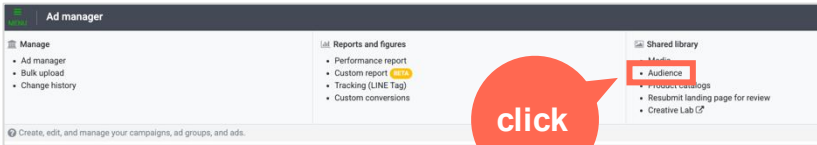
No changes to the URL required.

App Engagement – Event Settings

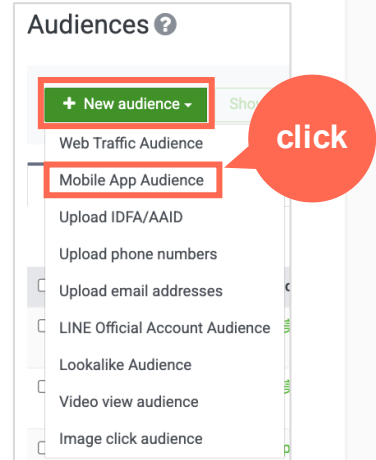
Mobile App Audience can be used to configure tracking events as needed. Follow the steps below.

[Steps for Setting Up a Mobile App Audience]

- 1 Click MENU in the upper-left corner to expand the management menu, then click “Audience” to open the audience creation page.



- 2 On the Audience List page, click “+ New audience” and select “Mobile App Audience.”



- 3 On the Create Mobile App Audience page, configure the following:

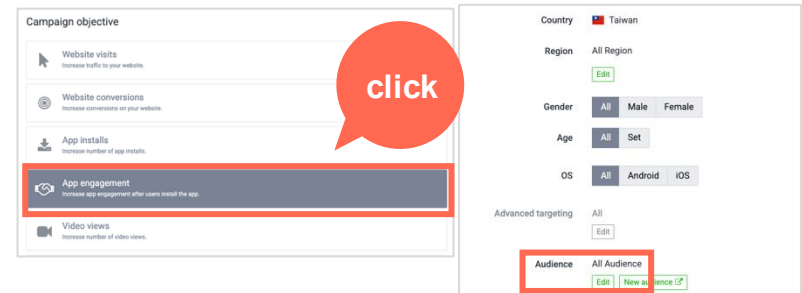
App: From the drop-down menu, select an app registered under Media > Apps.

Event: From the drop-down menu, select an event that is currently active.

※ The app must first be configured in the SDK dashboard before its events will appear in the “Event” drop-down menu.

The screenshot shows the 'New Mobile App Audience' form. Under the 'General information' section, there's a 'Audience name' field with the value 'App event audience : 202609101648'. Below it, there are two dropdown menus: 'App' with 'LINE' selected, and 'Event' with 'No events have fired yet.' selected. A red box highlights both dropdown menus. At the bottom, there's a 'Data retention period' field set to '30 days' and two buttons: 'Save' and 'Cancel'.

- 4 On the Campaign Settings page, select “App Engagement.” After creating and saving the campaign, proceed to the Ad Group Settings page and select the audience created in Step ③.



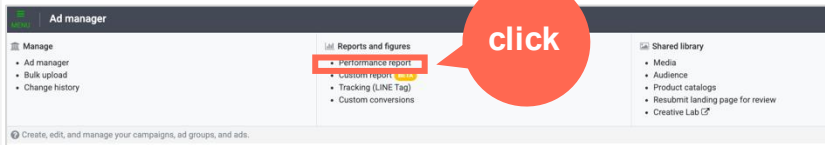
※ For instructions on entering the Click URL when creating an ad, see P.39.

App Engagement – Performance Reports

To view event performance, click “Performance Reports” in the management menu to create and download a report.

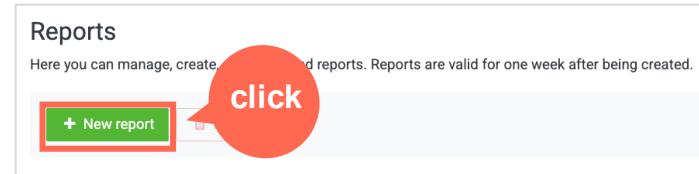
1

Click MENU in the upper-left corner to expand the management menu, then click “Performance Report” to open the settings page.



2

Click “+ New report” to create a report based on your needs.



[Report Details]

Performance for individual events can be viewed in the Performance Report in the columns following “Install (clicks).”

A	B	C	D	E	O	P	Q	R	S	T
adaccount na	adaccount id	impression	viewable imp	clicks	video watche	Video watche	Video watche	Video comple	Installs (click	Install rate (c

Example: One Open event occurs ⇒ “1” will be displayed in the Open column.

P	Q	R
Open	Open rate	cost per O'
1	XX	XX

App Engagement – Available Events

The following parameters can be specified for each event:

Note: Parameter definitions should be confirmed with the SDK provider.

Event	Parameters							
	Category ID	Product ID	Price	Quantity	Search Keyword	Level ID	Custom name	Custom data
Open	-	-	-	-	-	-	-	-
Install	-	-	-	-	-	-	-	-
View Home	-	-	-	-	-	-	-	-
View Category	○	-	-	-	-	-	-	-
View Product	○	○	○	○	-	-	-	-
Search	-	-	-	-	○	-	-	-
Add to Cart	○	○	○	○	-	-	-	-
Purchase	○	○	○	○	-	-	-	-
Level Achieved	-	-	-	-	-	○	-	-
Tutorial Completed	-	-	-	-	-	○	-	-
Custom	-	-	-	-	-	-	○	○

App Engagement – Parameter Conditions

The following conditions can be specified for each parameter:

Parameters	Exact Match	Partial Match	Starts With	Ends With	Does Not Match	Does Not Contain	Greater Than	Less Than	Greater Than or Equal To	Less Than or Equal To
Category ID	☐	☐	☐	☐	☐	☐	-	-	-	-
Product ID	☐	☐	☐	☐	☐	☐	-	-	-	-
Price ※	☐	-	-	-	☐	-	☐	☐	☐	☐
Quantity ※	☐	-	-	-	☐	-	☐	☐	☐	☐
Search Keyword	☐	☐	☐	☐	☐	☐	-	-	-	-
Level ID	☐	☐	☐	☐	☐	☐	-	-	-	-
Custom Name	☐	☐	☐	☐	☐	☐	-	-	-	-
Custom Data	☐	☐	☐	☐	☐	☐	-	-	-	-

※ Only numeric values can be entered.

App Installs & App Engagement – FAQ

Q: What media partner name should be used in the SDK for the new LAP?

A: LINE Ads Platform.

Q: The instructions state that certain parameters must be replaced for Adjust and AppsFlyer, but the parameters that need to be replaced cannot be found.

A: The old media partner name may have been selected in the SDK settings. Please check the relevant settings again.

Q: How should the IDs required by each SDK be entered?

A: The table below shows the corresponding field names in LAP and each Ads Measurement Partner's SDK dashboard:

LAP	adjust	AppsFlyer	Kochava
Ad Account ID	AdvertiserID	Account_ID	ADVERTISER ID
App ID※	AppID	Postback_ID	MOBILE APP ID

※ “App ID” here refers to the ID generated in LAP after an app is added under “Media.” It does not refer to the App ID or package name used to publish the app.

Q: Which campaigns support view-through measurement with each SDK?

A: Only Impression Tracking URLs generated by AppsFlyer and Adjust are supported, and the campaign objective must be “App Installs.” See the next page for setup instructions.

App Installs & App Engagement – FAQ

View-Through Impression Tracking Setup – Impression Tracking Under Specified Conditions

Ad Format:

Ad

Image  No images found [Select image](#) [Create image](#)

[Make a more effective creative](#) 

Small image (optional)  No images found [Select image](#) [Create image](#)

[Make a more effective creative](#) 

Title 0/20

Description 0/75

Button [瞭解詳情](#)

Labels (optional)  [+Add label](#)

• You can add up to 3 labels.
• The combined length of all labels must be within 17 characters.
• Each label must be 1-15 characters long.

App

LINE

Link destination  [Click URL](#) [Deep link](#)

https://

Enter the URL for the page shown when users click your ad. If using a URL issued from a third-party tracking tool, make sure that the destination is the same as that of your app store page. Note that the URL you set as an app store page will be subject to review.
People who haven't already installed the app will be taken to the app's store page after clicking the ad.

App store page https://apps.apple.com/tw/app/line/id443904275 

This is the app store URL selected for this ad group. Note that the app is subject to review.

Impression tracking URL (Optional)  https://

< Requirements >

SDK	Adjust / <u>Appsflyer</u>
Ad Serving Method	Install mobile app
Billing Unit	CPM
Media (Ad Creatives)	Video

< Setup Instructions >

- ① Enter the URL generated by the SDK.
(Currently, only Adjust and Appsflyer are supported. KOCHAVA is not supported.)
- ② If you are using a URL generated by Adjust, after generating the URL on the Adjust management page, add the following parameters at the end of the URL:
&user_agent={USER_AGENT}&ip_address={IP_ADDRESS}&language={LANG}&os_name={OS_NAME}&os_version={OS_VERSION}&device_name={DEVICE}&s2s=1

Note: If the URL parameters may change, please check with the SDK provider.

Gain Friends Ads

1

click

Campaign objective

- Website visits
- Website conversions
- App installs
- App engagement
- Video views
- Reach
- Gain friends**

When creating a campaign, select “Gain Friends” as the campaign objective.

※ This option is not available for unverified LINE Official Accounts. “Gain Friends” will not appear as a campaign objective for these accounts.

2

General information

Campaign 4447302094 範例_202601 獲紅包 (Gain friends)

Ad group name Ad group: 202609101706 22/120

Status Active

Targeting

Targeting mode Auto targeting Manual targeting

Advanced targeting will be disabled when you use the “Auto targeting” mode, and you will only be able to select “Exclude” under the “Audience” settings item.

Audience discovery overview

Ads will only be delivered to audiences in your targeting settings until discovery is complete. This ad delivery data will inform audience discovery.

Country Taiwan

Region All Region

Gender All Male Female

Age All Set

OS All Android iOS

Advanced targeting All

Audience Exclude Audience

3403791196046: Friends Audience - 201911121558由系統自動篩選出的好友

Create the ad group according to the instructions below.

※1: Basic Information

Enter an ad group name.

※2: Targeting

Configure targeting as needed.

Audience: The system automatically excludes the active friends of this account (Friends Audience). This exclusion is applied by default and cannot be removed, but additional audiences can be added as needed.

※3

Optimization and bidding

Bidding amount configuration Configure automatically to maximize friends

Payment method Cost per friend

Bidding strategy Set an event cost cap

Optimize to achieve target events without going over your event cost cap. However, the system may exceed your target cost cap depending on the level of competition for ad placement. Use this setting to expand your daily budget while producing events. Note that if your event cost caps are set too low, your budget may not be fully expended.

Max cost per friend NTS TWD per friend

Enter NTS16.00 or more.

Budget

Daily budget NTS TWD per day

Enter NTS0.01 or more.

Save & create ads Cancel

※3: Optimization and Bidding

Bidding amount configuration: Select either “Configure manually” or “Configure automatically to maximize friends.”

Bid amount: Configure manually– NT\$11 or more

Configure automatically to maximize friends– Set a maximum Cost Per Friend of at least NT\$16.

Click “Save & create ad.”

The subsequent process for creating an ad is the same as for other campaigns.

Reach

- 1 When creating a campaign, select “Reach” as the campaign objective.

click

App engagement
Increase app engagement after users install the app.

Video views
Increase number of video views.

Reach
Increase your reach.

Gain friends
Increase number of LINE official account friends.

- 2 After creating the campaign, create a new ad group and first configure the delivery target.

※ The ad group must be configured within 14 days before ad delivery begins.

Targeting

Country: Taiwan

Region: All Region [Edit](#)

Gender: ☒ All ☐ Male ☐ Female

Age: ☒ All ☐ Set

OS: ☒ All ☐ Android ☐ iOS

Advanced targeting: All [Edit](#)

Audience: All Audience [Edit](#) [New audience](#)

- 3 Next, configure the frequency settings.

※1: Frequency: Select the frequency cap, from 1 to 10 times.
 ※2: Frequency interval: Select the interval at which the frequency count resets, from 1 to 31 days.
 ※3: Daily budget
 ※4: Start date and time: The start date must be within 14 days.
 Delivery Period: Select from 1 to 90 days.

Advertising delivery and frequency settings

※1 Frequency: 1

※2 Frequency interval: 1 day

※3 Daily budget: NTS 1000.00 per day
The daily budget for this ad group is set at the campaign level.

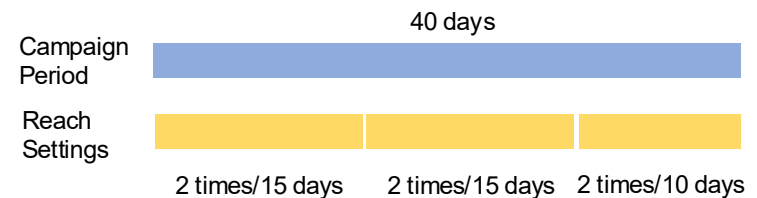
※4 Distribution Start Date and Time: ☒ Starting today
☐ 9/10/2026 17:14 (GMT+8) Taipei

Delivery Period: 1 day - 9/10/2026 18:14 (GMT+8) Taipei

[Save & create ads](#) [Cancel](#)

[Example]

- Frequency: 2 times
- Frequency interval: 15 days
- Delivery Period: 40 days

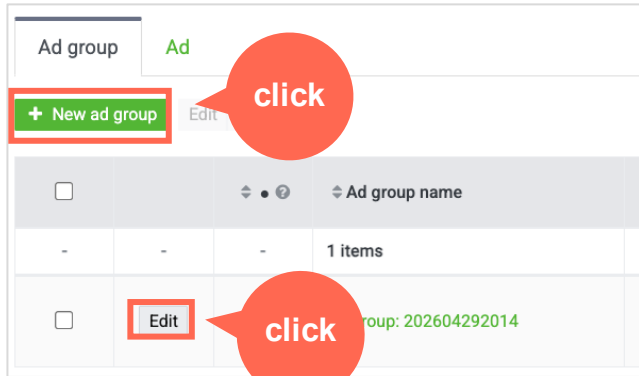


= A user may see the ad up to 6 times during the 40-day campaign period.

Automatic Ad Delivery Optimization – Optimize for Clicks

In addition to setting bid amounts manually, you can use automatic bidding to maximize clicks.

1

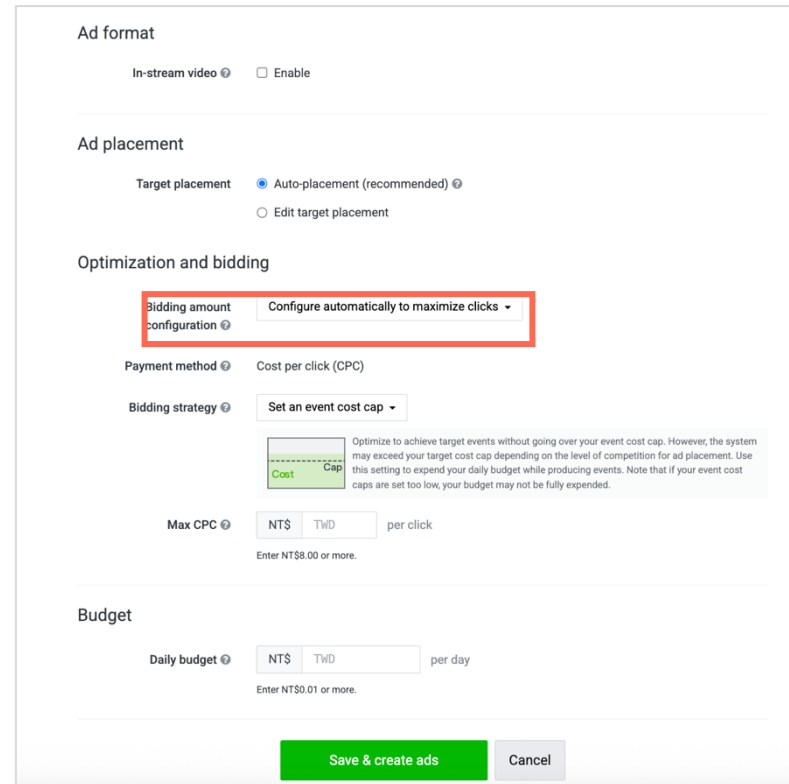


Ad group		Ad	
		+ New ad group	
		Edit	
☐		Ad group name	
-	-	-	1 items
☐	Edit	Ad group: 202604292014	

Open the campaign you wish to configure and click “New ad group.” You can also click “Edit” to modify an existing ad group.

