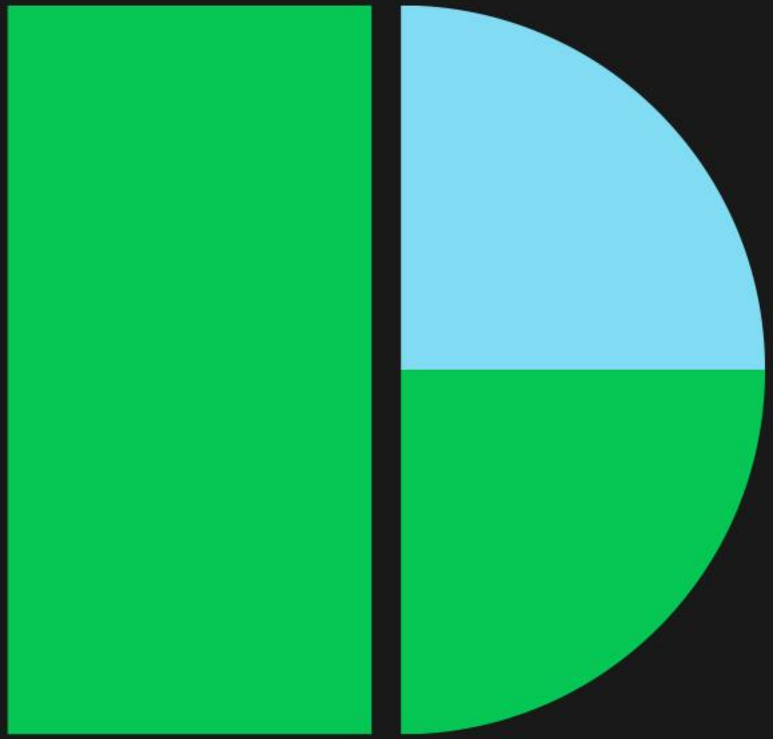
LINE Biz - Solutions

LINE Ads Platform

(LAP 、 LINE Performance Ads)

Media Information

Last Updated ： 2025.09.30



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LINE Ads Platform
Media Highlights

LINE Ads Platform

Consolidate high traffic LINE services, and use cross-service audience data when advertising to help business owners achieve the best conversion efficiency under a limited budget

01 LINE 22 Million Monthly Active Users

02 Diverse Audiences, Flexible Budgets

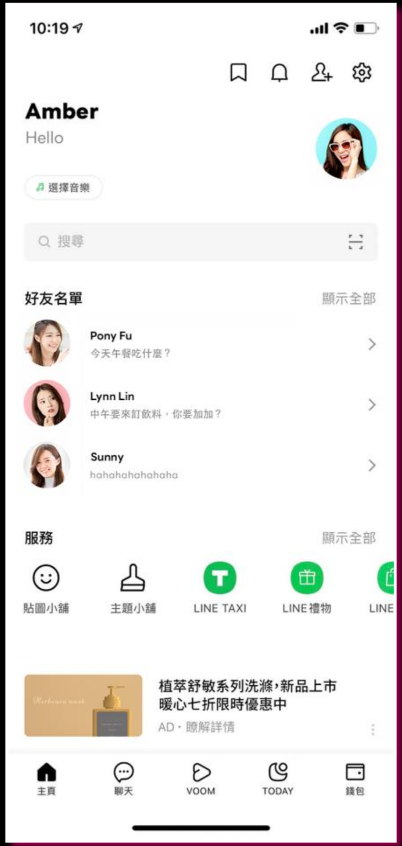
03 Optimized Ad Performance

04 Seamless Integration with LINE Official Accounts

LINE
Ads
Platform

Advertisements appear within LINE's premium content environment

LINE Ads Platform places ads in high-visibility areas like Smart Channel, LINE TODAY, LINE Openchat, LINE VOOM, LINE Hometab, LINE Wallet, LINE POINTS, LINE Notes, and Album. This helps advertisers connect with LINE users. Real-time bidding allows businesses to set budgets and target audiences for optimal ad performance.



10:19
Amber
Hello
選擇音樂
搜尋
好友名單
顯示全部
服務
顯示全部
貼圖小舖
主題小舖
LINE TAXI
LINE禮物
LINE
主頁
聊天
VOOM
TODAY
錢包

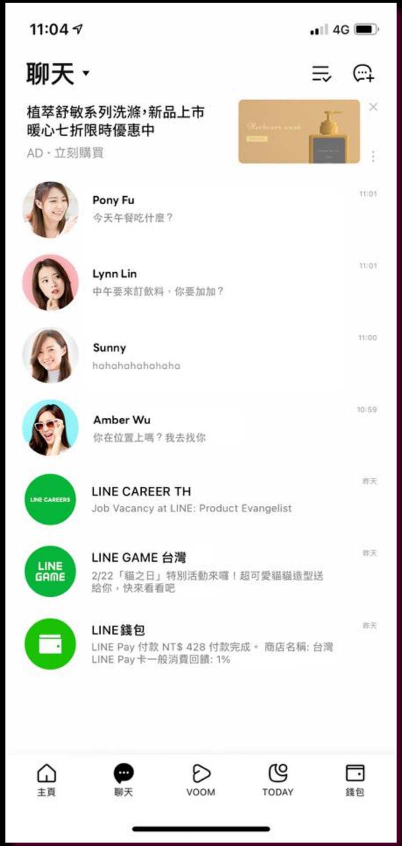
Pony Fu
今天午餐吃什麼？

Lynn Lin
中午要來訂飲料，你要加加？

Sunny
hahahahahahaha

植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・瞭解詳情

LINE Home Tab



11:04
4G
聊天
主頁
聊天
VOOM
TODAY
錢包

植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

Pony Fu 11:01
今天午餐吃什麼？

Lynn Lin 11:01
中午要來訂飲料，你要加加？

Sunny 11:00
hahahahahahaha

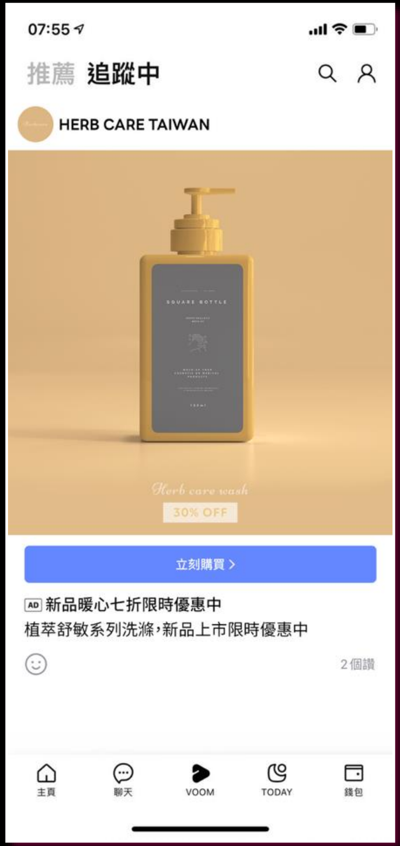
Amber Wu 10:59
你在位置上嗎？我去找你

LINE CAREER TH 昨天
Job Vacancy at LINE: Product Evangelist

LINE GAME 台灣 昨天
2/22「貓之日」特別活動來囉！超可愛貓貓造型送給你，快來看看吧

LINE錢包 昨天
LINE Pay 付款 NT$ 428 付款完成。 商店名稱: 台灣 LINE Pay卡一般消費回饋: 1%

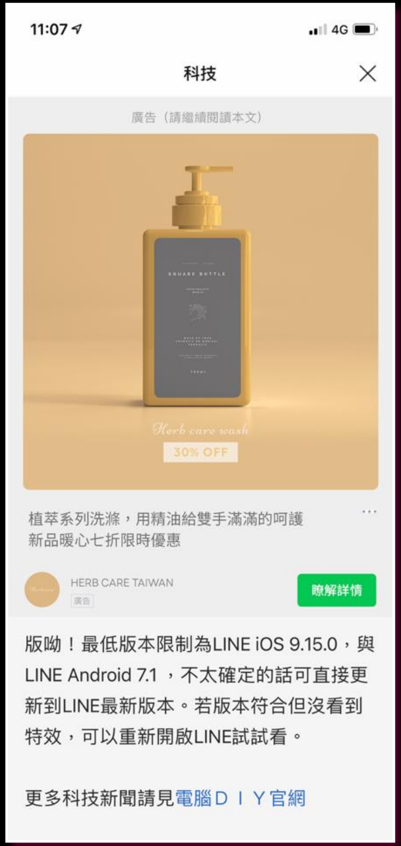
Smart Channel



07:55
推薦
追蹤中
HERB CARE TAIWAN
Herb care wash
30% OFF
立刻購買 >
主頁
聊天
VOOM
TODAY
錢包

AD 新品暖心七折限時優惠中
植萃舒敏系列洗滌，新品上市限時優惠中
2個讚

LINE VOOM



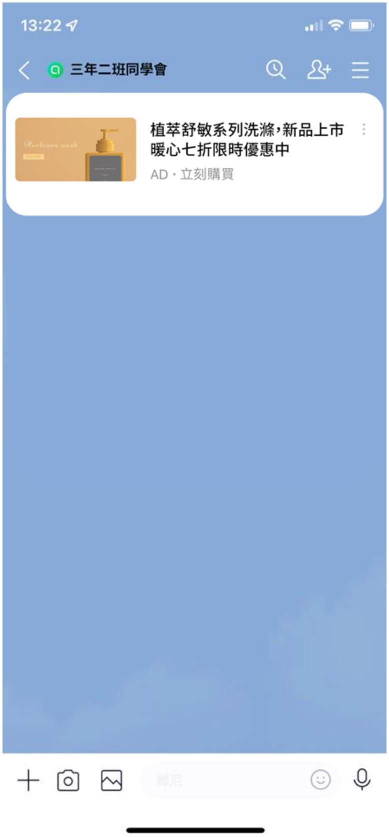
11:07
4G
科技
廣告（請繼續閱讀本文）
Herb care wash
30% OFF
HERB CARE TAIWAN
廣告
瞭解詳情

植萃系列洗滌，用精油給雙手滿滿的呵護
新品暖心七折限時優惠

版呦！最低版本限制為LINE iOS 9.15.0，與LINE Android 7.1 ，不太確定的話可直接更新到LINE最新版本。若版本符合但沒看到特效，可以重新開啟LINE試試看。

更多科技新聞請見電腦ＤＩＹ官網

LINE TODAY



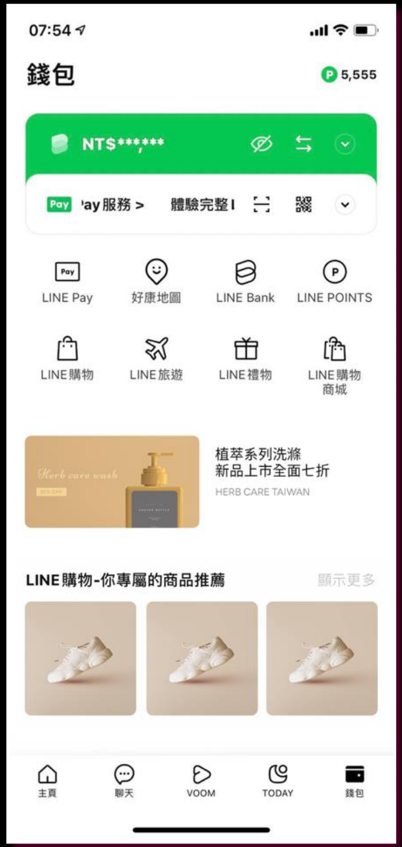
13:22
三年二班同學會

植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

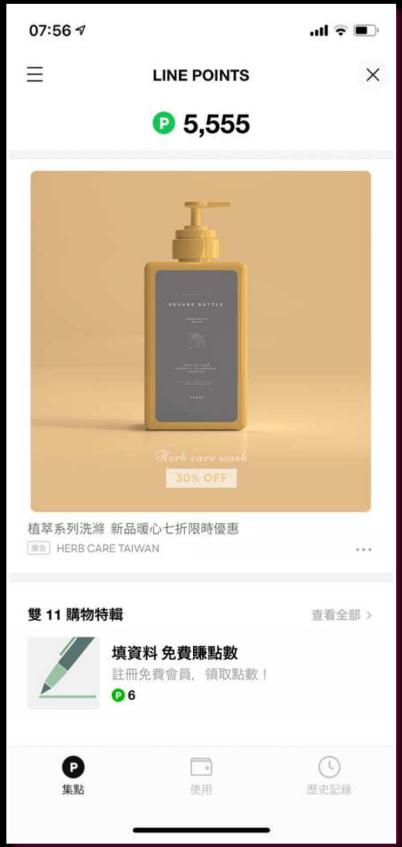
LINE OpenChat

Advertisements appear within LINE’s premium content environment

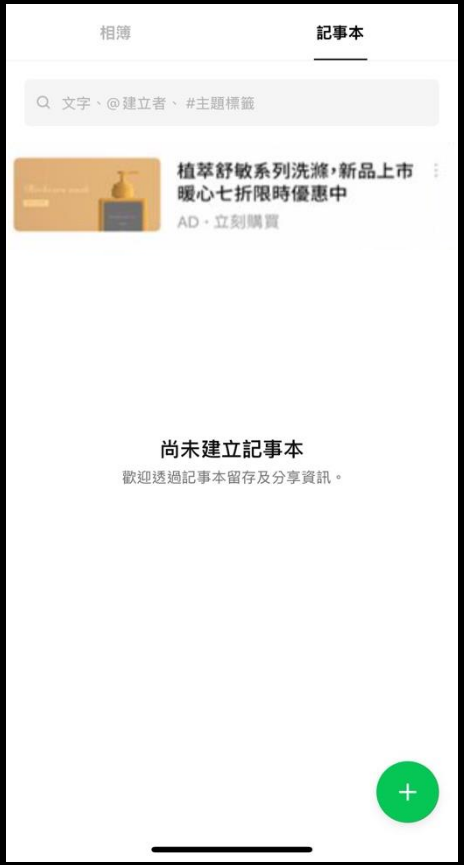
LINE Ads Platform places ads in high-visibility areas like Smart Channel, LINE TODAY, LINE Openchat, LINE VOOM, LINE Hometab, LINE Wallet, LINE POINTS, LINE Note, and Album. This helps advertisers connect with LINE users. Real-time bidding allows businesses to set budgets and target audiences for optimal ad performance.


07:54
錢包
5,555
NT$******
'ay服務 >
體驗完整
LINE Pay
好康地圖
LINE Bank
LINE POINTS
LINE購物
LINE旅遊
LINE禮物
LINE購物商城
植萃系列洗滌
新品上市全面七折
HERB CARE TAIWAN
LINE購物-你專屬的商品推薦
顯示更多
主頁
聊天
VOOM
TODAY
錢包

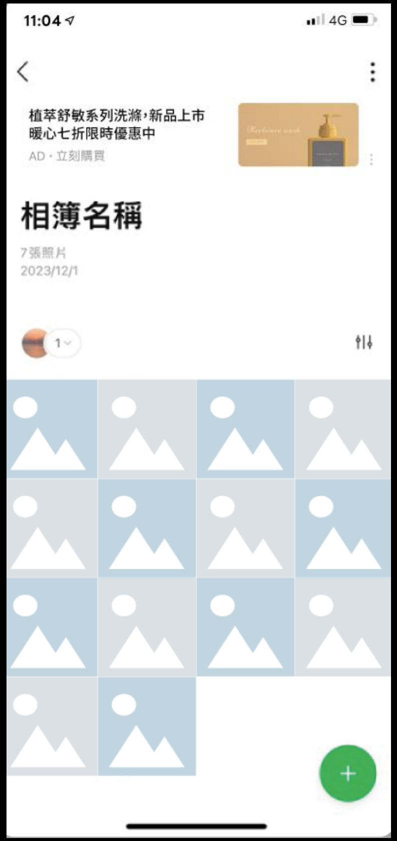
LINE Wallet


07:56
LINE POINTS
5,555
Herb care wash
30% OFF
植萃系列洗滌 新品暖心七折限時優惠
HERB CARE TAIWAN
雙 11 購物特輯
查看全部 >
填資料 免費賺點數
註冊免費會員，領取點數！
6
集點
使用
歷史記錄

LINE POINTS


相簿
記事本
文字、@建立者、#主題標籤
植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買
尚未建立記事本
歡迎透過記事本留存及分享資訊。

LINE Notes


11:04
4G
植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買
相簿名稱
7張照片
2023/12/1
1

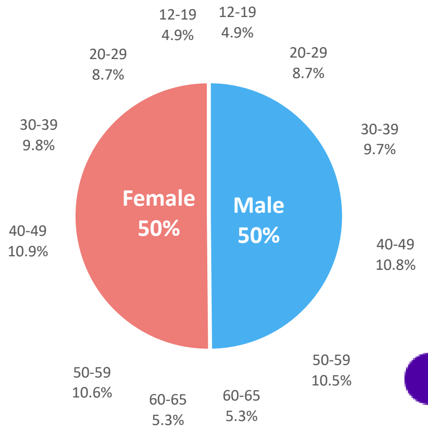
Albums

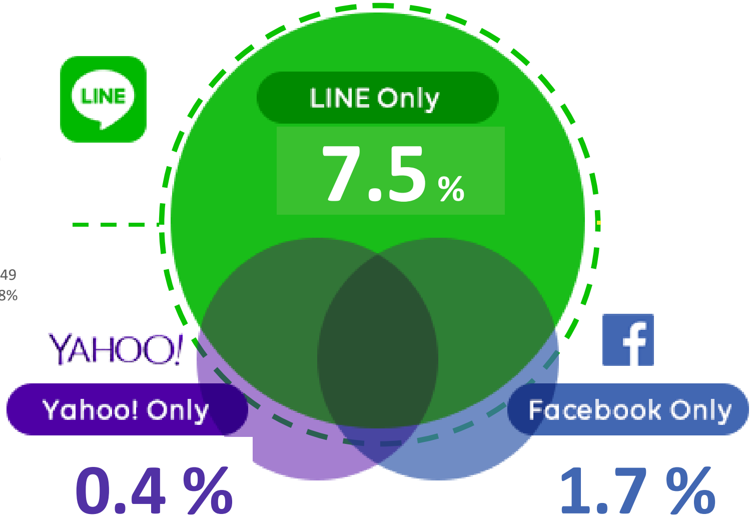
LINE Taiwan has over 22 million monthly active users

In the past seven days, 93% of the population aged 12–65 in Taiwan used LINE (compared to 88% for Facebook and 35% for Yahoo), with 7.5% representing users reachable only through LINE.

LINE Taiwan has a balanced gender ratio, widely used by ages 10-60+, and **reaches more high-value users aged 40+ compared to Facebook and Yahoo.**

Overall LINE user demographics





Source: LINE Internal Data; Source: Nielsen NW & VS Taiwan 2022Q1 (Oct 21- Mar 22)

© LY Corporation

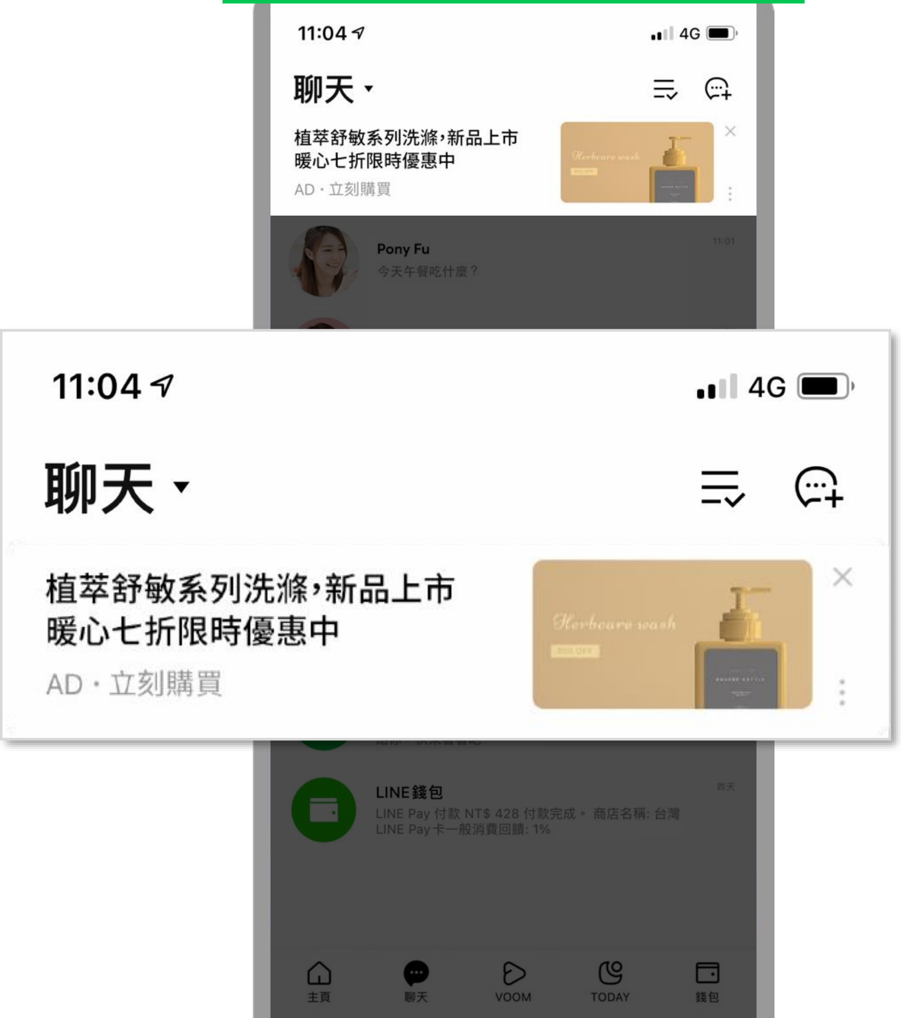
01

Advertising Delivery Environment

Smart Channel The Most Eye-Catching Premium Placement in LINE Chat List!

