

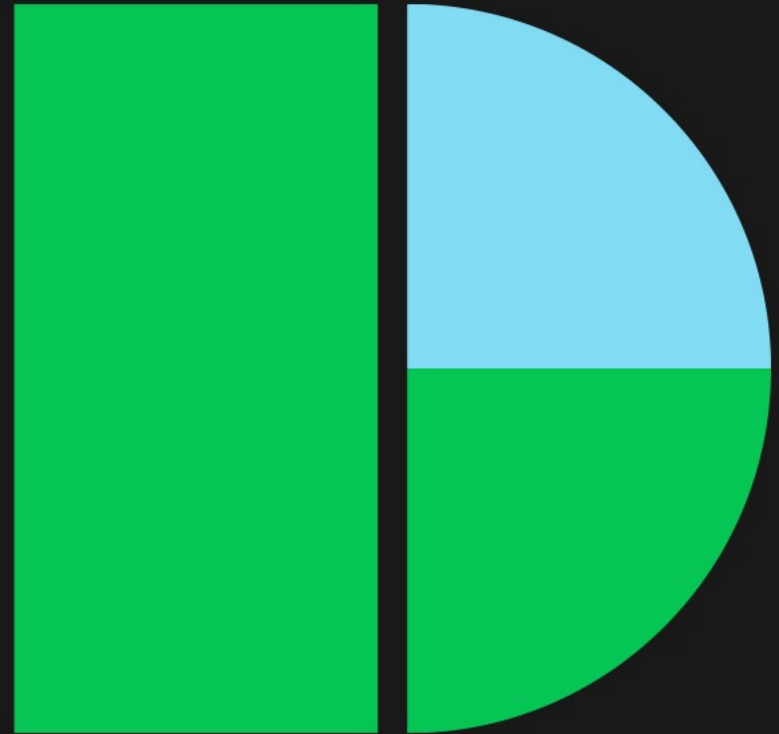
**LINE Biz - Solutions**

# LINE Ads Platform

(LAP 、 LINE Performance Ads)

**MEDIA GUIDE**

UPDATE DATE : 2024.08.28



# CONTENT

## 01 Ad Delivery Environment

- 04 Media Features
- 09 Chatlist Smart Channel
- 10 LINE TODAY
- 11 LINE VOOM
- 12 LINE Openchat
- 13 LINE Wallet
- 14 LINE Hometab/POINTS/Hotspots/Travel/Album

## 02 Ad Delivery Feature

- 16 LAP System Overview
- 17 Flexible Ad Delivery Models
- 21 Diverse Targeting Options
- 22 First-Party Audiences for Advertisers
- 23 LINE Exclusive Audience - LINE Business Manager
- 25 LINE Exclusive Audience - LINE OA Friends
- 26 Lookalike Audiences
- 27 LAP Unique Campaign Objective - Gain Friends
- 28 LAP Unique Campaign Objective - Dynamic Ads
- 29 LAP Unique Campaign Objective - App Engagement
- 30 Manual and Auto Bidding Support
- 31 Auto Bidding Support

# LINE Ads Platform Media Features

## 03 Ad Creative Spec

- 33 Ad Creative - Image
- 34 Ad Creative - Video
- 35 Placements x Creative Reference Table
- 38 Ad Creative Specs

## 04 Ad Performance Tracking

- 42 LINE Tag
- 43 Shared LINE Tag
- 44 Web Traffic Audience
- 45 App Conversion Measurement
- 46 Apple iOS SKAdNetwork (SKAN) Support
- 47 Performance Report Metrics

## 05 Ad Publishing Guidelines

- 50 Ad Publishing Standards
- 51 LINE Openchat Ad Publishing Standards
- 52 LINE Smart Channel/Hometab Ad Publishing Standards
- 53 Gaming Industry Smart Channel Ad Guidelines
- 54 Smart Channel Animation Ad Guidelines
- 55 Ad Application Process
- 57 Appendix – LAP Supported Audiences

# LINE Ads Platform

## MEDIA FEATURES



# 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** Integrated LINE Accounts

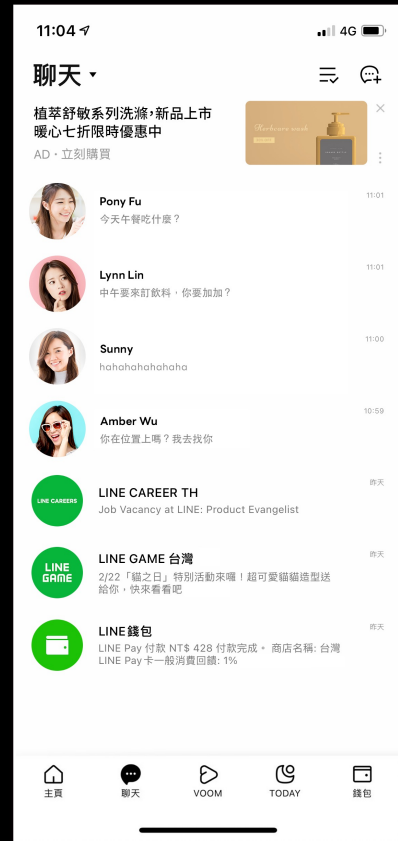


# Ads in Premium LINE Content

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 Travel, LINE Spot, and Album. This helps advertisers connect with LINE users. Real-time bidding allows businesses to set budgets and target audiences for optimal ad performance