Campaign objectives that support click optimization include Website Visits, Website Conversions, and App Installs.

2



Ad format

In-stream video ☐ Enable

Ad placement

Target placement ☒ Auto-placement (recommended) ☐ Edit target placement

Optimization and bidding

Bidding amount configuration

Payment method

Bidding strategy

Max CPC per click

Budget

Daily budget per day

Save & create ads Cancel

Under Optimization and Bidding, select “Configure automatically to maximize clicks” as the bidding amount setting method configuration. The system will automatically optimize bidding and ad delivery based on the CPC target you specify.

Automatic Ad Delivery Optimization – Optimize for Conversions/Installs

The system optimizes delivery based on the CPA cap you specify to maximize conversions/installs.

1

Campaign objective

-  Website visits
Increase traffic to your website.
-  Website conversions
Increase conversions on your website.
-  App installs
Increase number of app installs.
-  App engagement
Increase app engagement after users install the app.
-  Video views
Increase number of video views.
-  Reach
Increase your reach.

When creating a new campaign, select “Website Conversions” or “App Installs” as the campaign objective based on your needs.

2

[When the Campaign Objective Is “Website Conversions”]

Optimization and bidding

Bidding amount configuration  Configure automatically to maximize conversions -

▲ This auto bidding is set to be optimized for conversions from clicks and video views. When video format ads are created in this ad group, conversions exclusive of those through video views will be optimized.

Optimize for  ☒ Conversion 
☐ Custom conversion 
☐ Standard event 

▲ Your LINE Tag conversion code status is currently inactive. Add a LINE tag to your website to track conversions. [Tracking is not Tagged](#) 

Payment method  Cost per impression (CPM)

Bidding strategy  Set an event cost cap -

Optimize to achieve target events without going over your event cost cap. However, the system may exceed your target cost cap depending on the level of competition for ad placement. Use this setting to expand your daily budget while producing events. Note that if your event cost caps are set too low, your budget may not be fully expended.

Max CPA  NTS THD per conversion
Enter NT\$100.00 or more.

When creating an ad group, select “Configure automatically to maximize conversions” as the bidding amount configuration.

Optimize for: Select “Conversion,” “Standard event,” or “Custom Conversion.” ※ For Custom Conversion optimization settings, see P.54.

Payment method: CPM only.

Bidding strategy: Select the appropriate strategy based on your needs. For details, see P.29.

This feature requires LINE Tag. If LINE Tag is inactive, the settings cannot be configured and the system will display an error message. If this occurs, check the LINE Tag installation status.

[When the Campaign Objective Is “App Installs”]

Optimization and bidding

Bidding amount configuration  Configure automatically to maximize installs -

Optimize for  Install

Payment method  Cost per click (CPC) -

Bidding strategy  Set an event cost cap -

Optimize to achieve target events without going over your event cost cap. However, the system may exceed your target cost cap depending on the level of competition for ad placement. Use this setting to expand your daily budget while producing events. Note that if your event cost caps are set too low, your budget may not be fully expended.

Max CPA  NTS THD per install
Enter NT\$50.00 or more.

When creating an ad group, select “Configure automatically to maximize installs” as the bidding amount configuration.

Payment method: CPC or CPM.

Bidding strategy: Select the appropriate strategy based on your needs. For details, see P.29.

Custom Conversion Optimization

Advertisers can use Custom Conversions as optimization targets for automatic optimization.

1

Campaign objective

Website visits
Increase traffic to your website.

**Website conversions
Increase conversions on your website.**

App installs
Increase number of app installs.

App engagement
Increase app engagement after users install the app.

Video views
Increase number of video views.

Reach
Increase your reach.

When creating a new campaign, select “Website Conversions” as the campaign objective.

2

Optimization and bidding

※1 Bidding amount configuration ? Configure automatically to maximize conversions ▼

※2 Optimize for ?

☐ Conversion ?

☒ Custom conversion ?

☐ Standard event

Select New custom conversion ↗

Payment method ? Cost per impression (CPM)

※1: Bidding amount configuration: Select “Configure automatically to maximize conversions.”

(Payment method: CPM)

※2: Optimize for: Select “Custom Conversion,” then select or create a Custom Conversion based on your needs.

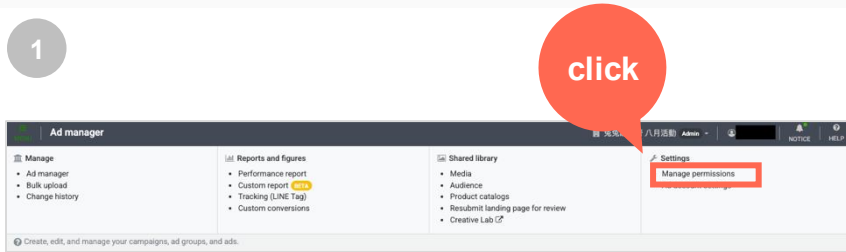
Restrictions:

1. The lookback period for “Custom Conversion” event data must be 30 days or less.
2. The Custom Conversion event must have occurred at least once in the ad account.

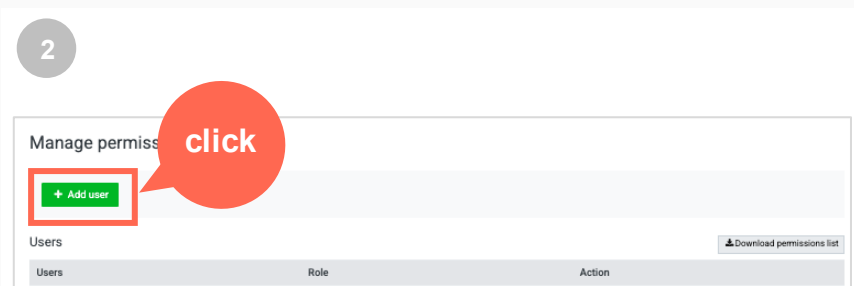
05 Other Features

Permission Management

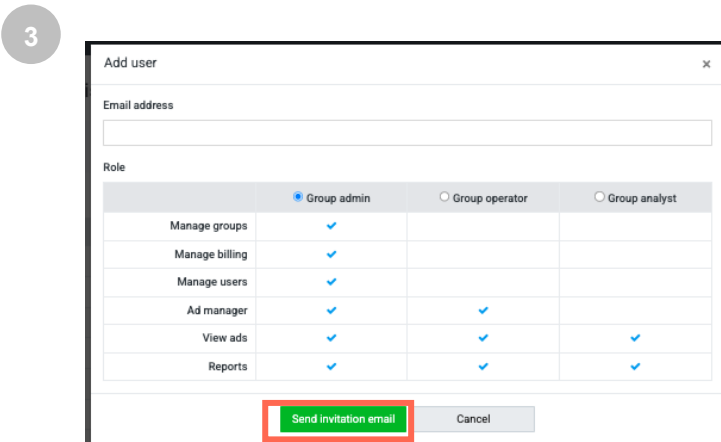
Management permissions can be configured separately for each group and ad account.



Open the group/ad account for which you wish to configure management permissions. Click MENU in the upper-left corner to expand the management menu, then click “Manage permissions.”



Click “Add user,” enter the email address of the user you wish to add, and select the permission level to grant.



Click “Send invitation email.”



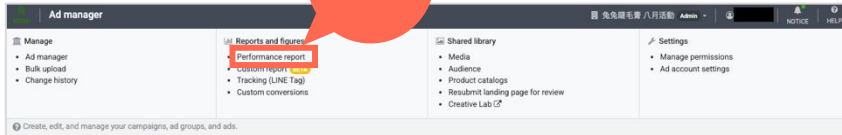
An account management invitation will be sent to the email address you entered. The user will be added once the recipient opens the email and confirms the invitation.

Performance Reports

You can manage, create, and download reports here.

1

click

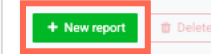


Click MENU in the upper-left corner to expand the management menu, then click “Performance Report” to open the settings page (Figure ②).

2

Reports

Here you can manage, create, and download reports. Reports are valid for one week after being created.



Click “+ New report” in the upper-left corner to create a new report.

※ Once created, the report will appear on the Report Management page and remain available for one week from its creation date. It can be viewed at any time during this period and will be automatically deleted after it expires.

■ Report Fields (Only commonly used performance fields are listed below. For the complete list, see the LAP system.)

Item		Item		Item	
Adaccount name	廣告帳號名稱	Cost	廣告費用	Install	應用程式安裝次數
Adaccount id	廣告帳號ID	Reach (Estimated)	觸及 (預估)	Open	應用程式啟動次數
Impression	曝光數	Frequency	廣告頻率	View home	瀏覽主頁
Viewable impression	瀏覽曝光數	3-second video views	影片播放3秒以上次數	View category	瀏覽類別
CPM	每次曝光成本	Video watches at 25%	影片播放25%次數	View item	瀏覽商品
Clicks	點擊數	Video watches at 50%	影片播放50%次數	Search	查詢
CTR	點擊率	Video watches at 75%	影片播放75%次數	Add to cart	加到購物車
CPC	每次點擊成本	Video watches at 95%	影片播放95%次數	Purchase	購買
CV	轉換數	Video completions	影片完整播放次數	Level achieved	等級達成
CVR	轉換率	Cost per 3-second playback	每次影片播放3秒以上的成本	Tutorial complete	完成新手教學
CPA	每次轉換成本	Cost per complete video view	每次影片100%播放的成本	Impression Share	曝光比重
Lost Impression share (by rank)	曝光流失率(等級)	Lost Impression share (by budget)	曝光流失率(預算)	Recommend daily budget	單日建議預算

■ Impression Definitions

※ Impression: At least 1 pixel of an image/video is displayed.

※ Viewable impression:

Image/Video – 100% of the creative is within the viewable area for 0 seconds or longer.

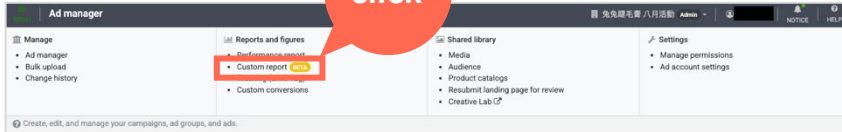
■ Data Update Frequency

When an item other than “Total” is selected under “Breakdown” (Operating System, Location, Gender, Age, Interests, or User Behavior), data is updated once daily. Therefore, the most recent data available for download is from the previous day. All other data is updated approximately every 10 minutes.

Custom Reports

You can create, edit, and download reports here.

1



Click MENU in the upper-left corner to expand the management menu, then click “Custom Report” to open the settings page (Figure ②).

2

Custom reports

Here you can edit, create, and download custom reports.
Data from more than 5 years ago cannot be included in the report.

+ Create

Copy

Delete

Click “+ Create” in the upper-left corner to create a new custom report.

※ Once created, the report will appear on the Report Management page and remain available for one week from its creation date. It can be viewed at any time during this period and will be automatically deleted after it expires.

3

You can customize the fields to be included in the Performance Report. The selected settings can be “Saved” for direct download in the future.

※ Custom Conversion fields are not supported.

Custom reports >

Create custom report

Report name 0/120

Last saved: Data refreshed about 5 hours ago + Save + Download

Filter: Last 7 days 9/9/2026 - 9/15/2026 (Asia/Tokyo) Filter

Data from more than 5 years ago cannot be included in the report.

Row	Column
Campaign name	Campaign ID
Campaign delivery status	Campaign objective
Start date	End date
Campaign budget	Cost
Reach (estimated)	Impressions
Clicks	

No data found

Report items

Search by row or column name

Row

Column

Level

- ☐ Ad account ID
- ☐ Ad account name
- ☒ Campaign ID
- ☒ Campaign name
- ☐ Ad group ID
- ☐ Ad group name
- ☐ Ad ID
- ☐ Ad name
- ☐ Carousel card

Report interval

- ☐ Month
- ☐ Week
- ☐ Day

Report unit size

- ☐ Age
- ☐ Gender
- ☐ OS
- ☐ Interests
- ☐ Behavior
- ☐ Demographics
- ☐ Purchase intent

Region (residence)

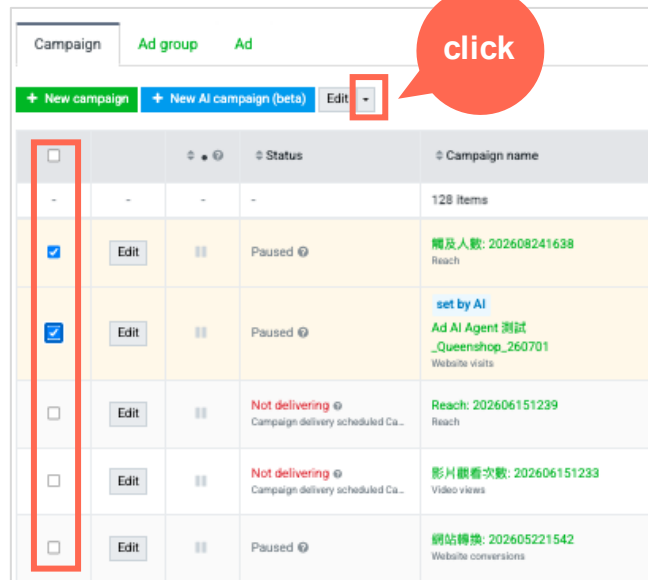
- ☐ Level 1 (prefecture)
- ☐ Level 2 (city/ward)
- ☐ Specific target placement

Region (workplace)

Bulk Edit/Delete

You can select multiple campaigns and edit their delivery settings or change their statuses at once.

■ Bulk Edit/Delete



	Campaign	Ad group	Ad
	+ New campaign + New AI campaign (beta) Edit		
☐			
☐			
☒			
☒			
☐			
☐			
☐			
☐			

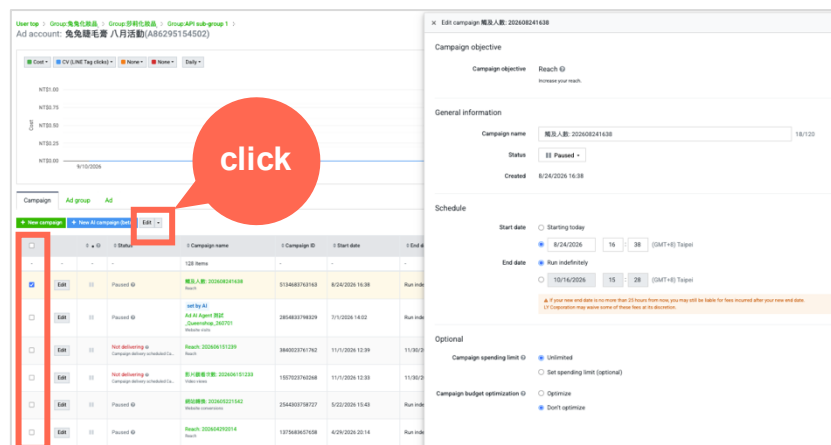
Select the campaigns you wish to edit at once, then use the drop-down menu next to “Edit” to change their delivery status directly.

※ Bulk edit/delete is also available for ad groups and ads.

※ Bulk editing applies the same settings to all selected campaigns. Different settings cannot be applied individually. (Example: The delivery status of all selected campaigns can only be changed to “Paused,” or the same delivery schedule can be applied to all selected campaigns.)

※ Campaigns that have already begun delivery will still incur charges even if they are deleted. Select “Deleted items” in the upper-right corner to view deleted campaigns.

■ Change Delivery Status



	Campaign	Ad group	Ad
☐			
☐			
☐			
☐			
☐			
☐			
☐			
☐			
☐			
☐			

Select the campaigns you wish to edit at once, then click “Edit” to expand the settings and make changes.

Bulk Upload

The Bulk Upload feature allows you to create or update the settings of multiple “Campaigns,” “Ad Groups,” and “Ads” at once.

■ Bulk Upload Process:

- ① Create the “Ad Account,” “Images,” “Videos,” “Apps,” and “Audiences” you wish to use in LAP.
- ② Export an existing Bulk Sheet.
- ③ Edit the Bulk Sheet.
- ④ Import the edited Bulk Sheet.
- ⑤ Review the error report.