Have you LINE'd today? The 'Smart Channel' at the top of the chat page features personalized message broadcasts and a carousel of various content and ads. It is the highest-reaching ad placement in LINE. Your ads also have the opportunity to gain Impression through LAP's high-visibility placements!

LINE Smart Channel Ad Format



植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

Pony Fu 11:01
今天午餐吃什麼？

LINE錢包 昨天
LINE Pay 付款 NT$ 428 付款完成。 商店名稱: 台灣
LINE Pay 卡一般消費回饋: 1%

- ◆ **High Awareness: Over 60% of users who notice the pinned**
- ◆ **65% of users understand this space as a personalized**
- ◆ **Three Key Drivers of Clicks！①Content that is relevant or of interest to me**

②Headlines that capture my attention ③Offers or promotional information

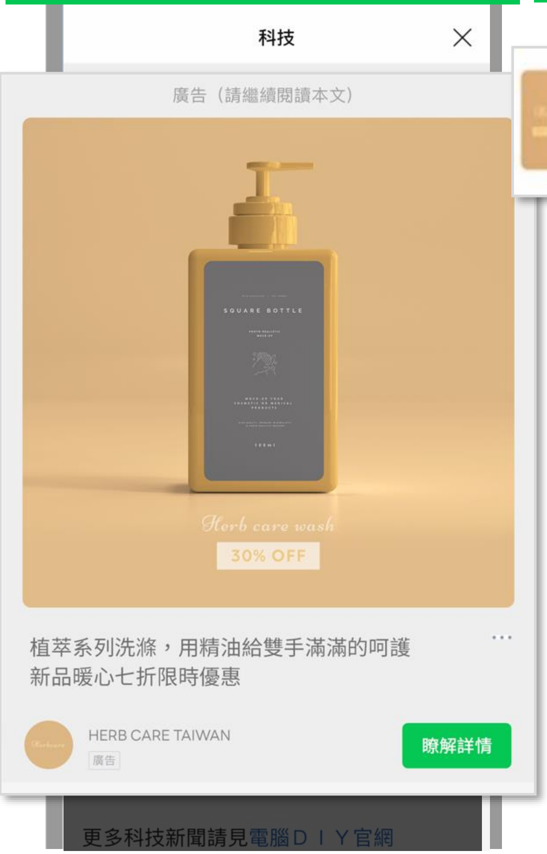
Source: Nielsen 2023 LINE使用行為研究調查
Base: 15-69歲過去七天有使用LINE ;N=1,000;加權千人數:15,287千人

以上皆為示意圖，LINE保留最終樣式調整權利。

LINE TODAY reaches up to 18 million monthly active users, equivalent to a 95% reach among LINE users

LINE TODAY partners with over 600 content providers, delivering more than 3,000 new articles daily, with ads naturally integrated into a premium content environment.

LINE TODAY Channel Ad Format



科技

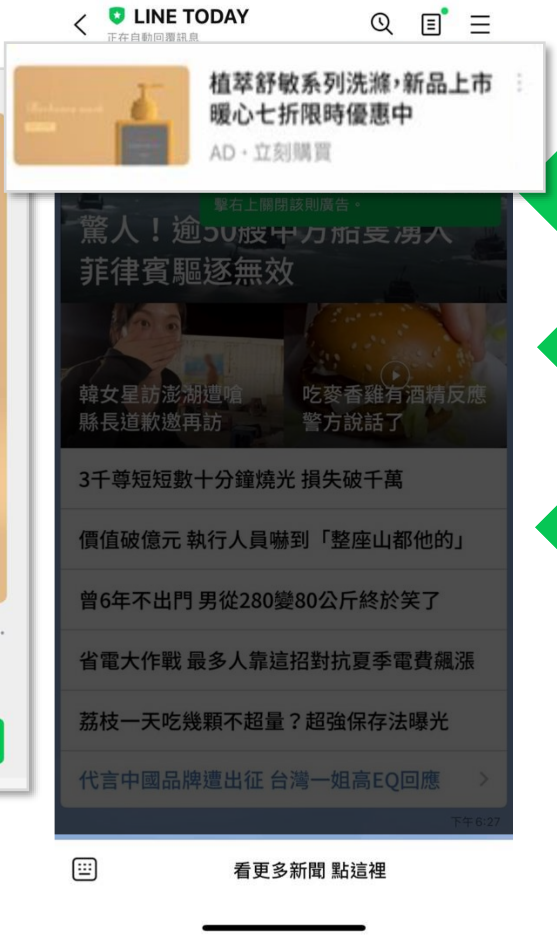
廣告（請繼續閱讀本文）

植萃系列洗滌，用精油給雙手滿滿的呵護
新品暖心七折限時優惠

HERB CARE TAIWAN
廣告

更多科技新聞請見電腦ＤＩＹ官網

LINE TODAY Official Account



LINE TODAY
正在自動回覆訊息

植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

擊右上關閉該則廣告。

驚人！逾50艘中方船隻湧入
菲律賓驅逐無效

韓女星訪澎湖遭嗆
縣長道歉邀再訪

吃麥香雞有酒精反應
警方說話了

3千尊短短數十分鐘燒光 損失破千萬

價值破億元 執行人員嚇到「整座山都他的」

曾6年不出門 男從280變80公斤終於笑了

省電大作戰 最多人靠這招對抗夏季電費飆漲

荔枝一天吃幾顆不超量？超強保存法曝光

代言中國品牌遭出征 台灣一姐高EQ回應

下午6:27

看更多新聞 點這裡

◆ Extremely high awareness, high, usage! and strong stickiness!

Among LINE users, nearly 82% are aware of LINE TODAY, and 66% actively use it. Nearly 50% of users access it daily, and among daily users, more than half open LINE TODAY 2–4 times per day.

◆ 75% of respondents agree: “LINE TODAY is my first stop for daily news.“

◆ 68% of respondents agree: “I pay attention to advertisements on LINE TODAY.”

◆ Over 60% of respondents agree: “Seeing information on LINE TODAY triggers my shopping ideas.”

◆ LINE TODAY offers diverse official accounts with continuous updates to ensure no information is missed

LINE Hotspot/LINE TODAY/LINE TODAY Sports/LINE TODAY Entertainment/ LINE TODAY Finance /LINE TODAY Movies/ LINE TODAY Horoscope.

◆ Exclusive audience characteristics: sports enthusiasts and food & travel video lovers.

Over 80% of users who want to watch international or local sporting events think of LINE TODAY first for live streaming; among LINE TODAY users, the proportion watching food and travel videos has risen to nearly 40%.

Source: Nielsen 2023 LINE Usage Behavior Survey

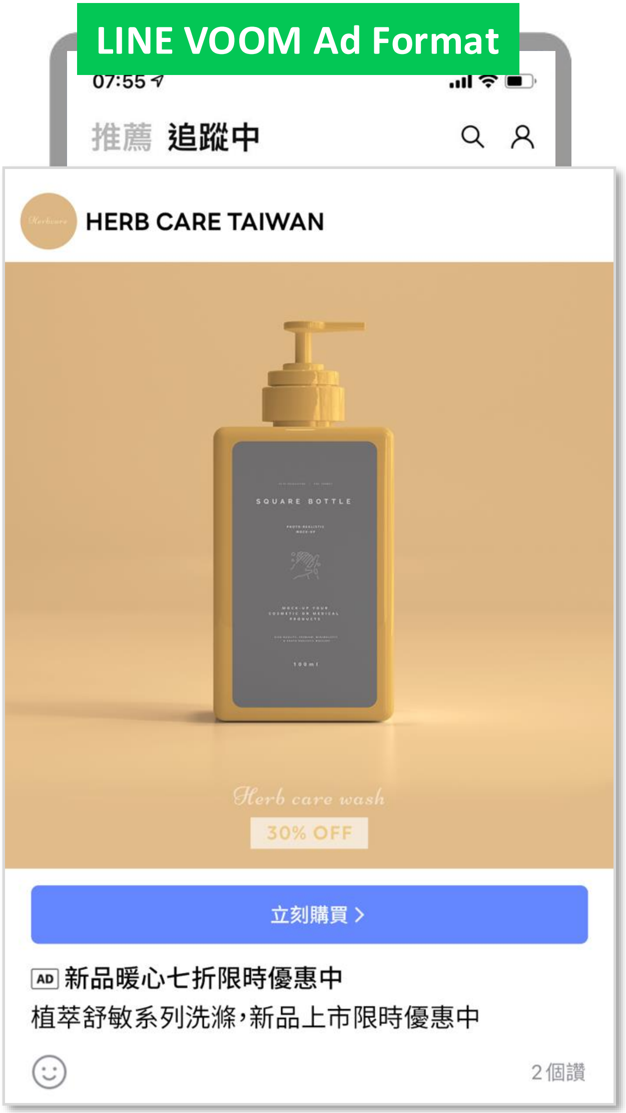
Base: LINE users aged 15–69 who used LINE in the past seven days; N=1,000; weighted population 15,287K. Daily LINE VOOM users aged 15–69; N=97; weighted population 1,483K.

All images above are for reference only. LINE reserves the right to make final adjustments to formats.

LINE VOOM has over 16 million monthly active users

It offers a vibrant community ecosystem where users can interact and engage with friends or KOLs, while also discovering interesting video content through recommendations.

LINE VOOM Ad Format



新品暖心七折限時優惠中

植萃舒敏系列洗滌，新品上市限時優惠中

◆ Immersive video-viewing experience with strong user

According to Nielsen's latest 2023 survey, among daily LINE VOOM users, 50% access the platform 2–4 times per day.

◆ Top three motivations for using VOOM: ① Browsing entertaining image and text content ② Keeping up with updates from friends and family

③ Watching video content shared by friends or recommended by the system

◆ LINE VOOM has the highest awareness rate among working

◆ The proportion of users who upload and share image, text, and video content is higher among working men and those aged 30–39.

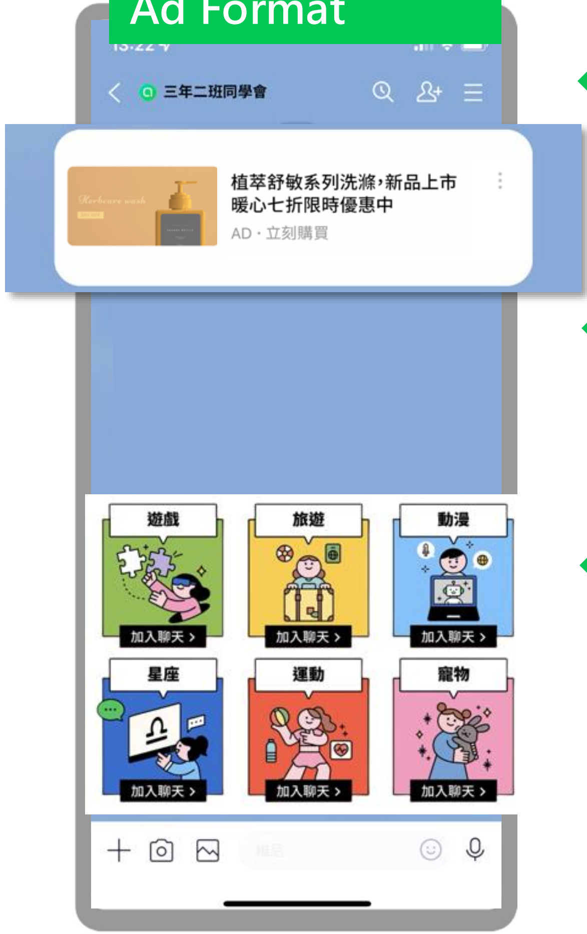
Source: Nielsen 2023 LINE Usage Behavior Survey
Base: Users aged 15–69 who used LINE in the past seven days; N=1,000; weighted population: 15,287,000.
Daily LINE VOOM users aged 15–69; N=97; weighted population: 1,483,000.

All images above are for reference only. LINE reserves the right to make final adjustments to formats.

LINE OpenChat The gathering place for users with all kinds of interests and hobbies!

LINE Openchat is is a popular service where users join public chatrooms with custom nicknames for privacy, engaging with like-minded individuals. Advertisers can target interest-specific audiences, making ads more relevant and engaging

LINE OpenChat Ad Format



- ◆ Awareness is rapidly rising: About 60% of LINE users know about LINE
- ◆ Young users are more engaged and more enthusiastic about using LINE OpenChat!

According to the latest 2023 Nielsen survey, awareness of LINE OpenChat is significantly higher among users aged 15–19 and 30–39 compared with those aged 40 and above.

- ◆ Motivations for using LINE OpenChat: ① Matching personal interests and needs ② Accessing information
- ◆ In 2023, more than 450,000 communities were created, with nearly 20 million users across Taiwan actively using LINE OpenChat.

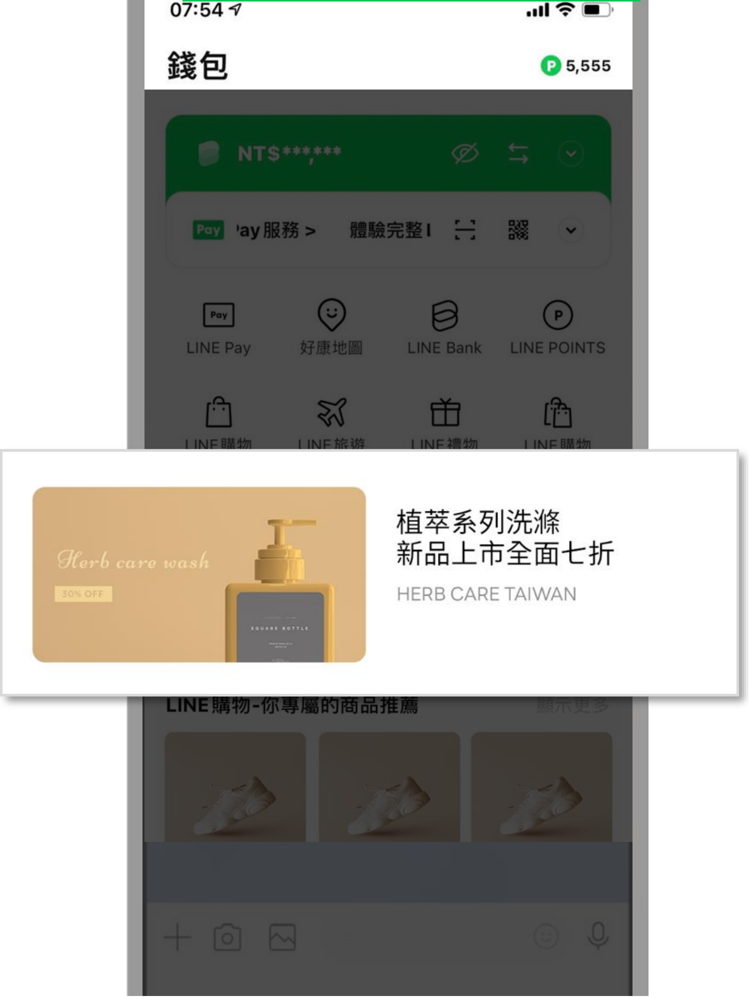
Categories include: Finance/Business, Food, Groups/Organizations, Fashion/Beauty, Work, Gaming, Entertainment, Hobbies, Family/Parenting, Learning, Travel, Emotions, Sports/Fitness, Pets, Companies/Enterprises, Technology, Health, Schools/Alumni, Animation/Comics, and Others.

All images above are for reference only. LINE reserves the right to make final adjustments to formats.

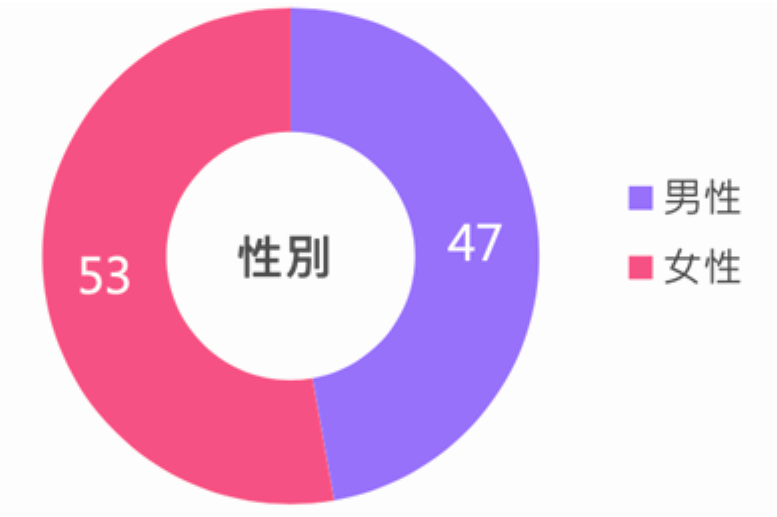
LINE Wallet The First Stop Before Shopping! With over 15 million monthly active users

LINE Wallet centers around mobile payment and consumption-related services. Users demonstrate strong purchase intentions (e.g., LINE Shopping, LINE Gift, Stickers, Travel) as well as purposes related to financial transaction services (e.g., LINE Pay, LINE Bank). This placement enables advertisers to reach users with clear digital consumption intent.

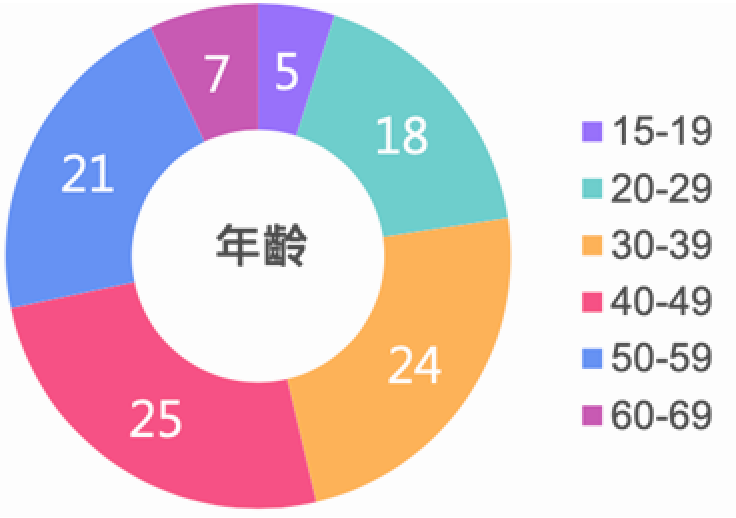
LINE Wallet Ad Formats


07:54
錢包
5,555
NT$******
Pay
'ay服務 >
體驗完整I
LINE Pay
好康地圖
LINE Bank
LINE POINTS
LINE購物
LINE旅遊
LINE禮物
LINE購物
Herb care wash
30% OFF
SQUARE BOTTLE
植萃系列洗滌
新品上市全面七折
HERB CARE TAIWAN
LINE購物-你專屬的商品推薦
顯示更多

User Gender Profile



User Age Profile



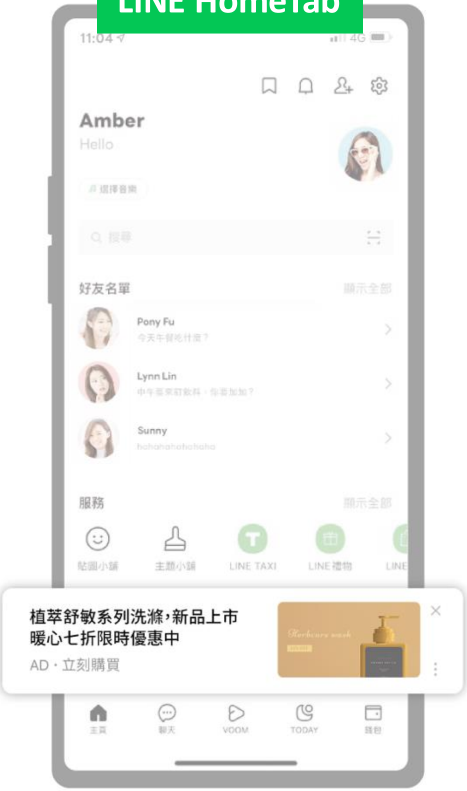
Source : Nielsen 2023 LINE使用行為研究調查
Base: 15-69歲知道LINE 錢包的人;N=904;加權千人數:13,819千人

以上皆為示意圖，LINE保留最終樣式調整權利。

LINE Hometab / POINTS /LINE Notes/ Album Staying close to information search, community interaction, and daily life moments

Advertisers can leverage this placement to reach users who are interested in searching for friends or service information on the Home tab, engaging in community exchanges in chatrooms, and exploring lifestyle-related content.