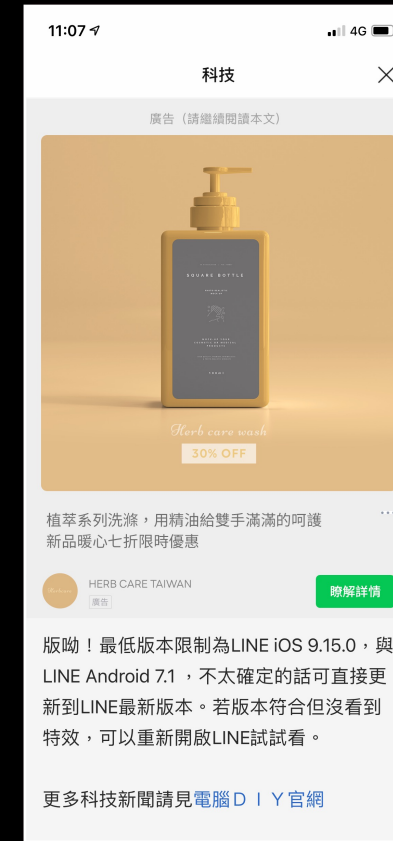
LINE Hometab



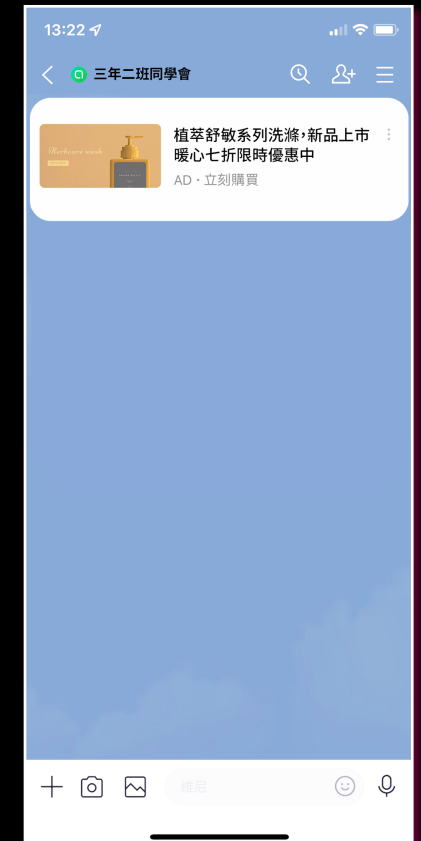
Smart Channel



LINE VOOM



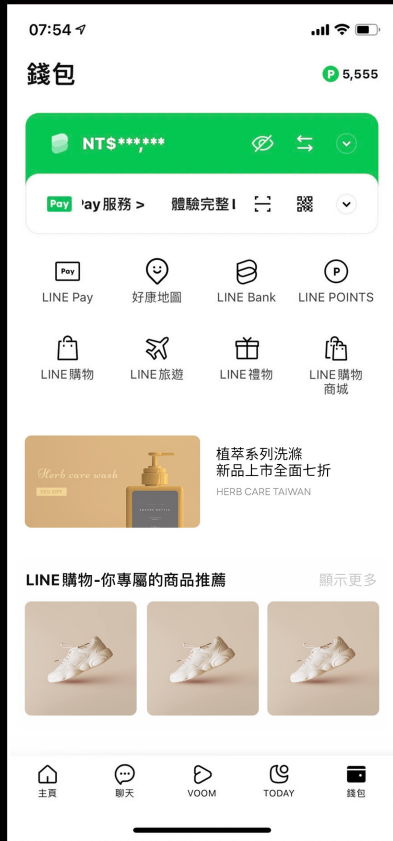
LINE TODAY



LINE Openchat

# Ads in Premium LINE Content

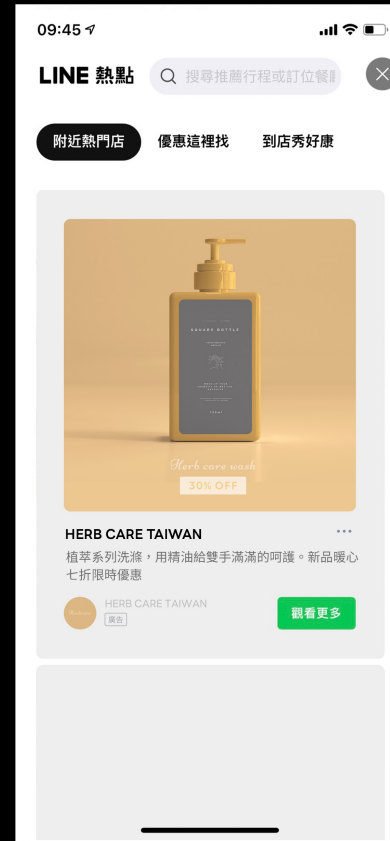
LINE Ads Platform places ads in high-visibility areas like Smart Channel, LINE TODAY, LINE Openchat, LINE VOOM, LINE Hometab, LINE Wallet, LINE POINTS, LINE Travel, LINE Spot, and Album. This helps advertisers connect with LINE users. Real-time bidding allows businesses to set budgets and target audiences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



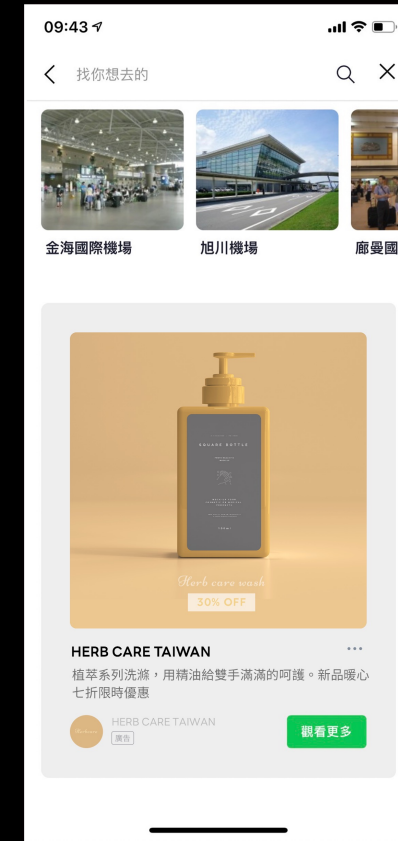
LINE Wallet



LINE POINTS



LINE Spot



LINE Travel



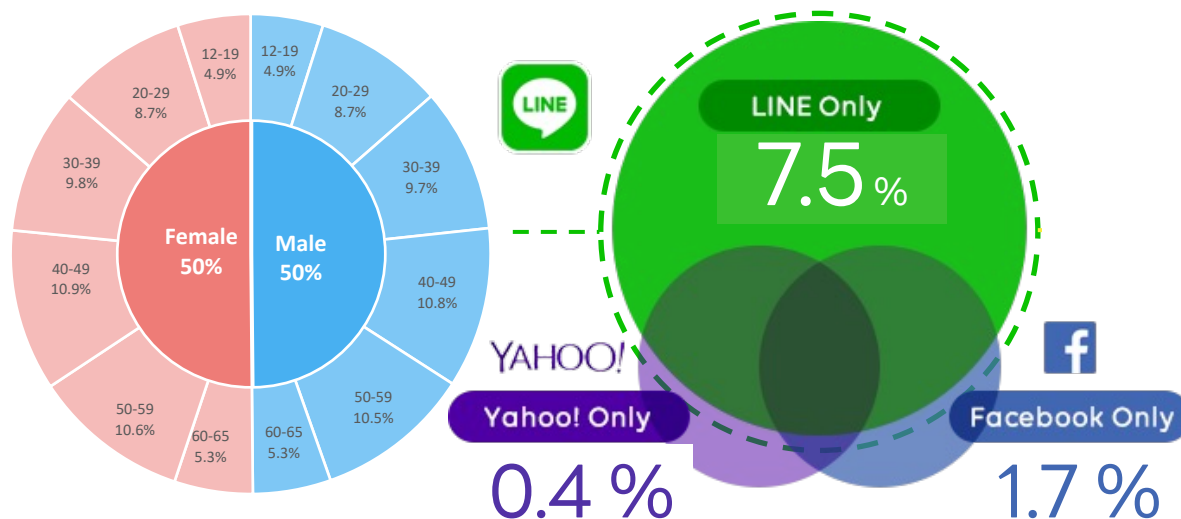
Album

# LINE Taiwan: **Over 22 Million** Monthly Active Users

93% of Taiwan's 12-65 age group used LINE in the past seven days (Facebook 88%; Yahoo 35%),  
with 7.5% exclusive to 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.