■ Levels That Can Be “Created/Updated” Using Bulk Upload:

- Ad Campaigns
- Ad Groups
- Ads

■ Items That Must Be Created in LAP in Advance:

- Ad Accounts
- Ad creatives: “Images,” “Videos,” and “Apps”
- Audiences

Bulk Upload – Bulk Sheet

A Bulk Sheet is a .csv file used with Bulk Upload to create or update settings for “Campaigns,” “Ad Groups,” and “Ads.”

- A Bulk Sheet consists of the following two sections:

① Header Row

Contains the names of the fields required for ad settings (cannot be edited).

② Settings

Contains the ad settings. Enter the details row by row, with each row representing an individual “Ad.”

1	Ad account ID	Campaign ID	Campaign name	Campaign status	Campaign objective	Start date	End date	Campaign spend	Budget type	Monthly budget	Lifetime budget	Ad group ID	Ad group name	Ad group status	Bidding amount	Payment method
2	A37814129192	C602301341456	34_3_New_cam	Active	Visit my website	2018-10-12T16:17:37		Off				R603301341456	34_3_New_adG	Active	Configure manu	Cost per click
	A37814129192	C133301341960	39_1_New_cam	Active	Visit my website	2018-10-12T16:18:24		Off				R613301341960	39_1_New_adG	Active	Configure autor	Cost per click
	A37814129192	C133301341961	39_11_New_cam	Active	Visit my website	2018-10-12T16:18:24		Off				R614330134196	39_11_New_adG	Active	Configure autor	Cost per click
	A37814129192	C502201349155	7_15_New_cam	Active	Visit my website	2018-10-12T15:2018-09-01T01		Off				R450220134915	7_15_New_adG	Active	Configure autor	Cost per click
	A37814129192	C511201346341	3_3_New_cam	Active	Visit my website	2018-10-12T14:50:41		Off				R451120134634	3_3_New_adG	Active	Configure autor	Cost per click
	A37814129192	C513201346647	4_13_New_cam	Paused	Visit my website	2018-10-12T14:54:32		Off								
	A37814129192	C513201349257	7_12_New_cam	Active	Visit my website	2018-10-12T15:2019-10-01T13		Off				R451320134925	7_12_New_adG	Active	Configure autor	Cost per click
	A37814129192	C534201349056	7_9_New_cam	Active	Visit my website	2018-10-12T15:2019-09-01T01		Off				R453420134905	7_9_New_adG	Active	Configure autor	Cost per click
	A37814129192	C562201346043	4_4_New_cam	Paused	Visit my website	2018-10-12T14:51:56		Off								
	A37814129192	C583201349056	7_9_New_cam	Active	Visit my website	2018-10-12T15:2019-09-01T01		Off				R458320134905	7_9_New_adG	Active	Configure autor	Cost per click
	A37814129192	C587201348852	7_14_New_cam	Active	Visit my website	2018-10-12T15:2018-09-01T01		Off				R253720134895	7_14_New_adG	Active	Configure autor	Cost per click
	A37814129192	C602301341456	16_2_New_cam	Active	Visit my website	2018-10-12T16:15:51		Off				R271230134145	16_2_New_adG	Active	Configure manu	Cost per click

✂ Bulk Sheet Format

- File format: .csv
- File encoding: UTF-16 Little-Endian
- Tab-delimited
- First save the file in “UTF-16 Unicode Text (.txt)” format, then change the file extension to .csv.

Bulk Upload – ① Create the Required “Ad Account,” “Images,” “Videos,” “Apps,” and “Audiences” in LAP

Items that have not yet been created, including “Ad Accounts,” “Images,” “Videos,” “Apps,” and “Audiences,” cannot be used in a Bulk Sheet. Therefore, any such items you wish to use must first be created in LAP. The IDs generated when these items are created will be used when editing the Bulk Sheet.

1

Create an “Ad Account”

See P.20 of this User Manual for instructions on creating an ad account.

After the ad account is created, an Ad Account ID will be generated. When entering the ID in the Bulk Sheet, use the format “A + number,” e.g., A12345678901.

2

Create Ad Creatives: “Images,” “Videos,” and “Apps”

An ID will be generated after each ad creative is created. When entering IDs in the Bulk Sheet, use the following formats:

Images: “I + ID,” e.g., I1234567890123.

Videos: “V + ID,” e.g., V1234567890123.

App: “P + ID,” e.g., P1234567890123.

3

Create an “Audience”

See Chapter 6 (Conversions and Remarketing) of this User Manual for instructions on creating an “Audience.”

After the audience is created, an ID will be generated. When entering the ID in the Bulk Sheet, use the following format:

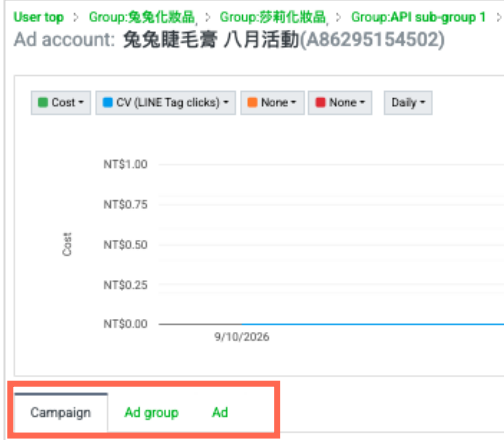
Audience: “U + ID,” e.g., U1234567890123.

Bulk Upload – ② Export an Existing Bulk Sheet

If you have previously configured campaigns, ad groups, or ads, open the relevant “Ad Account” and follow the steps below to export a Bulk Sheet.

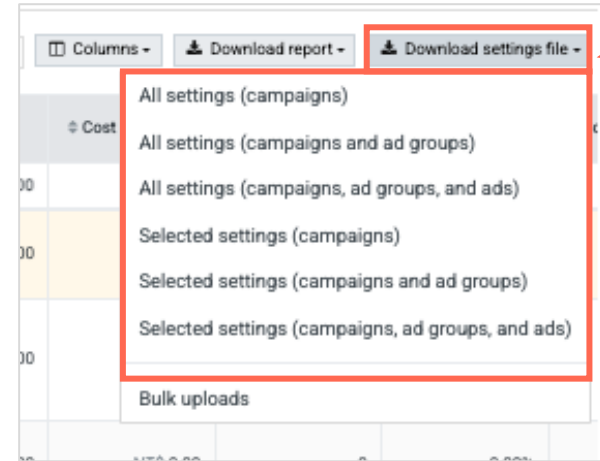
If no settings have previously been configured, click MENU in the upper-left corner to expand the management menu, then select “Bulk Upload” to download a Bulk Sheet template.

1



Select the tab for the ad level you wish to create or update.

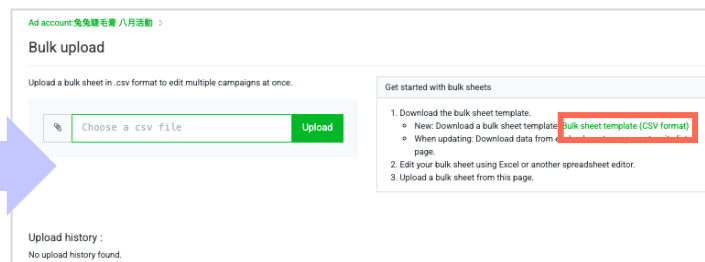
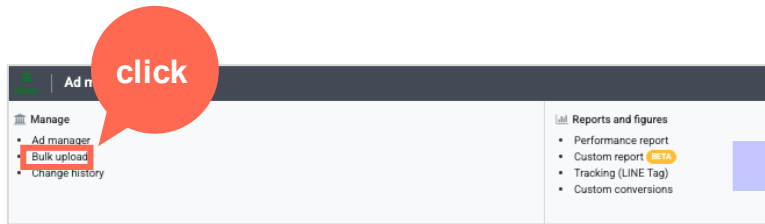
2



Click “Download settings file” and select the content you wish to download from the drop-down menu.

The downloaded Bulk Sheet (CSV file) will contain your existing ad settings.

✖ If there are no existing ad settings: You can download a Bulk Sheet template from the “Bulk Upload” page.



Bulk Upload – ③ Edit the Bulk Sheet

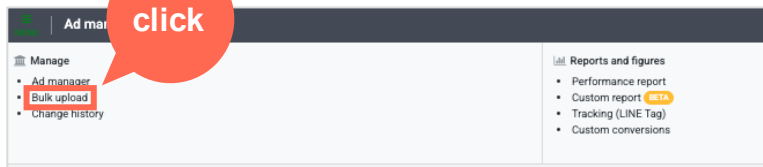
Edit the “Campaigns,” “Ad Groups,” and “Ads” you wish to create or update in the Bulk Sheet. Detailed instructions are provided below:

- 1 For fields that use a selection menu in the system, values must be entered in English. See Appendices ①—④ for the required values.
- 2 Create: When creating a “Campaign,” “Ad Group,” or “Ad,” all required fields must be completed. See Appendices ①—④.
- 3 Update: Except for the fields you wish to update, do not modify or edit fields that are to remain unchanged.
- 4 Delete: To delete a “Campaign,” “Ad Group,” or “Ad,” enter “Deleted” in the Status field at the corresponding level.

Bulk Upload – ④ Import the Edited Bulk Sheet

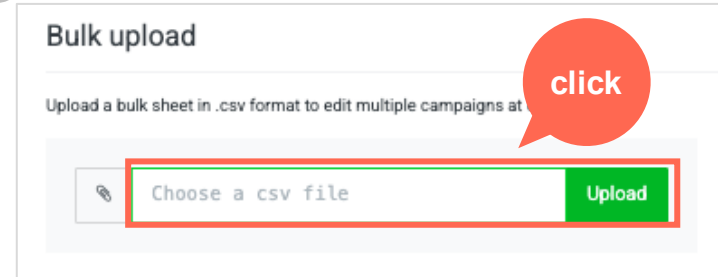
After editing the “Campaigns,” “Ad Groups,” and “Ads” you wish to create or update in the Bulk Sheet, upload the file back to the system.

1



Click MENU in the upper-left corner to expand the management menu, then click “Bulk Upload.”

2



Click “Choose a csv file,” select the Bulk Sheet you wish to import (the file must be in .csv format), then click “Upload.”

※ Maximum upload file size: 200 KB.

3

A screenshot of the 'Results' section. It contains a table with columns 'New', 'Update', 'Delete', and 'Skip'. The table lists changes for 'Ad Campaigns', 'Ad Groups', and 'Ads'. Below the table is a green 'Apply Changes' button, which is highlighted with a red box and a red speech bubble with the word 'click' pointing to it.

	New	Update	Delete	Skip
Ad Campaigns	-	1	-	3
Ad Groups	-	-	-	-
Ads	-	-	-	-

In the “Results” section at the bottom of the page, confirm that there are no issues with the import results, then click “Apply changes” to update the ad settings.

Bulk Upload – ⑤ Review the Error Report

If the Bulk Sheet contains errors, the system will generate a Bulk Sheet containing error information for download. Review the error report, correct the issues based on the reasons provided, and upload the file again.

1

Bulk upload

Upload a bulk sheet in .csv format to edit multiple campaigns at once.

 template_A86295154502.csv Upload

⚠ Error(s) were found in your uploaded file.

 Download

click

Click "Download." (This button appears only when an error occurs.)

2

	AK	AL	AM	AN	AO	AP	AQ	AR
1	Title	Description	Call to action	Final URL	Click URL	Error		
2	Title	Description	Learn More	http://line.me/				
3	Title	Description	Learn More			「Final URL」欄不可留空		
4	Title	Description	Learn More	aaa		「Final URL」欄的數值無效		
5								
6								
7								
8								
9								
10								

The cause of each error will be shown in the "Error" field in the rightmost column of the downloaded Bulk Sheet.

Bulk Upload – Appendix ① Instructions for Completing the Bulk Sheet (Ad Account and Campaign)

●: Required ○: Conditionally required △: Optional

Item	Description	Can be changed?	Create			Update		
			Campaign	Ad Group	Ad	Campaign	Ad Group	Ad
Ad account ID	Identifier for the ad account. New ad accounts must be created through the standard application process and cannot be created using a Bulk Sheet. Therefore, the Bulk Sheet can only be used to update settings for existing ad accounts. Entry format: A + number	No	●	●	●	●	●	●
Campaign ID	Identifier for the campaign. Leave this ID field blank when creating a new campaign. Entry format: C + number	No				●	●	●
Campaign name	Enter the name of each campaign. The same name may be used for multiple campaigns. Up to 120 characters can be entered. Entry format: Text	Yes	●			●		
Campaign status	The campaign delivery status. Enter "Active," "Paused," or "Deleted." Entry format: Fixed text (English)	Yes	●			●		
Campaign objective	The campaign objective. Enter "Visit my website," "App installs," "App engagements," "Website conversions," "Gain friends," or "Reach and frequency." ※1 Entry format: Fixed text (English)	No	●			●		
Start date	Enter the start date and time for the ad delivery schedule. For example, for December 1, 2012 at 13:05, enter "2012/12/1 13:05." Use half-width characters for numbers and punctuation. If no start date needs to be specified, leave this field blank. Entry format: yyyy/mm/dd hh:mm	Yes	△			△		
End date	Enter the end date and time for the ad delivery schedule. For example, for December 1, 2012 at 13:05, enter "2012/12/1 13:05." Use half-width characters for numbers and punctuation. If no start date needs to be specified, leave this field blank. Entry format: yyyy/mm/dd hh:mm	Yes	△			△		
Campaign spend Limit	Specifies whether a campaign spend limit is set. Enter "On" or "Off." Entry format: Fixed text (English)	Yes	●			●		
Budget type	The time period applicable to the campaign spend limit. Enter "Per month" or "In total." Entry format: Fixed text (English)	Yes	○ ※2			○ ※2		
Monthly budget	If "Per month" is selected for the campaign spend limit, enter the monthly budget in this field. Enter numbers using half-width characters. For example, to set a budget of 10,000, enter "10000." Entry format: Number	Yes	○ ※3			○ ※3		
Lifetime budget	If "In total" is selected for the campaign spend limit, enter the total budget for the entire campaign period in this field. Enter numbers using half-width characters. For example, to set a budget of 10,000, enter "10000." Entry format: Number	Yes	○ ※4			○ ※4		

※1 Available only for ad accounts with the "Reach and frequency" feature enabled.

※2 Required when "Campaign spend limit" is set to "On."

※3 Required when "Budget type" is set to "Per month."

※4 Required when "Budget type" is set to "In total."

Bulk Upload – Appendix ② Instructions for Completing the Bulk Sheet (Ad Group – 1)

●: Required ○: Conditionally required △: Optional

Item	Description	Can be changed?	Create			Update		
			Campaign	Ad Group	Ad	Campaign	Ad Group	Ad
Ad group ID	Identifier for the ad group. Leave this ID field blank when creating a new ad group. Entry format: R + number	No					●	●
Ad group name	Enter the name of each ad group. The same name may be used for multiple ad groups. Up to 120 characters can be entered. Entry format: Text	Yes		●			●	
Ad group status	The ad group delivery status. Enter "Active," "Paused," or "Deleted." Entry format: Fixed text (English)	Yes		●			●	
Bidding amount configuration	The bid amount setting method for the ad group. Enter one of the following: - Manual setting: "Configure manually" - Automatically set to maximize clicks: "Configure automatically to maximize clicks" - Automatically set to maximize conversions: "Configure automatically to maximize conversions" - Automatically set to maximize installs: "Configure automatically to maximize installs" - Automatically set to maximize friend adds: "Configure automatically to maximize friends" Entry format: Fixed text (English)	Yes		●			●	
Optimize for	The optimization target for ad delivery. If "Configure automatically to maximize conversions" or "Configure automatically to maximize installs" is selected under Bidding amount configuration, enter "Conversion," "Custom conversion," or "Install" in this field. Entry format: Fixed text (English)	No		○ ※1			○ ※1	
Custom conversion ID	Enter the Custom Conversion ID configured for the ad group. Enter numbers using half-width characters. Entry format: N + number	No		○ ※2			○ ※2	
Payment method	The billing method for the ad group. Enter "Cost per click (CPC)," "Cost per impression (CPM)," or "Cost per friend." Entry format: Fixed text (English)	No		●			●	
Bidding strategy	The bidding strategy. Enter "Set a bid amount cap," "Set an event cost cap," or "No limit; expend daily budget as aggressively as possible." Entry format: Fixed text (English)	Yes		○ ※3			○ ※3	
Bid amount	The bid amount for the ad group. This field is required if "Configure manually" is selected as the bid amount setting method. Enter numbers using half-width characters. For example, to set an amount of 1,000, enter "1000." Entry format: Number	Yes		○ ※4			○ ※4	

※1 Required when "Bidding amount configuration" is set to "Configure automatically to maximize conversions" or "Configure automatically to maximize installs."