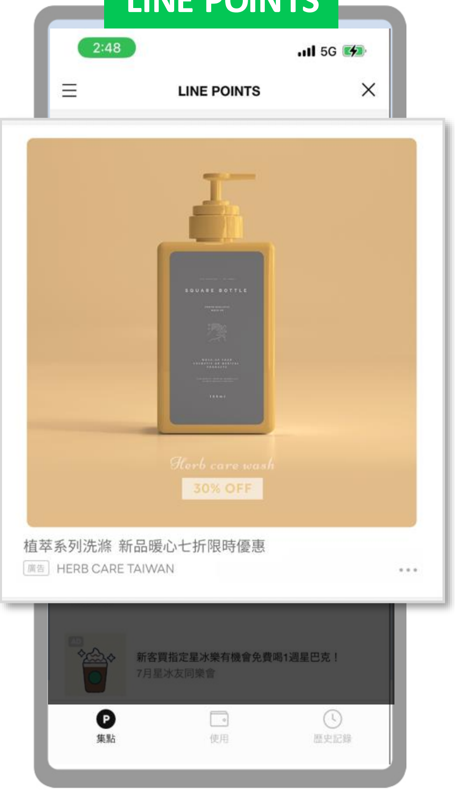
LINE HomeTab



植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

The friend list is clear at a glance, and users can customize their favorite services. A personalized Home allows users to easily find the information they need.

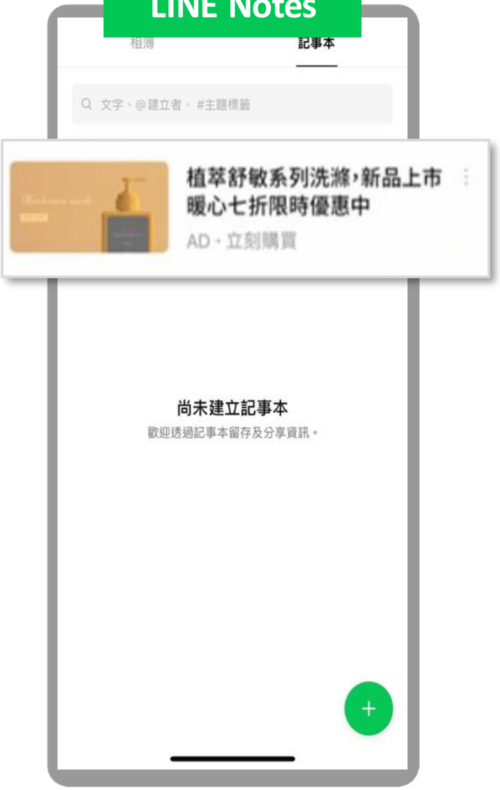
LINE POINTS



植萃系列洗滌 新品暖心七折限時優惠
廣告 HERB CARE TAIWAN

The friend list is clear at a glance, and users can customize their favorite services. A personalized Home allows users to easily find the information they need.

LINE Notes

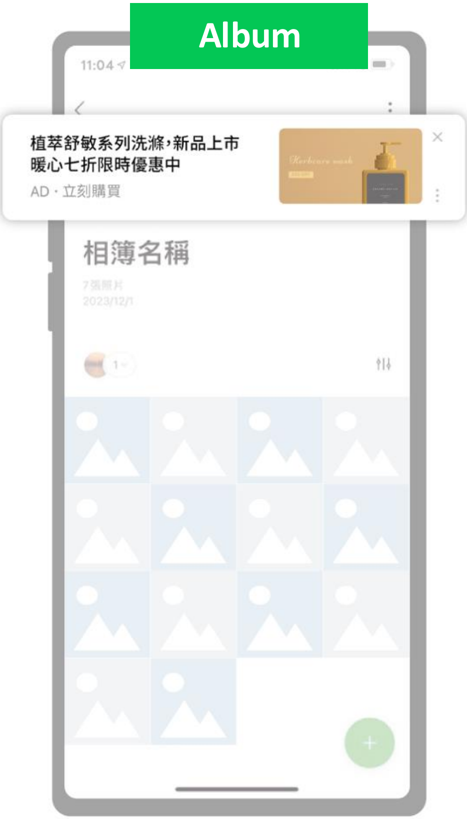


植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

尚未建立記事本
歡迎透過記事本留存及分享資訊。

An integrated note-taking function within LINE chats that allows users to easily save important information and to-do items. Users can also collaborate with friends to record, comment, and review notes.

Album



植萃舒敏系列洗滌，新品上市
暖心七折限時優惠中
AD・立刻購買

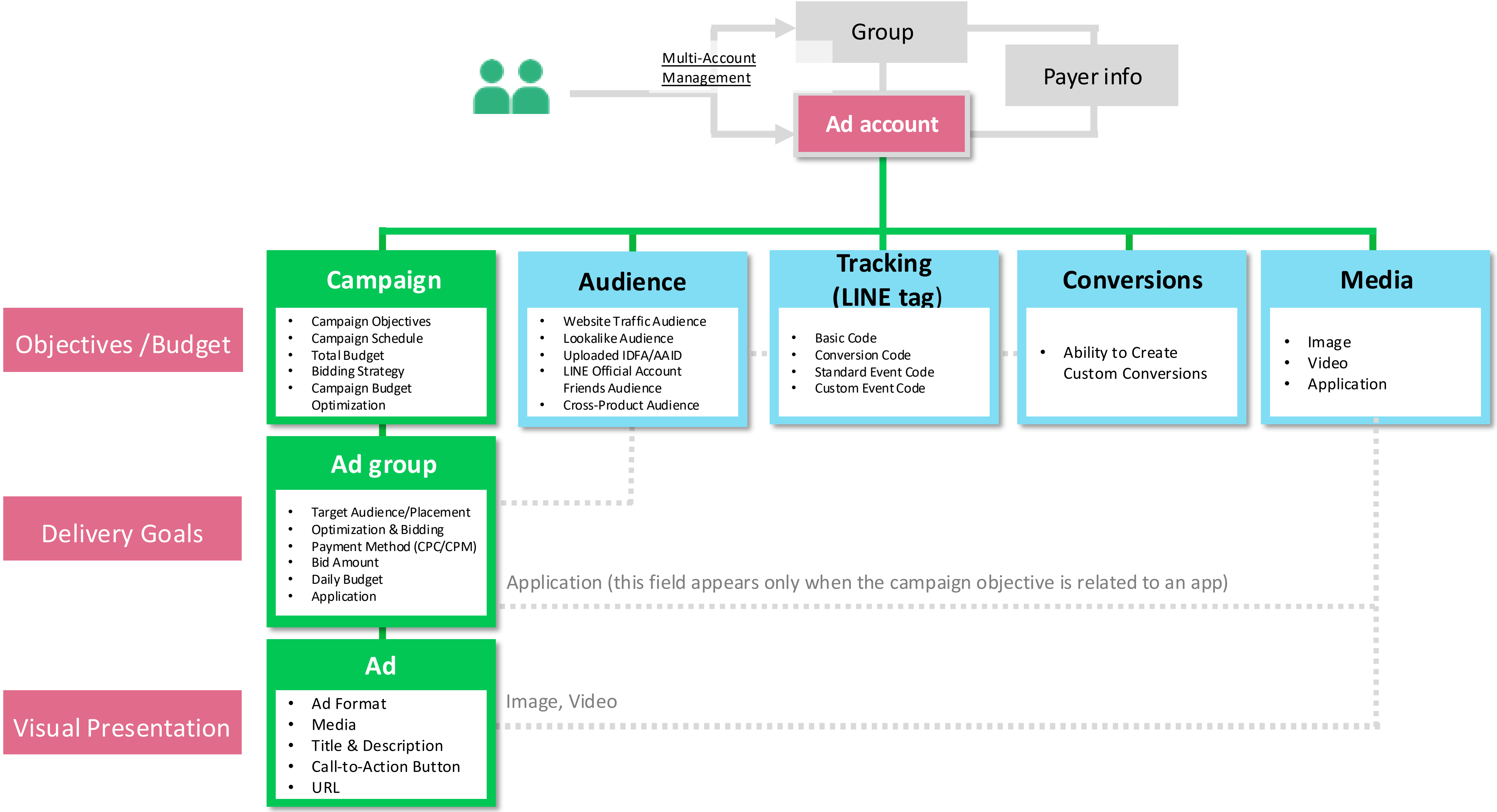
Personalized LAP ad placements will also gradually appear within the album service! Ads will be displayed both on the album collection page (accessible via the album icon in the chatroom's upper-right corner) and within individual albums in one-on-one or group chats.

All images above are for reference only. LINE reserves the right to make final adjustments to formats.

02

Ad Delivery Functions

LINE Ads Platform System Overview



Multi-Account Management

Group

Payer info

Ad account

Objectives / Budget

Delivery Goals

Visual Presentation

Campaign

- Campaign Objectives
- Campaign Schedule
- Total Budget
- Bidding Strategy
- Campaign Budget Optimization

Ad group

- Target Audience/Placement
- Optimization & Bidding
- Payment Method (CPC/CPM)
- Bid Amount
- Daily Budget
- Application

Ad

- Ad Format
- Media
- Title & Description
- Call-to-Action Button
- URL

Audience

- Website Traffic Audience
- Lookalike Audience
- Uploaded IDFA/AAID
- LINE Official Account Friends Audience
- Cross-Product Audience

Tracking (LINE tag)

- Basic Code
- Conversion Code
- Standard Event Code
- Custom Event Code

Conversions

- Ability to Create Custom Conversions

Media

- Image
- Video
- Application

Application (this field appears only when the campaign objective is related to an app)

Image, Video

Flexible Ad Delivery Modes: Automatic Placement & Manual Placement

LINE provides two ad delivery modes: Automatic Placement and Manual Placement.
When selecting Automatic Placement, the system delivers ads across all available placements to achieve optimal performance. With broader reach, this mode allows advertisers to maximize their budget while distributing ads simultaneously across different placements to better control overall advertising costs.

If you wish to focus on specific placements, using customized creatives tailored to different ad strategies and formats, you can choose Manual Placement.
This mode is also suitable when brand safety is a concern, as it enables advertisers to manually select placements that align more closely with their brand image.

Advanced Ad Optimization

For advertisers aiming to segment audiences by placement and test ad optimization and delivery strategies, we have observed that advertisers using the Manual Placement feature achieved significantly stronger performance on average, a 20% increase in click-through rates.

Brand Safety Considerations

If your brand has specific Brand Safety policies, we recommend using this feature to manually select placements that align with those policies.

LINE continuously implements strict and ongoing content optimization. However, if there are concerns about ads appearing alongside certain news topics, we suggest the following options:

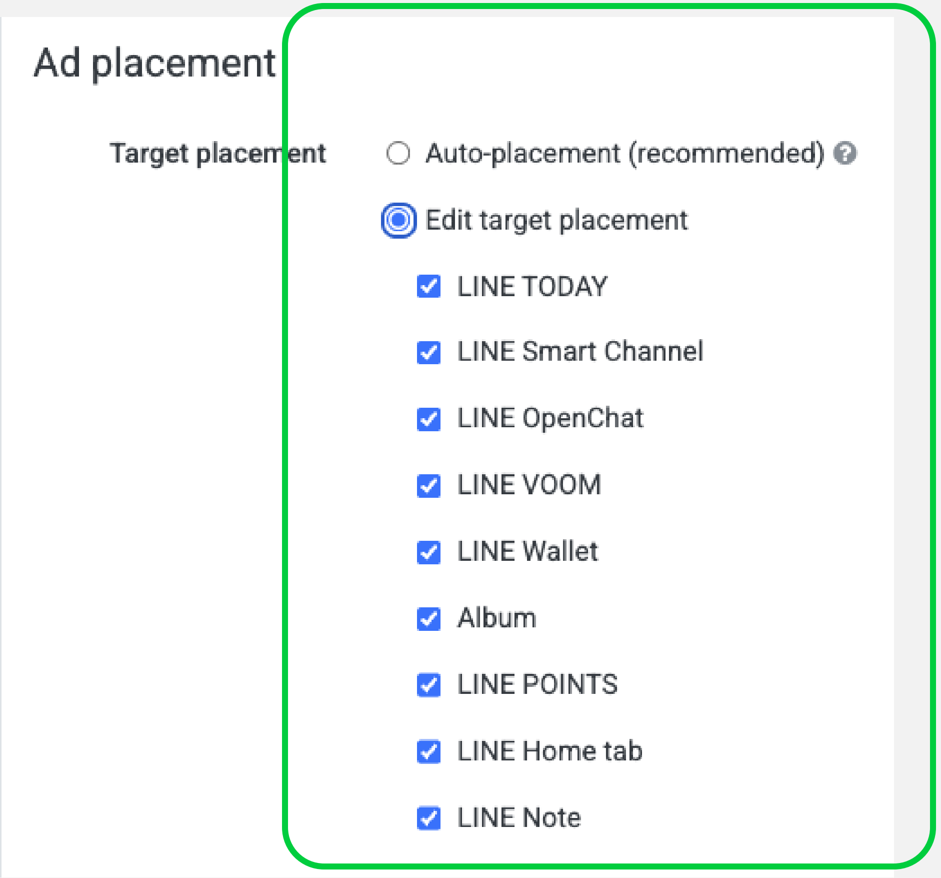
① LAP: Use this function to exclude TODAY traffic.

② TODAY Guaranteed Ads: Target specific categories or filter out sensitive topics.

Source: LAP system data, August–November 2023.

Flexible Ad Delivery Modes: Placement & Manual Placement

LAP CMS System Settings



Ad placement

Target placement

○ Auto-placement (recommended)

● Edit target placement

- ☑ LINE TODAY
- ☑ LINE Smart Channel
- ☑ LINE OpenChat
- ☑ LINE VOOM
- ☑ LINE Wallet
- ☑ Album
- ☑ LINE POINTS
- ☑ LINE Home tab
- ☑ LINE Note

Campaign Objectives

Supports all campaign objectives (including Add Friend Ads & Dynamic Ads (DPA)).

Setting up "LAP Manual Placement ： Configured at the Ad Group level

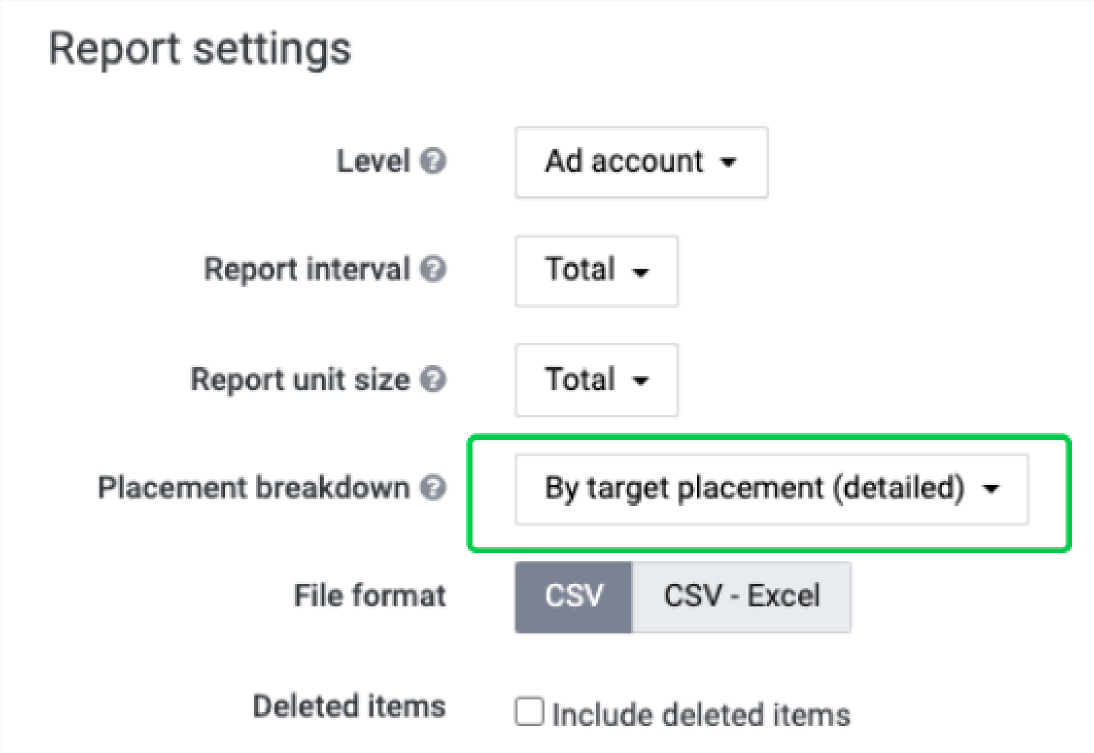
- Automatic Placement: Delivered across all placements (default option)
- Manual Placement: Select from 9 placement options, including TODAY, Smart Channel, OpenChat, VOOM, etc. (see illustration on the left)

If certain services, such as Smart Channel or Community, appear grayed out and cannot be selected after enabling this feature, it indicates that your ad account does not meet the review criteria for those services.

此為示意圖，可能與實際內容有所不同。

Flexible Ad Delivery Modes: Placement & Manual Placement

LAP CMS Performance Report Download Screen



Report settings

Level: Ad account

Report interval: Total

Report unit size: Total

Placement breakdown: By target placement (detailed)

File format: CSV | CSV - Excel

Deleted items: ☐ Include deleted items

"Delivery Goals (By Placement)" Performance Report

- This report can be selected under the "Statistics Target" section.

Supported Levels for "Delivery Goals (By Placement)" Performance Report:

- Supported: Ad Account, Campaign, Ad Group
- Not Supported: Ad Level

※Please Note:

For app campaign tracking, if SKAdNetwork (SKAN) is enabled, installation-related metrics will not be reflected in the performance report for delivery target analysis. However, other performance data such as impressions and clicks will be included in the report.

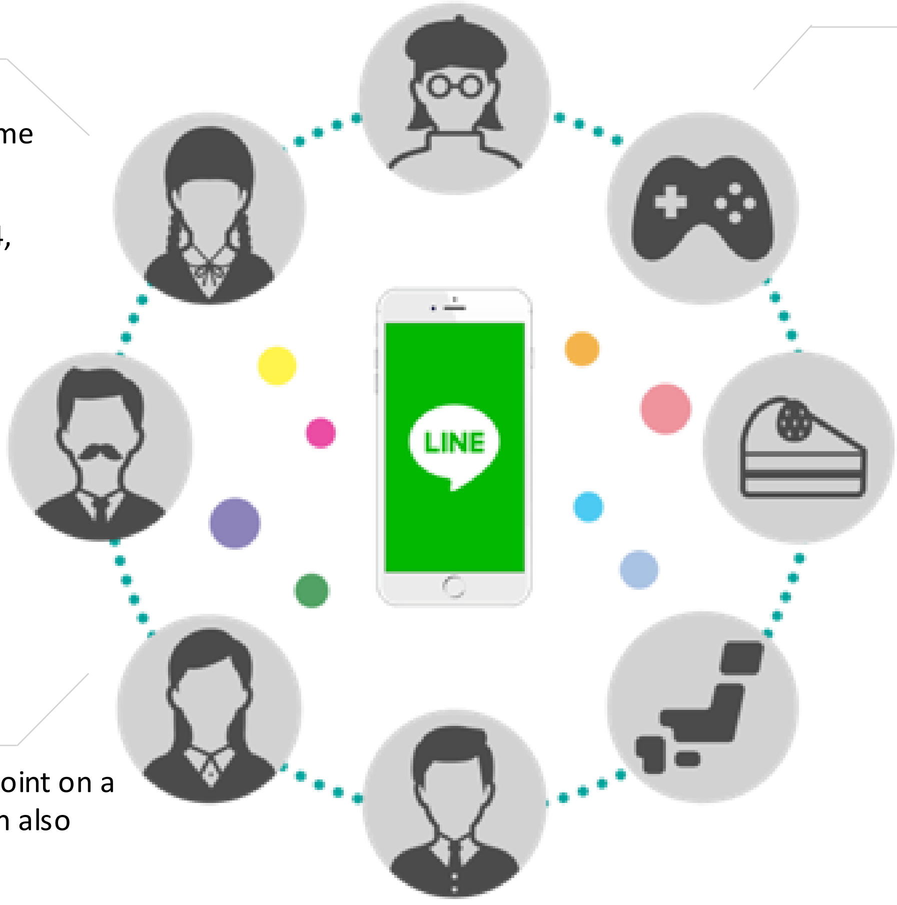
此為示意圖，可能與實際內容有所不同。

Flexible Ad Delivery Modes: Placement & Manual Placement

No.	Q & A
1	Q. Does the LAP Target Placement feature support all campaign objectives, including CPF (Cost Per Friend) Friend Add ads and DPA (Dynamic Product Ads) Product Summary Sales ads? A. Yes, this feature supports all ad objectives.
2	Q. Will the use of the placement selection feature affect system learning? How many events do I need to complete the system learning? A. It will not affect and will be the same as the existing system learning specifications. A general campaign with at least 40 target events in the last 30 days; (For app activity tracking) in the case of SKAN events, at least 150 events in a 30-day period.
3	Q. Even if you do not use the ‘Target Placement' feature for ad delivery, can the performance report still be displayed according to the delivery target? A. Yes, regardless of whether you use 'Auto Placement' or ‘Target Placement,' you can download the performance report according to the 'Delivery Target.
4	Q. Why are some placements grayed out and unavailable for selection for certain ad accounts? A. Available placements for each ad account must comply with LAP's ad account and industry regulations. Some ad accounts may experience certain placements being unavailable for selection due to industry-specific restrictions.
5	Q. Why can some ad accounts see the ad format options supported by certain placements (at the ad level) even though those placements are unavailable or not selectable for delivery? A. Yes, the list of ad format options at this level is based on the overall specifications supported by the placements and is not adjusted based on the delivery options available for individual accounts.
6	Q. Why does the estimated audience data (at the ad group level) not change when adjusting the selected placements? A. The estimated audience is provided based on different 'audience' targeting conditions. Since placement selection is not a part of the audience conditions, changes in placements do not affect the estimated audience data.