LINE User Profile



# Ad Delivery Environment





# Smart Channel Prime Top-of-Chat List Placement!

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



◆ High Awareness: Over 60% of Those Aware of LINE's Top Messages Will Click On Them

◆ 65% of Users Recognize This Area as Personalized Content Delivery

◆ 3 Principles to Attract Clicks! ① Push Content That Interests Me/Is Relevant to Me

◆ ② Catch My Attention with the Title ③ Provide 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。 9

# LINE TODAY 18 Million Monthly Active Users, Reaching 95% of LINE Users

LINE TODAY cooperates with 600 content providers (gradually increasing), updating content daily with more than 2,000 posts, allowing advertisements and a high-quality content environment to naturally integrate.



## ◆ Extremely High Awareness, High Usage, and Strong Engagement!

Among LINE users, nearly 82% are aware of LINE TODAY, with 66% actively using it. Almost half of the users engage with LINE TODAY daily. Among those who use LINE TODAY every day, more than half open it 2 to 4 times a day.

## ◆ 75% of Respondents Agree: LINE TODAY is My Primary Source for Daily

## ◆ 68% of Respondents Agree: They Pay Attention to Ads on LINE TODAY

## ◆ Over 60% of Respondents Agree: They Are Inspired to Shop by Information on LINE TODAY

## ◆ Unique Audience Features: Sports Fans and Viewers of Food and Travel Conte

Over 80% of Users Think of Using LINE TODAY First for Live Sports Events, Whether International or Local; Among LINE TODAY Users, the Proportion Watching Food and Travel Videos Has Increased to Nearly 40%

Source: Nielsen 2023 LINE Usage Behavior Study

Base: LINE Users Aged 15-69 in the Past 7 Days; N=1,000; Weighted Sample Size: 15,287,000

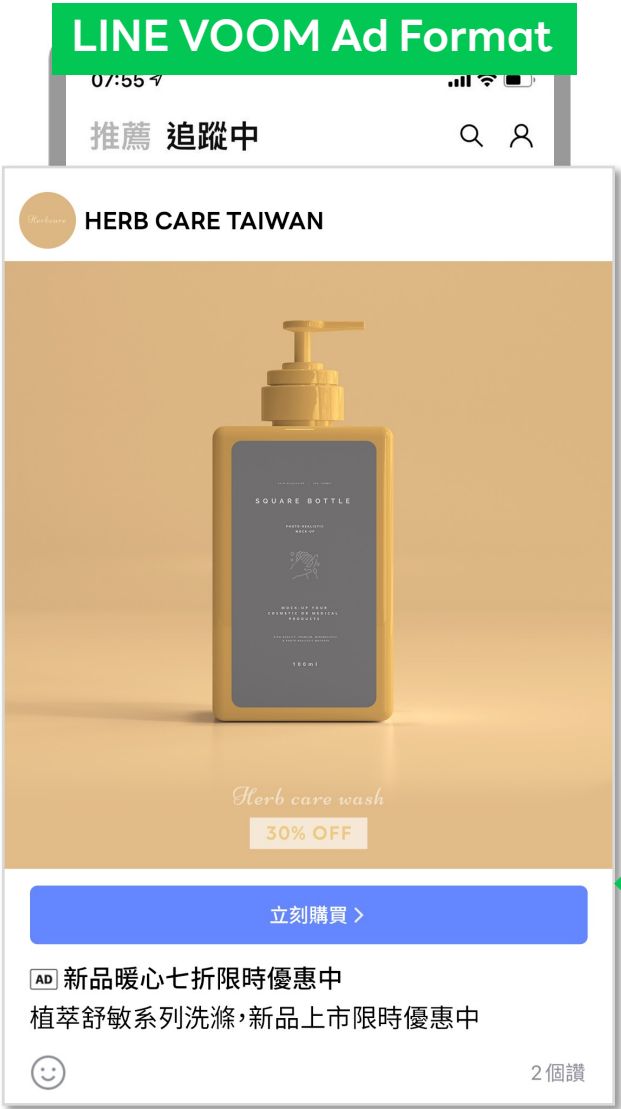
Source: Nielsen 2023 LINE Usage Behavior Study

Base: LINE TODAY Users Aged 15-69; N=545; Weighted Sample Size: 8,331,000

The Above Are All Sample Images. LINE Reserves the Right to Final Style Adjustments. • 10

# LINE VOOM Over 16 Million Monthly Active Users

LINE VOOM offers a rich social ecosystem for interacting with friends and KOLs, and discovering interesting videos. Nearly 60% of users are high-spending individuals aged 20-49, with 35% aged 50 and above



## ◆ Immersive Video Viewing Experience with High

According to the latest Nielsen survey for 2023, among daily LINE VOOM users, 50% use it 2 to 4 times a day.

## ◆ Three Main Motivations for Using VOOM: ① Browsing Interesting Visual Content ② Keeping Up with Friends and

## ③ Watching Videos Shared by Friends or Recommended by

## ◆ LINE VOOM Has the Highest Awareness Among Women Aged 30-39 and Working Profession

## ◆ The Proportion of Users Uploading and Sharing Visual and Video Content Is Higher Among Males Aged 30-39 and Working

Source: Nielsen 2023 LINE Usage Behavior Study  
Base: LINE Users Aged 15-69 in the Past 7 Days; N=1,000; Weighted Sample Size: 15,287,000  
Base: LINE VOOM Users Aged 15-69 Who Use the Platform Daily; N=97; Weighted Sample Size: 1,483,000

The Above Are Sample Images. LINE Reserves the Right to Final Style Adjustments. 11

# LINE Openchat A Hub for Users with Various Interests!

LINE Openchat 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 Rapidly Increasing: About 60% of LINE Users Are Aware of LINE

◆ Younger Users Find It More Engaging and Are More Fond of Using LI

According to the latest Nielsen survey for 2023, the awareness of LINE Communities is significantly higher among the 15-19 and 30-39 age groups compared to those aged 40 and above.

◆ Motivations for Using LINE Communities: ① Aligns with Interests and Needs ② Access to Information/Exclusive D

◆ In 2023, over 450,000 communities were created, with nearly 20 million users across Taiwan using these

Finance/Business, Food, Groups/Organizations, Fashion/Beauty, Work, Gaming, Entertainment, Interests, Family/Family, Learning, Travel, Mood, Sports/Fitness, Pets, Corporate, Technology, Health, School/Alumni, Animation/Comics, Other

Source 1: Nielsen 2023 LINE Usage Behavior Research Survey

Base: LINE users aged 15-69 in the past seven days; N=1,000; Weighted sample size: 15,287 thousand people;

People aged 15-69 who are aware of LINE groups (LINE groups); N=609; Weighted sample size: 9,308 thousand people

Source 2: LINE 2023 Year-End Community Events Chronicle

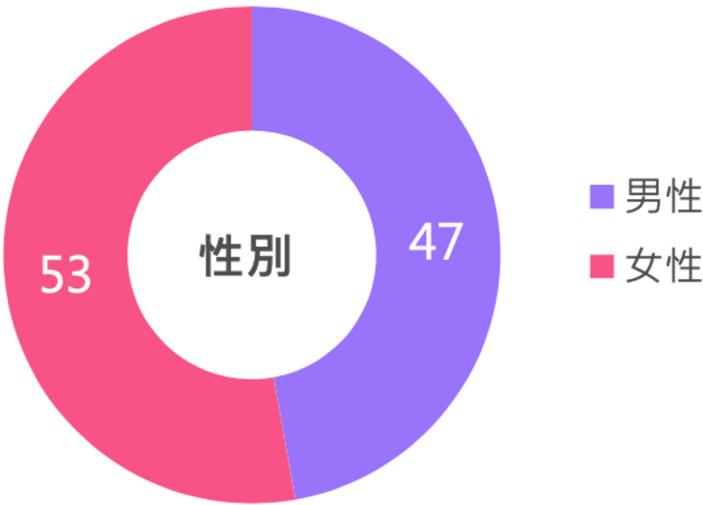
All of the above are illustrative images. LINE reserves the right to make final adjustments to the style. 12

