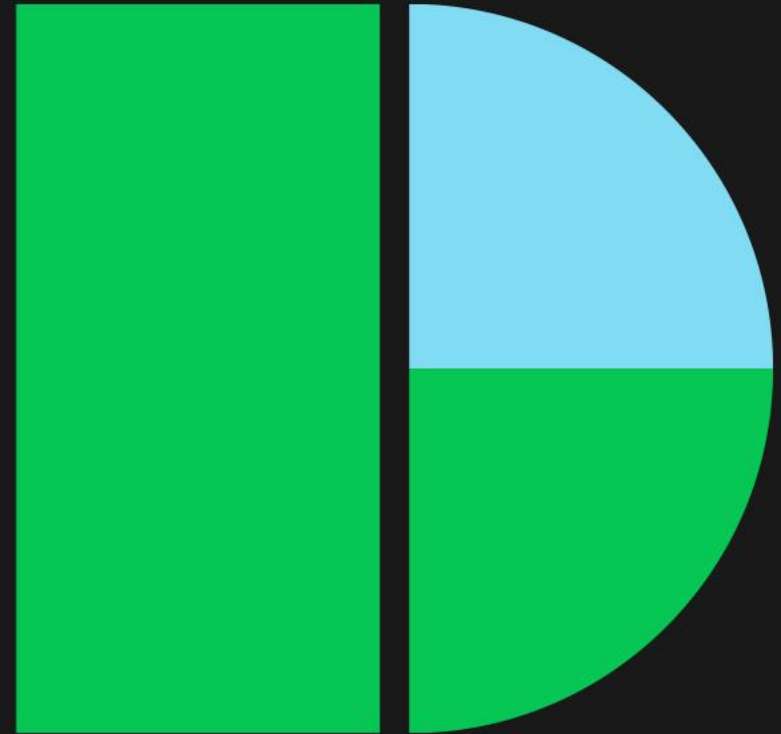


LINE Biz - Solutions

LINE Dynamic Ads (DPA)