※2 Required when "Optimize for" is set to "Custom conversion."

※3 Required when "Bidding amount configuration" is set to an option other than "Configure manually."

※4 Required when "Bidding amount configuration" is set to "Configure manually."

Bulk Upload – Appendix ③ Instructions for Completing the Bulk Sheet (Ad Group – 2)

●: Required ○: Conditionally required △: Optional

Item	Description	Can be changed?	Create			Update		
			Campaign	Ad Group	Ad	Campaign	Ad Group	Ad
Max CPC	Maximum CPC. Required if “Configure automatically to maximize clicks” is selected as the bid amount setting method for the ad group. Enter numbers using half-width characters. For example, to set an amount of 1,000, enter “1000.” Entry format: Number	Yes		○ ※4			○ ※4	
Max CPA	Maximum CPA. Required if “Configure automatically to maximize conversions” or “Configure automatically to maximize installs” is selected as the bid amount setting method for the ad group. Enter numbers using half-width characters. For example, to set an amount of 1,000, enter “1000.” Entry format: Number	Yes		○ ※5			○ ※5	
Max Cost Per Friend	Maximum Cost Per Friend. Required if “Configure automatically to maximize friends” is selected as the bid amount setting method for the ad group. Enter numbers using half-width characters. For example, to set an amount of 1,000, enter “1000.” Entry format: Number	Yes		○ ※6			○ ※6	
Daily budget	The daily budget for the ad group. Enter numbers using half-width characters. For example, to set an amount of 1,000, enter “1000.” Entry format: Number	Yes		●			●	
App ID	The App ID. Enter numbers using half-width characters. Entry format: P + number	No		○ ※7			○ ※7	
Frequency	The frequency. Enter the number of times you want each user to see the ad. Entry format: Number from 2 to 10	Yes (Depending on settings)		○ ※8			○ ※8	
Reach & frequency start date	The start date and time of the ad delivery schedule. Enter a date and time within two weeks from the current date. For example, for December 1, 2012 at 13:05, enter “2012/12/1 13:05.” Use half-width characters for numbers and punctuation. If no start date is specified, leave this field blank. Ad delivery will begin when setup is completed. Entry format: yyyy/mm/dd hh:mm	Yes (Depending on settings)		○ ※8			○ ※8	
Reach & frequency end date	The end date and time of the ad delivery schedule. Enter a date and time within 31 days from the current date. For example, for December 1, 2012 at 13:05, enter “2012/12/1 13:05.” Use half-width characters for numbers and punctuation. Entry format: yyyy/mm/dd hh:mm	Yes (Depending on settings)		○ ※8			○ ※8	
Location ※9	The target location for ad group delivery. For details and entry instructions, see P.71. To target all locations, leave this field blank. Entry format: Fixed text (English). Separate multiple locations with a semicolon (;).	Yes		△			△	

※4 Required when “Bidding amount configuration” is set to “Configure automatically to maximize clicks,” except when the bid strategy is “No limit; expend daily budget as aggressively as possible.”

※5 Required when “Bidding amount configuration” is set to “Configure automatically to maximize conversions” or “Configure automatically to maximize installs,” except when the bid strategy is “No limit; expend daily budget as aggressively as possible.”

※6 Required when “Bidding amount configuration” is set to “Configure automatically to maximize friends,” except when the bid strategy is “No limit; expend daily budget as aggressively as possible.”

※7 Required when “Campaign objective” is set to “App installs” or “App engagements.”

※8 Required when “Campaign objective” is set to “Reach and frequency.”

※9 For detailed location options, see P.72–74. For Important Notes on entering locations, see P.74.

Bulk Upload – Appendix ④ Instructions for Completing the Bulk Sheet (Ad Group – 3)

●: Required ○: Conditionally required △: Optional

Item	Description	Can be changed?	Create			Update		
			Campaign	Ad Group	Ad	Campaign	Ad Group	Ad
Gender	The target gender for ad group delivery. Enter "Male" or "Female." To target all genders, leave this field blank. Entry format: Fixed text (English)	Yes		△			△	
Age min	The minimum target age for ad group delivery. Enter one of the following minimum ages: "15," "20," "25," "30," "35," "40," "45," "50," "55," "60," or "65." If there is no minimum age restriction, leave this field blank. Entry format: Fixed half-width number	Yes		△			△	
Age max	The maximum target age for ad group delivery. Enter one of the following maximum ages: "14," "19," "24," "29," "34," "39," "44," "49," "54," "59," or "64." If there is no maximum age restriction, leave this field blank. Entry format: Fixed half-width number	Yes		△			△	
User os	The target operating system for ad group delivery. Enter "iOS" or "Android." If there is no operating system restriction, leave this field blank. Entry format: Fixed text (English)	Yes		△			△	
User os version min	The minimum target operating system version for ad group delivery. Enter the minimum OS version in "X.X" format. For example, to set the minimum version to 10.2, enter "10.2." If there is no operating system version restriction, leave this field blank. Entry format: Number. For valid values, see the operating system drop-down menu on the "Add ad group" page in the system.	Yes		△			△	
User os version max	The maximum target operating system version for ad group delivery. Enter the maximum OS version in "X.X" format. For example, to set the minimum version to 10.2, enter "10.2." If there is no operating system version restriction, leave this field blank. Entry format: Number. For valid values, see the operating system drop-down menu on the "Add ad group" page in the system.	Yes		△			△	
Interests ※10	The target interests for ad group delivery. To select multiple interests, separate them with a half-width comma (.). For example, to target Games and Sports, enter "Games,Sports." To target all interests, leave this field blank. Entry format: Fixed text (English)	Yes		△			△	
User behavior ※11	The target user behaviors for ad group delivery. Enter each user behavior in the format "Main category;Subcategory." To select multiple user behaviors, separate them with a half-width comma (.). For example, to target puzzle mobile gamers, racing mobile gamers, and hypermarket shoppers, enter: "Gamer;Gamer_puzzle";"Gamer;Gamer_racing";"Purchase Channel;Hypermarket lovers" Entry format: Fixed text (English)	Yes		△			△	

※10 For detailed interest options, see P.75.

※11 For detailed user behavior options, see P.75.

Bulk Upload – Appendix ⑤ Instructions for Completing the Bulk Sheet (Ad)

●: Required ○: Conditionally required △: Optional

Item	Description	Can be changed?	Create			Update		
			Campaign	Ad Group	Ad	Campaign	Ad Group	Ad
Ad ID	Identifier for the ad. Do not change this ID when updating an existing ad. Leave this ID field blank when creating a new ad. Entry format: D + number	No						●
Ad name	Enter the name of each ad. The name must not be the same as that of another ad. Up to 120 characters can be entered. Entry format: Text	Yes			●			●
Ad status	The ad delivery status. Enter "Active," "Paused," or "Deleted." Entry format: Fixed text (English)	Yes			●			●
Ad format	The ad format. Enter "Image" or "Video." Entry format: Fixed text (English)	No			●			●
Image ID	Enter the ID of the image you wish to use for the ad. The Image ID can be found in the Media image list. Entry format: I + number	No			○ ※1			○ ※1
Video ID	Enter the ID of the video you wish to use for the ad. The Video ID can be found in the Media video list. Entry format: V + number	No			○ ※2			○ ※2
Title	Enter the ad title. Up to 20 characters can be entered. Entry format: Text	No			●			●
Description	Enter the ad description. Up to 75 characters can be entered. Entry format: Text	No			●			●
Call to action ※4	The ad's Call to Action button. For valid text values, see the corresponding drop-down menu on the "Add ad" page in the system. Entry format: Fixed text (English)	No			●			●
Landing Page	The ad's final URL. Enter the Landing Page URL or App Store URL. Entry format: URL	No			●			●
Click URL	The ad's link URL. Enter the URL of the page to which you wish to direct users. If you use an analytics tool, enter the URL provided by the tool in this field. Entry format: URL	No			△			△
Deep link	The ad's Deep Link URL. Enter the URL of the page within the app to which you wish to direct users who already have the app installed. Entry format: URL	No			○ ※3			○ ※3

※1 Required when "Ad format" is set to "Image."

※2 Required when "Ad format" is set to "Video."

※3 Available only when "Campaign objective" is set to "App engagements."

※4 For detailed Call to Action options, see P.76.

Bulk Upload – Appendix ⑥ How to Enter Locations (Location) 1

※ Read the table from left to right.

Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter
臺北市	Taipei City	樹林區	Shulin District	平鎮區	Pingzhen District	三義鄉	Sanyi Township	沙鹿區	Shalu District
北投區	Beitou District	泰山區	Taishan District	桃園區	Taoyuan District	獅潭鄉	Shitan Township	神岡區	Shengang District
大安區	Daan District	淡水區	Tamsui District	新屋區	Xinwu District	泰安鄉	Taian Township	石岡區	Shigang District
大同區	Datong District	土城區	Tucheng District	楊梅區	Yangmei District	銅鑼鄉	Tongluo Township	太平區	Taiping District
南港區	Nangang District	萬里區	Wanli District	中壢區	Zhongli District	通霄鎮	Tongxiao Township	潭子區	Tanzi District
內湖區	Neihu District	五股區	Wugu District	新竹市	Hsinchu City	頭份市	Toufen City	西區	W. District
士林區	Shilin District	烏來區	Wulai District	東區	E. District	頭屋鄉	Touwu Township	外埔區	Waipu District
松山區	Songshan District	新店區	Xindian District	北區	N. District	西湖鄉	Xihu Township	霧峰區	Wufeng District
萬華區	Wanhua District	新莊區	Xinzhuang District	香山區	Xiangshan District	苑裡鎮	Yuanli Township	梧棲區	Wuqi District
文山區	Wenshan District	汐止區	Xizhi District	新竹縣	Hsinchu County	造橋鄉	Zaoqiao Township	烏日區	Wuri District
信義區	Xinyi District	鶯歌區	Yingge District	寶山鄉	Baoshan Township	竹南鎮	Zhunan Township	新社區	Xinshe District
中山區	Zhongshan District	永和區	Yonghe District	北埔鄉	Beipu Township	卓蘭鎮	Zhuolan Township	西屯區	Xitun District
中正區	Zhongzheng District	中和區	Zhonghe District	峨眉鄉	Emei Township	臺中市	Taichung City	彰化縣	Changhua County
新北市	New Taipei City	基隆市	Keelung City	關西鎮	Guanxi Township	北屯區	Beitun District	北斗鎮	Beidou Township
八里區	Bali District	安樂區	Anle District	橫山鄉	Hengshan Township	中區	Central District	彰化市	Changhua City
板橋區	Banqiao District	暖暖區	Nuannuan District	湖口鄉	Hukou Township	大安區	Daan District	竹塘鄉	Chutang Township
貢寮區	Gongliao District	七堵區	Qidu District	尖石鄉	Jianshi Township	大肚區	Dadu District	大城鄉	Dacheng Township
金山區	Jinshan District	仁愛區	Renai District	芎林鄉	Qionglin Township	大甲區	Dajia District	大村鄉	Dacun Township
林口區	Linkou District	信義區	Xinyi District	五峰鄉	Wufeng Township	大里區	Dali District	二林鎮	Erlin Township
蘆洲區	Luzhou District	中山區	Zhongshan District	新豐鄉	Xinfeng Township	大雅區	Daya District	二水鄉	Ershui Township
坪林區	Pinglin District	中正區	Zhongzheng District	新埔鎮	Xinpu Township	東勢區	Dongshi District	芳苑鄉	Fangyuan Township
平溪區	Pingxi District	桃園市	Taoyuan City	竹北市	Zhubei City	東區	E. District	芬園鄉	Fenyuan Township
瑞芳區	Ruifang District	八德區	Bade District	竹東鎮	Zhudong Township	豐原區	Fengyuan District	福興鄉	Fuxing Township
三重區	Sanchong District	大溪區	Daxi District	苗栗縣	Miaoli County	和平區	Heping District	和美鎮	Hemei Township
三峽區	Sanxia District	大園區	Dayuan District	大湖鄉	Dahu Township	后里區	Houli District	花壇鄉	Huatan Township
三芝區	Sanzhi District	復興區	Fuxing District	公館鄉	Gongguan Township	龍井區	Longjing District	鹿港鎮	Lukang Township
深坑區	Shenkeng District	觀音區	Guanyin District	後龍鎮	Houlong Township	北區	N. District	埤頭鄉	Pitou Township
石碇區	Shiding District	龜山區	Guishan District	苗栗市	Miaoli City	南屯區	Nantun District	埔心鄉	Puxin Township
石門區	Shimen District	龍潭區	Longtan District	南庄鄉	Nanzhuang Township	清水區	Qingshui District	埔鹽鄉	Puyan Township
雙溪區	Shuangxi District	蘆竹區	Luzhu District	三灣鄉	Sanwan Township	南區	S. District	伸港鄉	Shengang Township

Bulk Upload – Appendix ⑥ How to Enter Locations (Location) 2

※ Read the table from left to right.

Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter
社頭鄉	Shetou Township	斗南鎮	Dounan Township	溪口鄉	Sikou Township	南區	S. District	苓雅區	Lingya District
田尾鄉	Tianwei Township	二崙鄉	Erlun Township	太保市	Taibao City	善化區	Shanhua District	林園區	Linyuan District
田中鎮	Tianzhong Township	古坑鄉	Gukeng Township	新港鄉	Xingang Township	山上區	Shanshang District	六龜區	Liouguei District
線西鄉	Xianxi Township	虎尾鎮	Huwei Township	義竹鄉	Yizhu Township	西港區	Sigang District	路竹區	Lujhu District
溪湖鎮	Xihu Township	口湖鄉	Kouhu Township	中埔鄉	Zhongpu Township	新化區	Sinhua District	茂林區	Maolin District
秀水鄉	Xiushui Township	林內鄉	Linnei Township	竹崎鄉	Zhuqi Township	新市區	Sinshih District	美濃區	Meinong District
溪州鄉	Xizhou Township	崙背鄉	Lunbei Township	臺南市	Tainan City	學甲區	Syuejia District	彌陀區	Mituo District
永靖鄉	Yongjing Township	麥寮鄉	Mailiao Township	安定區	Anding District	中西區	West Central District	那瑪夏區	Namasia District
員林市	Yuanlin City	水林鄉	Shuilin Township	安南區	Annan District	下營區	Xiaying District	楠梓區	Nanzih District
南投縣	Nantou County	四湖鄉	Sihu Township	安平區	Anping District	新營區	Xinying District	內門區	Neimen District
草屯鎮	Caotun Township	西螺鎮	Silou Township	白河區	Baihe District	鹽水區	Yanshuei District	鳥松區	Niaosong District
竹山鎮	Chushang Township	臺西鄉	Taihsi Township	北門區	Beimen District	永康區	Yongkang District	仁武區	Renwu District
國姓鄉	Guoxing Township	土庫鎮	Tuku Township	七股區	Cigu District	玉井區	Yujing District	三民區	Sanmin District
中寮鄉	Jhongliao Township	元長鄉	Yuanchang Township	大內區	Danei District	左鎮區	Zuozhen District	杉林區	Shanlin District
集集鎮	Jiji Township	嘉義市	Chiayi City	東山區	Dongshan District	高雄市	Kaohsiung City	小港區	Siaogang District
鹿谷鄉	Lugu Township	東區	E. District	東區	E. District	阿蓮區	Alian District	新興區	Sinsing District
名間鄉	Mingjian Township	西區	W. District	關廟區	Guanmiao District	茄荳區	Cheting District	桃源區	Taoyuan District
南投市	Nantou City	嘉義縣	Chiayi County	官田區	Guantian District	前鎮區	Cianjhen District	田寮區	Tianliao District
埔里鎮	Puli Township	阿里山鄉	Alishan Township	歸仁區	Gueiren District	前金區	Cianjin District	燕巢區	Yanchao District
仁愛鄉	Renai Township	布袋鎮	Budai Township	後壁區	Houbi District	橋頭區	Ciaotou District	鹽埕區	Yancheng District
水里鄉	Shueili Township	大林鎮	Dalin Township	佳里區	Jiali District	旗津區	Cijin District	永安區	Yongan District
信義鄉	Xinyi Township	大埔鄉	Dapu Township	將軍區	Jiangjun District	旗山區	Cishan District	梓官區	Zihguan District
魚池鄉	Yuchih Township	東石鄉	Dongshi Township	六甲區	Liujia District	大寮區	Daliao District	左營區	Zuoying District
雲林縣	Yunlin County	番路鄉	Fanlu Township	柳營區	Liuying District	大社區	Dashe District	屏東縣	Pingtung County
褒忠鄉	Baozhong Township	六腳鄉	Lioujiao Township	龍崎區	Longqi District	大樹區	Dashu District	長治鄉	Changzhi Township
北港鎮	Beigang Township	鹿草鄉	Lucao Township	麻豆區	Madou District	鳳山區	Fongshan District	潮州鎮	Chaozhou Township
莿桐鄉	Cihtong Township	梅山鄉	Meishan Township	北區	N. District	岡山區	Gangshan District	車城鄉	Checheng Township
大埤鄉	Dapi Township	民雄鄉	Minxiong Township	南化區	Nanhua District	鼓山區	Gushan District	春日鄉	Chunri Township
東勢鄉	Dongshi Township	朴子市	Puzi City	楠西區	Nanxi District	湖內區	Hunei District	東港鎮	Donggang Township
斗六市	Douliu City	水上鄉	Shuishang Township	仁德區	Rende District	甲仙區	Jiasian District	枋寮鄉	Fangliao Township

Bulk Upload – Appendix ⑥ How to Enter Locations (Location) 3

※ Read the table from left to right.