# LINE Wallet Your Shopping Hub! Over 15 Million Monthly Active Users

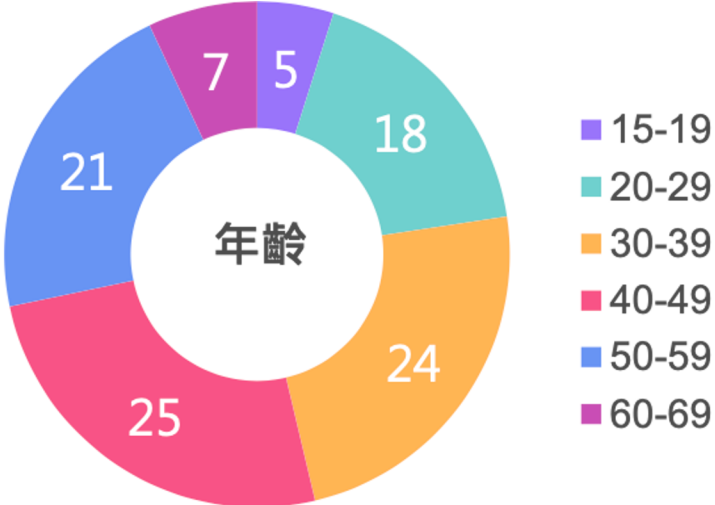
Advertisers can reach users with digital spending intent through this placement, targeting those interested in (LINE Shopping/Gifts/Stickers/Travel) and financial services (LINE PAY/LINE Bank). Approximately 70% of LINE Wallet users are key consumers aged 20-49!



User Demographic Profile



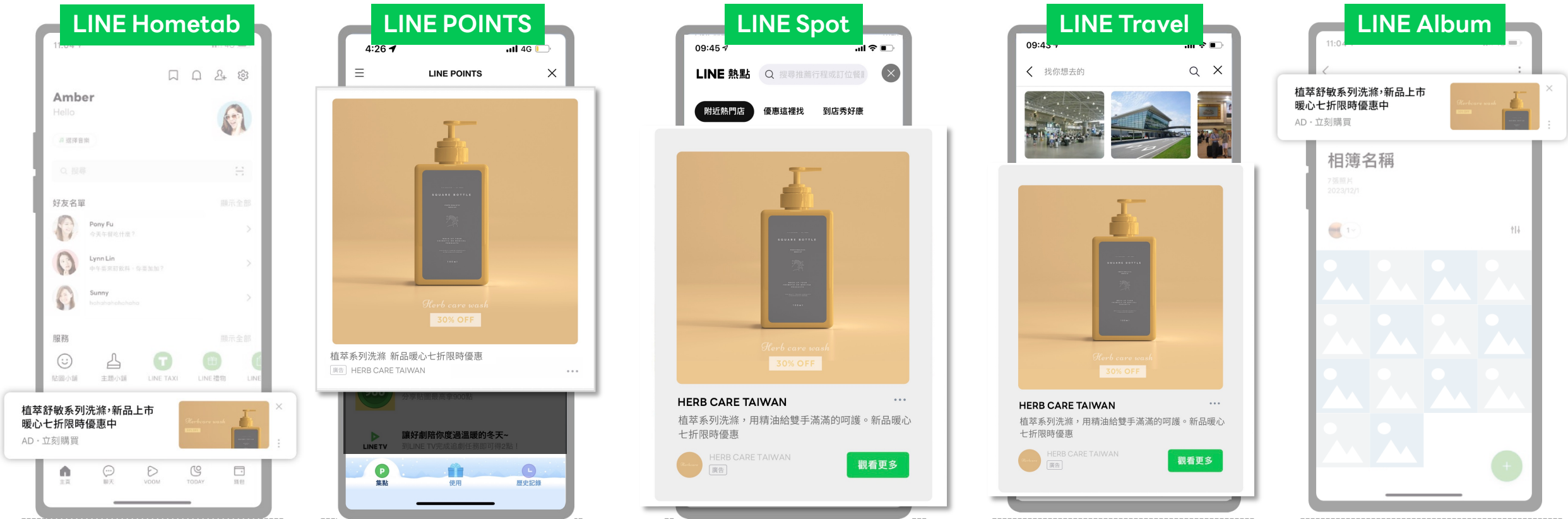
User Age Profile



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

# LINE Hometab/POINTS/Spot/Travel/Album: Close to Every Moment of Life

Advertisers can reach users interested in finding friends/services on the homepage, interacting in chatrooms, and exploring lifestyle, food deals, and travel information through this placement



LINE Hometab offers a clear personal view of the friend list and allows customization of favorite services. It personalizes the homepage, making it easy for users to find the information they need

LINE POINTS: An Attractive Service in the LINE Ecosystem! The POINTS Wall is an activity page for browsing point-earning tasks. Advertisers can reach users interested in reward-based marketing here

With 3.9 million monthly active users, rich food and travel-themed articles attract a wide range of age groups. Users can also find their favorite spots in everyday life by searching for locations!

A comprehensive travel platform where you can find attraction information, read travel reports, plan itineraries, book hotels, purchase flight tickets, and order day tours—all in one place!