LAP Provides Diverse Targeting Options

Advertisers can specify age, gender, mobile operating system, region, interests, and user behaviors to deliver ads to the right audience.
The system can predict user attributes and interests to target ads toward users more likely to click or convert, thereby improving ad performance.



Age

Age targeting ranges from under 14 to 65+, with segmented delivery options:

Under 14, 15–19, 20–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65+

Gender / Mobile OS

Ads can be delivered by specifying gender or mobile operating system version.

Region

Ads can be targeted by city/county, or by selecting a point on a map and setting a radius in kilometers. Advertisers can also specify regional interaction modes:
People living in the area, People working in the area,
People recently visiting the area

Detailed Targeting

Ads can be delivered by specifying interests, user status, or purchase intent behavior categories.

【Interests】
Games / Electronics & Home Appliances / Sports / Career & Business / Fashion / Home & Gardening / TV & Movies / Music / Education & Certification / Finance / Health & Fitness / Automobiles / Books & Comics / Food & Dining / Beauty & Cosmetics / Travel / Entertainment / Shopping

【 Behaviors】
Various types of game players / LINE service users / Financial behavior preferences / Types of followed official accounts / Preferred news categories / Common leisure activities / Commuting methods / Lifestyle status / Precise location-based interactions / Topics of interest / Sticker enthusiasts / Users currently considering purchases NEW

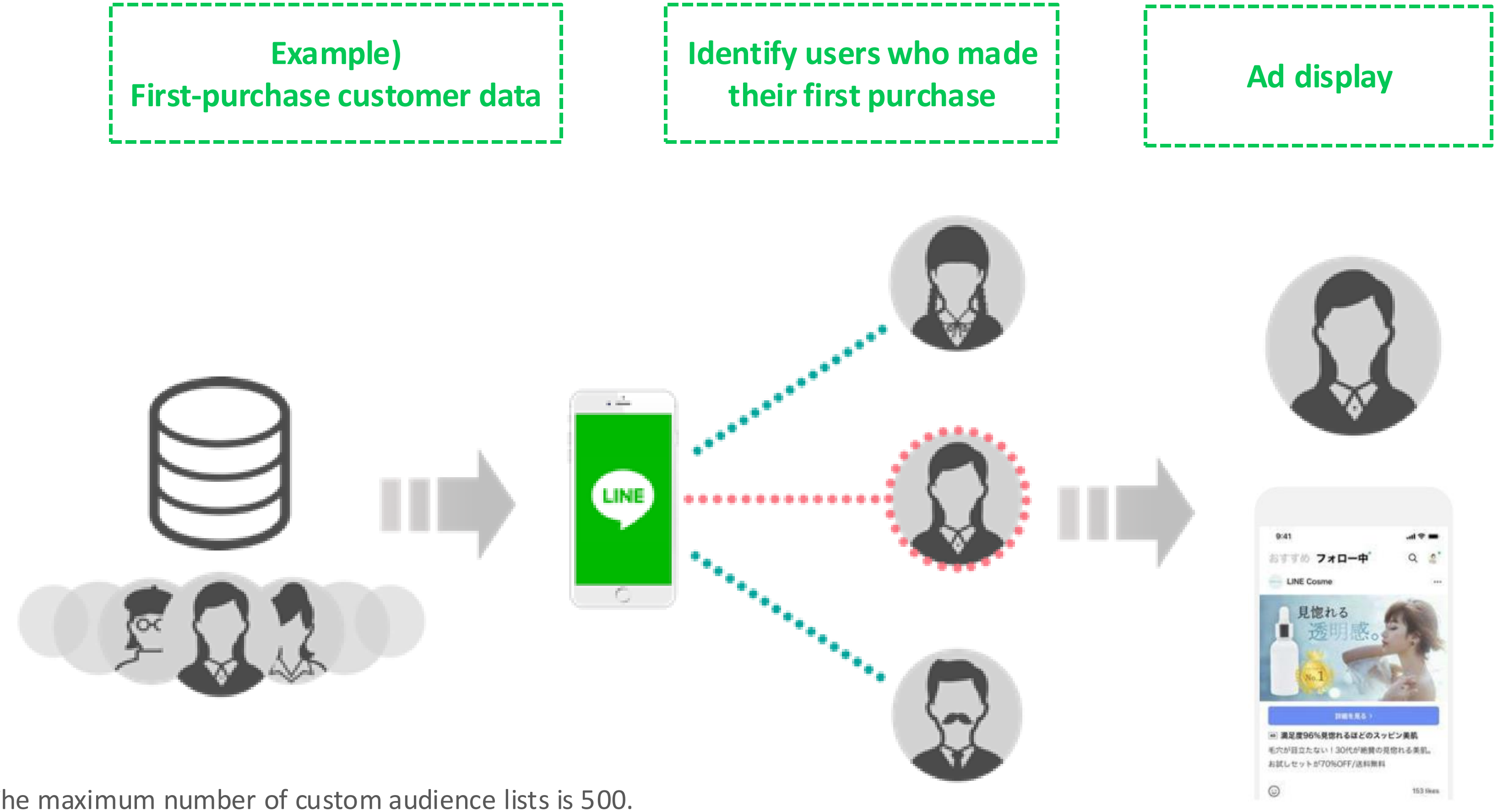
【Personal Status】
Commuting mode / Lifestyle status

【Purchase Intent】
Recent consumers / Purchasing power / Preferred payment tools / Online shopping behaviors for different products / Preferred shopping channels / Predicted consumer audiences NEW

*These audience data within the LINE family of services are categorized as “proxy attributes” based on users’ registered gender, age group, and region, as well as their activity records (e.g., sticker purchase history, LINE Official Account friend registration, etc.).
*The above categories are subject to periodic updates; please refer to the actual system interface for the latest options. For interest and behavioral targeting options, please see the appendix: “Audience Overview.”

Advertiser First-Party Audience

Advertisers can use their own customer data to deliver ads to target users. For example, by uploading device identifiers of users who made their first purchase (IDFA/AAID), advertisers can deliver ads encouraging repeat purchases. Conversely, the same data can also be used to exclude purchasers from ad targeting. In addition to device IDs, audiences can also be built from website traffic, video viewers, image clickers, mobile app users, LINE Official Account friends, uploaded phone numbers or email addresses. Advertisers can also expand reach by creating lookalike audiences based on existing customer lists.



Example)
First-purchase customer data

Identify users who made their first purchase

Ad display

Available Advertiser-Owned Audiences

- Website Traffic Audience
- Mobile App Audience
- Upload phone numbers/e-mail addresses
- Uploaded IDFA/AAID
- Official LINE Account Audience
- LINE Business Manager Shared Audience
- Video View Audience
- Image Click Audience
- Lookalike Audience

The maximum number of custom audience lists is 500.
If the audience size is below 100, the system may not be able to properly generate or expand audiences due to insufficient learning data (please increase the audience size in such cases).
Video view audience: maximum validity period is 30 days.
Image click audience: maximum validity period is 180 days.

Advertiser Exclusive Audience – LINE Business Manager

Through "LINE Business Manager," advertisers can extend data from LINE Official Accounts, LINE POINTS Ads, MVP Ads, and LINE Desktop Ads to LAP & OA, maximizing the lifetime value of 22 million customers.

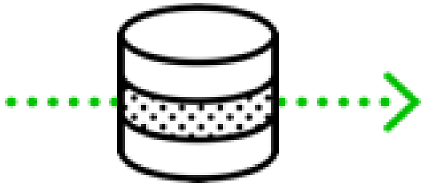
Data Source

LINE POINTS Ads

Data Category	Audience
LINE POINTS	Campaign Clicks / Campaign Conversions / Campaign External Link Clicks (CPV/REV)

LINE Official Account

Data Category	Audience
Impressions	Users who opened messages
Clicks	Users who clicked message links
Uploaded User ID (UID)	Uploaded UID list
Uploaded IDFA/AAID	Uploaded IDFA/AAID list
Chat Tags	Users with Chat Tags set in 1:1 chats
Friend Path	Users who added friends via different paths
Web Traffic	Audiences built from traffic data collected via LINE Tag



Delivery Platform

LAP

9:41
おすすめ フォロー中
LINE Cosme
見惚れる
透明感。
No.1

Data Category	Content
Lookalike Audience	Extend Reach to Users with Similar Interests and Attributes
Cross-use	Cross-Use with Other Audiences
Exclusion Targeting	Exclude Audience from Delivery

For detailed support on audience types, please refer to the "LINE Business Manager" media kit.

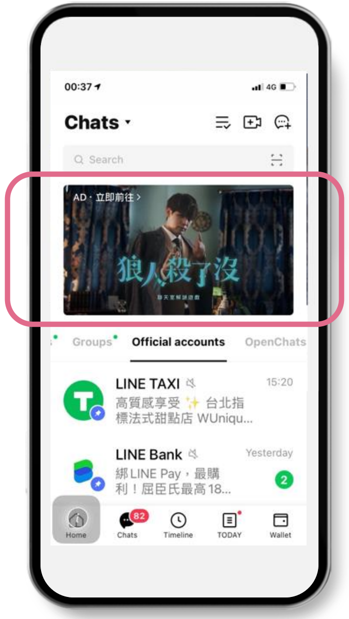
Advertiser Exclusive Audience – LINE Business Manager

Through "LINE Business Manager," advertisers can extend data from LINE Official Accounts, LINE POINTS Ads, MVP Ads, and LINE Desktop Ads to LAP & OA, maximizing the lifetime value of 22 million customers.

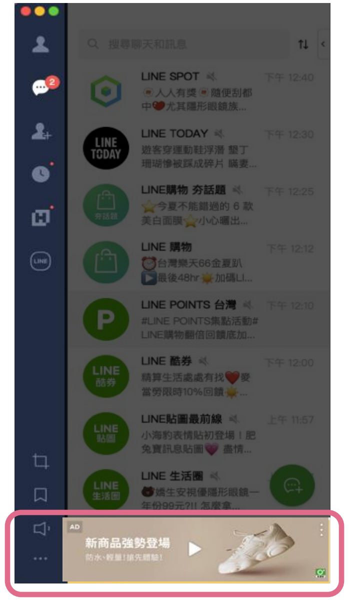
Data Source

Delivery Platform

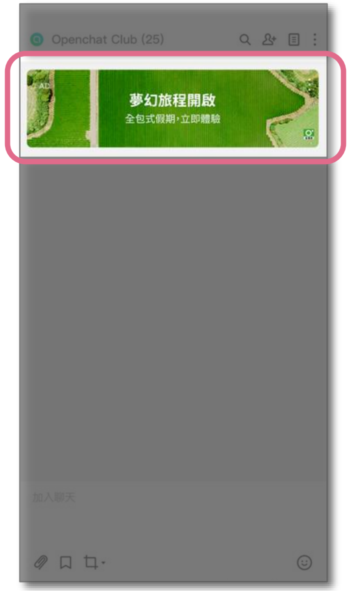
MVP Ads

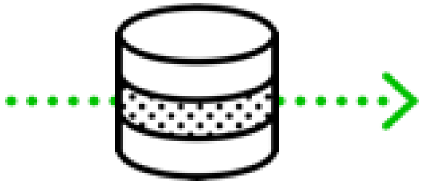

Chats
AD · 立即前往 ›
狼人殺了沒
Groups
Official accounts
OpenChats
LINE TAXI
LINE Bank

LINE Desktop Ads

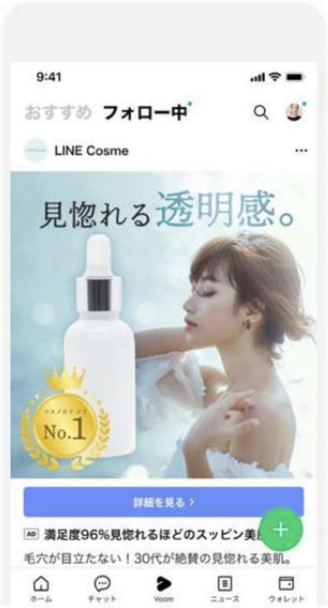

LINE SPOT
LINE TODAY
LINE購物 夯話題
LINE 購物
LINE POINTS 台灣
LINE 酷券
LINE貼圖最前線
LINE 生活圈
新商品強勢登場

Desktop OpenChat


Openchat Club (25)
夢幻旅程開啟
全包式假期・立即體驗



LAP


おすすめ フォロー中
LINE Cosme
見惚れる透明感。
No.1
詳細を見る ›
満足度96%見惚れるほどのスッピン美肌
毛穴が目立たない！30代が絶賛の見惚れる美肌。

Data Type	Audience
Video Views	Users who clicked the image / Users who started autoplay video
	Users who completed viewing / Users by different video-length completion ratios
Image Clicks	Users who clicked the image

Data Type	Audience
Image Clicks	Users Who Clicked the Image

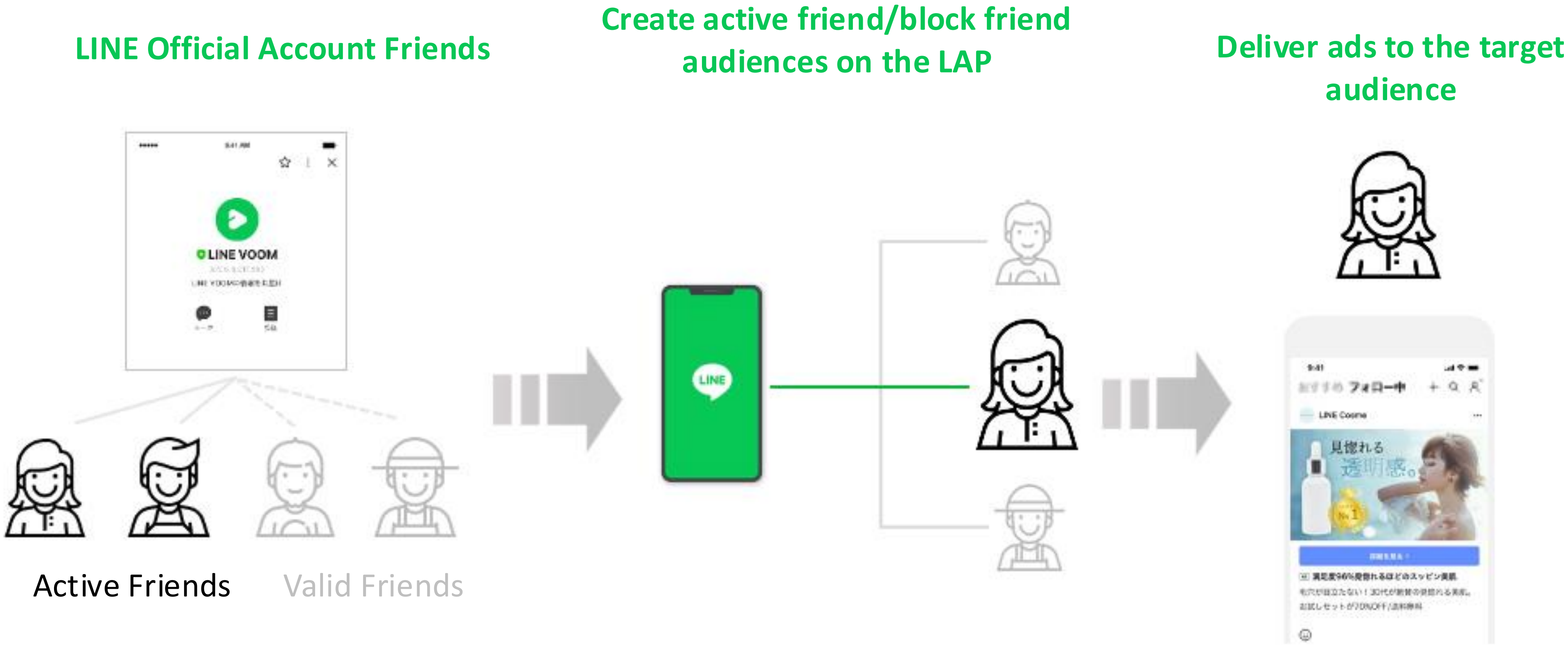
Delivery Method	Content
Lookalike Audience	Extended Reach / Users with Similar Interests and Attributes
Cross-use	Cross-Use with Other Audiences
Exclusion Targeting	Exclude Audience from Delivery

*For detailed supported audience types, please refer to the LINE Business Manager media guide.

Top MVP Ads & Top MVP Ads – PC (both Image and Video versions) can collect image click audiences. For detailed specifications, please refer to the LINE Business Manager media guide.
Community Ads – PC only supports the image format, and therefore can only share image click audiences.

Advertiser Exclusive Audience – LINE Official Account Friends

Advertisers can create audiences from LINE Official Account friends and deliver ads to these audiences. When creating audiences, two types can be established: “Active friends of this account” and “Blocked friends of this account.”
Additionally, lookalike audiences can be created based on these audiences to reach potential users who have not yet been engaged.



LINE Official Account Friends

Create active friend/block friend audiences on the LAP

Deliver ads to the target audience

Active Friends

Valid Friends

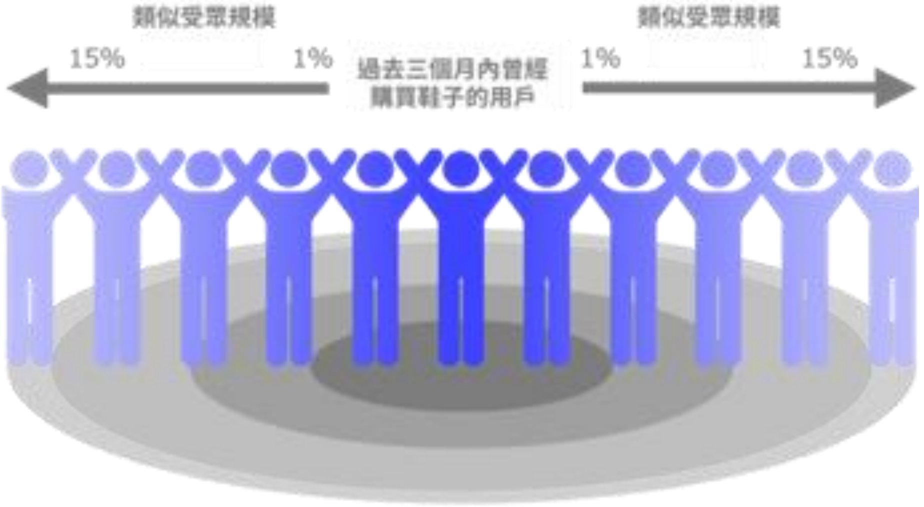
The lists of active and blocked friends can only be created for Official Accounts linked to the advertiser account.
When creating audiences, “Active friends” and “Blocked friends” must be created separately.
If the LINE ID of the account changes after creating the audience, the audience must be rebuilt (and if the ad is already running, the campaign settings must also be updated).
Users who have deleted the account or have not logged into LINE for an extended period will be excluded, so the audience size may not match the total friend count of the account.