Settings	Value to Enter	Settings	Value to Enter	Settings	Value to Enter
枋山鄉	Fangshan Township	壯圍鄉	Jhuangwei Township	大武鄉	Dawu Township
高樹鄉	Gaoshu Township	礁溪鄉	Jiaosi Township	東河鄉	Donghe Township
恆春鎮	Hengchuen Township	羅東鎮	Luodong Township	關山鎮	Guanshan Township
竹田鄉	Jhutian Township	南澳鄉	Nanao Township	海端鄉	Haiduan Township
佳冬鄉	Jiadong Township	三星鄉	Sanshing Township	金峰鄉	Jinfong Township
九如鄉	Jiuru Township	蘇澳鎮	Suao Township	蘭嶼鄉	Lanyu Township
崁頂鄉	Kanding Township	頭城鎮	Toucheng Township	鹿野鄉	Luye Township
來義鄉	Laiyi Township	五結鄉	Wujie Township	綠島鄉	Lyudao Township
里港鄉	Ligang Township	宜蘭市	Yilan City	太麻里鄉	Taimali Township
林邊鄉	Linbian Township	員山鄉	Yuanshan Township	臺東市	Taitung City
麟洛鄉	Linluo Township	花蓮縣	Hualien County	延平鄉	Yanping Township
琉球鄉	Liuqiu Township	豐濱鄉	Fengbin Township	澎湖縣	Penghu County
瑪家鄉	Majia Township	鳳林鎮	Fonglin Township	白沙鄉	Baisha Township
滿州鄉	Manzhou Township	富里鄉	Fuli Township	湖西鄉	Huxi Township
牡丹鄉	Mudan Township	光復鄉	Guangfu Township	馬公市	Magong City
南州鄉	Nanjhou Township	花蓮市	Hualien City	七美鄉	Qimei Township
內埔鄉	Neipu Township	吉安鄉	Jian Township	望安鄉	Wangan Township
屏東市	Pingtung City	瑞穗鄉	Ruisui Township	西嶼鄉	Xiyu Township
三地門鄉	Sandimen Township	壽豐鄉	Shoufeng Township	金門縣	Kinmen County
新埤鄉	Shinpi Township	新城鄉	Sinchen Township	金城鎮	Jincheng Township
新園鄉	Shinyuan Township	秀林鄉	Siouli Township	金湖鎮	Jinhu Township
獅子鄉	Shizi Township	萬榮鄉	Wanrong Township	金寧鄉	Jinning Township
泰武鄉	Taiwu Township	玉里鎮	Yuli Township	金沙鎮	Jinsha Township
萬丹鄉	Wandan Township	卓溪鄉	Zhuoxi Township	烈嶼鄉	Lieyu Township
萬巒鄉	Wanluan Township	臺東縣	Taitung County	烏坵鄉	Wuqiu Township
霧臺鄉	Wutai Township	卑南鄉	Beinan Township	連江縣	Lienchiang County
鹽埔鄉	Yanpu Township	長濱鄉	Changbin Township	北竿鄉	Beigan Township
宜蘭縣	Yilan County	成功鎮	Chenggong Township	東引鄉	Dongyin Township
大同鄉	Datong Township	池上鄉	Chihshang Township	莒光鄉	Juguang Township
冬山鄉	Dongshan Township	達仁鄉	Daren Township	南竿鄉	Nangan Township

※ Important Notes

Location options are divided into two levels:

- Level 1: Counties and cities (shown in magenta in the table)
- Level 2: Townships, towns, county-administered cities, and districts

How to Enter Locations:

- Enter each location in the format “Level 1, Level 2.” If no Level 2 location is selected, enter only the Level 1 location.
- Separate multiple locations with a semicolon (;).

Example 1:

Select “Da’an District, Taipei City”

→ Taipei City, Daan District

Example 2:

Select “Da’an District, Taipei City; North District and Central District, Taichung City”

→ Taipei City, Daan District, Taichung City, N. District, Taichung City, Central District

Bulk Upload – Appendix ⑥ How to Enter Interests and User Behaviors

■ Interests

Settings	Value to Enter
遊戲	Games
電子產品與家電	Digital gadgets and appliances
運動	Sports
職涯與商務	Careers and business
流行時尚	Fashion
居家與園藝	Home and garden
電視與電影	TV and movies
音樂	Music
教育與證照	Education and training
金融	Finance
健康與健身	Health and fitness
汽車	Automotive
書籍與漫畫	Books and comics
飲食	Food and drink
美容與化妝品	Beauty
旅遊	Travel
娛樂	Entertainment
購物	Shopping

■ User Behavior

Settings	Value to Enter	Settings	Value to Enter
Gamers		Online Shopping Behavior	
益智類手遊玩家	Gamer_puzzle	網購興趣 - 運動戶外	Online Shopping_Outdoor goods
養成類手遊玩家	Gamer_developing	網購興趣 - 美妝保養	Online Shopping_Cosmetics
模擬類手遊玩家	Gamer_stimulation	網購興趣 - 美食纖體	Online Shopping_Food
競速類手遊玩家	Gamer_racing	網購興趣 - 居家生活	Online Shopping_Life goods
射擊類手遊玩家	Gamer_shooting	網購興趣 - 3C電玩	Online Shopping_Electronics
運動類手遊玩家	Gamer_sport	網購興趣 - 流行服飾	Online Shopping_Clothing
音樂類手遊玩家	Gamer_music	網購興趣 - 家電影音	Online Shopping_Appliance
策略類手遊玩家	Gamer_strategy	網購興趣	Online Shopping users
社交類手遊玩家	Gamer_social	近期有網購行為者_綜合型電商	Recent online shopping buyers_Horizontal EC
卡牌戰鬥手遊玩家	Gamer_card	頻繁有網購行為者_綜合型電商	Frequent online shopping buyers_Horizontal EC
棋盤類手遊玩家	Gamer_board	POINTS Users	
博弈類手遊玩家	Gamer_casino	LINE POINTS重度愛用者	LINE POINTS heavy users
動作類玩家	Gamer_action	LINE POINTS愛用者	LINE POINTS light users
RPG手遊玩家	Gamer_RPG	Purchase Channels	
手遊課金玩家	Users who frequently do in-app-purchase	家居用品通路愛好者	Interior design idea seeker
常點遊戲廣告的玩家	Users who frequently interact with game ads	美妝通路愛好者	Beauty and cosmetics store lovers
		量販店超市愛好者	Hypermarket lovers
		便利商店愛好者	Convenience store lovers
		Purchasing Power	
		消費力高於平均	Purchase power_above average
		消費力強	Purchase power_high

Bulk Upload – Appendix ⑥ How to Enter Call to Action

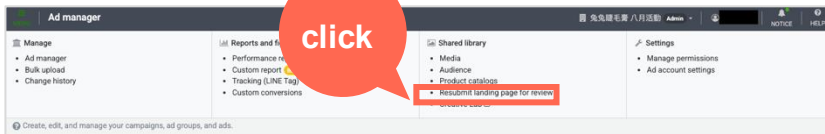
■ Call to Action

Settings	Value to Enter
瞭解詳情	Learn More
立刻購買	Shop Now
搶先預訂	Book Now
註冊	Sign Up
觀看更多	Watch More
下載	Download
玩遊戲	Play Game
使用應用程式	Use App
立刻安裝	Install Now
馬上聽	Listen Now
觀賞影片	Watch Video
聯絡我們	Contact Us
加入好友	Add Friend

Resubmit Landing Page for Review

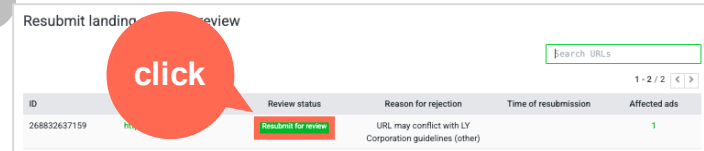
If an ad's Landing Page fails to pass review, you can use "Resubmit Landing Page for Review" after making the necessary changes to submit the Landing Page for another review.

1



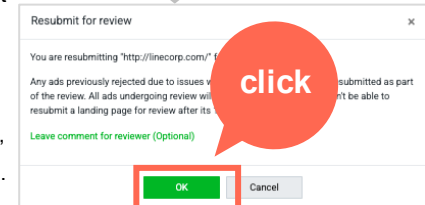
Click MENU in the upper-left corner to expand the management menu, then click "Resubmit Landing Page for Review" to open the page shown in Figure ②.

2

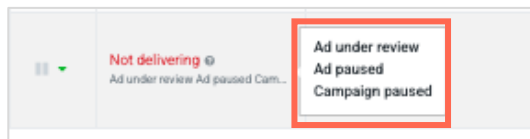
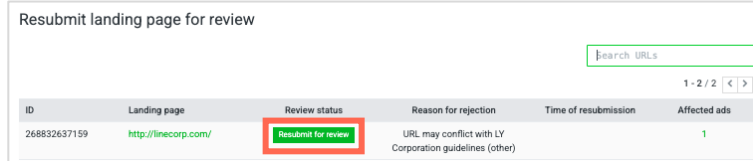


Under the Landing Page you wish to resubmit, click "Resubmit for review." A confirmation page will appear. Click "OK" to submit the request.

You can also click "Leave comment for reviewer (optional)" to provide additional information.

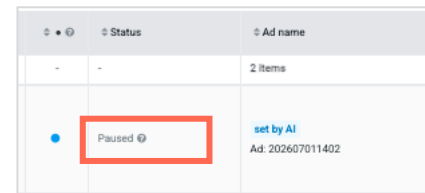


3



After a Landing Page is resubmitted, its review status will be displayed as "Ad under review," and the system will automatically change the ad status to "Paused."

4

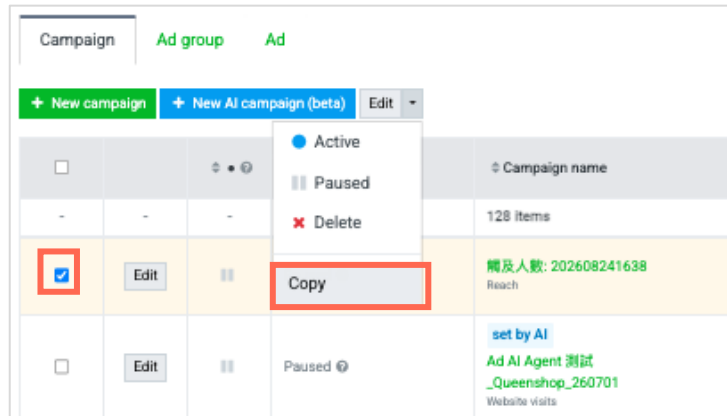


After the Landing Page passes review, the ad delivery status will remain "Paused." To begin delivering the ad, manually change its status to "Active."

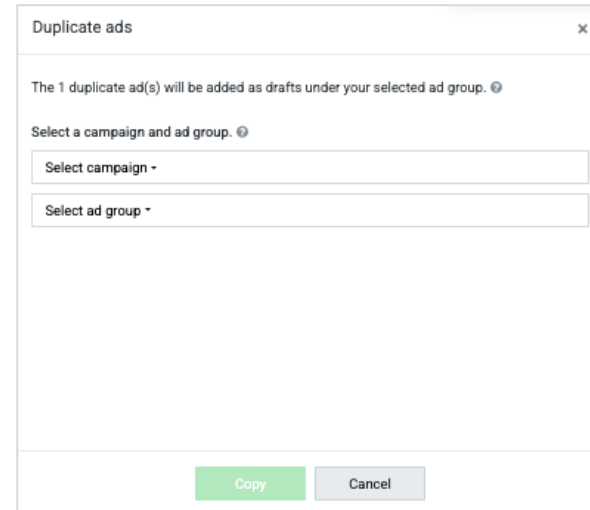
Copy Feature

You can copy campaigns, ad groups, or ads to save setup time.

- 1 Select the campaign/ad group/ad you wish to copy, open the “Edit” drop-down menu, and click “Copy.”



- 2 When copying an ad, you can select the campaign and ad group to which it will be copied.



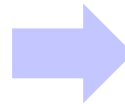
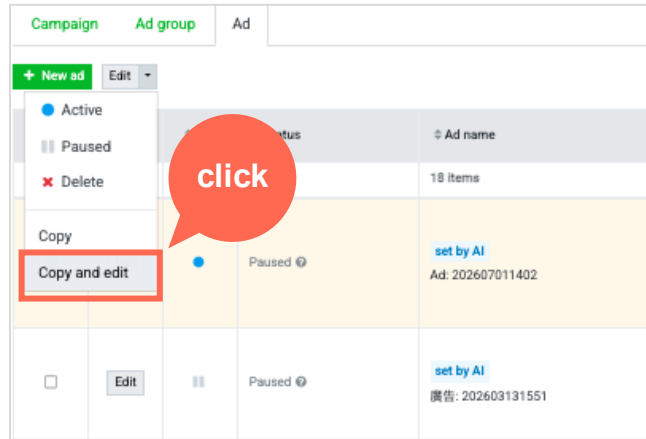
- ※ A copied ad will have a status of “Draft.” Change its status to “Active” or “Paused” to submit the ad for review.
- ※ You can only select campaigns and ad groups that have the same campaign objective and billing method as the ad being copied.

The following items can be edited after copying. If you need to change any other items, create a new campaign/ad group/ad instead.

Ad Campaigns	Ad Groups	Ads
Campaign Name Schedule Campaign Spend Limit	Ad Group Name Targeting Bid Amount Setting Method (Manual/Automatic) Bid amount Daily Budget	Title Description Button Landing Page

Copy and Edit Ads

Ads can be copied and edited to save setup time.



Ad

Image  1200_628_test image... 1200 x 628 [Select image](#) [Create image](#)

[Make a more effective creative](#)

Small image (optional)  No images found [Select image](#) [Create image](#)

[Make a more effective creative](#)

Title
加入官方帳號為好友 9/20

Description
LINE 拉近你我心距離，串連智慧新世界。 21/75

Button
[瞭解詳情](#)

Labels (optional) [+Add label](#)

• You can add up to 3 labels.
• The combined length of all labels must be within 17 characters.
• Each label must be 1-15 characters long.

Preview  LINE台灣・再LINE一下



[瞭解詳情](#)

加入官方帳號為好友
LINE 拉近你我心距離，串連智慧新世界。
AD

Select the ad you wish to copy, open the “Edit” drop-down menu, and click “Copy and edit.”