MEDIA GUIDE

UPDATE DATE : 2025.10.15



CONTENT



01 Feature Introduction

02 Usage Workflow

03 Advertisement Styles

04 Set Up LINE Tags

05 Upload Product Catalog (Catalog)

06 Ad Management Settings (Including Audience)

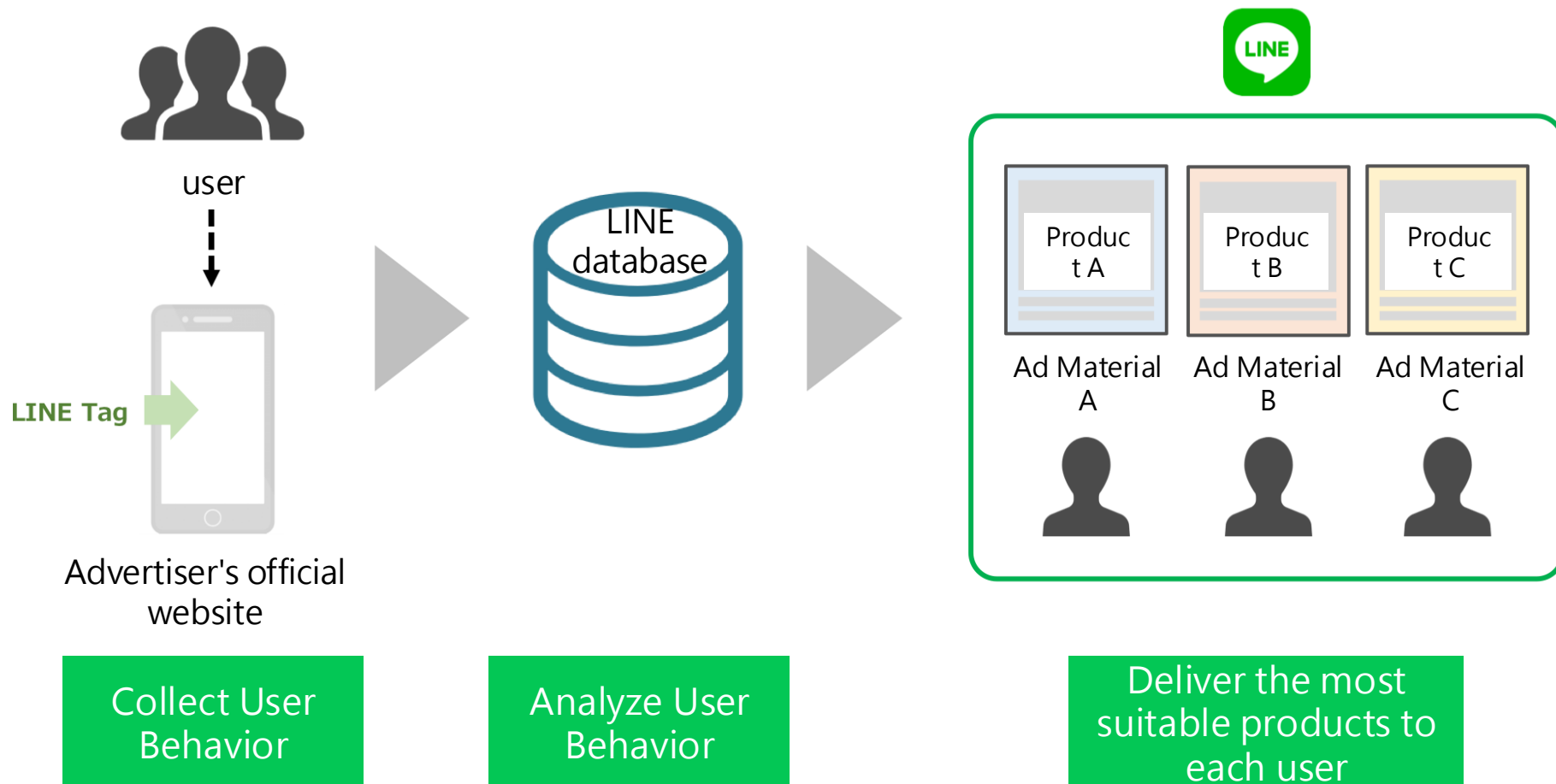
07 Advertisement Publishing Guidelines

01 LINE Dynamic Ads Function introduction



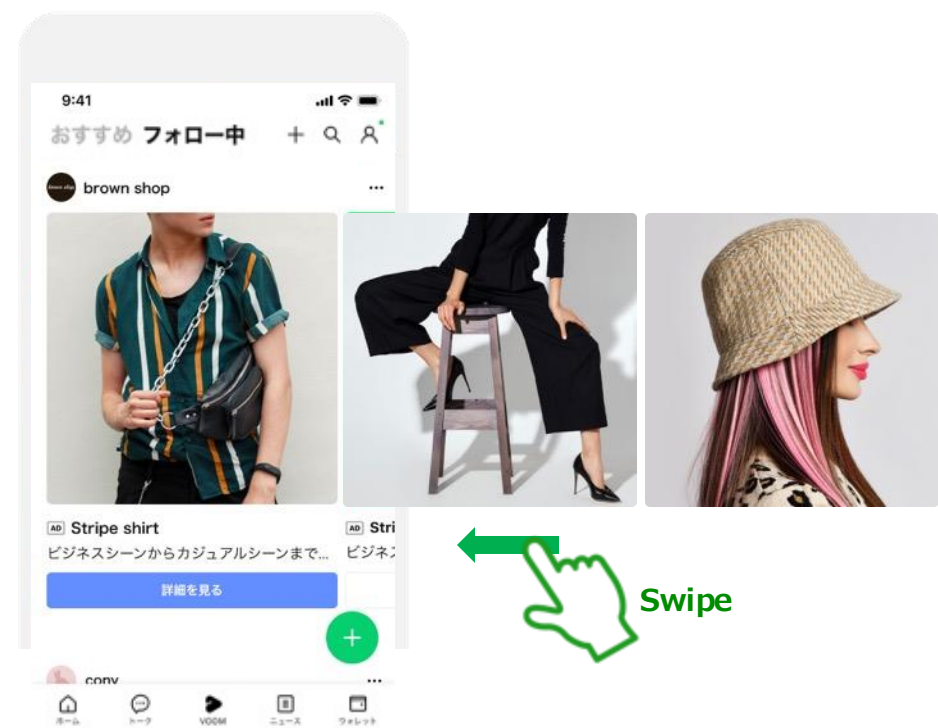
LINE Dynamic Ads (DPA)

LINE Dynamic Ads are a type of special advertising objective within LAP, known as 'Catalog Sales.' By displaying product catalog ads through LAP, it aims to increase product awareness and drive sales. Dynamic product ads are delivered based on users' browsing history on your website, providing the most personalized recommendations for each user. Different product links can be set up for different items, enhancing page revisit rates and product sales effectiveness. This feature is application-based and requires submission through the LINE service window.



LINE Dynamic Ads (DPA)

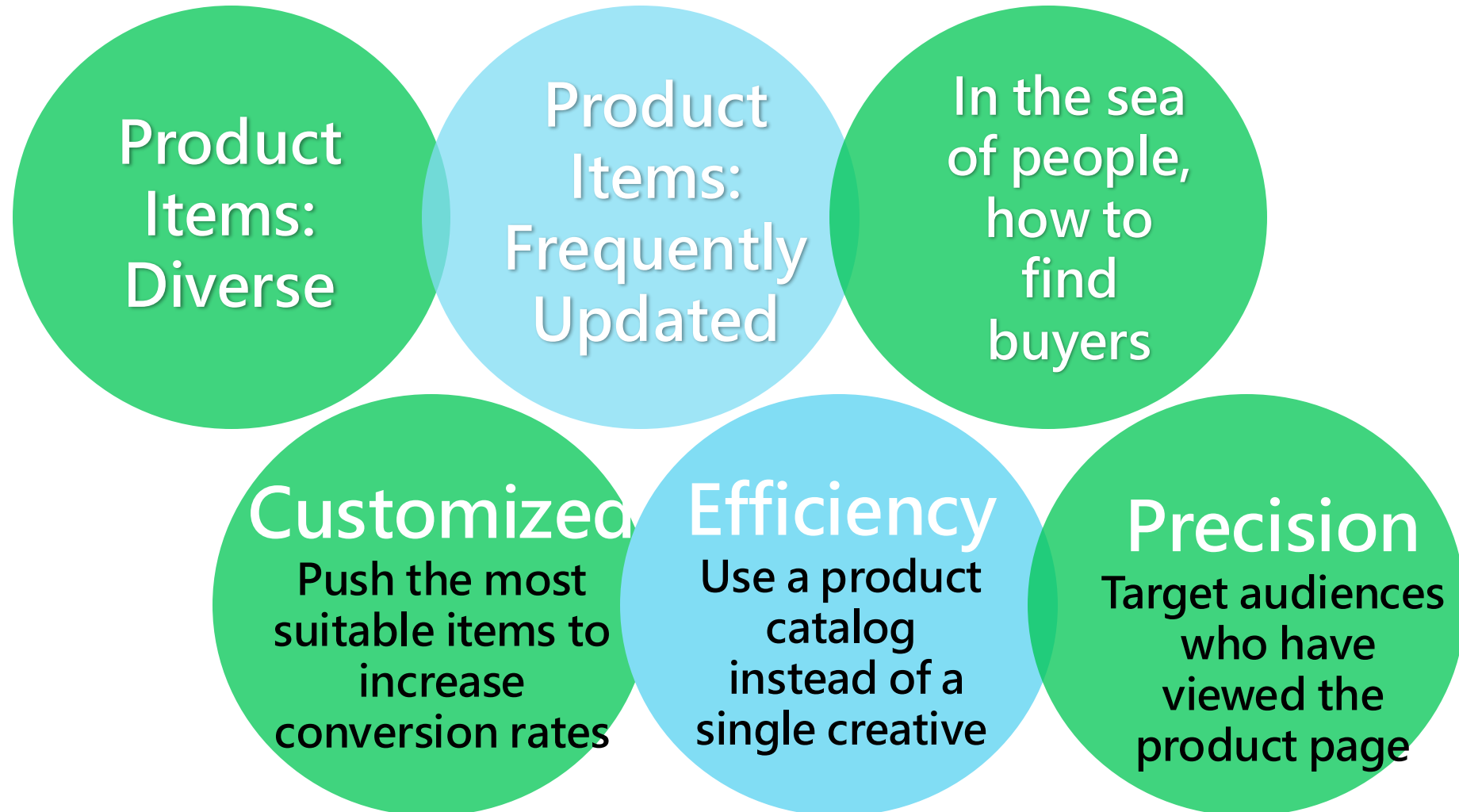
Based on users' browsing history on your website, delivering dynamic product ads tailored to their interests provides the most personalized recommendations. By setting different shopping links for different products, you can more effectively boost page return rates and enhance product conversion results