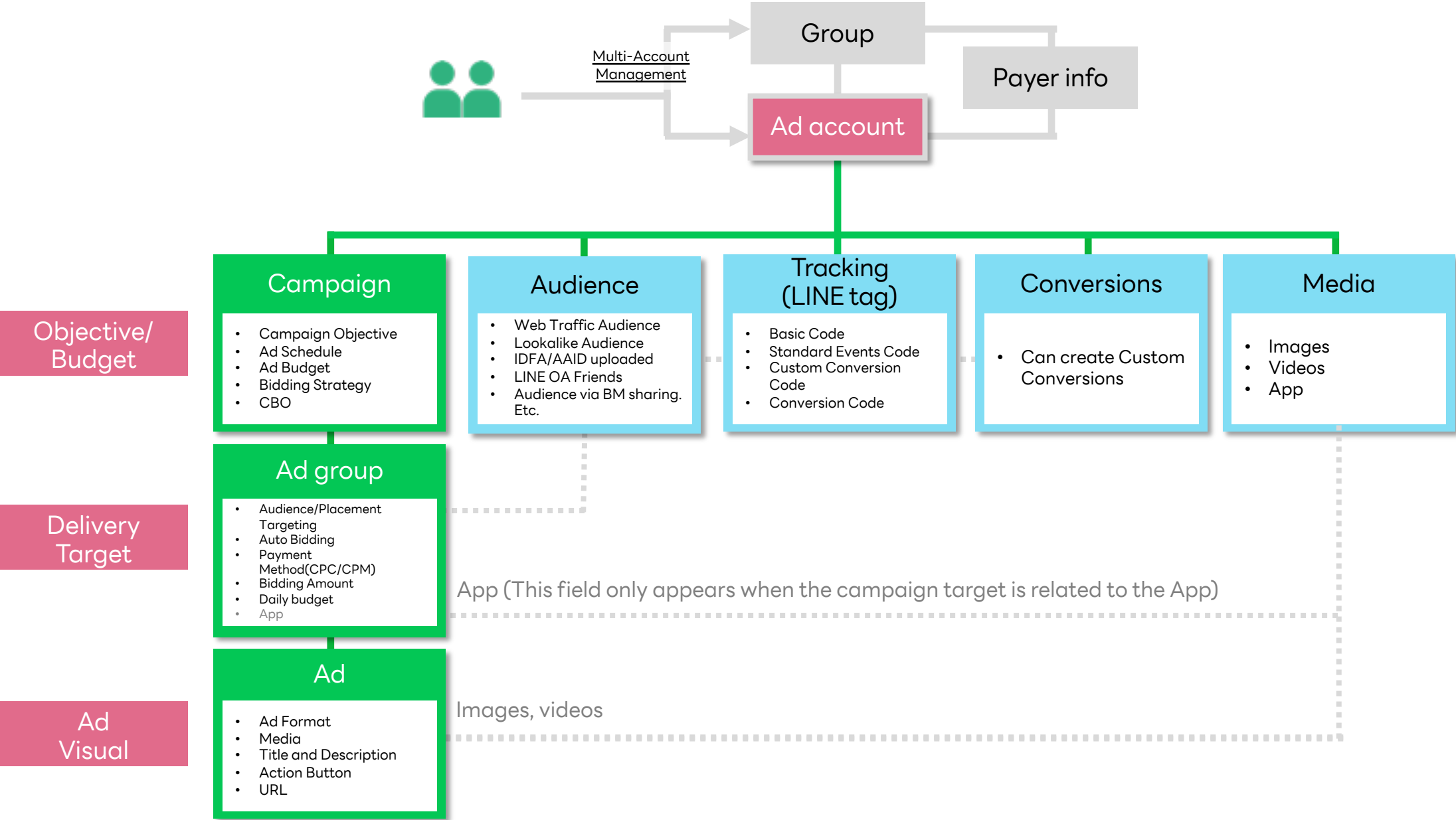
Personalized LAP ad placements will also gradually appear in the LINE Albums service! Ads will be displayed on the album collection page (accessible via the album icon in the top-right corner of the chat page) and within individual albums in chats and groups

02

# Ad Delivery Features



# LINE Ads Platform System Overview





# Flexible Ad Delivery Models: **Auto Placement & Target Placement**

LINE offers two ad delivery modes: "Auto Placement" and "Target Placement."

**Auto Placement:** The system uses all available placements to achieve optimal ad performance.

This mode allows clients to fully utilize their budget and control overall ad costs by delivering to multiple placements simultaneously.

**Target Placement:** Ideal for targeting specific placements with customized creatives to fit different ad strategies.

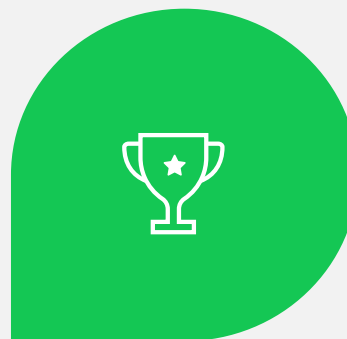
This mode is also suitable for products with specific brand safety concerns, allowing manual selection of placements that align with the brand image.



## In-depth Ad Optimization

Aim to segment the audience based on placement dimensions and conduct ad optimization and placement strategy testing.

We have found that advertisers using the Target Placement feature experience **better CTR, with an average increase of 20%!**



## Care about brand safety

If your brand has specific Brand Safety policies, it is recommended to use this feature to select placements that comply with those policies.

LINE continuously performs rigorous and ongoing optimization of content. If there are concerns about ads appearing next to specific current events or sensitive topics, we recommend that advertisers use the following options: LAP (LINE Ads Platform): Use this feature to exclude TODAY traffic.

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

# Flexible Ad Delivery Models: Auto Placement & Target Placement

## LAP CMS System Settings Screen

### 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 Travel

☒ LINE SPOT

### Campaign objectives

- All campaign objectives are supported  
(Includes Gain Friends & Dynamic Ads (DPA).)

Setting Method for 'LAP Target Placement': Configure at the Ad Group Level

- Auto Placement: Site-wide Delivery (Default Option)
- Target Placement: Choose from 10 placement options, including 'TODAY,' 'Smart Channel,' 'Social,' 'VOOM,' etc. (See the icon on the left))

If specific services such as Smart Channel or Social are grayed out and unavailable for selection after enabling this feature, it means that your advertising account does not meet the approval criteria for those services.

This is a schematic diagram and may differ from the actual content.

# Flexible Ad Delivery Models: Auto Placement & Target 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 Target (Split Placement) Performance Report

- You can select this report under the "Statistics Object" section.

### Delivery Target (Split Placement) Performance Report

#### Supported Levels

#### Supported:

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

\*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.

# Flexible Ad Delivery Models: Auto Placement & Target Placement

No.	Q & A
1	<p>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?</p> <p>A. Yes, this feature supports all ad objectives.</p>
2	<p>Q. Will the use of the placement selection feature affect system learning? How many events do I need to complete the system learning?</p> <p>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.</p>
3	<p>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?</p> <p>A. Yes, regardless of whether you use 'Auto Placement' or 'Target Placement,' you can download the performance report according to the 'Delivery Target.'</p>
4	<p>Q. Why are some placements grayed out and unavailable for selection for certain ad accounts?</p> <p>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.</p>
5	<p>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?</p> <p>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.</p>
6	<p>Q. Why does the estimated audience data (at the ad group level) not change when adjusting the selected placements?</p> <p>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.</p>

# Diverse Targeting Options

You can specify conditions such as age, gender, mobile operating system, region, interests, and user behavior to deliver ads to the right audience. This allows you to infer the attributes and interests of target users, and focus ad delivery on those more likely to click or convert, thereby improving ad performance.

## Age

It can be delivered from under ages below 14 years old to over 50 years old based on different age groups.

Example) up to 14 years old, 15-19 years old, 20-24 years old, 25-29 years old, 30-34 years old, 35-39 years old, 40-44 years old, 45-49 years old, above 50 years old

## Gender/OS

You can specify gender/OS for delivery.

## Region

You can specify counties, cities, and regions for delivery, or click on a location on the map, and you can also specify a radius in kilometers.



## Advanced Targeting

Can specify Interests/ Behavior/ Demographics/ Purchase Intent as categories for delivery.