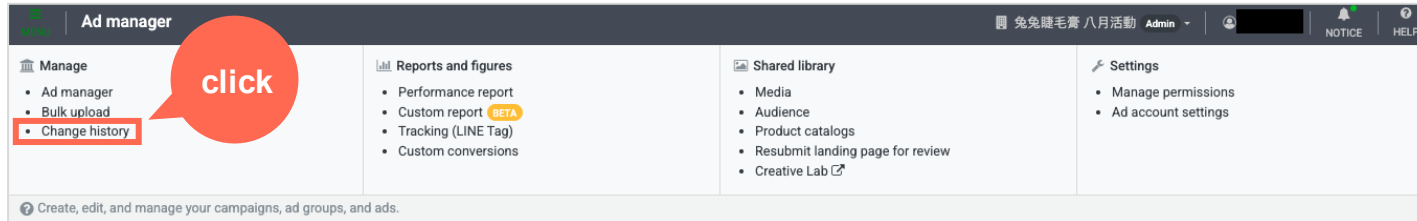
The Edit Ad page will open. Make the required changes, then click “Save ad.” The ad will then be submitted for review.

- ※ If an ad that has already passed review is copied without any changes, the copied ad can be used immediately without another review.
- ※ The delivery status is also copied. For example, if the original ad is “Active,” the copied ad will also be set to “Active” by default.

Change History

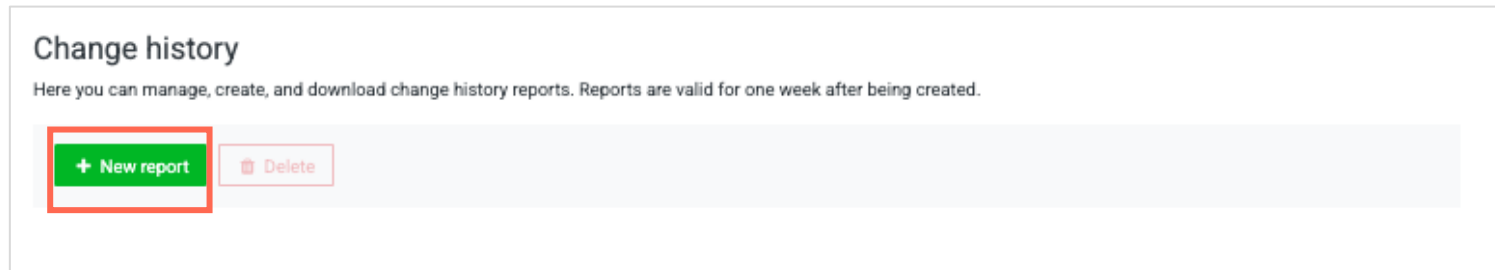
The system tracks changes made to your ad account. You can download a report to view details of these changes.

1



Click MENU in the upper-left corner to expand the management menu, then click “Change History” to open the settings page (Figure ②).

2



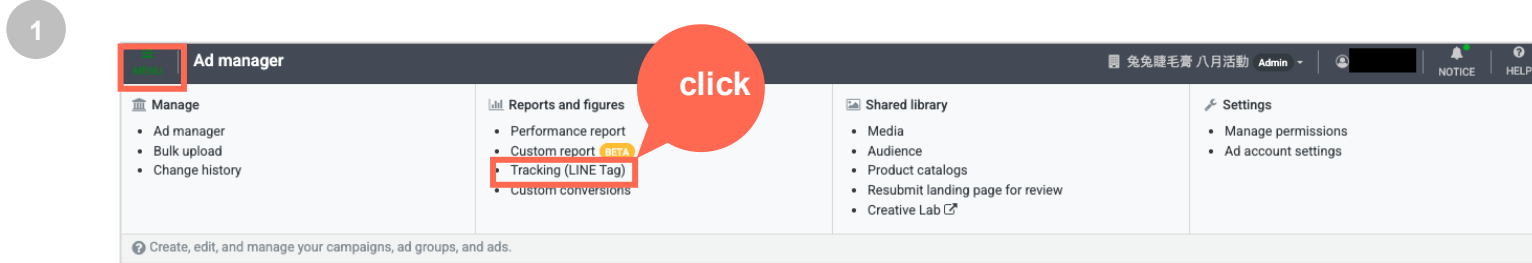
Click “+ New report” in the upper-left corner to create a new report. Once created, the report will appear on the Report Management page and remain available for one week from its creation date. It can be viewed at any time during this period and will be automatically deleted after it expires.

- Report language: English
- History available: Changes made since January 1, 2019
- Update frequency: Within a few minutes

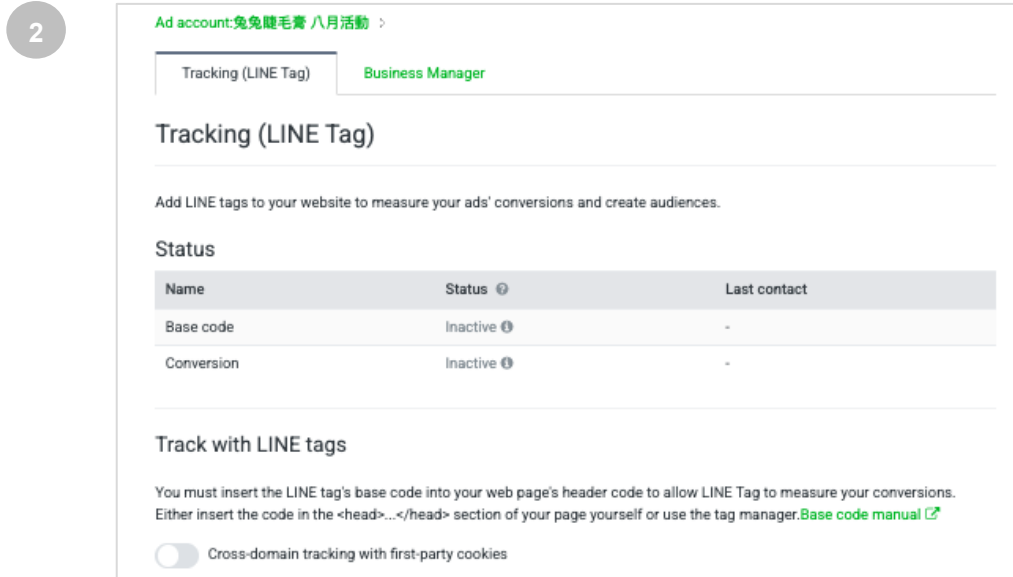
06 Conversions and Remarketing

Tracking (LINE Tag)

Management permissions can be configured separately for each group and ad account.



Click the icon in the upper-left corner to expand the management menu, then click “Tracking (LINE Tag)” to open the LINE Tag page (Figure ②).



Install LINE Tag on your website according to the instructions on the page.

Be sure to place LINE Tag within the <head>...</head> section of your website.

LINE Tag – Status

After installing LINE Tag, you can check its status on the LINE Tag page.

Tracking (LINE Tag)

Add LINE tags to your website to measure your ads' conversions and create audiences.

Status

Name	Status ⓘ	Last contact
Base code	Inactive ⓘ	-
Conversion	Inactive ⓘ	-



Tracking (LINE Tag)

Add LINE tags to your website to measure your ads' conversions and create audiences.

Status

Name	Status ⓘ	Last contact
Base code	Active	9/22/2026 14:51
Conversion	Active	9/22/2026 14:40

LINE Tag – Code Types

LINE Tag consists of four types of code. Each ad account has its own dedicated code. LINE Tag code cannot be shared between different ad accounts.

① Base Code

- Must be installed on all pages where user actions need to be measured.

```
<!-- 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: '{tagId}');
_lt('send', 'pv', ['{123456}']);
</script>
<!-- End LINE Tag Base Code -->
```

② Conversion Code

- Must be installed on all pages where conversions need to be measured.
- Example: Order confirmation page

```
<script>
_lt('send', 'cv', {
  type: 'Conversion'
}, ['{123456}']);
</script>
```

※ The code shown above is for illustrative purposes only. When implementing LINE Tag, use the code provided in your ad account.

LINE Tag – Code Types

LINE Tag consists of four types of code. Each ad account has its own dedicated code. LINE Tag code cannot be shared between different ad accounts.

③ Standard Event Code

- Uses predefined LINE events.
- Example: Add to Cart

```
<script>
  _lt('send', 'cv', {
    type: 'AddToCart'
  }, [{123456}]);
</script>
```

Standard
Event
Name

Note: The "Purchase" standard event has two customizable parameters: value for the total purchase amount and currency for the currency. These two parameters are used by LINE for ad optimization and cannot be displayed in reports or used for other purposes.

④ Custom Event Code

- Allows advertisers to define their own events.
- Example: Member Login Button

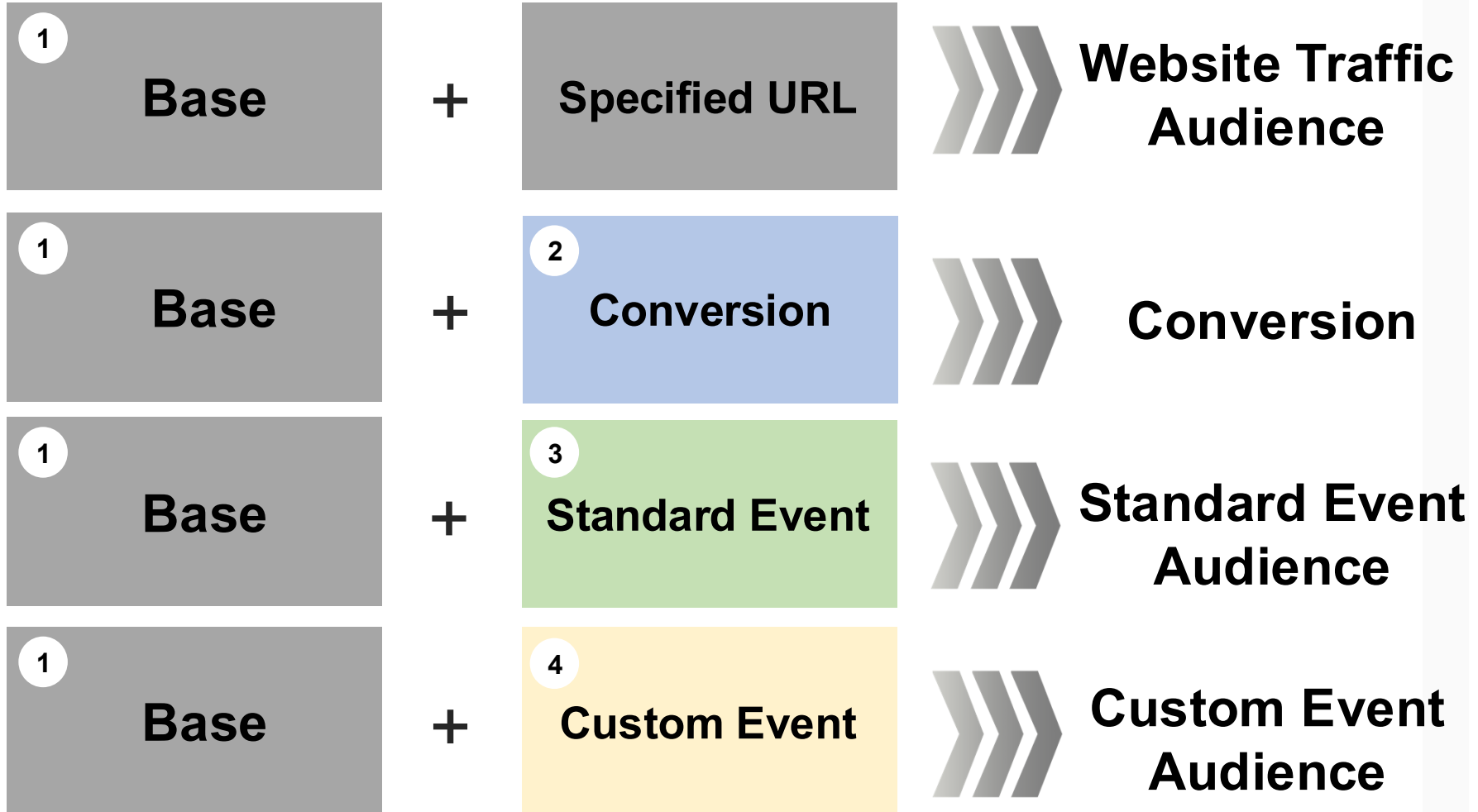
```
<script>
  _lt('send', 'cv', {
    type: 'CustomEvent'
  }, [{123456}]);
</script>
```

```
<script>
  _lt('send', 'cv', {
    type: 'Login'
  }, [{123456}]);
</script>
```

Custom
Event
Name

✂ The code shown above is for illustrative purposes only. When implementing LINE Tag, use the code provided in your ad account.

LINE Tag Applications

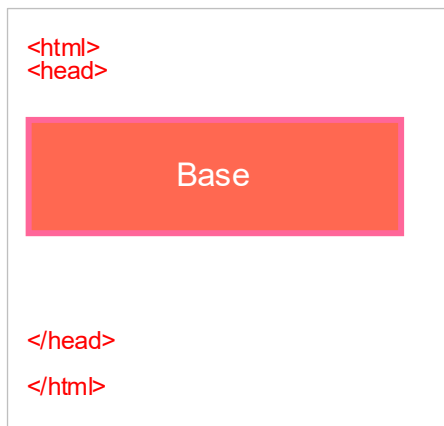


LINE Tag Applications – Website Traffic Audience

Follow the process below to create the website audience you need.

1. Place the “Base Code” within the <head>...</head> section of the webpage.
2. In LAP, go to “Audience” > click “+ New audience” > select “Website Traffic Audience,” then specify the relevant URL to create the audience segment.

1. Example of code placement on a webpage



2. “Website Traffic Audience” Settings Page

The screenshot shows the 'New Web Traffic Audience' settings page. The 'General information' section includes the audience name 'Web Traffic Audience: 202609221455' and the LINE tag 'LINE tag from this ad account'. The 'People who' dropdown is set to 'People who visited specific page'. The 'Data retention period' is set to 30 days. The 'URL requirements' section has a dropdown menu open, showing options: 'Contains', 'Doesn't contain', and 'Equal to'. The 'Contains' option is highlighted. A red box is drawn around the dropdown menu, and a red arrow points to it with the text 'See the explanation below.'.

※1: The available URL conditions are “Contains,” “Does not contain,” and “Equal to.” Examples are provided below.

Example: LINE Shopping website

1. <https://buy.line.me/>
2. <https://buy.line.me/channel>
3. <https://buy.line.me/hot>

- **URL condition – Equal to:** The visited URL must exactly match the URL specified below.
 - Example: Specified URL: <https://buy.line.me/hot>
In this case, visitors to URL 3 meet the criteria.
- **URL condition – Contains:** The visited URL must contain the complete URL string specified below.
 - Example: Specified URL: <https://buy.line.me/>
In this case, visitors to URLs 1, 2, and 3 all meet the criteria.
- **URL condition – Doesn't contain:** Visited URLs containing the complete URL string specified below are excluded.
 - Example: Specified URL: <https://buy.line.me/channel>
In this case, visitors to URLs 1 and 3 meet the criteria.

LINE Tag Applications – Website Traffic Audience: Business Manager

The Business Manager feature allows the LINE Tag to be shared across LAP and LINE Official Accounts. This enables cross-product and cross-LAP-account tracking of website visits and the creation of Website Traffic Audiences.

1

Ad account: 兔兔賺毛賽 八月活動 >

Tracking (LINE Tag)

Business Manager

Business Manager

LINE tags shared via Business Manager

※2 Shared by

LINE Tag:20231123110829 ([CB] Internal Test)

※1: Open the “Business Manager” tab under “Tracking (LINE Tag).”

※2: Check the LINE Tag shared via Business Manager.

2

Custom conversions >

New custom conversion

General information

Name Custom conversion: 202609221458 31/35

Description (optional) Describe your custom conversion 0/300

LINE Tag ID Business Manager LINE Tag:20231123110829 ([CB] Internal Test)

Attribution period 30 days

Conversion rule

Matching method ☒ URL ☐ Event

URL requirements Contains OR

Add more

You can select which LINE Tag provides the Custom Conversion event you wish to use.

※ The available options are ad accounts linked to the same Business Manager.

LINE Tag Applications – Standard Event Audience

Standard Events can be used to track performance for specific webpages/events/actions and can also be used to create audiences.

■ Standard Event – Example: Add to Cart Button on LINE Shopping



※ LINE Tag can only be installed on webpages owned by the advertiser. This example is for reference only.