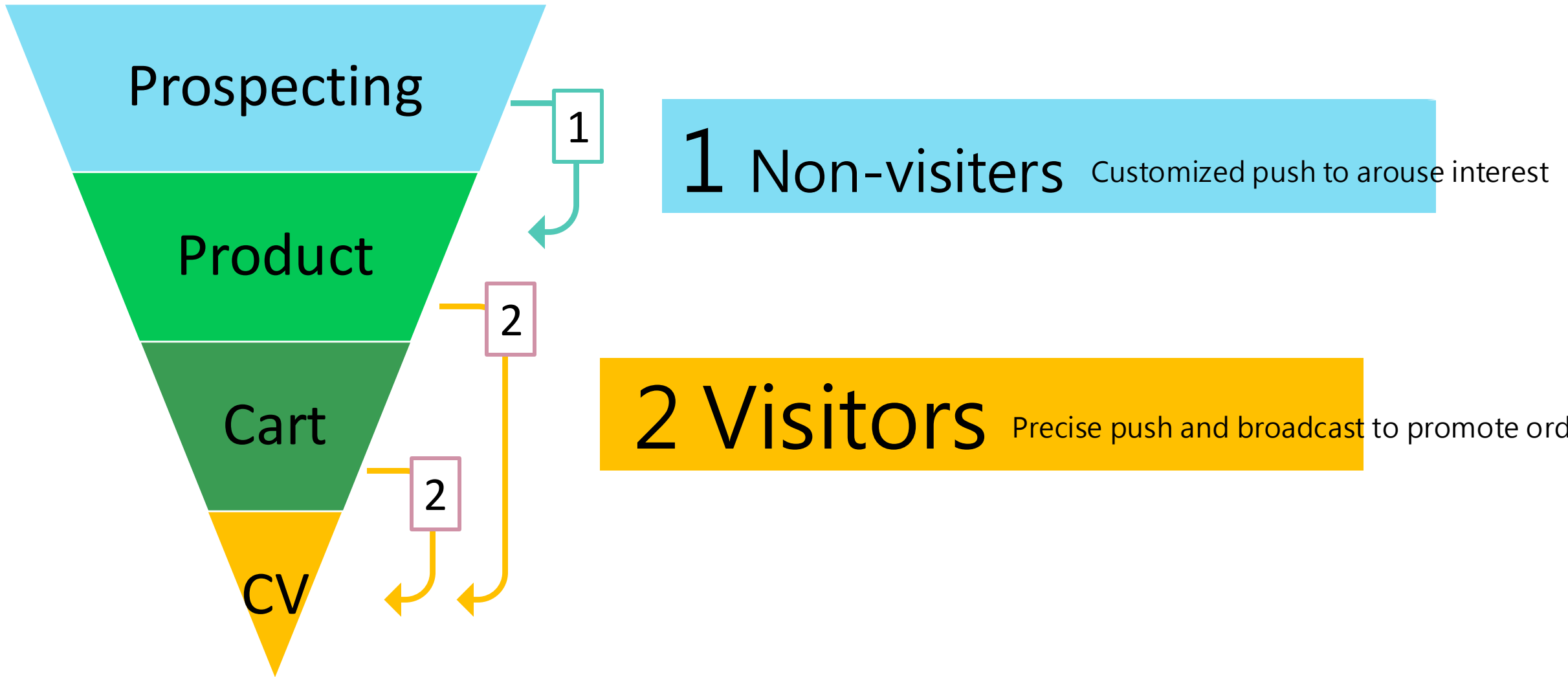
	Specifications
Advertisers	Advertisers with multiple product items on their website can apply to use this feature.
Ad delivery placements	Smart Channel、Open Chat、Home Tab TODAY、VOOM、Wallet、POINTS、Notes、Album
Advertising materials	Product summaries uploaded by the advertiser (so-called 'Catalog')

The above are sample images, and LINE reserves the right to make final style adjustments.

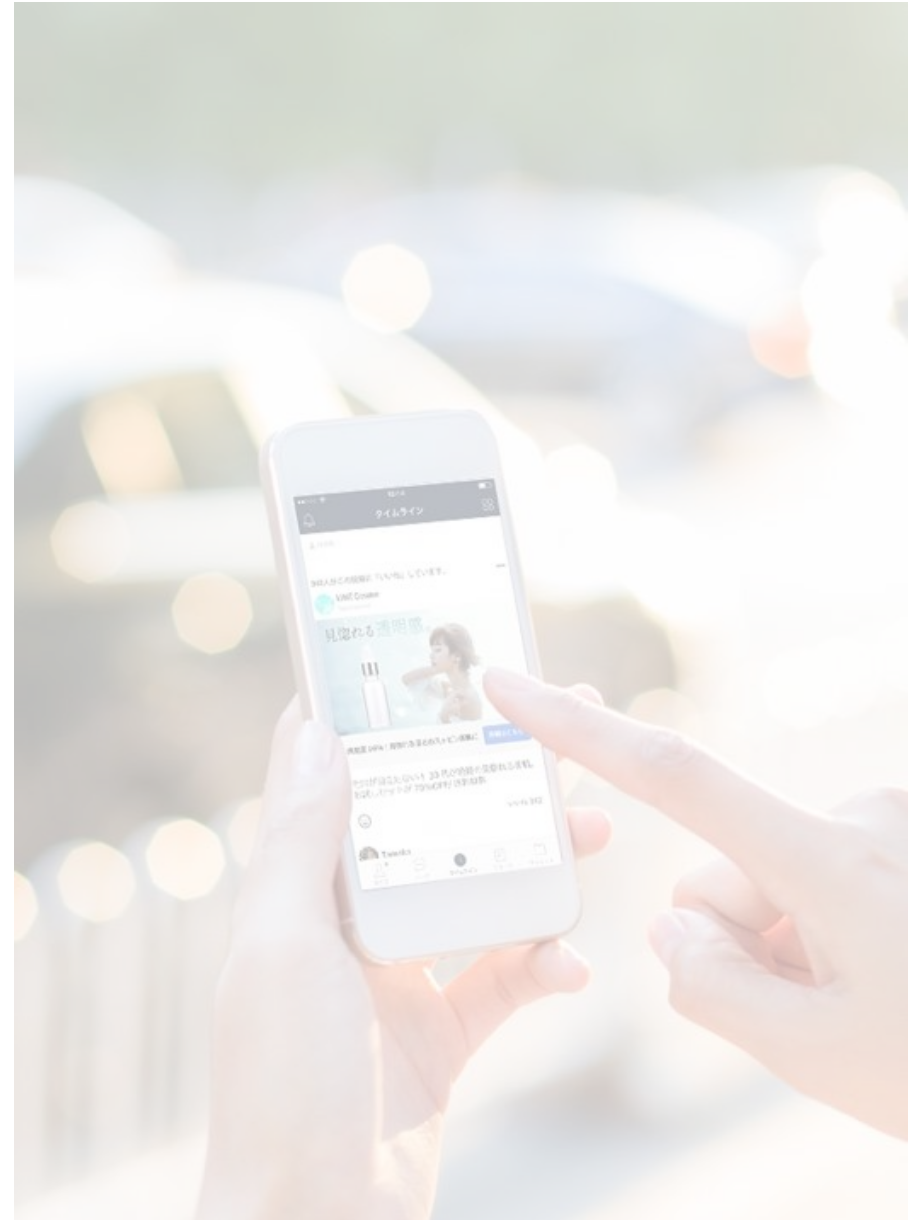
Advertisers Suitable for Using LINE Dynamic Ads



LINE Dynamic Ads can help advertisers achieve the following marketing objectives



02 Usage Flow



LINE Dynamic Ads - Setup Process

Create an Ad Account
(Can be skipped if ad account has been created.)

Please create an ad account and complete the ad account verification process. LINE Dynamic Ads can be used with either offline or online accounts.

If you belong to any of the advertiser categories on LINE Dynamic Ads – Advertising Placement Guidelines P.31, you will **not be able to use the Dynamic Product Ads (DPA)** feature.

- If you are an advertiser in the **lingerie, shapewear, or swimwear** category, please contact your sales representative for **case-by-case review**.
- If you have an **urgent request**, you may also contact your sales representative to help **expedite the activation of the DPA feature**.

Upload a product summary (catalog)

Please prepare the product catalog file for the ads you wish to deliver, and then upload it in the LAP management interface under the menu bar → Product Catalog page.

Settings LINE Tag

To track and optimize conversion events, you need to set up LINE Tag. Please implement the basic code and the dynamic ads-specific event code.

Set Up Ad Campaigns and Ad Groups

Please set up campaigns and ad groups on the LAP management screen, and submit the ads for review °

Start delivering your ads

Once the review is approved, you can start delivering ads and proceed with subsequent optimization.