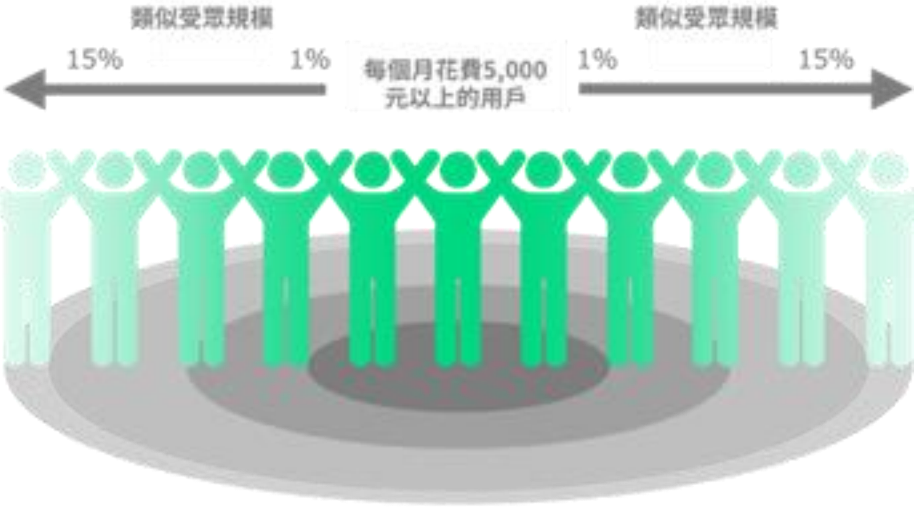
Lookalike Ad Audience

Lookalike Audience Functionality. The lookalike audience feature delivers ads to LINE users who are similar to the source audience (see table below).

The expansion range of lookalike audiences can be set from 1–15%, or set to “Automatic,” allowing the system to optimize the ideal audience size based on the source audience.

Higher similarity results in higher accuracy of actions but a smaller audience size, limiting reach. Conversely, lower similarity decreases action accuracy but increases audience size and total delivery.





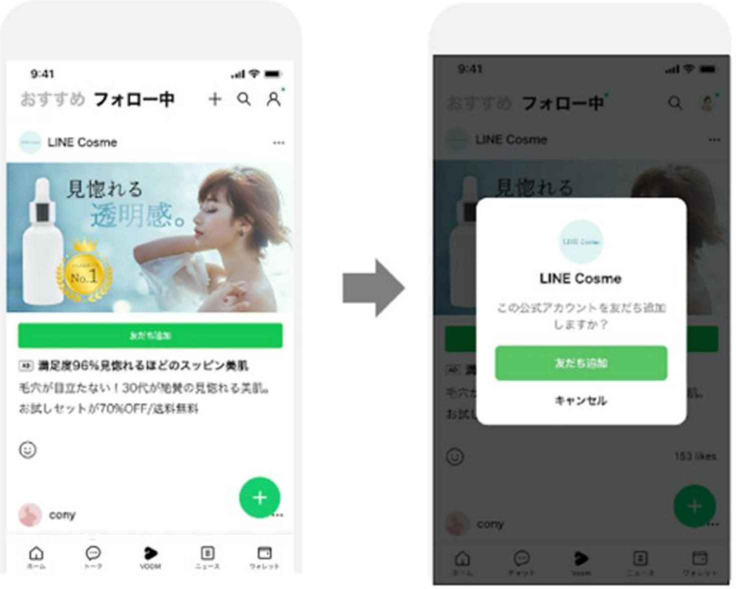
【Source Audience Types for Lookalike Audiences Reference Table 】

Delivery Audiences	・Website Traffic Audience ・LINE Official Account Friends Audience ・Uploaded IDFA/AAID ・Mobile App Audience・LINE Business Manager Shared Audience・Video View Audience / Image Click Audience ・Uploaded Phone Numbers / Uploaded Email Addresses

After creating a lookalike audience, it may take up to 24 hours before it can be used.
Lookalike audiences exclude users from the source audience.
A maximum of 10 lookalike audiences can be created (if the limit is exceeded, please delete or create new audiences).
If the audience size is below 100, the system cannot generate a lookalike audience due to insufficient learning data (please increase the size of the source audience).

Gain Friends (CPF) – One of the Unique Campaign Objectives of LAP Ads

Charged by cost per Friend！
Add-Friend Ads (Cost per Friend) is a unique ad format that allows advertisers to gain LINE Official Account friends through the LINE Ads Platform.
Friends who actively click the ad to add the account are high-quality users genuinely interested in the brand.


9:41
おすすめ
フォロー中
LINE Cosme
見惚れる
透明感。
No.1
友だち追加
AD
cony
ホーム
トーク
VOOM
ニュース
ウォレット
LINE Cosme
友だち追加
キャンセル
153 likes
チャット

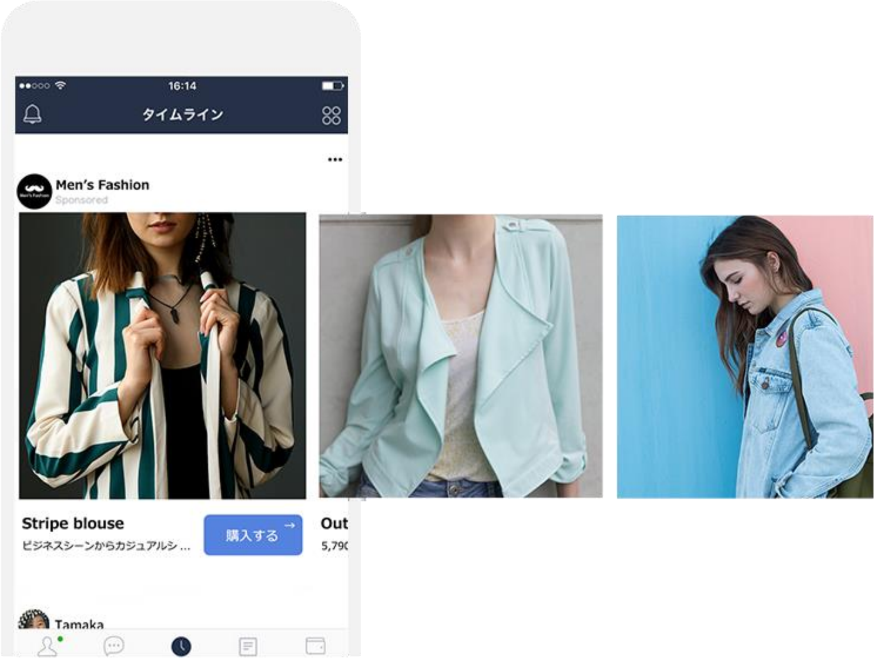
満足度96%見惚れるほどのスッピン美肌
毛穴が目立たない！30代が絶賛の見惚れる美肌。
お試しセットが70%OFF/送料無料

この公式アカウントを友だち追加しますか？

Item	Details
Ad Audience	Similar to regular LINE Ads Platform ads, advertisers can freely set
Delivery Cost	Manual Bidding: Cost per Friend starting from NTD $11 / Cost per 1,000 Impressions starting from NTD $40 / Automatic Bidding: Cost per Friend starting from NTD $16 / ※ Fees are charged when users click the “Add Friend” button.
Available LINE Official Account Formats	Eligible LINE Official Accounts: Only certified accounts.

Dynamic Ads (Product Feed Sales - DPA) – One of the unique campaign objectives on LAP

Based on users' browsing history on your official website, dynamic product ads deliver personalized recommendations tailored to each individual. Different landing links can be set for different products, effectively driving page revisit rates and boosting product conversion performance.



Item	Details
Target Audience	Same as other LINE Ads Platform campaigns, advertisers can freely set bids
Delivery Price	Manual CPC starting from NT$4; Auto CPC starting from NT$8; Auto CPA starting from NT$100.
Ad Creative	Advertisers upload their product catalog (also called Data Feed / Product Feed) via FTP or through the LAP dashboard. For detailed instructions, please refer to the LINE Dynamic Ads Media Guide.

App Engagement – One of the unique campaign objectives on LAP

Deliver ads to users who have installed the app but have not used it for a long time, encouraging them to relaunch the app.

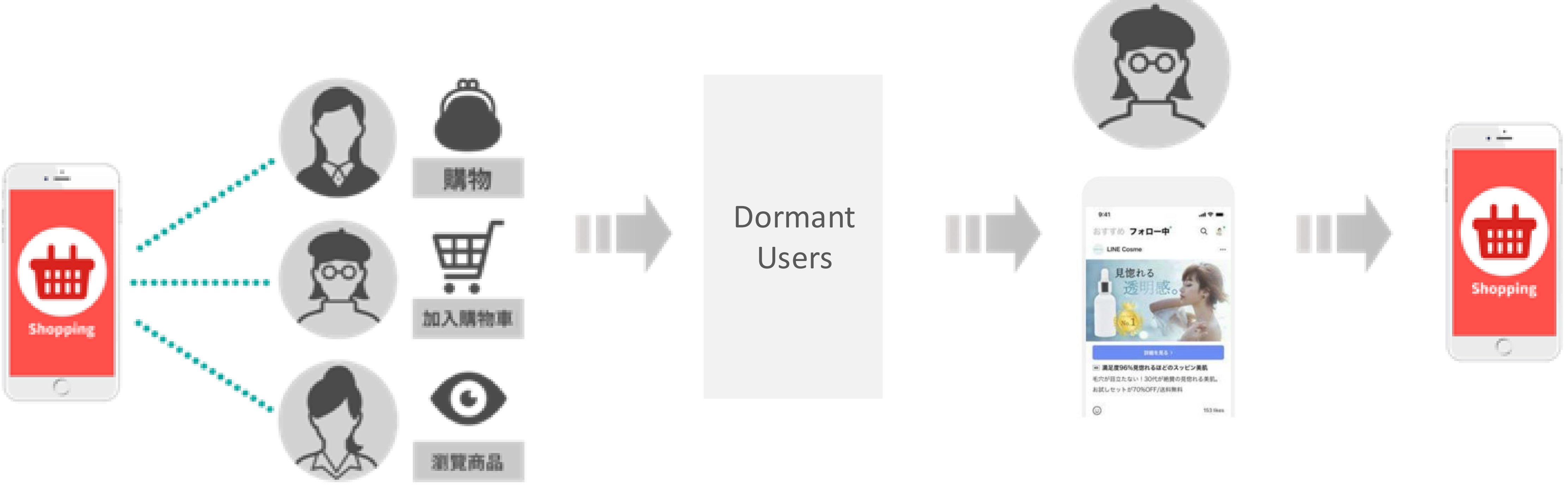
Ads can also be targeted based on users’ in-app behaviors, allowing more precise ad delivery.

Users open the app and take specific in-app actions

Users who have not used the app for an extended period

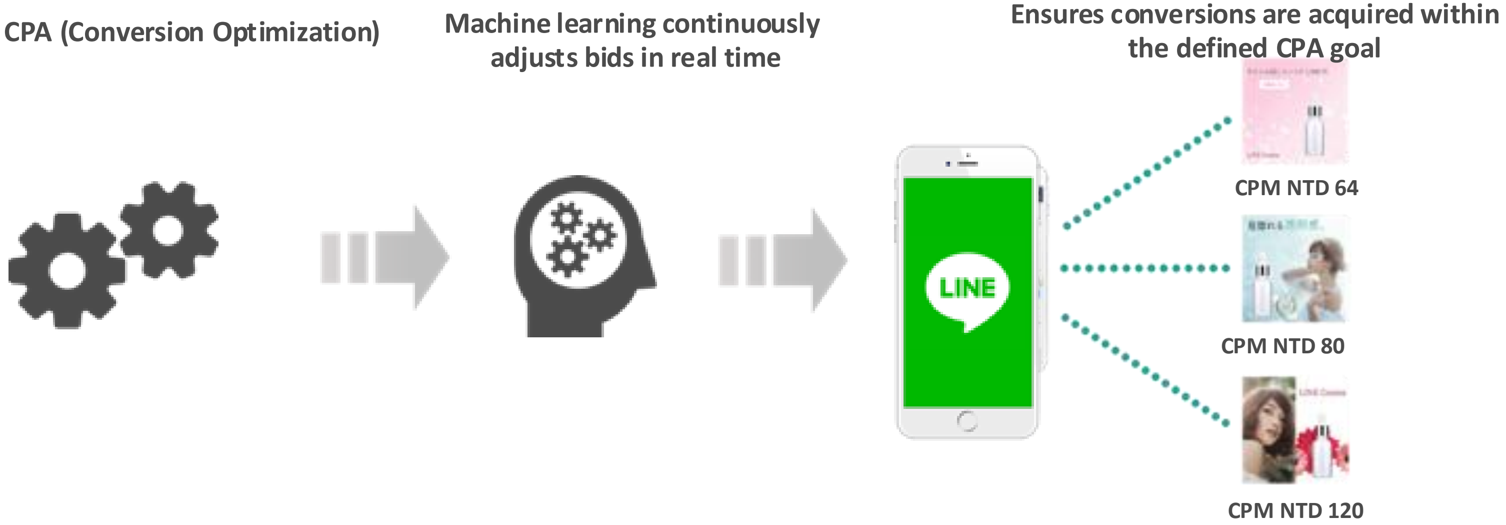
Ads delivered to dormant users to drive re-engagement

Users relaunch the app after inactivity


Shopping
購物
加入購物車
瀏覽商品
Dormant Users
フォロー中
LINE Cosme
見惚れる
透明感。
Shopping

LAP supports multiple manual and automated bidding models.

Among them, automated bidding allows advertisers to optimize toward their set campaign objectives with minimal manual effort. Through machine learning, bids are automatically adjusted during delivery based on performance results, driving campaigns closer to the defined goals while maintaining efficient ad delivery. This approach significantly improves overall ad effectiveness.



Set a target CPA (Conversion Optimization)

Machine learning continuously adjusts bids in real time

Ensures conversions are acquired within the defined CPA goal

CPM NTD 64

CPM NTD 80

CPM NTD 120

【Bidding Overview & Minimum Bid】

Campaign Objectives	Website Visits	Website Conversions	App Installations	Active App Engagement	Add Friends	Dynamic Ads	Video Views	Reach
Manual Bidding	CPC$4/CPM$40				CPF$11/CPM$40	CPC$4	CPM$40	CPM$40
Automated Bidding (Maximize Clicks)	CPC$8	CPC$8	CPC$8	×	×	CPC$8	×	×
Automated Bidding (Goal Optimization)	×	CPA$100	CPI$50	CPE$25 (Event Optimization)	CPF$16	CPA$100	CPV$0.15 (3-second / Complete View Optimization)	CPM$40

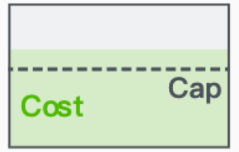
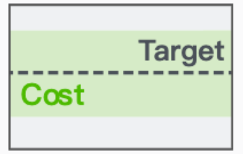
When the campaign objective is Website Conversions, advertisers can use “Maximize Conversion Value” automated bidding. However, this requires either no bid cap or Target ROAS as the bidding strategy.

* All amounts are in NTD, exclusive of tax.

* Please note that the bid unit for automated bidding is not the final billing unit—it is only used for optimization purposes. Currently, LAP supports billing only in CPC or CPM, and video creatives are billed CPM only.

LAP supports multiple controllable automated bidding strategies.

When using automated bidding, advertisers can choose different strategies based on their desired level of control over budget pacing and conversion costs.

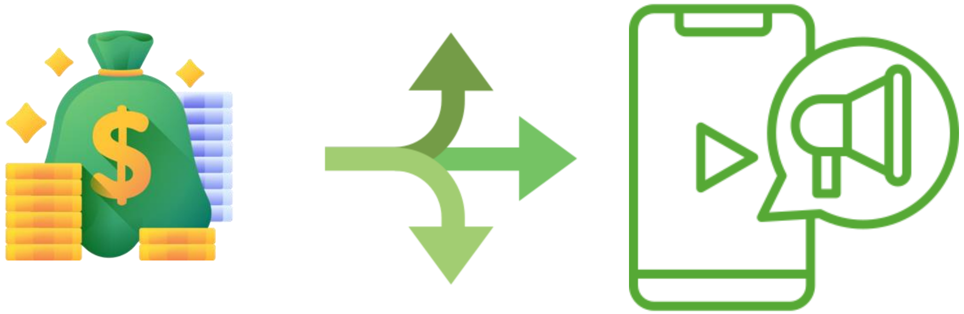
Bidding Strategies	**Cost Cap** **Set a maximum cost per event**	**Target Event Cost** **Set a target cost per event**	**Lowest Cost** **No limit, expend daily budget as aggressively as possible**	**Target ROAS**
Recommended Usage / Timing	If you want to fully spend your daily budget while achieving your target events, it is recommended to set a maximum cost per event. In addition, If the maximum event cost is set too low, the budget may not be fully spent.	To maximize the number of events obtained within a set target cost per event while consuming the daily budget, this setting is recommended. The actual cost per event may vary approximately ±10% of the target (not guaranteed).	Spend daily budget as quickly as possible	1. Campaign Goal: Website Conversions 2. Automated Bidding: "Maximize Conversion Value" 3. Requirements: At least 40 conversions accumulated and past 30-day average ROAS data available in LAP
Bid Amount	 Lowest	 ighest	Highest (depending on market bidding conditions)	Set a reasonable target based on the past 30-day average ROAS in LAP
Daily Budget Pacing	3 Second Closest to the Set Daily Budget	2 Second Closest to Daily Budget	1 Closest to Daily Budget	-
Lower Conversion Cost / Level of Control	1 Strictest	2 Stability-Oriented (Not necessarily lower is better)	3 No Setting	-

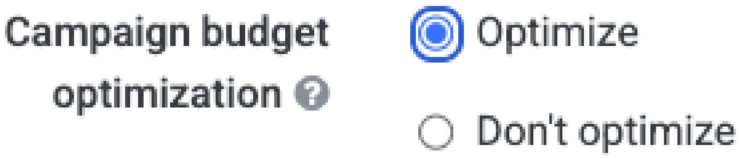
*The bidding strategy option "Set Bid Cap" will be removed in January 2024.

Campaign Budget Optimization (CBO)

Smart budget management automatically allocates the budget to the best-performing combinations.

Ad Account → Ad Campaign → **•Ad Set / Ad Group**





Campaign budget optimization ?

● Optimize

○ Don't optimize

- When Campaign Budget Optimization (CBO) is enabled, the system will allocate the campaign’s daily budget set below across the ad groups appropriately.
- Ad groups with better performance will receive a larger share of the budget. Therefore, it is recommended to set 2–5 ad groups to achieve optimal budget allocation and fully spend the daily budget.
- If the advertiser has an overall budget limit, it is recommended to set a total campaign budget cap.

＊ Existing ad groups cannot adjust bid amounts or bidding strategies.

Bidding Strategies

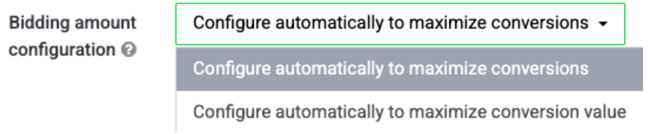
No limit, expend daily budget as aggressively as possible

* New ad groups **cannot adjust** bid amounts or bidding strategies.

Cost Cap – Set a maximum cost per event

Target Event Cost – Set a target cost per event

New ad groups **can adjust** bid amounts and bidding methods.



Bidding amount configuration ?

Configure automatically to maximize conversions

Configure automatically to maximize conversions
Configure automatically to maximize conversion value

03

Performance Tracking

LINE Tag

LINE Tag helps advertisers track website performance after ad clicks. It can also collect visitor data, which can be packaged into “Website Traffic Audiences” for further use.

LINE Tag

Components	Measurement Notes	Key Points
Basic Code	Each ad account must implement its own Basic Code.	Place the Basic Code within the <head>~</head> section of every webpage to be tracked.
Conversion Code	Place the Conversion Code on pages where you want to measure conversions. Each ad account has a unique Conversion Code.	Must be implemented together with the Basic Code. ※When coding, ensure the Basic Code is loaded before the Conversion Code.
Standard Event – Code	Standard Events are predefined event names by LINE. Each ad account has a unique Standard Event Code.	Must be implemented together with the Basic Code. ※When coding, ensure the Basic Code is loaded before the Standard Event Code.
Custom Event – Code	Advertisers can define Custom Event Codes based on their needs. Each ad account has a unique Custom Event Code.	Must be implemented together with the Basic Code. ※When coding, ensure the Basic Code is loaded before the Custom Event Code.

【LINE Tag Features】

Functions	Usage
On-site Conversion Tracking	• Conversion: Refers to the most important visitor actions for the advertiser, such as purchases or lead submissions. Conversion codes have a fixed 30-day attribution period. In LAP, “Conversions +1” means a user clicked the LAP ad and triggered the conversion code once within 30 days. • Standard Conversion: Uses LINE predefined events to measure user conversion behaviors, such as viewing product details, adding to cart, or making a purchase. Attribution period: 30 days. • Custom Conversion: Allows measurement of multiple types of conversion behaviors. Advertisers can define a custom conversion based on pages containing LINE Tag codes that meet custom event or URL conditions. Attribution period can be set from 1–90 days.
Build Website Traffic Audiences	To remarket to specific audiences, use the “Website Traffic Audience” function. Data retention (lookback period) can be set from 1–180 days. Visitors can be defined as audiences based on pages containing LINE Tag codes that meet event or URL conditions.