1

Place the “Base Code” + “Standard Event Code” within the `<head>...</head>` section of the webpage.

```
<html>
<head>
```

**Base + Standard Event
(Add to Cart)**

```
</head>
</html>
```

※ Example of code placement on a webpage

2

On the “Tracking (LINE Tag)” page, check whether the “Standard Event” status is “Active.” (The audience size can only be detected correctly when the status is Active.)

Tracking (LINE Tag)		
Set up a LINE Tag on your website to measure ad conversions and create custom audiences.		
Status		
Name	Status	Last Received:
Base code	Active	2018/8/14 19:10
Conversion	Active	2018/8/14 19:10
Outdoor	Active	2018/8/14 19:10
Sport	Active	2018/8/14 19:10
outdoor	Active	2018/8/14 19:10
shopping	Active	2018/8/14 19:10
AddToCart	Active	2018/8/14 18:02

3

Audiences >

New Web Traffic Audience

General information

Audience name: Web Traffic Audience: 202609221505

LINE tags: **LINE Ad** LINE tag from this ad account Edit

People who: People who visited event

Event: **AddToCart** Standard Event

Data retention period: 30 days

LINE Tag Applications – Custom Event Audience

Standard Events can be used to track performance for specific webpages/events/actions and can also be used to create audiences. Custom Event Naming Rules: Only the characters A–Z, a–z, and 0–9 are accepted. Symbols are not permitted.

■ Custom Event – Example: Login Button on LINE Shopping



※ LINE Tag can only be installed on webpages owned by the advertiser. This example is for reference only.

1

Place the “Base Code” + “Custom Event Code” within the `<head>...</head>` section of the webpage.

```
<html>
<head>
```

Base + Custom Event
(Login)

```
</head>
</html>
```

※ Example of code placement on a webpage

2

On the “Tracking (LINE Tag)” page, check whether the “Custom Event” status is “Active.” (The audience size can only be detected correctly when the status is Active.)

Tracking (LINE Tag)		
Set up a LINE Tag on your website to measure ad conversions and create custom audiences.		
Status		
Name	Status	Last Received:
Base code	Active	2018/8/14 19:10
Conversion	Active	2018/8/14 19:10
Outdoor	Active	2018/8/14 19:10
Sport	Active	2018/8/14 19:10
outdoor	Active	2018/8/14 19:10
shopping	Active	2018/8/14 19:10
Login	Active	2018/8/14 18:02

3

On the “Audience” page, select the corresponding Custom Event name.

Audiences >

New Web Traffic Audience

General information

Audience name: Web Traffic Audience: 202609221505

LINE tags @ **LINE Ads** LINE tag from this ad account
[Edit](#)

People who: People who visited your website

Event @ **Login**

Data retention period @ 30 days

Custom Event

LINE Tag Applications – Conversion

Conversions can be used to track the number of conversions on a webpage and can also be used to create audiences.

■ Conversion – Example:

Order Confirmation Page on LINE Pocket Store



※ LINE Tag can only be installed on webpages owned by the advertiser. This example is for reference only.

■ Conversion – Example 2:

View Cart Button on LINE Pocket Store



※ Conversion data can be viewed on the dashboard or in Performance Reports.

1

Place the “Base Code” + “Conversion Code” within the `<head>...</head>` section of the webpage. A conversion will be detected whenever a user visits a webpage on which the Conversion Code has been installed. (Example: Order confirmation page)

```
<html>
<head>
```

Base + Conversion

```
</head>
</html>
```

※ Example of code placement on a webpage

2

追蹤 (LINE Tag)		
在網站中設置LINE Tag，即可評估廣告轉換並建立自訂受眾。		
狀態		
名稱	狀態	最後接收：
Base code	可使用	2018/8/14 19:10
Conversion	可使用	2018/8/14 19:10
Outdoor	可使用	2018/8/14 19:10
Sport	可使用	2018/8/14 19:10
outdoor	可使用	2018/8/14 19:10
shopping	可使用	2018/8/14 19:10
Login	可使用	2018/8/14 18:02

※ Check the Custom Event status on the “Tracking (LINE Tag)” page.

LINE Tag Applications – Standard Conversion

Standard Conversions can be used to track the number of standard conversions on a webpage and can also be used to create audiences.

■ Conversion – Example:

Order Confirmation Page on LINE Pocket Store



※ LINE Tag can only be installed on webpages owned by the advertiser. This example is for reference only.

■ Conversion – Example 2:

View Cart Button on LINE Pocket Store



※ Standard Conversion data can be viewed on the dashboard or in Performance Reports.

1

Place the “Base Code” + “Standard Conversion Code” within the <head>...</head> section of the webpage. A standard conversion will be detected whenever a user visits a webpage on which the Standard Conversion Code has been installed. (Example: Order confirmation page)

```
<html>
<head>
```

**Base + Standard
Conversion**

```
</head>
</html>
```

※ Example of code placement on a webpage

2

On the “Tracking (LINE Tag)” page, check whether the “Standard Conversion” status is “Active.” (Standard Conversions can only be detected correctly when the status is Active.)

Tracking (LINE Tag)		
Set up a LINE Tag on your website to measure ad conversions and create custom audiences.		
Status		
Name	Status	Last Received:
Base code	Active	2018/8/14 19:10
Conversion	Active	2018/8/14 19:10
Outdoor	Active	2018/8/14 19:10
Sport	Active	2018/8/14 19:10
outdoor	Active	2018/8/14 19:10
shopping	Active	2018/8/14 19:10
Login	Active	2018/8/14 18:02

※ Check the Custom Event status on the “Tracking (LINE Tag)” page.

LINE Tag Applications – Custom Conversion

Custom Conversions can be used to track conversion performance for specific webpages/events/actions. The data can be viewed in Performance Reports, but Custom Conversions cannot be used directly as audiences.

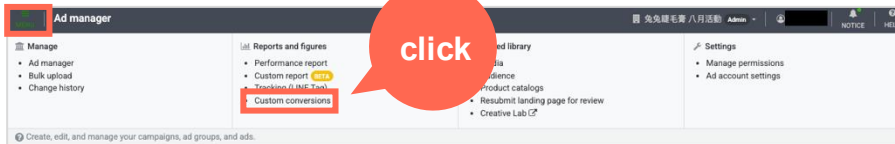
- 1 Place the “Base Code” and “Custom Event Code” on the webpage.
A URL can be used as a Custom Conversion condition, and the attribution window can be set from 1 to 90 days.

```
<html>  
<head>
```

Base + Conversion

```
</head>  
</html>
```

- 2 Create a “Custom Conversion” for the event to view its performance in Performance Reports.



Click the icon in the upper-left corner to expand the management menu, then click “Custom Conversion” to open the settings page.



Custom conversions

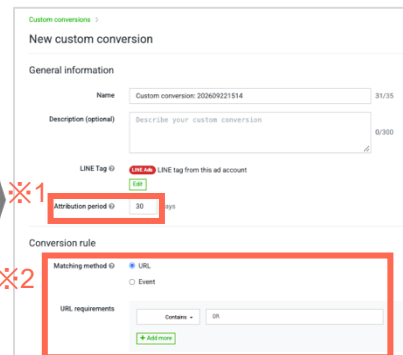
Here you can split and customize your URL and event rules.
Custom conversions are visible in your performance reports.

You can create up to 100 custom conversions.

To track your custom conversions, make sure they are set to Running. Set custom conversions to Paused to stop tracking them.

+ New custom conversion

Click “+ New Custom Conversion” to create a new Custom Conversion.



※1: The attribution window can be set from 1 to 90 days.

※2: A “URL” or “Event” can be used as the condition for a Custom Conversion.

※ Up to 100 Custom Conversions can be created per ad account. Once created, they cannot be deleted; only their name and description can be changed. If you no longer need a Custom Conversion, change its status to “Paused.”

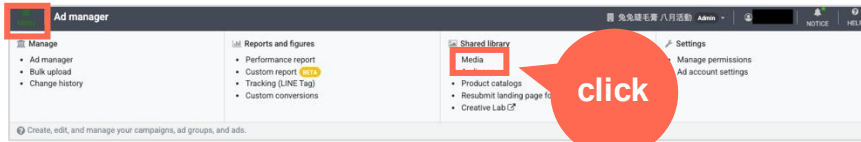
※ After the status is changed to “Paused,” it may take some time for the change to take effect.

※ Custom Conversion data can be viewed in “Performance Reports.”

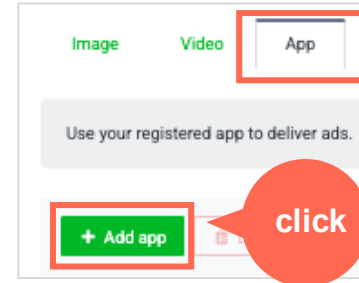
App Conversion Tracking

To track app conversions, you must first integrate the app with an SDK. Once integrated, app conversions can be tracked.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Media” to open the Add Creative page (Figure ②).

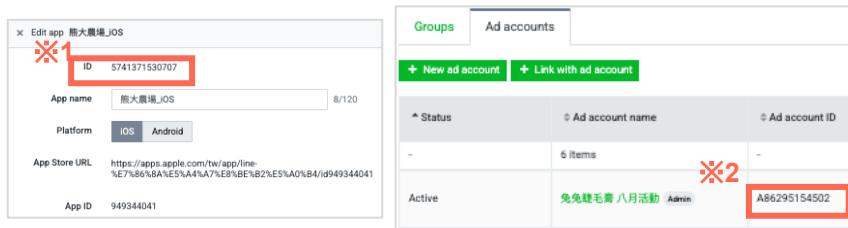


2



Open the “Apps” page and click “+ Add app.”

3

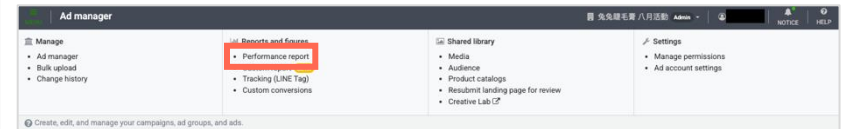


Once the app has been added, it will appear in the app list. Click the app name to view its App ID (※1) and other settings. Next, configure the Ad Account ID (※2) and App ID (※1) in the SDK dashboard. Once setup is complete, a tracking URL can be generated.

※ When using Adjust or AppsFlyer, remember to modify the tracking URL. For details, see P.43.

※ The “Ad Account ID” can be found in the ad account list.

4

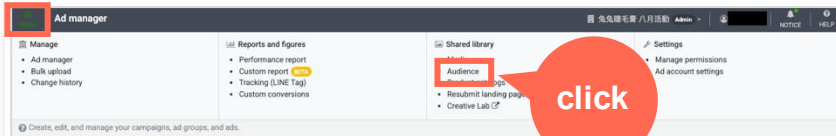


If a tracking URL is configured for an ad being delivered, the app’s conversion performance can be viewed in “Performance Reports.”

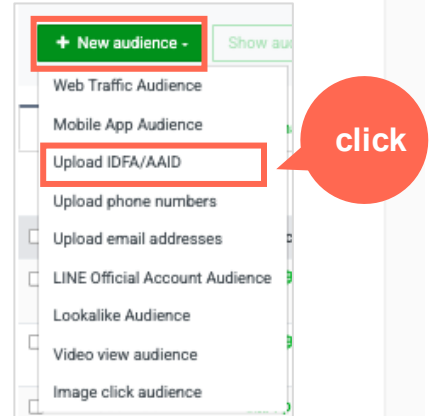
Upload IDFA/AAID

You can upload IDFA/AAID data and use it for remarketing.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



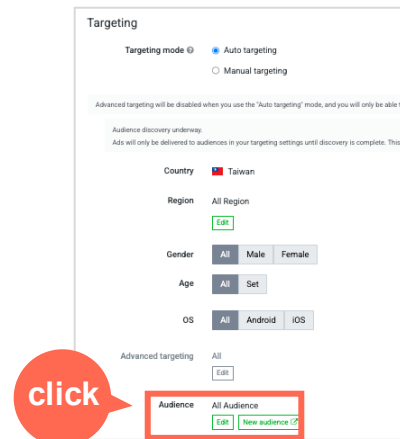
- 2 On the “Audiences” page, click “+ New audience,” then select “Upload IDFA/AAID” from the drop-down menu.



- 3 Upload the IDFA/AAID file on the “Upload IDFA/AAID and Create Audience” page.

- ※ The first line of the IDFA/AAID upload file should begin directly with an actual IDFA/AAID. Do not include a header such as “AAID” or “IDFA.”
- ※ Use the following format for IDFA/AAID:
00 000000-11 11-2222-3333-444444444444
- ※ The audience validity status must be “Available” before the audience can be used.
- ※ A minimum of 10 IDFA/AAID entries is required.

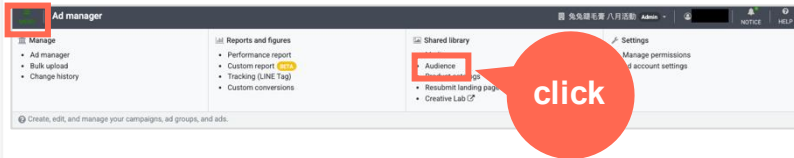
- 4 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.



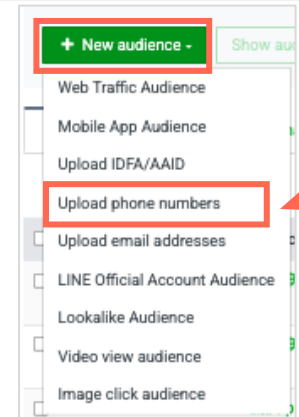
Upload Phone Numbers

You can upload phone numbers and use them for remarketing.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



- 2 On the “Audiences” page, click “+ New audience,” then select “Upload Phone Numbers” from the drop-down menu.



- 3 Upload the file on the “Upload Phone Numbers” page.

The screenshot shows the 'Upload phone numbers' page. Under the 'General information' section, there is a 'Data type' field. A red box highlights the 'Unhashed data' radio button, and a red circle with the number '1' points to it. The 'Filename' field is also visible, with a red box around the 'Upload' button.

※1: If your file contains hashed data, select “Hashed data.” Only SHA-256 is supported. Otherwise, select “Unhashed data,” and the system will hash the file for you.

After the upload is complete, the audience validity status must be “Available” before the audience can be used.

- 4 After the upload is complete, the “Estimated Size” displayed in the Audience List represents the number of LINE users that LAP was able to match. If the audience contains fewer than 100 users, there may be insufficient data for the system to properly create the audience or generate a Looklike Audience. If this occurs, increase the audience size.

ID	Audience name	Audience type	Estimated size	Audience availability
4792135624589	API 測試 phone 格式_+886	Upload phone numbers	500	Active

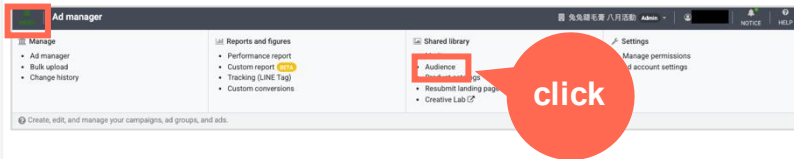
- 5 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.

The screenshot shows the 'Targeting' page. Under the 'Audience' section, there is a red box around the 'Edit' button. A red circle with the word 'click' points to the 'Edit' button.

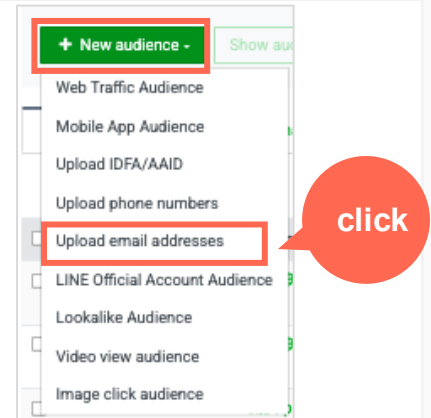
Upload Email Addresses

You can upload email addresses and use them for remarketing.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



- 2 On the “Audiences” page, click “+ New audience,” then select “Upload Email Addresses” from the drop-down menu.



- 3 Upload the file on the “Upload Email Addresses” page.

The screenshot shows the 'Upload email addresses' page. Under the 'General information' section, the 'Data type' is set to 'Unhashed data'. A red box highlights the 'Data type' section, and a red circle with the text '※1' is next to it.