03 Ad Format



LINE Dynamic Ad Formats

Carousel Format



1:1 A single image



16:9 A single image



Format description	(1) The official account name and icon associated with the LAP ad account (2) Image (the field name in the product summary file is "image_link") (3) Title (the field name in the product summary file is "title") (4) Description (the field name in the product summary file is "description") (5) Buttons: Include call-to-action buttons such as "Learn Details" and "Buy Now", which can be selected from the screen of the advertising system.
Word limit	<ul style="list-style-type: none">**Title**: Up to 150 characters can be entered in the product summary file (full-width characters count as 2 characters, half-width characters count as 1 character). On the interface, a maximum of 20 characters will be displayed (both full-width and half-width characters count as 1 character).**Description**: Up to 5,000 characters can be entered in the product summary file (full-width characters count as 2 characters, half-width characters count as 1 character). On the interface, a maximum of 40 characters will be displayed (both full-width and half-width characters count as 1 character).Please note that some display formats may not show the "Description" text, so it is recommended to place key information in the images and title.
Deliver placement	Please see the instructions on the next page

*The above are sample images, and LINE reserves the right to make final style adjustments.

*Carousel ads can display up to 20 products at a time.

*Please note that the dimensions for Dynamic Product Ads (DPA) must adhere to a specific aspect ratio. As a result, the ad may be displayed in various formats with proportional scaling, which might result in some blank space on the sides of the material.

LINE Dynamic Ads - Ad Placement Style Comparison Chart

	Display Size	Smart Channel	Social Media	Home Page	TODAY	VOOM	Wallet	POINTS	Notes	Album
A single image	16:9 Horizontal fit	X	V	X	V	X	X	X	X	X
	1:1 Square fit	V	X	V	V	V	V	V	X	X
	Small picture:600*400px	X	V	V	V	X	X	X	V	V
Carousel Format	Compliance with specifications is acceptable	X	X	V	V	V	V	V	X	X

*LINE reserves the right to make the latest adjustments; the test plan may be updated at any time.

*Please note that the dimensions for Dynamic Product Ads (DPA) must adhere to a specific aspect ratio. Consequently, the ad may be displayed in various formats with proportional scaling, which might result in some blank space on the sides of the material.

04 Setting Up LINE Tag



LINE Dynamic Ads Website Tracking - LINE Tag Setup Guide

To deliver personalized dynamic ads using the PRODUCT ID bound in your product catalog, you need to embed the following Dynamic Ads Base Code and Dynamic Ads-specific Event Code on your website.

Item		Explanation	Tag Template
Base Code		All pages that track user behavior (it is recommended that the whole site) need to set the Base Code. Please <head> set the Base Code in the </head>.	<ul style="list-style-type: none">You can obtain the complete Base Code with the ad account parameters included from the "Tracking (LINE TAG)" page in the LAP (LINE Ads Platform) backend or using the Base Code from Business Manager.
Event Code	Product description page (dpa_detail)	If the base code and the product description page (dpa_detail) event code are buried at the same time, the system will dynamically obtain the product ID of each user who has viewed it.	<pre><script> _it('send', 'cv', { type: 'dpa_detail', itemIds: ['PRODUCT ID 1'], { dpa: true }, ['xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx']); </script></pre>
	Shopping cart page (dpa_cart)	If the base code and the cart page (dpa_cart) event code are embedded in the page, the system will be able to dynamically obtain the product ID that each user adds to the shopping cart.	<pre><script> _it('send', 'cv', { type: 'dpa_cart', itemIds: ['PRODUCT ID 1', 'PRODUCT ID 2', 'PRODUCT ID 3'], { dpa: true }, ['xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx']); </script></pre>
	Conversion success page (Conversion)	If the page is buried with both the Base Code and the Conversion event code, the system will dynamically obtain the product ID purchased by each user.	<pre><script> _it('send', 'cv', { type: 'Conversion', itemIds: ['PRODUCT ID 1', 'PRODUCT ID 2', 'PRODUCT ID 3'], { dpa: true }, ['xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx']); </script></pre>
	Search page (dpa_search)	If the base code and the search page (dpa_search) event code are buried at the same time, the system will be able to dynamically obtain the product IDs of the first 3~5 products on the search result page of each user.	<pre><script> _it('send', 'cv', { type: 'dpa_search', itemIds: ['PRODUCT ID 1', 'PRODUCT ID 2', 'PRODUCT ID 3'], { dpa: true }, ['xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx']); </script></pre>

※The section of 'xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx' will vary depending on the advertiser's account, so please replace it with the Tag ID written in the Base Code.

Note: Please set the product ID to a parameter that can be dynamically brought in, otherwise the LINE dynamic ad will not be delivered.

Note: The above basic code (required) and event code (at least dpa_detail) must be set on the page, otherwise the LINE dynamic ad will not be delivered.

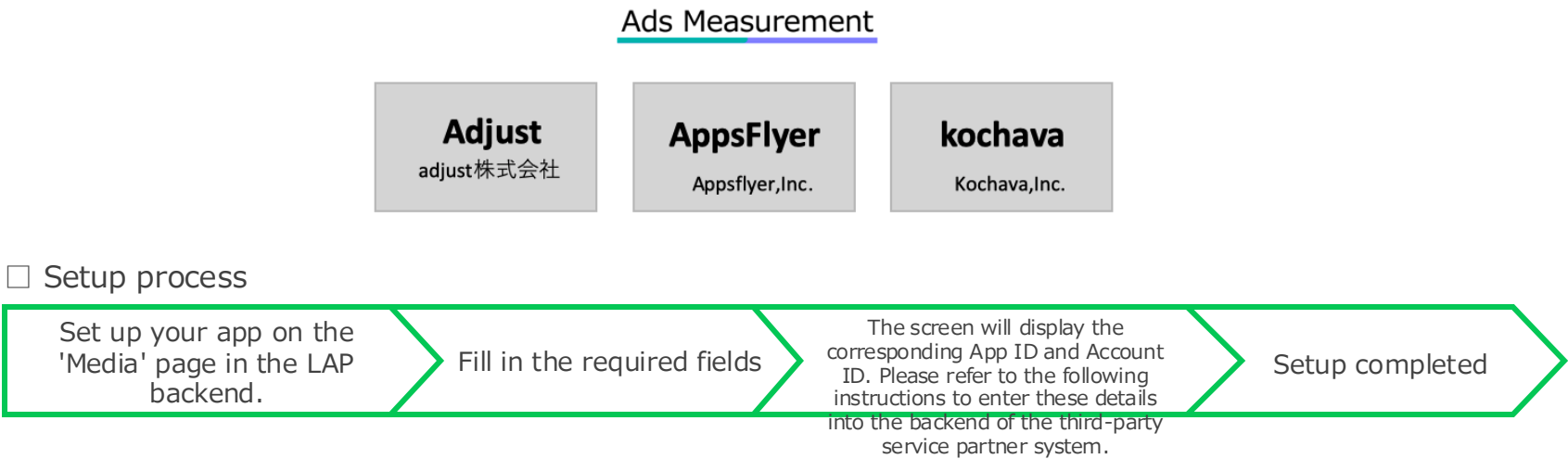
LINE Dynamic Ads Website Tracking - LINE Tag Setup Guide

The description of the required parameter items for each event code is as follows:

Event code	necessity	Parameter items			
		item	price	currency	quantity
Product Description page (dpa_detail)	<input checked="" type="checkbox"/> required items	<input checked="" type="checkbox"/> required items	<input type="checkbox"/> recommended settings	<input type="checkbox"/> recommended settings	<input type="checkbox"/> recommended settings
Shopping cart page (dpa_cart)	<input type="checkbox"/> recommended settings	<input checked="" type="checkbox"/> If this event code is set, it is a required item.	<input type="checkbox"/> recommended settings	<input type="checkbox"/> recommended settings	<input type="checkbox"/> recommended settings
Conversion success page (Conversion)	<input checked="" type="checkbox"/> highly recommended settings	<input checked="" type="checkbox"/> If this event code is set, it is a required item.	<input checked="" type="checkbox"/> highly recommended settings	<input checked="" type="checkbox"/> highly recommended settings	<input checked="" type="checkbox"/> highly recommended settings
Search page (dpa_search)	<input type="checkbox"/> recommended settings	<input type="checkbox"/> recommended settings	-	-	-

LINE Dynamic Ads – App Tracking Setup

LINE Dynamic Ads collaborates with the following certified third-party Ads Measurement Partners. Before setting up app tracking, you need to install the SDK from one of these partners. The measurement URLs and SDK configurations may vary, so please confirm with each service partner before using them.



LINE Dynamic Ads – App Tracking Setup

When using App Dynamic Ads campaigns, you need to select the corresponding app at the **ad group level**.

LAP廣告群組層級示意圖

應用程式

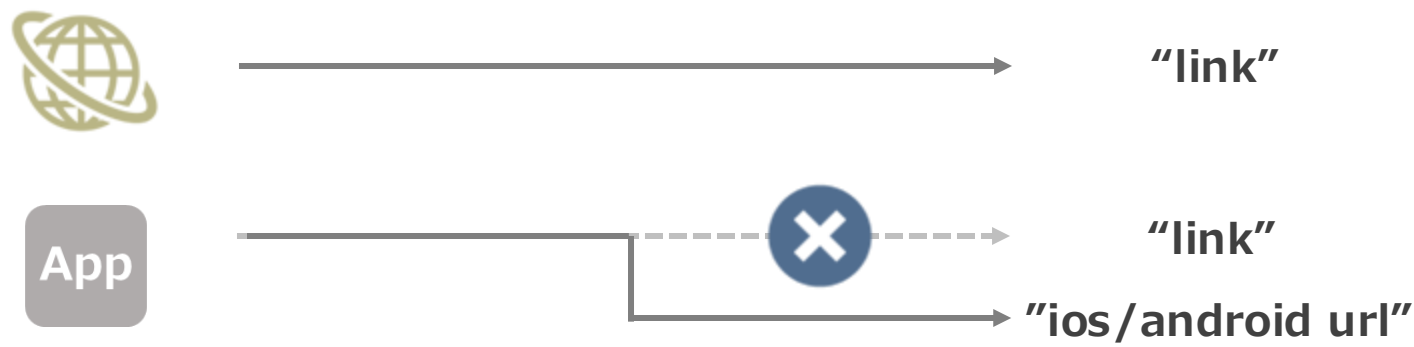
應用程式（選填） ?

請選擇 ▾

+

若您選擇應用程式，已安裝該應用程式者在點選廣告時，將被導往產品摘要中的深層連結網址。而未安裝該應用程式者若點選廣告，將被導往產品摘要中的連結網址。

If you choose 'App' dynamic ads, users who have the app installed will be directed to the deep link URL (Android/iOS URL) in the product summary when they click on the ad. Users who do not have the app installed will be directed to the link URL in the product summary when they click on the ad.

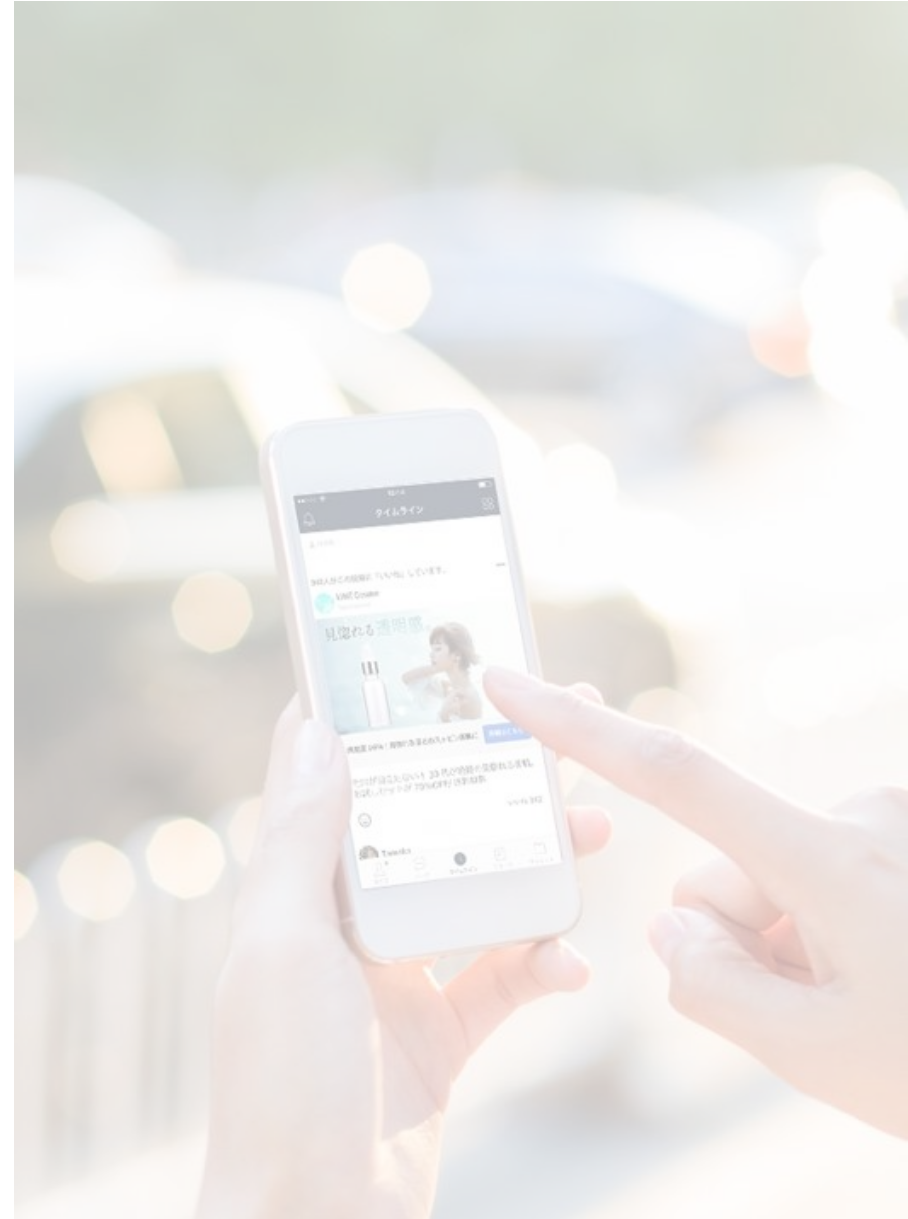


LINE Dynamic Ads – App Tracking Events

Event	category_ids	items				keyword	level_id	name	data
		items.id	items.price	items.currency	items.quantity				
open	-	-	-	-	-	-	-	-	-
install	-	-	-	-	-	-	-	-	-
view_home	-	-	-	-	-	-	-	-	-
view_category	○	-	-	-	-	-	-	-	-
view_item	○	●	○	○	○	-	-	-	-
search	-	-	-	-	-	●	-	-	-
add_to_cart	○	●	○	○	○	-	-	-	-
purchase	○	●	○	○	○	-	-	-	-
level_achieved	-	-	-	-	-	-	●	-	-
tutorial_complete	-	-	-	-	-	-	○	-	-
custom	-	-	-	-	-	-	-	●	○

●: Required fields; items with a yellow background are necessary settings for dynamic ad tracking. Items without a yellow background are required only if you wish to collect that event.
○: Optional fields; recommended to collect.
-: Items that cannot be collected.