- It is recommended to enable first-party cookie / local storage in the “Tracking (LINE Tag)” settings to improve tracking accuracy and avoid being affected by browser policy updates.
- Other code can be inserted between the Basic Code and Conversion Code (or Custom Event Code), but the loading order must be: Basic Code → Conversion Code / Custom Event Code.
- All LINE Tag implementations must use the same Tag ID; do not mix different sources (e.g., using another OA’s Basic Code + LAP account Conversion Code is incorrect).

Shared LINE Tag

In addition, LAP provides a Shared LINE Tag feature across LAP, LINE Official Accounts, and the Business Manager platform. This eliminates the need to install multiple LINE Tags across different systems or multiple LAP ad accounts. The same LINE Tag (Tag ID must be identical) can be used across products and LAP accounts for on-site performance tracking and building Website Traffic Audiences.

	Definitions	Key Points
Original Account LINE Tag	Each Official Account CMS, Business Manager Platform, or LAP backend has its own LINE Tag code.	Refer to the previous page for details.
Shared LINE Tag	Instead of installing a new tag, the existing LINE Tag from the same Official Account / Business Manager ID / dedicated ID or other LAP ad accounts is reused for tracking and audience creation. This tag is considered a Shared LINE Tag.	• On-site Conversion Tracking:：If the source LINE Tag is installed and sharing is enabled, you must define conversions via Custom Conversions in LAP to record conversions. • Website Traffic Audience：When using a Shared LINE Tag, only the LINE Tag tracking function is shared, not platform data. Performance data is not shared across Official Accounts or ad account

【Example Scenarios for Using Shared LINE Tag】

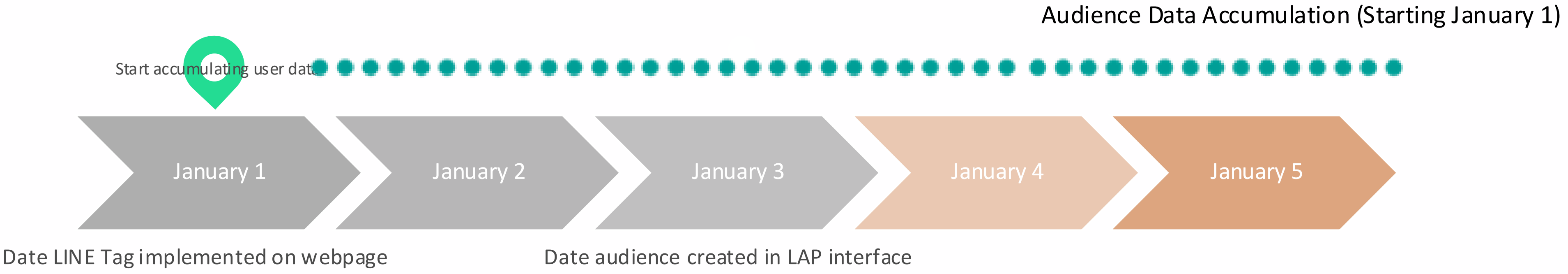
	1 LAP LINE Tag shared with an Official Account	2 Use a Shared LINE Tag from another LAP account	3 Use a Shared LINE Tag from an Official Account
Suitable Clients	Advertisers with an Official Account that already has a LAP account	LAP advertisers with multiple accounts	LAP advertisers whose webpages already have an Official Account LINE Tag installed
Requirements	Bound to the same Official Account Basic ID / Dedicated ID and sharing enabled*		

- If the source disables the Shared LINE Tag function, the LINE Tag tracking will stop. Please ensure the source remains available for long-term use to avoid data interruption.
- To use a Shared LINE Tag for collecting events as input for automated optimization, Custom Conversion Events must be used. For automated optimization using Conversions or Standard Events, the LAP account's own LINE Tag must be used.

LINE Tag – Website Traffic Audience Data Collection

From the moment the LINE Tag is implemented on a webpage, the page will start accumulating audience data.

Example 1:
If the LINE Tag is set up on January 1, audiences created on January 3 can still include user data accumulated from January 1.


Audience Data Accumulation (Starting January 1)

Start accumulating user dat

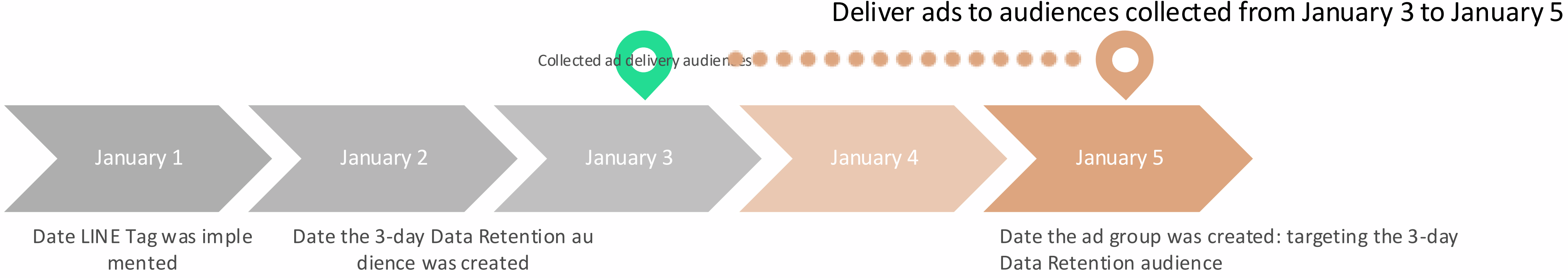
January 1
January 2
January 3
January 4
January 5

Date LINE Tag implemented on webpage

Date audience created in LAP interface

Audience targeting can be based on users collected within the Data Retention Period, which is calculated backward from the ad delivery date.

Example 2:
If the LINE Tag is set up on January 1, and an audience with a 3-day Data Retention Period is created on January 2, and an ad group is set on January 5 to target this 3-day retention audience, ads can be delivered to users who visited LINE Tag–enabled webpages from January 3 to January 5 (current date).


Deliver ads to audiences collected from January 3 to January 5

Collected ad delivery audiences

January 1
January 2
January 3
January 4
January 5

Date LINE Tag was implemented

Date the 3-day Data Retention audience was created

Date the ad group was created: targeting the 3-day Data Retention audience

*Data collection requires some time. Once the audience size exceeds 100, it can be used as a target for ad delivery.

App Conversion Measurement

LAP's app conversion performance measurement is achieved through collaboration with the following three third-party SDK measurement partners, enabling conversion tracking and app audience collection. As the measurement URLs and SDK configurations vary by partner, please confirm specifications and usage methods with the third-party SDK measurement partner before implementation.

Adjust
adjust株式会社

AppsFlyer
Appsflyer,Inc.

kochava
Kochava,Inc.

【List of Corresponding SDK Measurement URLs】

SDK Partner	Corresponding Measurement URL
Adjust	It is necessary to modify part of the measurement URL string. When the SDK issues the measurement URL, the URL will contain the string [% ADVERTISING_ID %]; please replace it with {ADVERTISING_ID} before submission. Example： Before：https://app.adjust.com/xxxxxxxxxx&idfa=[% ADVERTISING_ID %]&xxxxxxxxxx After：https://app.adjust.com/xxxxxxxxxx&idfa={ADVERTISING_ID}&xxxxxxxxxx
AppsFlyer	
kochava	No need to handle URL modification issues.

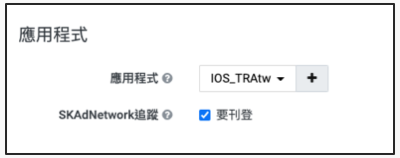
【List of Corresponding SDK IDs】

LAP Console Name	Adjust	AppsFlyer	Kochava
Ad Account ID	AdvertiserID	Account_ID	ADVERTISER ID
App ID※	AppID	Postback_ID	MOBILE APP ID

*The App ID here refers to the ID obtained in LAP after adding the app under "Media," and not the App Store App ID or package name.
*For configuration issues in the third-party SDK console, please contact the corresponding SDK service provider.

LAP Supports Apple iOS Attribution Framework – SKAdNetwork (SKAN)

- KAN tracking is a framework provided by Apple to support app advertising campaigns with the objective of "App Installations." By integrating SKAN, advertisers can track conversion performance for iOS users, enabling more precise performance measurement for iOS audiences.
- LAP supports SKAN data postbacks to SDK partners' dashboards, Adjust and Appsflyer. SKAN data from LAP can be viewed in both the LAP CMS and the dashboards of partnered MMPs.
- When using SKAN tracking, due to Apple's specification limitations, the number of ad groups that can be linked per app is subject to the following restrict

	Using SKAdNetwork for tracking, e.g., iOS apps	Not using SKAdNetwork for tracking, e.g., Android apps
Number of ad groups that can be linked per app	• Up to 50 ad groups can be used, shared across all country ad accounts. (Note: In Japan, the limit remains 25.) • Definition of one app: distinguished by whether the App Store URL ID is different. Example: the following are considered the same app. https://apps.apple.com/jp/app/line/id443904275 https://apps.apple.com/tw/app/line/id443904275	No restrictions
SKAdNetwork tracking feature	No application is required; simply check the box to publish under the ad group yo u wish to link.	No application required
Campaign and ad group settings	• At the campaign level, the advertising objective must be set to App Installations. • At the ad group level, the SKAdNetwork tracking feature must be enabled (this option only appears when selecting an iOS app).  應用程式 應用程式: IOS_TRAtw SKAdNetwork追蹤: ☑ 要刊登	No configuration required
Types of detectable "installs"	• Installs reported back by SDK partners (same field as before, tracked via IDFA identifiers). • Installs reported back via SKAN tracking (the advertiser's app must support the SKAdNetwork function, and only installs recognized by SKAN — occurring when the user's LINE version is 12.12.0 or higher and iOS version is 14.0 or higher — will be counted).	Installs reported back by SDK partners
Automatic bidding	Available bid strategies: choose "Automatically maximize clicks" or "Automatically maximize SKAN event volume."	Available
Reports	• Installs reported back by SDK partners (same field as before) • Installs reported back via SKAN tracking (displayed at the campaign and ad group levels; cannot be further segmented by ad level, region, age, gender, etc.) • Metrics such as impressions and clicks follow the original specifications and can still be segmented for detailed analysis.	Same as original LAP specifications

- LINE SKAN data postbacks cannot be turned on or off. Once the SDK partner integration is completed, LAP data postbacks will start automatically.
- The time at which LINE SKAN data appears in the SDK partner dashboard may vary depending on each SDK partner's system update schedule. For any questions regarding data updates in the SDK partner dashboard, please contact your SDK service provider.
- Once 50 ad groups are bound, the 51st ad group cannot be linked. If one ad group is unlinked, a new ad group can only be bound after 14 days. We recommend that advertisers wait at least 150 days before binding a new ad group. Due to SKAN framework limitations, if ad groups are reassigned within 150 days, conversions from the unlinked old ad group may be incorrectly attributed to the newly bound ad group. Note: the limit in Japan remains 25 ad groups. For example, if 25 ad groups are bound in Japan, the remaining 25 ad groups can be allocated to other country accounts.
- Installs reported by SDK partners and installs reported via SKAN may overlap in counting.
- SKAN data postbacks may experience delays. According to SKAN specifications, to protect user privacy, there may be a delay of at least 72 hours up to 150 days (SKAN 4.0).

Performance Report Overview (1-1)

The data available for viewing and downloading in the performance report are as follows:

Item Name	Description
Ad account name	Ad Account Name
Ad account ID	Ad Account ID
Impressions	Impressions *1
Viewable impression	Viewable Impressions *2
CPM (cost per thousand impressions)	Cost per Thousand Impressions (CPM)
Clicks	Clicks
CTR (click-through rate)	Click-Through Rate (CTR)
CPC (cost per click)	Cost per Click (CPC)
CV (All)	Conversions (All) – Includes total conversions tracked via CTCV + EVCV
CVR (All)	Conversion Rate (All) – Total conversion rate tracked via CTCV + EVCV
CPA (All)	Cost per Conversion (All) – Total cost per conversion tracked via CTCV + EVCV
Cost	Ad Spend
Currency	Currency
CV (product details viewed)	Standard Event – View Product Details Includes total conversions tracked via CTCV + EVCV
CV (product details viewed - Click)	Standard Event – View Product Details Only CTCV conversions
CV (LINE Tag Click)	Conversions tracked via LINE Tag Only CTCV conversions
CV (CV API Click)	Conversions tracked via CV API Only CTCV conversions
CV (Click)	Conversions Only CTCV conversions
CVR (LINE Tag Click)	Conversion Rate (LINE Tag) CTCV conversion rate tracked via LINE Tag
CVR (Click)	Conversion Rate (Click) Conversion rate tracked via CTCV
CPA (LINE Tag Click)	Cost per Conversion (LINE Tag) CTCV cost per conversion tracked via LINE Tag
CPA (Click)	Cost per Conversion (Click) CTCV cost per conversion tracked via click
Reach (estimated)	Unique Reach (Estimated)
Frequency	Average Frequency per User
Reach start date	Reach Start Date
Reach end date	Reach End Date

*1 Impressions – An impression is counted when an image or video is displayed by at least 1 pixel.

*2 Viewable Impressions – A viewable impression is counted when an image or video is displayed by 100%.

*When the reporting unit is set to “Detailed Objective,” a single user may have multiple detailed objective tags, which can result in repeated counting of corresponding impressions/clicks. Therefore, the number of impressions and clicks in the report may not match totals at other levels.

*When a specific reporting unit is selected, the report data is updated once per day. To check data for the current day, please review the report after 8:00 AM the following day.

※ Existing conversion metrics will be updated to include both Click-to-Conversion (CTCV) and Engaged View-to-Conversion (EVCV) in the “◯◯ (All)” metric.

Performance Report Overview (1-2)

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description
Video starts	Video Starts Play
Video (viewed for at least three seconds)	3-Second Video Plays
Cost per 3-second playback	Average Cost per 3-Second Video Play
Video (25%/50%/75%/95%/100% watched)	Video Plays at 25% / 50% / 75% / 95% / 100%
Cost per complete video view	Average Cost per Complete Video Play

*1 Impressions – An impression is counted when an image or video is displayed by at least 1 pixel.
*2 Viewable Impressions – A viewable impression is counted when an image or video is displayed by 100%.

*When the reporting unit is set to "Detailed Objective," a single user may have multiple detailed objective tags, which can result in repeated counting of corresponding impressions/clicks. Therefore, the number of impressions and clicks in the report may not match totals at other levels.

*When a specific reporting unit is selected, the report data is updated once per day. To check data for the current day, please review the report after 8:00 AM the following day.

Performance Report Overview (2-1) – App Tracking Related Data

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description
Installs	App Installs – Includes installs tracked via CTCV + VTCV + EVCV
Install rate	App Install Rate – Total install rate tracked via CTCV + VTCV + EVCV
Cost per install	Cost per App Install – Cost per install tracked via CTCV + VTCV + EVCV
Installs (SKAN)	App Installs (SKAN Click + SKAN View) – Includes installs tracked via CTCV + VTCV
Cost per install (SKAN)	Cost per App Install (SKAN Click + SKAN View) – Cost per install tracked via CTCV + VTCV
Installs (clicks)	App Installs (Click) – Only counts CTCV installs
Install rate (clicks)	App Install Rate (Click) – Only counts CTCV install rate
Cost per install (clicks)	Cost per App Install (Click) – Only counts CTCV cost per install
Installs (views)	App Installs (View) – Only counts VTCV installs
Installs (clicks and views)	App Installs (Click + View) – Includes total installs tracked via CTCV + VTCV
Cost per install (clicks and views)	Cost per App Install (Click + View) – Includes total cost per install tracked via CTCV + VTCV

Item Name	Description
Installs (SKAN clicks)	App Installs (SKAN Click) – Only counts CTCV installs
Install rate (SKAN clicks)	App Install Rate (SKAN Click) – Only counts CTCV install rate
Cost per install (SKAN clicks)	Cost per App Install (SKAN Click) – Only counts CTCV cost per install
Installs (SKAN views)	App Installs (SKAN View) – Only counts VTCV installs
Open	App Opens – Includes CTCV + EVCV
Open rate	App Open Rate – Includes CTCV + EVCV
Cost per open	Cost per App Open – Includes CTCV + EVCV
View home screen	App Home Page Views
Cost per view (category)	Cost per Category View (App)
Category view	Category Views (App)
Category view rate	Category View Rate (App)
Cost per view (category)	Cost per Category View (App)

* All of the above data require coordination with LAP's partnered SDK providers to properly track the corresponding in-app behavior data. Please note that SKAN data postbacks are only supported for the SDK partners Adjust and Appsflyer.

App Conversions: "Installs" include Click-to-Conversion (CTCV), Engaged View-to-Conversion (EVCV), and View-to-Conversion (VTCV).

Performance Report Overview (2-2) – App Tracking Related Data

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description
Search	App Searches – Includes CTCV + EVCV
Search rate	App Search Rate – Includes CTCV + EVCV
Cost per search	Cost per App Search – Includes CTCV + EVCV
Add-to-cart	Add-to-Cart Actions (App) – Includes CTCV + EVCV
Add-to-cart rate	Add-to-Cart Rate (App) – Includes CTCV + EVCV
Cost per add-to-cart	Cost per Add-to-Cart (App) – Includes CTCV + EVCV
Purchase	Purchases (App) – Includes CTCV + EVCV
Purchase rate	Purchase Rate (App) – Includes CTCV + EVCV
Cost per purchase	Cost per Purchase (App) – Includes CTCV + EVCV

Item Name	Description
Level achieved	Level Completions (App) – Includes CTCV + EVCV
Level achieved rate	Level Completion Rate (App) – Includes CTCV + EVCV
Cost per level achieved	Cost per Level Completion (App) – Includes CTCV + EVCV
Tutorial complete	Tutorial Completions (App) – Includes CTCV + EVCV
Tutorial percent complete	Tutorial Completion Rate (App) – Includes CTCV + EVCV
Cost per tutorial completion	Cost per Tutorial Completion (App) – Includes CTCV + EVCV

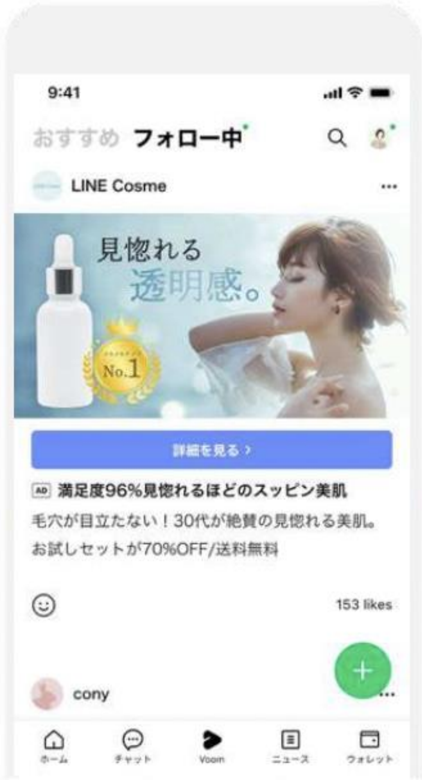
- All of the above data require coordination with LAP’s partnered SDK providers to properly track the corresponding in-app behavior data.
- Please note that SKAN data postbacks are only supported for the SDK partners Adjust and Appsflyer.