### Interest

Games/Digital gadgets and appliances/Sports/Careers and business/Fashion/Home and garden/TV and movies/Music/Education and training/Finance/Health and fitness/Automotive/Books and comics/Food and drink/Beauty/Travel/Entertainment/Shopping

### Behavior

LINE Service users/Financial Usage Behavior/Gamer/Hobbies and recreation/Interested News Category/OA Follower/Location-based behavior/Interested discussion topic

### Demographics

Commuting Mode Lifestyle Status

### Purchase Intent

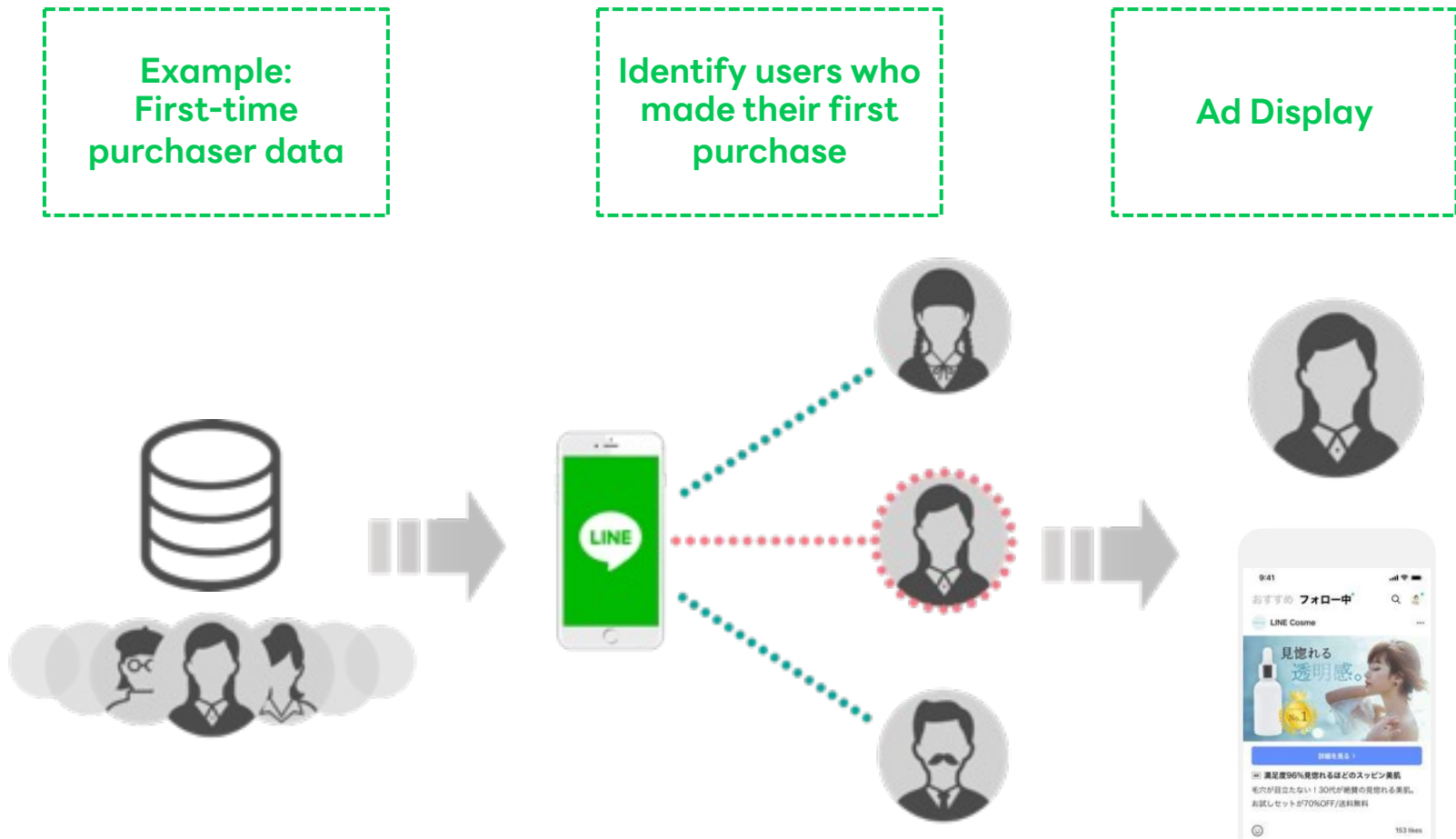
Recent Consumers/Purchasing Power/Payment Methods/Online Shopping Behavior/Purchase Channel

\*These audience data are categorized as "inferred attributes" based on LINE users' registered gender, age, region, and activity records (e.g., sticker purchases, official account friends).\*

\*Categories update periodically; refer to the system interface. For interests and behaviors, see the appendix "Target Audience Overview."

# First-Party Audiences for Advertisers

Advertisers can use their own user data to target ads or exclude purchasers. Upload device IDs (IDFA/AAID), website traffic, video viewers, image clickers, app users, LINE Official Account friends, phone numbers, or emails. Expand with Lookalike audiences