05 Upload Product Catalog (Catalog)



LINE Dynamic Ads – Product Catalog (Catalog) Specifications

Specifications

■ Industry Template Download

Please download the latest template from the "Product Catalog" page in the LAP CMS. Each industry template has different fields, so please avoid mixing them up.

****Note:** Once you upload the product catalog, you cannot change the industry or the upload method.

■ File Format & Data Limits

- Single Product Catalog:

- CSV, TSV
- Manual Upload (File): Up to 100MB per file
- FTP Upload (File URL): Up to 8GB per file, with a maximum of 3 million records

- Multiple Product Catalogs:

- JSON
- FTP Upload (File URL): Up to 24GB total (maximum of 8GB per file, up to 100 files; with a combined total of up to 10 million records)

■ File Format & Data Limits

- Single Product Catalog: CSV, TSV
- Manual Upload (File): Up to 100MB per file
- FTP Upload (File URL): Up to 8GB per file, with a maximum of 3 million records
- Multiple Product Catalogs: JSON
- FTP Upload (File URL): Up to 24GB total (maximum of 8GB per file, up to 100 files; with a combined total of up to 10 million records)

■ Product images

- 1:1 Ratio: Minimum Size: 100 × 100 px Recommended Size: 600 × 600 px
- 16:9 Ratio: Minimum Size: 100 × 100 px Recommended Size: 1200 × 628 px
- Formats: jpg, png, jpeg
- File Size Limit: Up to 5MB
- Aspect Ratio Restrictions: Height should not exceed twice the width. Width should not exceed twice the height.
- Text Usage: Excessive text in the ad image may impact performance. It is recommended to use images with minimal text.

■ File Encoding → UTF8

■ File Limitations

Minimum: 10 products (10 data)

LINE Dynamic Ads – Product Catalog (Catalog) Upload Checklist

Important Notes

- 1) After the industry template is downloaded, do not delete the column in the template header. Otherwise, an error will be thrown.
- 2) Please be sure to enter the required fields. If the required field is empty, an error will be thrown.
- 3) Optional fields can be left blank and will not affect the sending logic.
- 4) Don't use special characters and line breaks.
- 5) In the case of FTP, specify the port number to "21", and in the case of SFTP, specify the port number to "22".
- 6) The maximum size of a single image is 5MB.
- 7) Secret keys are not supported. (will result in feed read errors)
- 8) If an error occurs after registering the feed, download the error file from the LAP management screen and correct it.
- 9) For more information on feed input items, refer to the description text in the template and the related instructions in this Media Guide.
- 10) Supported protocols are FTP and SFTP. (HTTP and HTTPS are not supported)
- 11) Please set the following IP addresses to the white list
 - 119.235.224.0/24
 - 119.235.232.0/24
 - 119.235.235.0/24
 - 119.235.236.0/23
 - 203.104.128.0/20
 - 203.104.144.0/21
 - 203.104.152.0/22
 - 203.104.156.0/23
 - 203.104.158.0/24
 - 103.2.28.0/24
 - 103.2.30.0/23
 - 147.92.128.0/17

LINE Dynamic Ads – Product Catalog (Catalog) Upload Methods

Upload method	Usage Instructions	Detailed specifications
Manual Upload (File)	<ul style="list-style-type: none">Once the Dynamic Product Ads (DPA) ad account is activated, you can choose the "File" upload method on the "Product Catalog - Catalog Settings" page in the LAP CMS.	<ul style="list-style-type: none">Each upload must be done manually. After saving the settings, the system will immediately start uploading the product catalog and synchronize the settings.
FTP Upload (File URL)	<ul style="list-style-type: none">Once the Dynamic Product Ads (DPA) ad account is activated, you can choose the "File URL" upload method on the "Product Catalog - Catalog Settings" page in the LAP CMS.	<ul style="list-style-type: none">You can choose the synchronization frequency for the product catalog (daily or weekly).After saving the settings, the system will immediately start uploading the product catalog and synchronizing the settings. Subsequently, the system will perform synchronization according to the scheduled time set in the "Synchronization Time."
API Upload	<ul style="list-style-type: none">Upon activation of LAP Ad Tech Standard API access, advertisers can upload product feeds through the Feeditem mechanism.	<p>Synchronization Flexibility</p> <ul style="list-style-type: none">Advertisers have full control over product feed synchronization timingUpdates are processed based on client-side API call timestampsReal-time updates supported with up to 1-second refresh intervals <p>API Rate Limits and Specifications</p> <ul style="list-style-type: none">Request Limits: Maximum 10 requests per secondBatch Size: Up to 200 items per requestFor detailed technical specifications, please refer to the official API documentation

*Please note that once you select the method for uploading the product catalog, it cannot be changed.

There are two update methods:

- ****Overwrite****: Deletes all previously registered catalog items and adds new items from the uploaded catalog file.
- ****Update****: Retains previously uploaded catalog items and only updates the added or modified content.

LINE Dynamic Ads – Product Catalog (Catalog): Alternative Media Templates

You can use product catalog templates from Google, Meta, and Criteo dynamic remarketing platforms and apply them to LINE Dynamic Ads.