※1: If your file contains hashed data, select “Hashed data.” Only SHA-256 is supported. Otherwise, select “Unhashed data,” and the system will hash the file for you.

After the upload is complete, the audience validity status must be “Available” before the audience can be used.

- 4 After the upload is complete, the “Estimated Size” displayed in the Audience List represents the number of LINE users that LAP was able to match. If the audience contains fewer than 100 users, there may be insufficient data for the system to properly create the audience or generate a Lookalike Audience. If this occurs, increase the audience size.

ID	Audience name	Audience type	Estimated size	Audience availability
1430363369520	HashedEmail100000active	Upload email addresses	64,700	Active

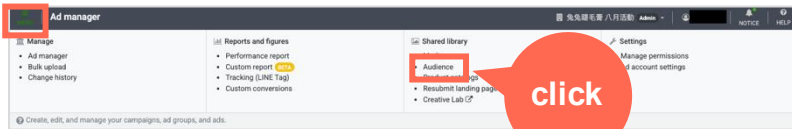
- 5 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.

The screenshot shows the 'Targeting' page. Under the 'Audience' section, the 'Edit' button is highlighted with a red box. A red circle with the word 'click' is next to the 'Edit' button.

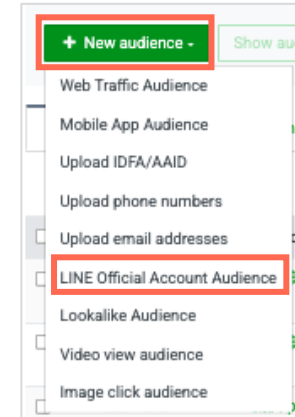
LINE Official Account Audience

Friends of the LINE Official Account linked to the ad account can be used as an audience. You can target either active friends or friends who have blocked the account.

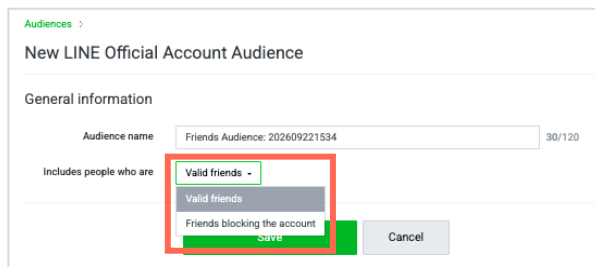
- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



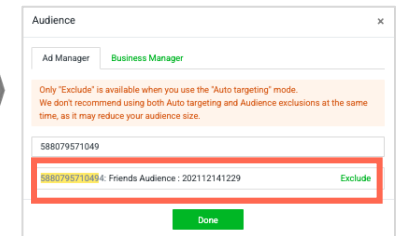
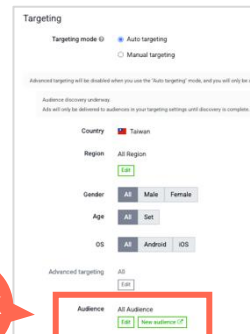
- 2 On the “Audiences” page, click “+ New audience,” then select “LINE Official Account Audience” from the drop-down menu.



- 3 On the “New LINE Official Account Audience” page, open the “Includes people who are” drop-down menu, select either “Valid friends” or “Friends blocking the account,” then save.



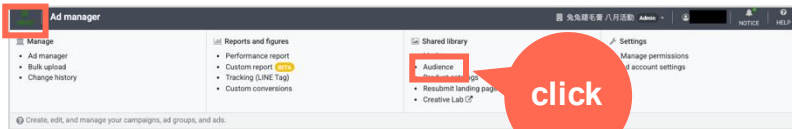
- 4 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.



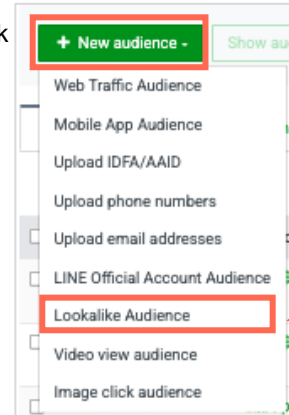
Lookalike Audience

The Lookalike Audience feature can be used to find LINE users similar to a source audience and deliver ads to them.

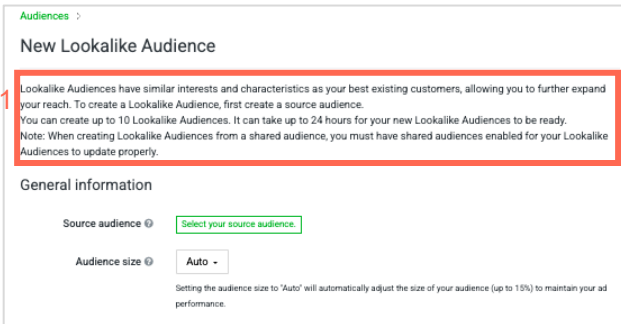
- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



- 2 On the “Audiences” page, click “+ New audience,” then select “Lookalike Audience” from the drop-down menu.



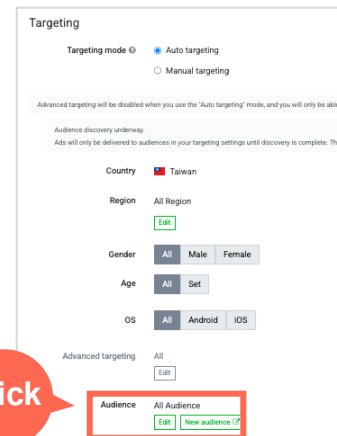
- 3 On the “New Lookalike Audience” page, configure the source audience and audience size.



※1: Up to 10 Lookalike Audiences can be created per ad account. Once created, their settings cannot be changed. To change the settings, delete the Lookalike Audience and create a new one. It may take up to 24 hours for an audience to be created.

※ The estimated size of a Lookalike Audience is based on LINE users.
※ The audience validity status must be “Available” before the audience can be used.

- 4 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.

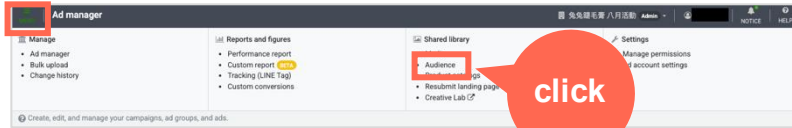


※ If an audience was created more than 180 days ago and has generated no impressions within the past 180 days, the audience will expire.

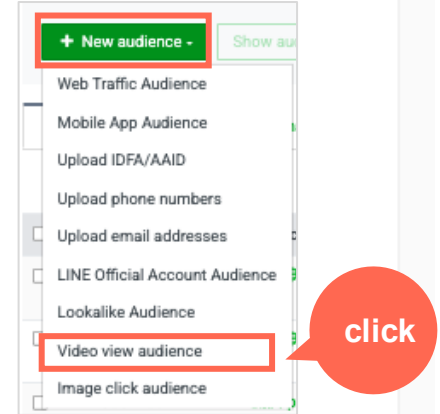
Video View Audience

The Video View Audience feature allows you to target LINE users who have viewed a video.

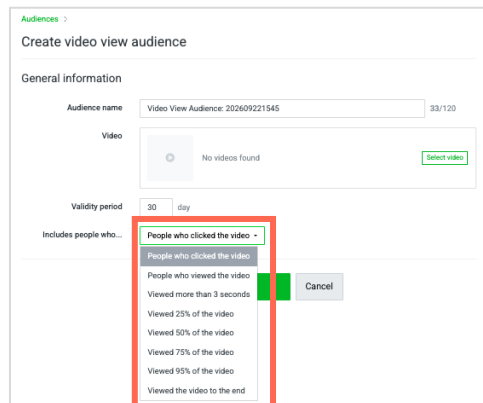
- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



- 2 On the “Audiences” page, click “+ New audience,” then select “Video View Audience” from the drop-down menu.



- 3 On the “Create Video View Audience” page, select the desired viewing criteria from the conditions drop-down menu, then save.



- 4 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.

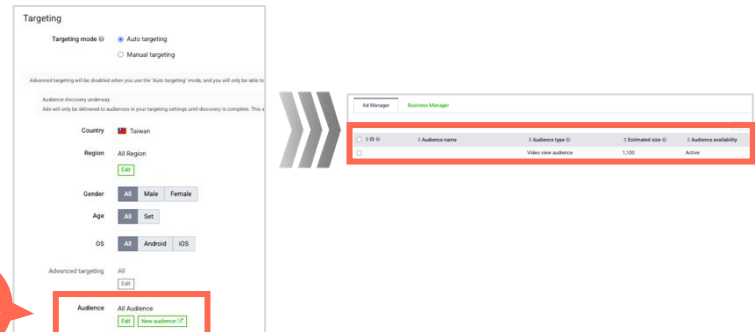
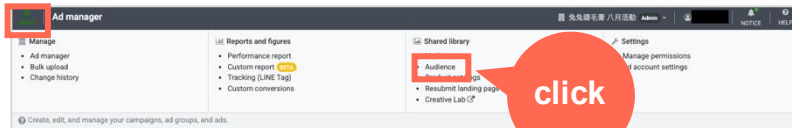


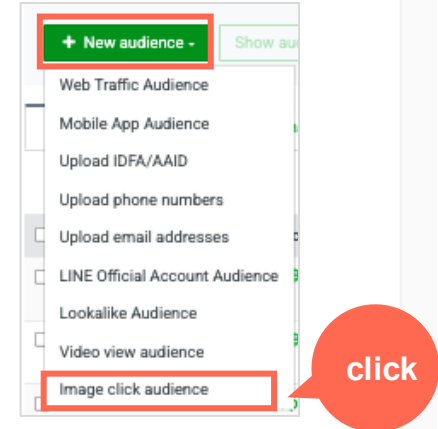
Image Click Audience

The Image Click Audience feature allows you to target LINE users who have clicked an image.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



- 2 On the “Audiences” page, click “+ New audience,” then select “Image Click Audience” from the drop-down menu.



- 3 On the “Create Image Click Audience” page, configure the relevant criteria, then save.

Audiences >

Create image click audience

General information

Audience name: Image click: 202609221551 25/120

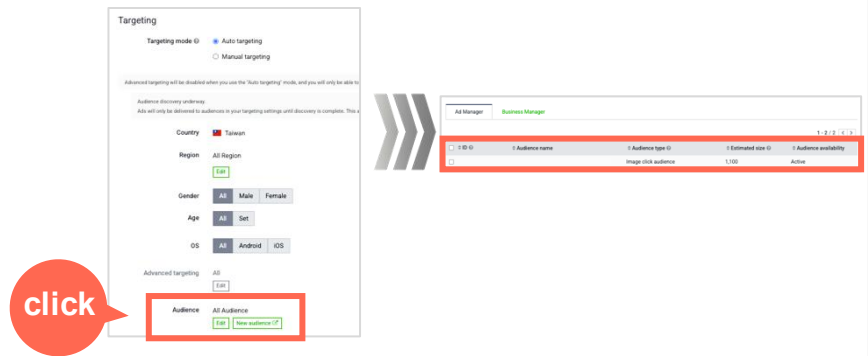
Campaign ID: Select campaign ID -

Validity period: 180 day

Includes people who...: People who clicked the image -

Save **Cancel**

- 4 After creating the campaign, proceed to create an ad group. Under Audience, click “Edit” and select the audience created in Step ③.

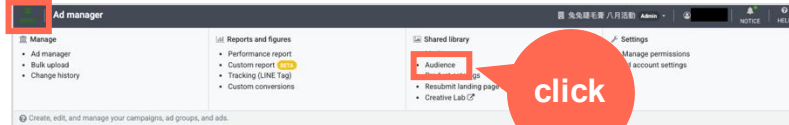


07 Cross Targeting

Cross-Product Audience Settings

Once Cross-Product Audience settings have been completed and the audience data has synchronized with LAP, the audience will appear under “Audience” in LAP.

- 1 Click the icon in the upper-left corner to expand the management menu, then click “Audience” to open the page shown in Figure ②.



2

Audiences ?

+ New audience - Show audience overlap percentage Delete All audience types - Search by audience name c

Ad Manager **Business Manager**

1 - 30 / 30 < >

ID	Audience name	Audience type	Estimated size	Audience availability
3127844414289	網站流量受眾: 202203281547	Web Traffic Audience shared from official account	-	Not ready ⓘ
4225756644990	Web Traffic Audience: 202303281229	Web Traffic Audience shared from ad account	-	Not ready ⓘ
1652549029677	Video View Audience: 202308111458	Video View Audience shared from ad account	-	Not ready ⓘ
2092101680232	Share Tag 建立網站流量受眾	Web Traffic Audience shared from Business Manager	-	Not ready ⓘ
7935918102274	Phone_test_20230515	Phone Number Audience shared from ad account	100 or fewer	Active

※1: Select “Business Manager” to display audiences.

※2: Click the name of a Cross-Product Audience to view its details, such as its expiration date.

LAP itself allows up to 500 audiences. Cross-Product Audiences do not count toward this limit. Therefore, even if your ad account has reached the 500-audience limit for LAP audiences, you can still use Cross-Product Audiences.

Cross-Product Audiences – Ad Delivery Status

If an ad group uses a “Cross-Product Audience” and that audience becomes invalid, the ad delivery status may change.

The following scenarios apply:

Cross-Product Audience Used As	When the Audience Becomes Invalid, the Ad Group Will:
One of the “Include” audiences	Continue delivery
One of the “Exclude” audiences	Pause delivery (delivery can subsequently be resumed)
The source audience for a “Lookalike Audience”	Continue delivery

A “Cross-Product Audience” becomes invalid under any of the following circumstances:

- ① The audience expires.
- ② “Audience sharing settings” in the Official Account Manager is changed to “Private.”
- ③ The Official Account ID linked to the LAP ad account is changed.

Cross-Product Audiences – Important Notes ①

Item	LINE Official Account	LINE POINTS Ads
Validity Period	180 days (from the date the audience is created in the LINE Official Account Manager)	2 years (from the start date of the LINE POINTS Ads campaign)
Audience Data Synchronization	Audiences created in the LINE Official Account Manager between 00:00 and 23:59 JST will be shared with LAP on the following day.	- Initial synchronization: - Gain Friends Campaign: Synchronized on the day after the campaign. - Post-Reward CPA Campaign: Synchronized on the day after the advertiser first manually approves the awarding of points. - Other Campaign Types: Within 24 hours at the latest. - Synchronization during the campaign period: LINE POINTS Ads CV data generated up to 23:59 JST on the previous day will be reflected in LAP on the following day. Data is updated once daily.
Audience Size	The estimated audience size created in the LINE Official Account Manager may differ slightly due to differences between systems and synchronization timing.	The total number of CVs from LINE POINTS Ads and the estimated audience size displayed in LAP may differ slightly due to differences between systems and synchronization timing.
Existing Audiences	Audiences created in the LINE Official Account Manager can be shared with LAP even if they were created before Cross Targeting was launched.	Only points-recipient lists (CVs) from LINE POINTS Ads campaigns conducted after the launch of Cross Targeting can be shared with LAP.
Shared Audience Name	Can be freely specified in the LINE Official Account Manager.	Refer to the campaign name. LINE uses the following naming convention for POINTS Ads campaigns: ① Delivery OS / ② Country / ③ Product Name / ④ Campaign Name / ⑤ Age Targeting / ⑥ Gender Targeting / ⑦ Launch Date and Time (JST) Example: [2OS][TW][CPV][TGT][AFA] LINE Campaign Name_20s-30s_Female_1/2 11:00

Cross-Product Audiences – Important Notes ②

Item	MVP/LBN Ads
Validity Period	180 days (from the campaign start date)
Audience Data Synchronization	The audience will be generated automatically in Business Manager within 36 hours after the MVP Ad finishes delivery.
Audience Size	The estimated audience size may differ slightly between systems.
Existing Audiences	Video: Interaction audiences from MVP Ad campaigns conducted after the feature launched on May 28, 2020 can be shared with LAP. Static Image: Interaction audiences from MVP Ad campaigns conducted after the feature launched on October 19, 2020 can be shared with LAP.
Shared Audience Name	Identify the audience primarily by its audience type, ad start date, and advertiser name. Cross-Product Audience names are automatically generated in LAP as follows: Example: [MVP Ad_200101_Brown Coffee Shop_xxx]

※ MVP Ad Cross-Product Audiences must be managed through LINE Business Manager. For details, see: <https://tw.linebiz.com/service/account-solutions/line-business-manager/>