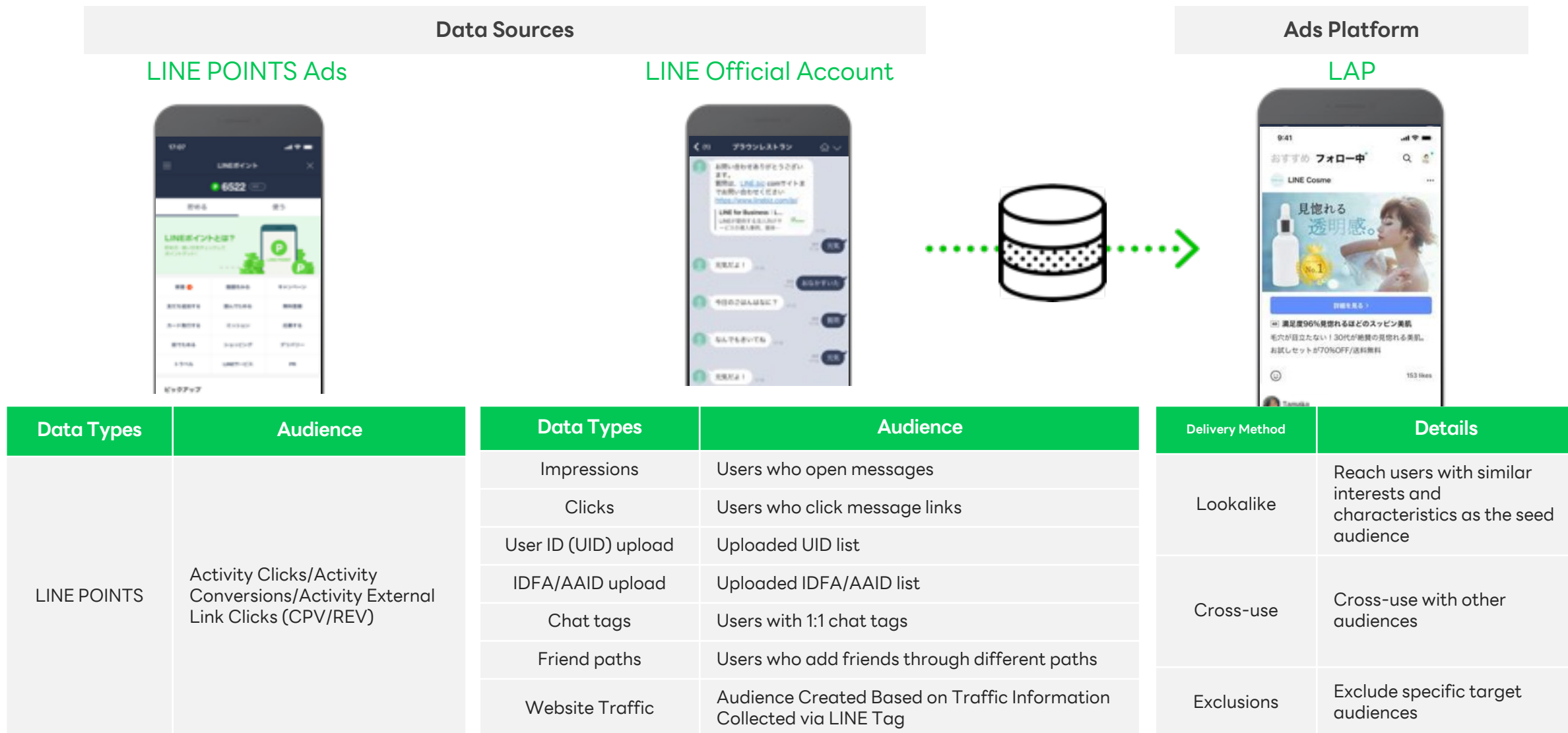


Available First-Party Audiences
Web Traffic Audience
Mobile App Audience
Upload phone numbers/e-mail addresses
Upload IDFA/AAID
Official LINE Account Audience
LINE Business Manager Shared Audience
Video View Audience
Image Click Audience
Lookalike Audience

\*Custom audience limit: 500  
\*If below 100, the system may not create the audience properly. Increase audience size if needed

# Exclusive Audience for Advertisers – LINE Business Manager

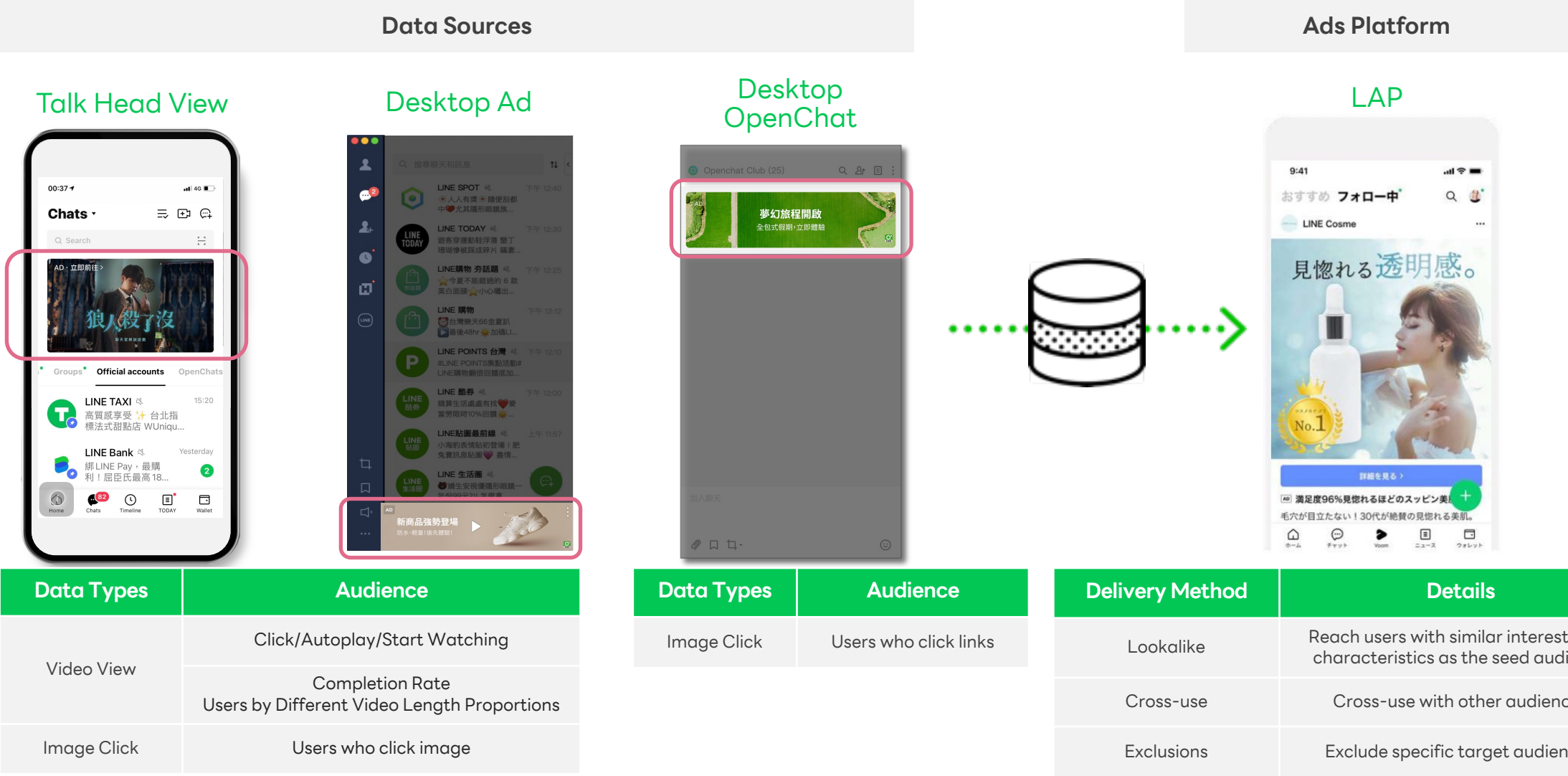
Through "LINE Business Manager," advertisers can extend data from LINE Official Accounts, LINE POINTS Ads, Talk Head View, and LINE Desktop Ads to LAP & OA, maximizing the lifetime value of 22 million customers