■ How to set up

產品摘要

概要

設定

產業 ⓘ 電子商務 / 網購 下載電子商務 / 網購範本

產品摘要上傳方式 檔案

登錄產品摘要後，即無法變更產業及上傳方式。

格式

LINE

LINE

Meta

Google

Criteo

上傳

更新方式

複製

更新

按鍵

瞭解詳情

清除

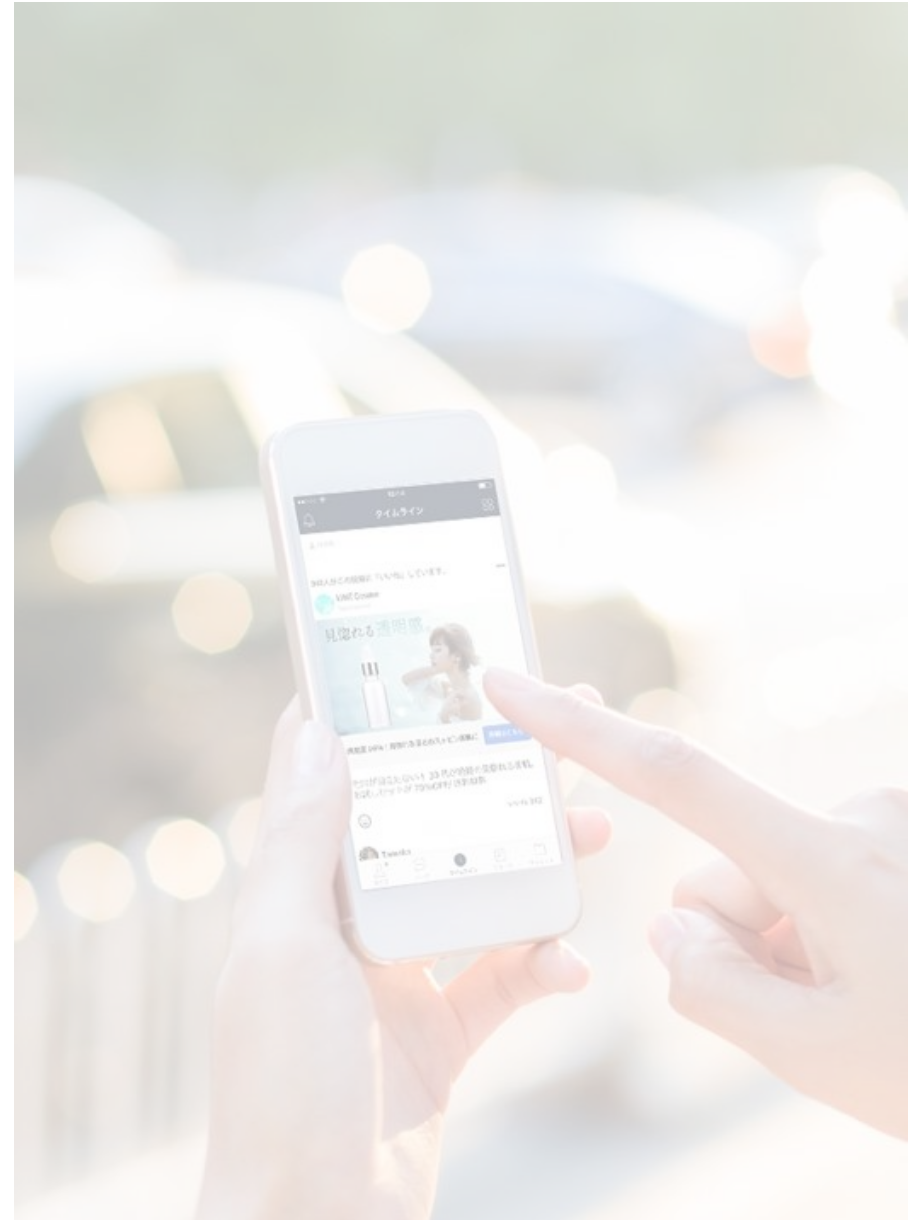
儲存

■ Corresponding Industry Templates

Platform	Google	Meta	Criteo
EC (Generally refers to a website with multiple product pages and shopping cart functions)	○	○	○
Manpower Agency	○	×	○
Real estate	○	○	×
Tourism	○	○	○
Airline tickets	○	○	×

Due to changes in specifications, there may be situations where compatibility is not possible. We appreciate your understanding.
If you use templates from other companies' platforms, "APP Dynamic Ads" mode is not supported. Please use LINE's industry templates for upload.
When using industry templates from other platforms, do not delete the values (columns) in the template headers. Otherwise, it will cause errors

06 Ad Management Settings (including Audience)



LINE Dynamic Ads – Ad Management Settings

After uploading the product catalog and completing the LINE Tag setup, you can proceed to the LAP Ad Manager page to configure your ad campaigns and ad groups.

1 Create an Ad Campaign

- For the dynamic ad campaign objective, please select 'Sales from Product Catalog'.
- Each ad account can only create one 'Sales from Product Catalog' DPA (Dynamic Product Ads) campaign. ◦

廣告活動

廣告活動目標

基本資訊

刊登時程

自訂

廣告群組

基本資訊

目標

最佳化與出價

預算

廣告

基本資訊

廣告格式

廣告

新增廣告活動

廣告活動目標



網站瀏覽數

此為以增加網站瀏覽數為目標的廣告活動。



網站轉換

此為以增加網站轉換數量為目標的廣告活動。



應用程式安裝

此為以增加應用程式安裝次數為目標的廣告活動。



應用程式主動參與

此廣告活動以增加安裝應用程式後的參與次數為目標。



影片觀看次數

此為以增加影片播放次數為目標的廣告活動。



觸及人數

此為以增加觸及人數為目標的廣告活動。



加好友廣告

此為以增加LINE官方帳號好友人數為目標的廣告活動。



由產品摘要銷售

此為以針對瀏覽網站或使用應用程式時，對產品感興趣的人展示廣告，以推廣產品認知度並促進產品銷售為目標的廣告活動。

LINE Dynamic Ads – Ad Management Settings

After uploading the product catalog and completing the LINE Tag setup, you can proceed to the LAP Ad Manager page to configure your ad campaigns and ad groups.

2 Create an Ad Campaign

After creating the ad campaign, you can configure the following items at the ad group level:

Product Set

Application

Targeting (Audience)

Optimization and Bidding

Budget

Product Set

- In the future, LAP Dynamic Ads will allow you to set the range of recommended products at the ad group level.

產品組

推薦產品 ⓘ

所有產品 產品組

選擇產品組 ▼ +

⚠ 請選擇產品組

All products

Use behavior data collected by LINE Tag as the primary optimization

data.

- Select '**All Products**' Mode: This mode allows consumers to choose based on their click preferences, and ensures that all products in the uploaded product catalog have a chance to be displayed.
- Select '**Product Set**' Mode: When the product catalog includes a diverse range of items, and the advertiser wants to focus on specific products or target particular promotions such as "Winter Travel Series" or "Chinese New Year Mahjong Series," we recommend using the 'Product Set' optimization mode to enhance the visibility of specific products.

Product Sets

You can choose not to set up LINE Tag and deliver ads only to the selected 'Product Set' items.

LINE Dynamic Ads – Ad Management Settings

After uploading the product catalog and completing the LINE Tag setup, you can proceed to the LAP Ad Manager page to configure your ad campaigns and ad groups.

Target (Audience)

- When setting audience conditions for ad groups, you can target remarketing audiences who have interacted before, as well as push ads to LINE users who have not previously interacted.

Audience items	Explanation
Website traffic audience (Product page, shopping cart page/form filling page, checkout completion page)	Visitors to your website who have the LINE Tag basic code and Dynamic Ads Event Code installed, such as users who have visited pages with the dpa_detail event code.
Website traffic audience (All Pages, Custom Conversion Pages, Specific Pages)	Visitors to the advertiser's website who have the LINE Tag basic code and general ad Event Code installed, such as users who have visited any page on the website.
Mobile App Audience	Audiences based on in-app custom events collected through the SDKs of the three LINE-certified app measurement partners, such as iOS users who have completed the onboarding tutorial.
Upload the IDFA/AAID	First-party IDFA/AAID information owned by the advertiser can be uploaded to the LAP backend and used as an audience list for ad targeting.
Audience of LINE Official Account Friends	You can create audiences based on LINE Official Account friends and target ads to these audiences. When creating an audience, you can create two types: 'Effective Friends of This Account' and 'Blocked Friends of This Account'.
Lookalike Audience	You can use one of the above audiences as a basis to set up ad targeting for 1-15% of LINE users who are most similar to the original audience. This is a tool for expanding the reach of your ad audience and discovering potential new customers on top of precise first-party data.
Not Setting Audience/Setting Broad Audience Only (Region/Age/Gender/Operating System/Detailed Targeting)	Setting a broad audience means allowing the system to automatically optimize and find the most promising audience based on your specified ad objectives (e.g., maximizing clicks or conversions). You can set parameters such as region, age, gender, operating system, and detailed targeting, or even choose not to set any parameters at all, leaving the optimization entirely to the system.