04

Ad Creative Specs

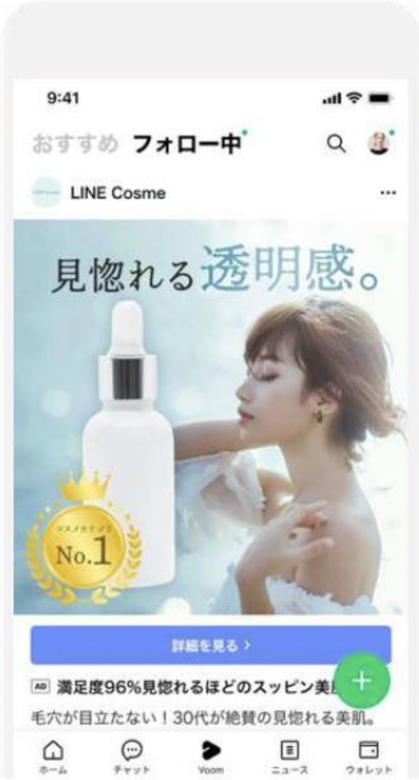
Ad Creative – Images

1200*628px


9:41
おすすめ フォロー中
LINE Cosme
見惚れる透明感。
No.1
詳細を見る ›
153 likes
cony
ホーム
チャット
Voom
ニュース
ウォレット

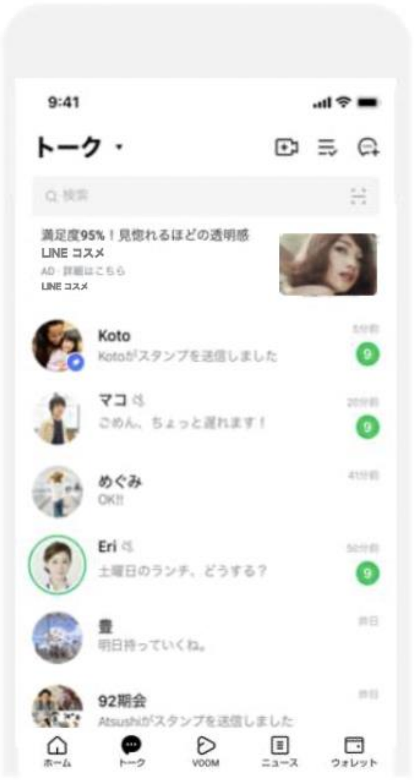
AD 満足度96%見惚れるほどのスッピン美肌
毛穴が目立たない！30代が絶賛の見惚れる美肌。
お試しセットが70%OFF/送料無料

1080*1080px


9:41
おすすめ フォロー中
LINE Cosme
見惚れる透明感。
No.1
詳細を見る ›
ホーム
チャット
Voom
ニュース
ウォレット

AD 満足度96%見惚れるほどのスッピン美肌
毛穴が目立たない！30代が絶賛の見惚れる美肌。

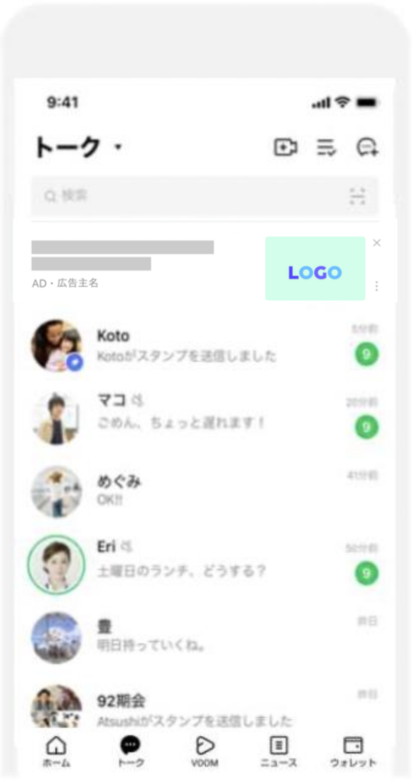
Single Image: 600*400px


9:41
トーク
検索
Koto
9
マコ
9
めぐみ
Eri
9
豊
92期会
ホーム
トーク
VOOM
ニュース
ウォレット

満足度95%！見惚れるほどの透明感
LINE コスメ
AD · 詳細はこちら
LINE コスメ

Kotoがスタンプを送信しました
ごめん、ちょっと遅れます！
OK!!
土曜日のランチ、どうする？
明日持っていくね。
Atsushiがスタンプを送信しました

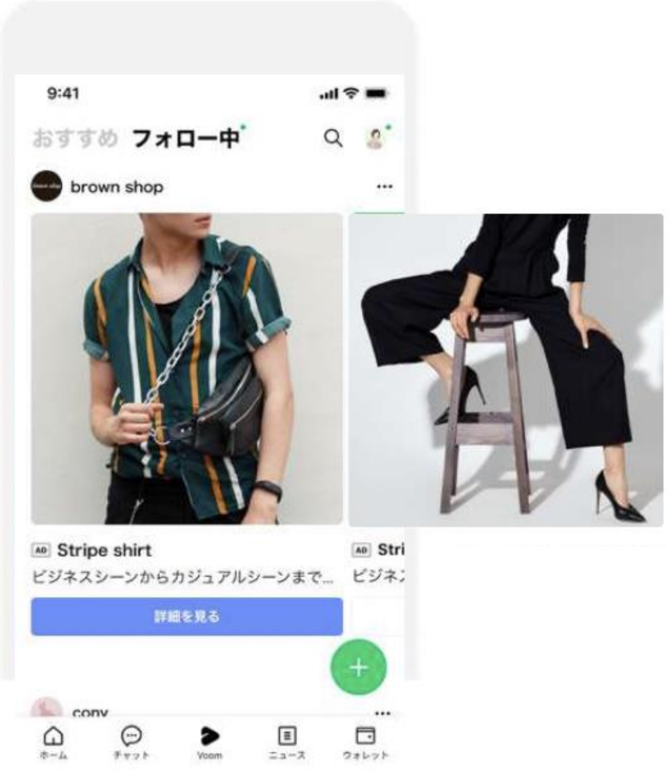
Animated Image: 600*400px


9:41
トーク
検索
LOGO
AD · 広告主名
Koto
9
マコ
9
めぐみ
Eri
9
豊
92期会
ホーム
トーク
VOOM
ニュース
ウォレット

Kotoがスタンプを送信しました
ごめん、ちょっと遅れます！
OK!!
土曜日のランチ、どうする？
明日持っていくね。
Atsushiがスタンプを送信しました

*Ad Sample Image
(clickable during presentation mode)

Carousel Format：1080*1080px


9:41
おすすめ フォロー中
brown shop
詳細を見る
cony
ホーム
チャット
Voom
ニュース
ウォレット

AD Stripe shirt
ビジネスシーンからカジュアルシーンまで...
AD Stri
ビジネ

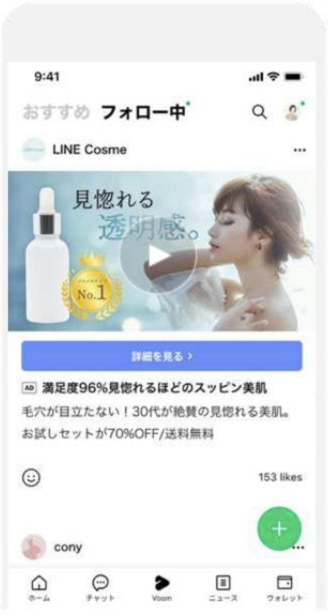
*Carousel format supports 2–10 images when uploaded via LAP backend.

*When selecting the objective 【Dynamic Product Ads (DPA)】, image creatives must instead be uploaded as “Product Feed (Datafeed)” via FTP. Please refer to the Dynamic Ads Media Guidelines for details. In this case, up to 20 carousel images can be displayed.

*The captured images are for reference only. Actual display may vary depending on the LINE app version, ad placement, and mobile device.

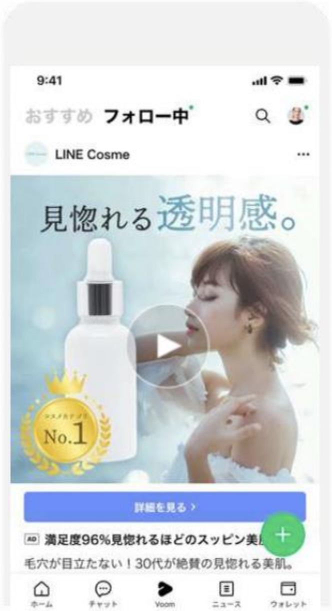
Ad Creative – Videos

16:9



LINE Cosme
見惚れる透明感。
No.1

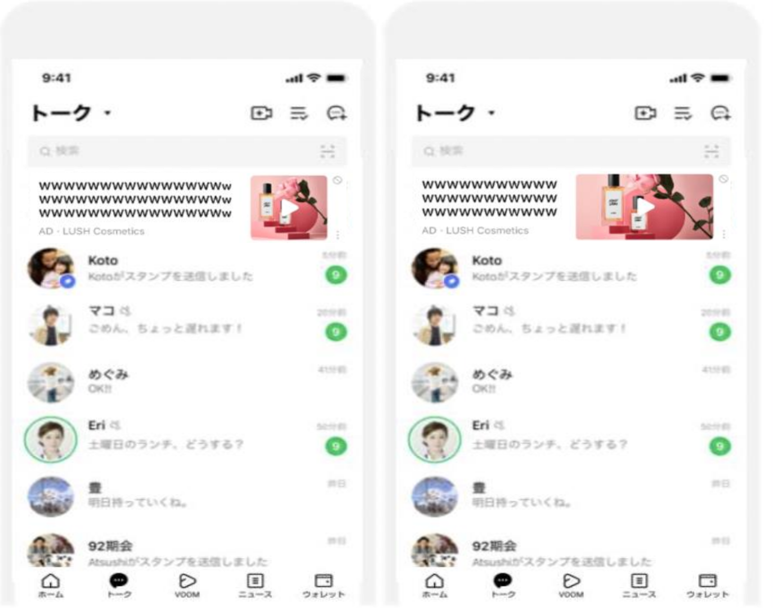
1:1



LINE Cosme
見惚れる透明感。
No.1

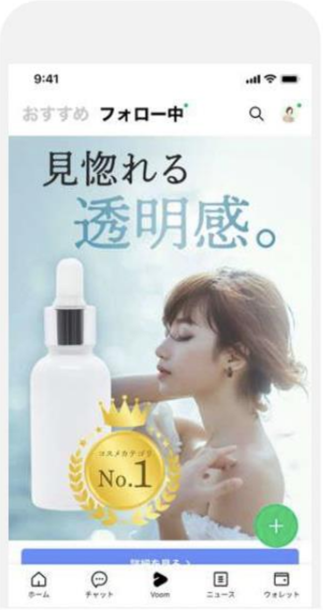
NEW!

Single Video (1:1 & 16:9)



トーク
AD · LUSH Cosmetics

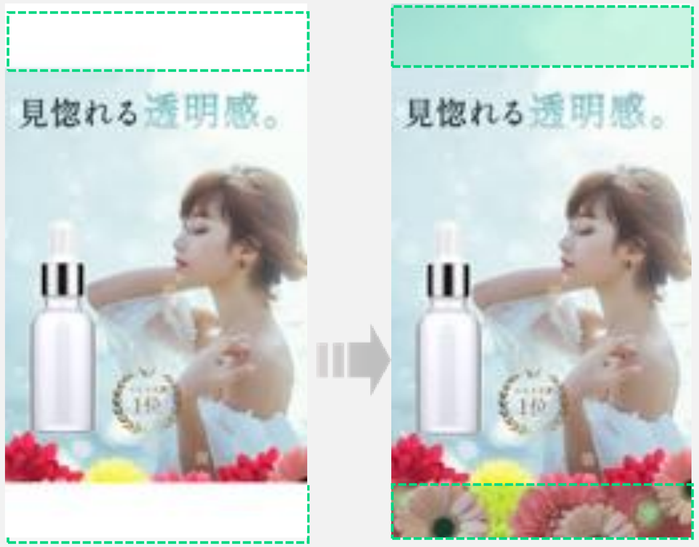
Vertical format 9:16



見惚れる透明感。
No.1

Display on LINE VOOM Following Feed （3:4）

Full-screen mode （9:16）



見惚れる透明感。
見惚れる透明感。

*Vertical video display ratio is 3:4 (for LINE app version 10.11.0 and above), with partial areas at the top and bottom masked. When users tap on the video, it will expand into full-screen mode with a 9:16 aspect ratio. When using this format, please avoid placing subtitles, logos, or key content too close to the top or bottom edges to ensure full visibility.

*The captured images are for reference only. Actual display may vary depending on the LINE app version, ad placement, and mobile device.

Ad Placement Specifications Table: Standard Ads (excluding Add-Friend Ads and Dynamic Ads)

	Creative Format	Smart Channel	Social	Home	TODAY	VOOM	Wallet	POINTS	Notes	Album
Image	1200*628px	V	V	V	V	V	V	V	V	V
	1080*1080px	V	V	V	V	V	V	V	V	V
	Single Image：600*400px	V	V	V	V	X	X	X	V	V
	Animated Image*：600*400px	V	X	X	X	X	X	X	X	X
	Carousel Format：1080*1080px	X	X	V	V	V	V	V	X	X
Video	16:9	X	V	V	V	V	V	V	X	X
	1:1	X	V	V	V	V	V	V	X	X
	9:16（Vertical Format）	X	V	V	V	V	X	X	X	X
	Single Video (1:1 & 16:9)	V	X	X	X	X	V	X	X	V

*LINE reserves the right to make the latest adjustments; testing plans may be changed at any time.

Ad Placement and Creative Specs Comparison Table: Friend-Adding Ads

	Creative Format	Smart Channel	Social	Home	TODAY	VOOM	Wallet	POINTS	Notes	Album
Image	1200*628px	V	V	V	V	V	V	X	X	V
	1080*1080px	V	V	V	V	V	V	X	X	V
	Single Image：600*400px	V	V	V	V	X	X	X	X	V
	Animated Image*：600*400px	V	X	X	X	X	X	X	X	X
Video	16:9	X	X	X	V	V	X	X	X	X
	1:1	X	X	X	V	V	X	X	X	X
	9:16（Vertical Format）	X	X	X	V	V	X	X	X	X
	Single Video (1:1 & 16:9)	V	X	X	X	X	X	X	X	X

*LINE reserves the right to make the latest adjustments; testing plans may be changed at any time.

Ad Placement and Creative Specs Comparison Table: Dynamic Ads (DPA)

	Creative Format	Smart Channel	Social	Home	TODAY	VOOM	Wallet	POINTS	Notes	Album
Image	16:9 Landscape Format	X	V	X	V	X	X	X	X	X
	1:1 Square Format	V	V	V	V	V	V	V	X	X
	Single Image:600*400px	X	V	V	V	V	X	X	V	V
Carousel Format	Any compliant format	X	X	V	V	V	V	V	X	X

*LINE reserves the right to make the latest adjustments; testing plans may be modified at any time.
*Please note that the size specifications for Dynamic Product Ads (DPA) require images to maintain a specific aspect ratio. When displayed in the actual ad, the image may be scaled proportionally to fit the formats mentioned above, which may result in partial blank spaces on the sides.
*To run Dynamic Product Ads (DPA), a separate DPA-dedicated ad account must be created. For details, please refer to the "LINE Dynamic Ads Media Guide."

Creative Submission Specifications

Final Landing Link	Ad Assets	Creative Specifications
Website	1. Image / Video 2. Title 3. Description 4. Button Option 5. Tags (Optional) 6. Landing Page URL 7. Link URL (Optional) 8. Impression Tracking URL (Optional)	■ Image / Video: Select from uploaded media in the "Media" section. ■ Title: Up to 20 characters (full-width or half-width allowed). ■ Description: Up to 75 characters (full-width or half-width allowed). ■ Tags (Optional): Up to 3 tags; total characters within 17; each tag 1–15 characters. ■ Button Option: Select from system dropdown menu, e.g., "Learn More," "Buy Now." ■ Landing Page: URL of the final landing page displayed to users who click the ad. ■ Link URL (Optional): URL with parameters generated by analytics tools; system does not guarantee data consistency. ■ Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. Supports Flashtalking and Nielsen Digital Ad Ratings.
Application	1. Image / Video 2. Title 3. Description 4. Button Option 5. Application 6. App Store / Landing Page 7. Link URL (Optional) 8. Impression Tracking URL (Optional)	■ Image / Video: Select from uploaded media in the "Media" section. ■ Title: Up to 20 characters (full-width or half-width allowed). ■ Description: Up to 75 characters (full-width or half-width allowed). ■ Button Option: Select from system dropdown menu, e.g., "Learn More," "Buy Now." ■ Application: Select registered app from the "Media" menu. ■ App Store / Landing Page: Page displayed to users who click the ad. ■ Link URL (Optional): URL with parameters generated by analytics tools; system does not guarantee data consistency. (Avoid special characters; see P35 for details.) ■ Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. Supports Flashtalking and Nielsen Digital Ad Ratings.

Currently, LAP only supports CPC or CPM billing units; video creatives are only supported for CPM billing. When selecting "Charge: CPC" in the ad group, only images will be displayed.
To run Dynamic Product Ads (DPA), a separate DPA-dedicated ad account must be created. For creative settings, please refer to the LINE Dynamic Ads Media Guide.

Creative Detailed Specifications

Creative Format	Creative Specifications
Image	■ Size: 1200 × 628px / 1080 × 1080px / 600 × 400px ■ Format: jpg/png ■ File size: up to 10MB ■ Can also use LAP's built-in "Creative Lab Editor" templates for quick image creation
Video / Short Video	■ Codec: H.264, Main/High Profile, square pixels, fixed frame rate, progressive scan ■ Audio: AAC, recommended 128kbps or higher, mono or stereo ■ Frame rate: up to 30fps ■ Format: mp4/mov ■ Aspect ratio: - 16:9 (width: 240px–1920px, height: 135px–1080px) - 1:1 (width: 600px–1280px, height: 600px–1280px) - 9:16* (width: 135px–1080px, height: 240px–1920px) *Short videos do not support 9:16 ratio ■ Resolution: up to 1080p (maximum 720p when delivering ads) ■ Bitrate: up to 8Mbps ■ Video length: minimum 5 seconds, maximum 600 seconds ■ File size: up to 1GB
App	■ Platform: select iOS or Android ■ App name: enter the official name of the app ■ Store URL: iOS – App Store URL, Android – Google Play URL

To run Dynamic Product Ads (DPA), a separate DPA-dedicated ad account is required. Please refer to the "LINE Dynamic Ads Media Guide" for asset settings.
When selecting "App Install" or "App Engagement" as the campaign objective, ad delivery may not function properly if the ad's destination URL contains special characters.
(App Store / landing page URLs are not affected and can include special characters.)
LAP defines special characters to include, but not limited to: Traditional/Simplified Chinese, Japanese Hiragana, Korean characters, and emojis.

Creative Detailed Specifications

Creative Format	Creative Specifications
Animated Image	■ Size: 600×400px ■ Format: APNG ■ File extension: .png ■ Animation length: 1–4 seconds ■ Number of frames: 5–20 frames ■ Loop count: 1–4 times ■ File size: up to 300KB ■ Except for size, other specifications follow the “Animated Sticker” production guidelines. For details, refer to: https://creator.line.me/zh-hant/guideline/animationsticker/

LAP Target Audience Overview

LAP allows advertisers to target audiences at different stages of the consumer decision journey.

Broad → Precise

<table>
<tr><th></th><th>Demographics</th><th>Interests / Thoughts / Browsing</th><th>Intent / Actions</th><th>Actions / Purchase</th></tr>
<tr><td rowspan="2">System Audience / Data from LINE</td><td rowspan="2">Age / Gender / Region / OS</td><td colspan="2">Interests
Games / Electronics & Home Appliances / Sports / Career & Business / Fashion / Home & Gardening / TV & Movies / Music / Education & Certification / Finance / Health & Fitness / Automobiles / Books & Comics / Food & Dining / Beauty & Cosmetics / Travel / Entertainment / Shopping</td><td></td></tr>
<tr><td colspan="3">Behavior/ Demographics/Purchase Intent
Types of Game Players / Online Shopping Behaviors by Product Category / LINE POINTS Users / Preferred Shopping Channels / Purchasing Power / Preferred Payment Methods / Financial Behavior Preferences / Types of Followed Official Accounts / Preferred News Categories / Common Leisure and Entertainment Activities / Commuting Methods / Lifestyle Status / Recent Consumers / Sticker Enthusiasts / Predicted Consumer Segments / In-Market Consumers</td></tr>
<tr><td rowspan="4">Custom Audience / Data from Advertisers</td><td></td><td>Official Account – Impression Retargeting</td><td>Official Account – Friends/Click Retargeting</td><td>Website Traffic Audience /Mobile App Audience</td></tr>
<tr><td></td><td>MVP ads– Video View/Image Click Retargeting</td><td>Official Account – Join Path / Chat Tags</td><td>Upload Phone Number / Email / AAID / IDFA</td></tr>
<tr><td></td><td>LAP – Video View/Image Click Retargeting</td><td colspan="2">POINTS Ad (Click / Earn Points / External Link)</td></tr>
<tr><td></td><td colspan="3">Official Account – User ID Upload (UID)</td></tr>
</table>

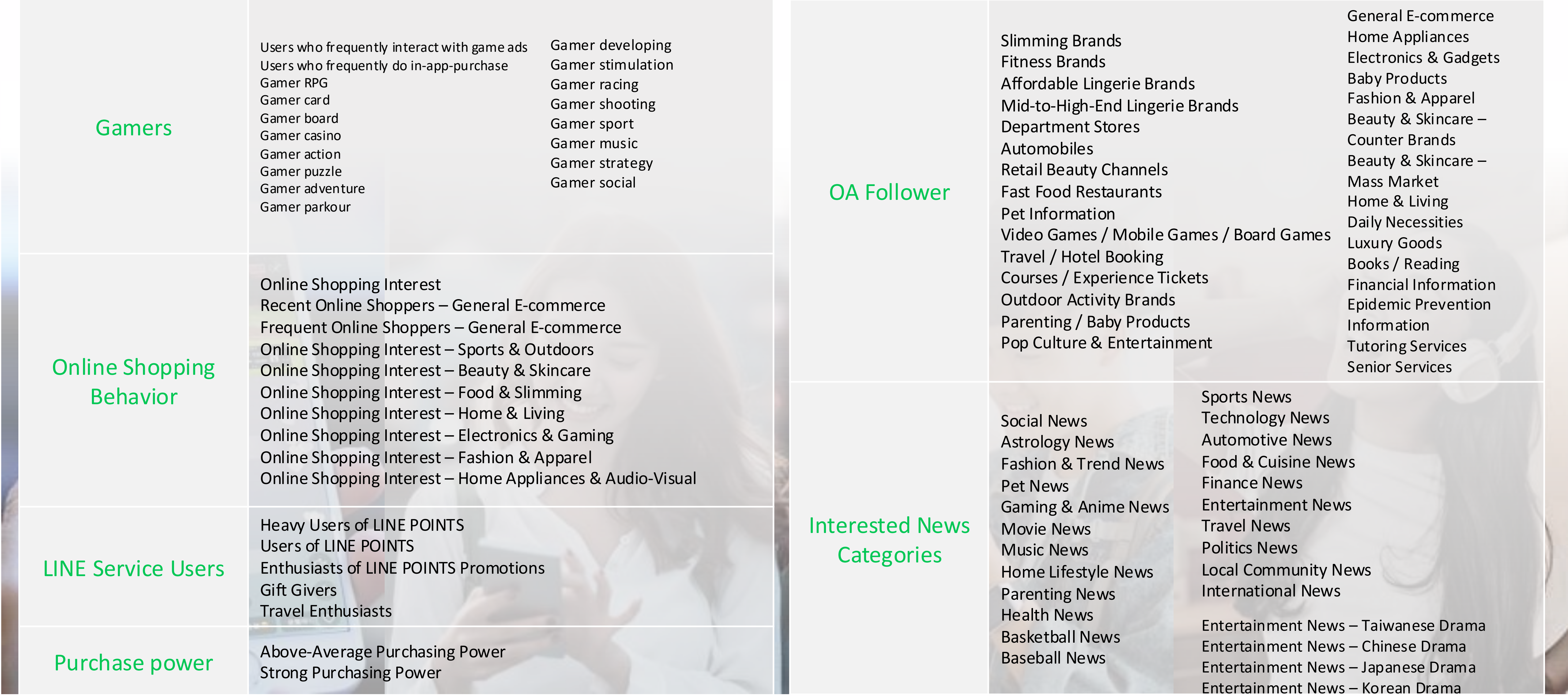
Lookalike Audience: Built based on custom audiences to expand reach and improve new customer acquisition.