LINE Dynamic Ads – Ad Management Settings

After uploading the product catalog and completing the LINE Tag setup, you can proceed to the LAP Ads Manager page to configure ad campaigns and ad groups.

Optimization and Bidding

- When setting up the "Optimization and Bidding" for an ad group, you can choose from the following three modes :
 - ①System-Optimized - Maximize Conversions (Automatic CPA Bidding)
 - ②System-Optimized - Maximize Clicks (Automatic CPC Bidding)
 - ③Manual Setting (Manual CPC Bidding)
- Combined with the "Product Group" option, there will be the following optimization

最佳化與出價

出價金額的設定方法

自動設定為追求點擊數值最大化

付款方式

自動設定為追求轉換數值最大化

出價策略

自動設定為追求點擊數值最大化

手動設定

Recommended products	Optimization & Bidding	LINE Tag and DPA Tracking Code Required	LINE Tag and Basic/Conversion Code Required	System Optimization Logic
All products	Automated CPA bidding	O Required	O Required	<ul style="list-style-type: none">Delivery of Products: All products are eligible for delivery.Optimization Basis: Optimization is primarily based on conversion data collected through the LINE Tag.
All products	Automated/manual CPC bidding	O Required	O Required	<ul style="list-style-type: none">Delivery of Products: All products are eligible for delivery.Optimization Basis: Maximizing clicks within the advertiser's budget range and CPC conditions, using behavior data collected through the LINE Tag as the primary optimization data.
Product Set	Automated CPA bidding	X Optional	O Required	<ul style="list-style-type: none">Delivery of Products: Only displays the products from the selected product group that are most relevant to the user.Optimization Basis: Optimization is based on conversion data collected through the LINE Tag.
Product Set	Automated/manual CPC bidding	X Optional	X Optional	<ul style="list-style-type: none">Delivery of Products: Only displays the products from the selected product group that are most relevant to the user.Optimization Basis: The system targets users with a high likelihood of clicking. (The events collected by the LINE Tag are not used as the basis for optimization.)

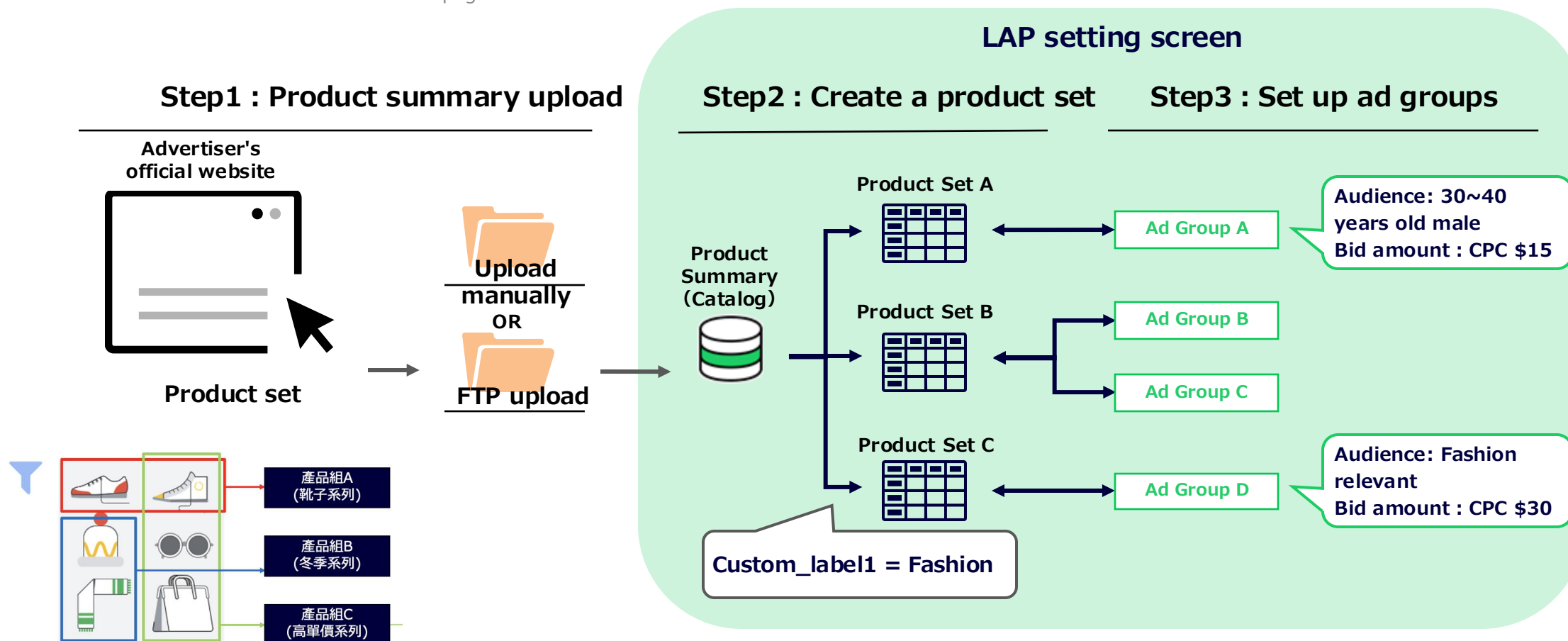
Fully Automated System Optimization

No Need to Use LINE Tag

LINE Dynamic Ads – An introduction to the "Product Set" feature

New Feature: Select and Highlight Specific Product Collections from Thousands of Products for Targeted Ad Optimization and Budget Allocation!

- Use the "custom_label_0" to "custom_label_4" tags from the uploaded product catalog to categorize your products. Then, create product sets on the "Product Summary - Product Set - Create Product Set" page in the LAP backend.



07 Advertising Placement Guidelines



LINE Dynamic Ads – Advertising Placement Guidelines

Prohibited Products and Services

- Tobacco Products
 - Adult Products or Pornographic Services
 - Weapons and Dangerous Products
 - Gambling
 - Counterfeit Goods
 - Products or Services with Legal Concerns
 - Other Prohibited Products or Services
 - Lingerie, Shapewear, Swimwear
 - Beauty Clinics
 - Financial Products and Services
 - Affiliate Marketing
 - Direct Selling
 - Medical Institutions, Pharmaceuticals, Medical Devices, Medical Clinics
 - Alcohol
 - Live Streaming, Dating/Marriage Matching
 - Sensitive Topics
 - Elections, Political Content
- Chinese E-commerce

If you are an advertiser in the **lingerie, shapewear, or swimwear** category, please contact your sales representative for **case-by-case review**.