LAP Target Audience Overview – Detailed Interests:

Games	Finance
Digital gadgets and appliances	Health & Fitness
Sports	Automotive
Career & Business	Books & Comics
Fashion	Food and drink
Home and garden	Beauty
TV & Movies	Travel
Music	Entertainment
Education and training	Shopping

Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to [the advertising optimization guidelines and LINE Privacy Policy](#).

LAP Targeting – Advance Targeting: Behavior, Demographics & Purchase Intent (1)



Gamers	Users who frequently interact with game ads Users who frequently do in-app-purchase Gamer RPG Gamer card Gamer board Gamer casino Gamer action Gamer puzzle Gamer adventure Gamer parkour Gamer developing Gamer stimulation Gamer racing Gamer shooting Gamer sport Gamer music Gamer strategy Gamer social
Online Shopping Behavior	Online Shopping Interest Recent Online Shoppers – General E-commerce Frequent Online Shoppers – General E-commerce Online Shopping Interest – Sports & Outdoors Online Shopping Interest – Beauty & Skincare Online Shopping Interest – Food & Slimming Online Shopping Interest – Home & Living Online Shopping Interest – Electronics & Gaming Online Shopping Interest – Fashion & Apparel Online Shopping Interest – Home Appliances & Audio-Visual
LINE Service Users	Heavy Users of LINE POINTS Users of LINE POINTS Enthusiasts of LINE POINTS Promotions Gift Givers Travel Enthusiasts
Purchase power	Above-Average Purchasing Power Strong Purchasing Power

OA Follower	Slimming Brands Fitness Brands Affordable Lingerie Brands Mid-to-High-End Lingerie Brands Department Stores Automobiles Retail Beauty Channels Fast Food Restaurants Pet Information Video Games / Mobile Games / Board Games Travel / Hotel Booking Courses / Experience Tickets Outdoor Activity Brands Parenting / Baby Products Pop Culture & Entertainment General E-commerce Home Appliances Electronics & Gadgets Baby Products Fashion & Apparel Beauty & Skincare – Counter Brands Beauty & Skincare – Mass Market Home & Living Daily Necessities Luxury Goods Books / Reading Financial Information Epidemic Prevention Information Tutoring Services Senior Services
Interested News Categories	Social News Astrology News Fashion & Trend News Pet News Gaming & Anime News Movie News Music News Home Lifestyle News Parenting News Health News Basketball News Baseball News Sports News Technology News Automotive News Food & Cuisine News Finance News Entertainment News Travel News Politics News Local Community News International News Entertainment News – Taiwanese Drama Entertainment News – Chinese Drama Entertainment News – Japanese Drama Entertainment News – Korean Drama

Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to the advertising optimization guidelines and LINE Privacy Policy.

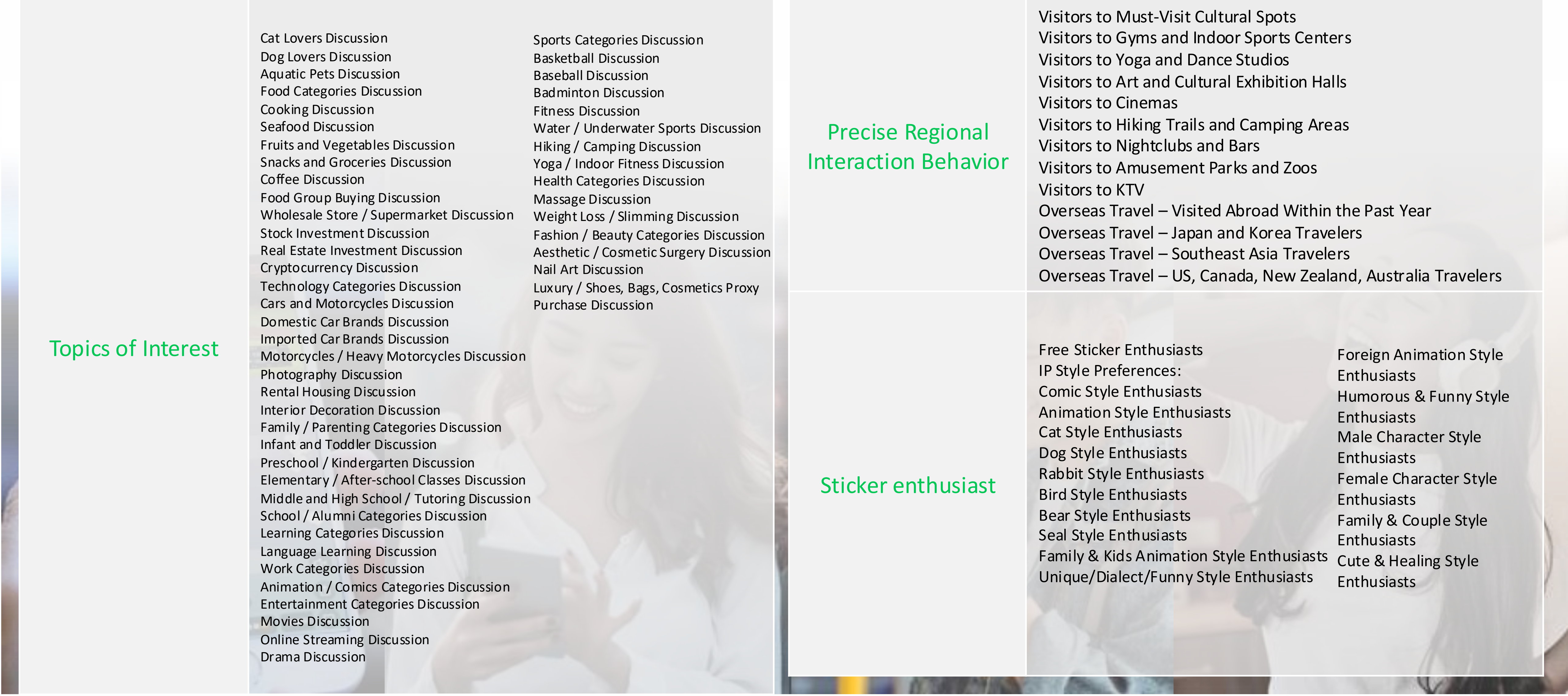
LAP Targeting – Advance Targeting: Behavior, Demographics & Purchase Intent (2)

Purchase Channel	Home Goods Store Enthusiasts Beauty Store Enthusiasts Hypermarket & Supermarket Enthusiasts Convenience Store Enthusiasts Northern Taiwan Department Store Shoppers Central Taiwan Department Store Shoppers Southern Taiwan Department Store Shoppers Traditional Market Enthusiasts Furniture Store Enthusiasts Car Showroom Enthusiasts Physical Bookstore Enthusiasts Physical 3C (Electronics) Store Enthusiasts
Payment Preferences	Convenience Store Payment Credit Card Payment Mobile Payment Cash Payment
Interests & Leisure Activities	Watching Live Streams Watching Movies Sports Singing/Karaoke Binge-watching TV Series Gardening Cooking Enjoying Massage / Hair / Nail / SPA Services
Lifestyle Status	Single Married Expecting a Newborn Has Children Under 3 Years Old Has Children 4–12 Years Old Has Children 13–17 Years Old Has Children 18+ Years Old Recently Moved Recent Birthday Celebrant

Financial Behavior Preferences	Prefers using personal financial advisor services Habitual credit card user Prefers using official bank account features Prefers using digital banking app features
Commuting Patterns	Drives to work Uses public transportation to commute Taipei MRT Commuter Shared mobility user
Recent Consumer Behavior	General e-commerce shopper Food delivery platform user Fast food consumer Taxi user High-speed rail commuter Coffee shop customer Car owner / driver Audio-visual entertainment subscriber Chain restaurant customer Fitness & sports enthusiast Chain beverage shop customer Travel-related service consumer Kitchen appliance consumer Household appliance consumer Audio-visual home appliance consumer Pet product consumer Water sports equipment consumer Hiking & camping equipment consumer Baby and maternity product consumer **Personal Care Products:** •Household cleaning product consumer •Toilet paper & wet wipes consumer •Hand soap consumer •Oral care product consumer •Feminine hygiene product consumer •Body care & exfoliating product consumer •Facial cleanser consumer •Shampoo & hair care product consumer **Cosmetics Products:** •Foundation product consumer •Lip product consumer •Eye makeup product consumer •Eyebrow product consumer •Contour product consumer •Skincare and makeup cleansing product consumer

Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to the advertising optimization guidelines and LINE Privacy Policy.

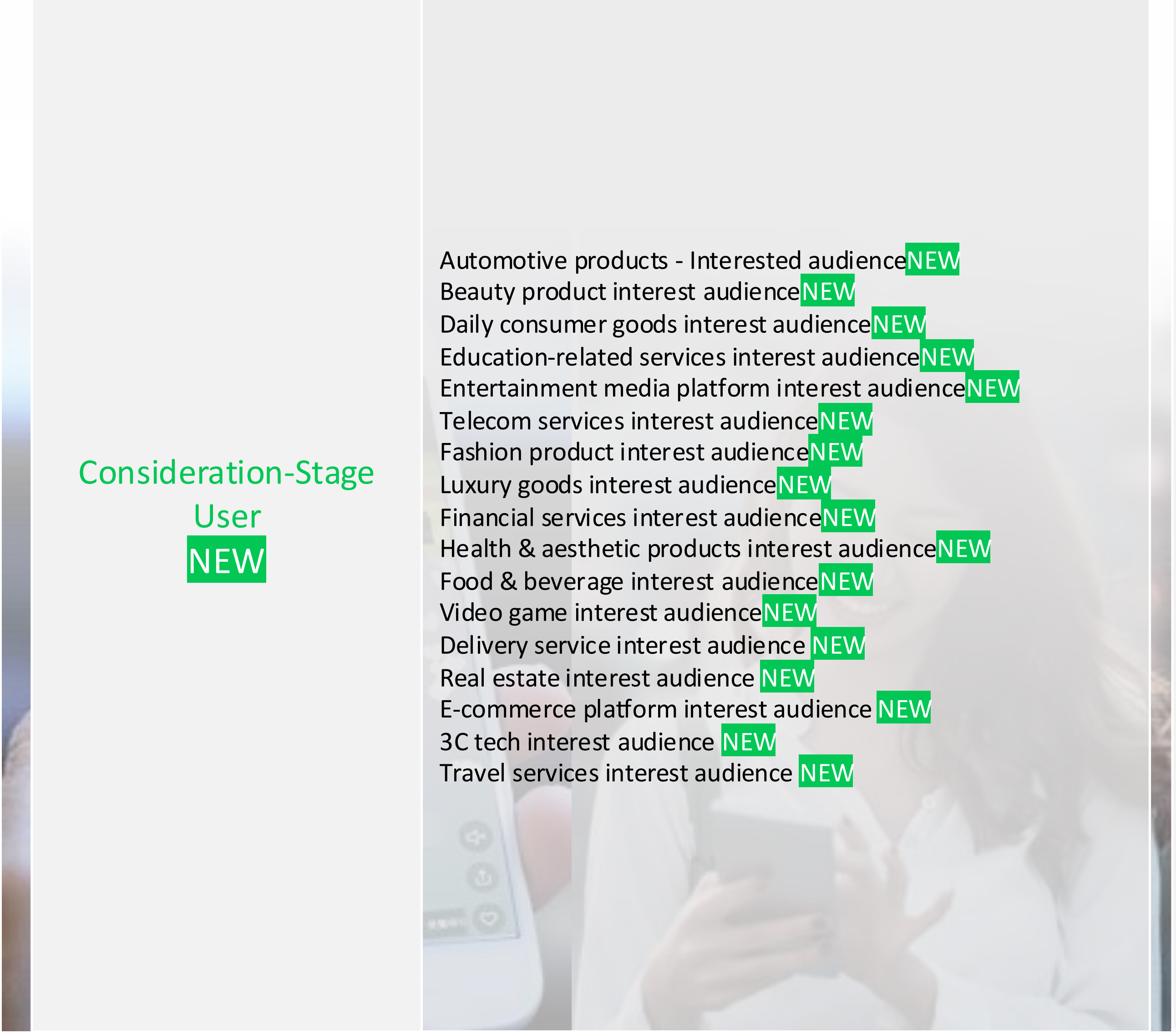
LAP Targeting – Advance Targeting: Behavior, Demographics & Purchase Intent (3)



Topics of Interest	Cat Lovers Discussion Dog Lovers Discussion Aquatic Pets Discussion Food Categories Discussion Cooking Discussion Seafood Discussion Fruits and Vegetables Discussion Snacks and Groceries Discussion Coffee Discussion Food Group Buying Discussion Wholesale Store / Supermarket Discussion Stock Investment Discussion Real Estate Investment Discussion Cryptocurrency Discussion Technology Categories Discussion Cars and Motorcycles Discussion Domestic Car Brands Discussion Imported Car Brands Discussion Motorcycles / Heavy Motorcycles Discussion Photography Discussion Rental Housing Discussion Interior Decoration Discussion Family / Parenting Categories Discussion Infant and Toddler Discussion Preschool / Kindergarten Discussion Elementary / After-school Classes Discussion Middle and High School / Tutoring Discussion School / Alumni Categories Discussion Learning Categories Discussion Language Learning Discussion Work Categories Discussion Animation / Comics Categories Discussion Entertainment Categories Discussion Movies Discussion Online Streaming Discussion Drama Discussion Sports Categories Discussion Basketball Discussion Baseball Discussion Badminton Discussion Fitness Discussion Water / Underwater Sports Discussion Hiking / Camping Discussion Yoga / Indoor Fitness Discussion Health Categories Discussion Massage Discussion Weight Loss / Slimming Discussion Fashion / Beauty Categories Discussion Aesthetic / Cosmetic Surgery Discussion Nail Art Discussion Luxury / Shoes, Bags, Cosmetics Proxy Purchase Discussion
Precise Regional Interaction Behavior	Visitors to Must-Visit Cultural Spots Visitors to Gyms and Indoor Sports Centers Visitors to Yoga and Dance Studios Visitors to Art and Cultural Exhibition Halls Visitors to Cinemas Visitors to Hiking Trails and Camping Areas Visitors to Nightclubs and Bars Visitors to Amusement Parks and Zoos Visitors to KTV Overseas Travel – Visited Abroad Within the Past Year Overseas Travel – Japan and Korea Travelers Overseas Travel – Southeast Asia Travelers Overseas Travel – US, Canada, New Zealand, Australia Travelers
Sticker enthusiast	Free Sticker Enthusiasts IP Style Preferences: Comic Style Enthusiasts Animation Style Enthusiasts Cat Style Enthusiasts Dog Style Enthusiasts Rabbit Style Enthusiasts Bird Style Enthusiasts Bear Style Enthusiasts Seal Style Enthusiasts Family & Kids Animation Style Enthusiasts Unique/Dialect/Funny Style Enthusiasts Foreign Animation Style Enthusiasts Humorous & Funny Style Enthusiasts Male Character Style Enthusiasts Female Character Style Enthusiasts Family & Couple Style Enthusiasts Cute & Healing Style Enthusiasts

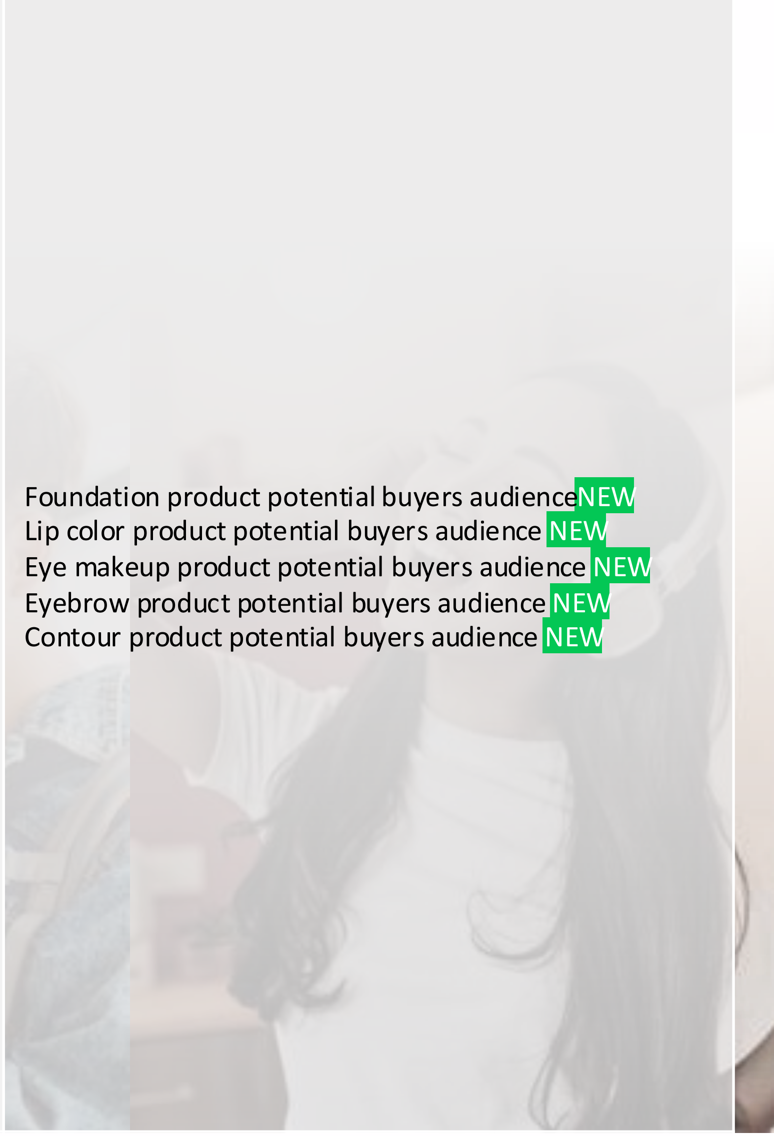
Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to the advertising optimization guidelines and LINE Privacy Policy.

LAP Targeting – Advance Targeting: Behavior, Demographics & Purchase Intent (4)



Consideration-Stage User
NEW

- Automotive products - Interested audience NEW
- Beauty product interest audience NEW
- Daily consumer goods interest audience NEW
- Education-related services interest audience NEW
- Entertainment media platform interest audience NEW
- Telecom services interest audience NEW
- Fashion product interest audience NEW
- Luxury goods interest audience NEW
- Financial services interest audience NEW
- Health & aesthetic products interest audience NEW
- Food & beverage interest audience NEW
- Video game interest audience NEW
- Delivery service interest audience NEW
- Real estate interest audience NEW
- E-commerce platform interest audience NEW
- 3C tech interest audience NEW
- Travel services interest audience NEW



Predicted Consumer
NEW

- Foundation product potential buyers audience NEW
- Lip color product potential buyers audience NEW
- Eye makeup product potential buyers audience NEW
- Eyebrow product potential buyers audience NEW
- Contour product potential buyers audience NEW

Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to the advertising optimization guidelines and LINE Privacy Policy.

THANK YOU

LINE reserves the right to modify all the above advertising specifications and sales methods. For the latest version, please contact your account manager or partner agency.