# Exclusive Audience for Advertisers – LINE Business Manager

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





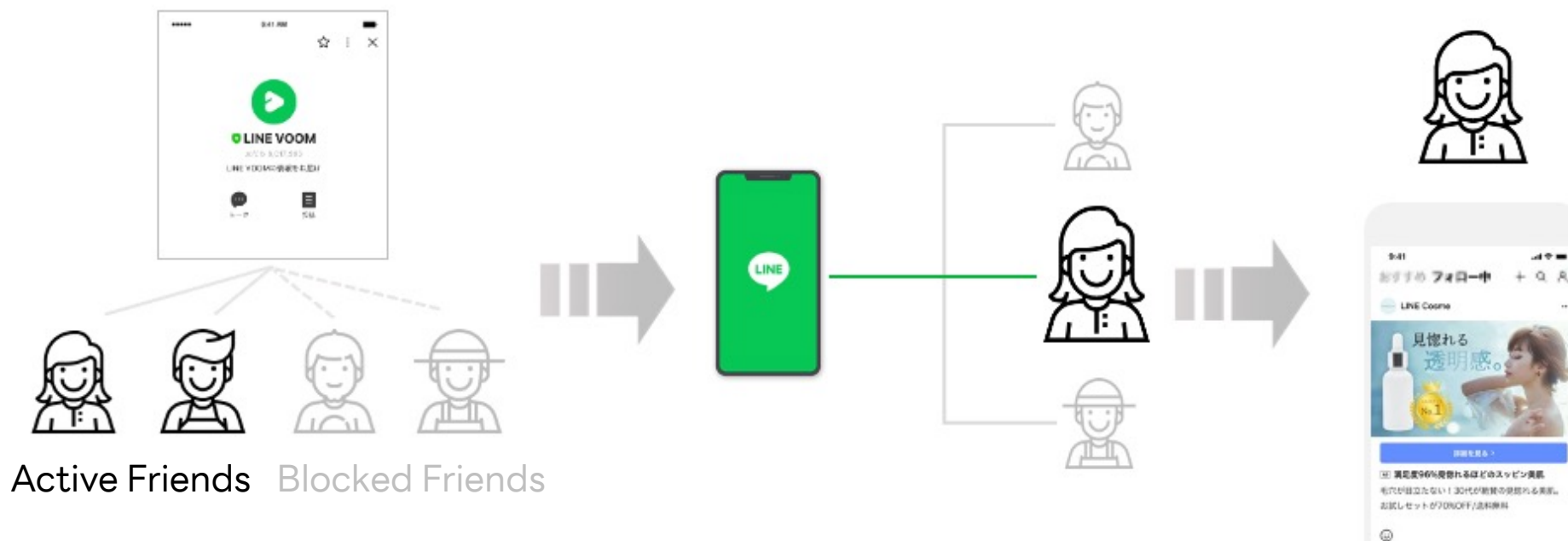
# Exclusive Audiences for Advertisers – LINE Official Account Friends

Create audiences from LINE Official Account friends to target ads. You can create two types of audiences: "Active Friends of this Account" and "Friends Who Blocked this Account." Additionally, you can create Lookalike audiences based on these groups to reach potential new users

LINE Official Account Friends

Create active friend/block friend audiences on the LAP

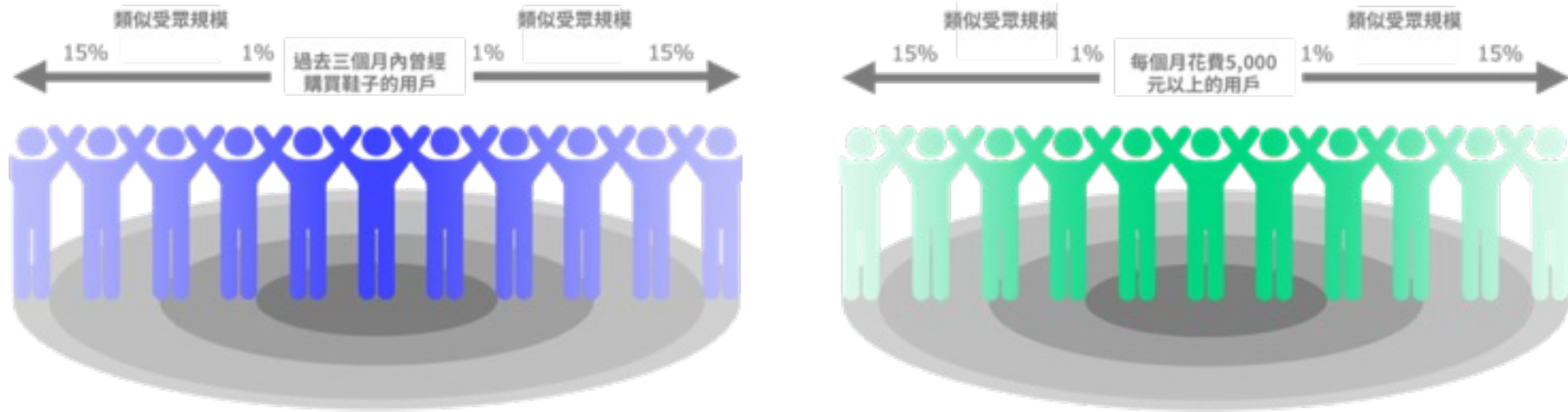
Deliver ads to targeted audiences



- \*The objects that can be targeted for delivery are limited to the Official Account bound to the Ad Account
- \*When establishing an audience, you need to create "effective friends of this Account" and "blocked friends of this Account" one after the other
- \*If the LINE ID of the Account was changed after the audience was established, an audience of the Account must be regenerated (if the Ad has been delivered, the Ad Campaign segment also needs to be changed).
- \*Users who have deleted their friends and users who have not logged in to LINE for a long time will be excluded, so they aren't consistent with the total amount of friends in the entire account.

# Lookalike Audiences

The Lookalike Audiences feature finds LINE users similar to your source audience (see list below) for ad delivery. You can expand the Lookalike audience range from 1% to 15% or set it to "Auto" for the system to optimize automatically. Higher similarity means more accurate actions but a smaller audience size. Lower similarity means less accuracy but a larger audience size and more reach



## 【Source Audience Types for Lookalike Audiences】

### 遞送受眾

- Web traffic audience · Official LINE Account Audience · IDFA/AAID upload
- Mobile App Audience · LINE Business Manager Shared Audience · Video View Audience
- Uploaded phone numbers/e-mail addresses

\*Creating Lookalike Audiences may take up to 24 hours before they are usable

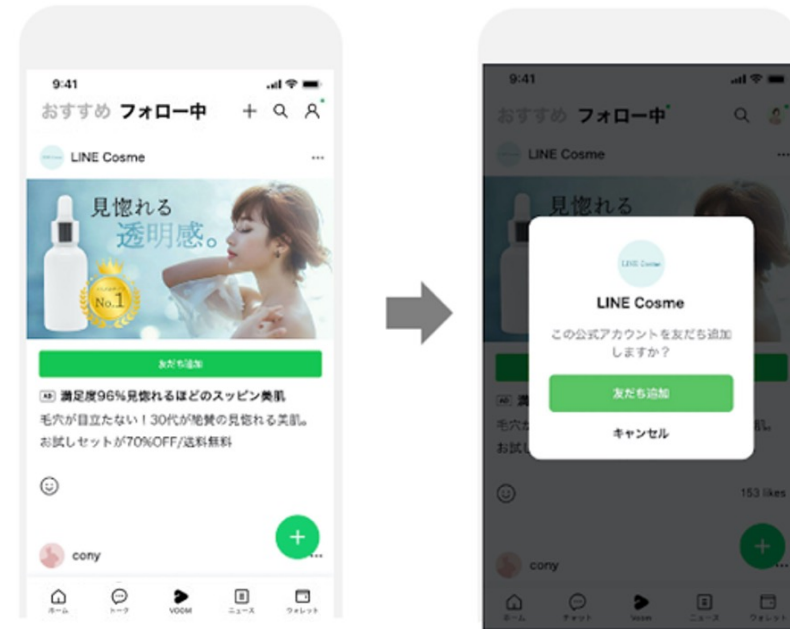
\*Lookalike Audiences exclude users from the source audience

\*You can create up to 10 Lookalike Audiences (delete or add new ones if the limit is exceeded)

\*If the audience size is below 100, the system cannot create Lookalike Audiences due to insufficient learning data (increase the original audience size if needed)

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

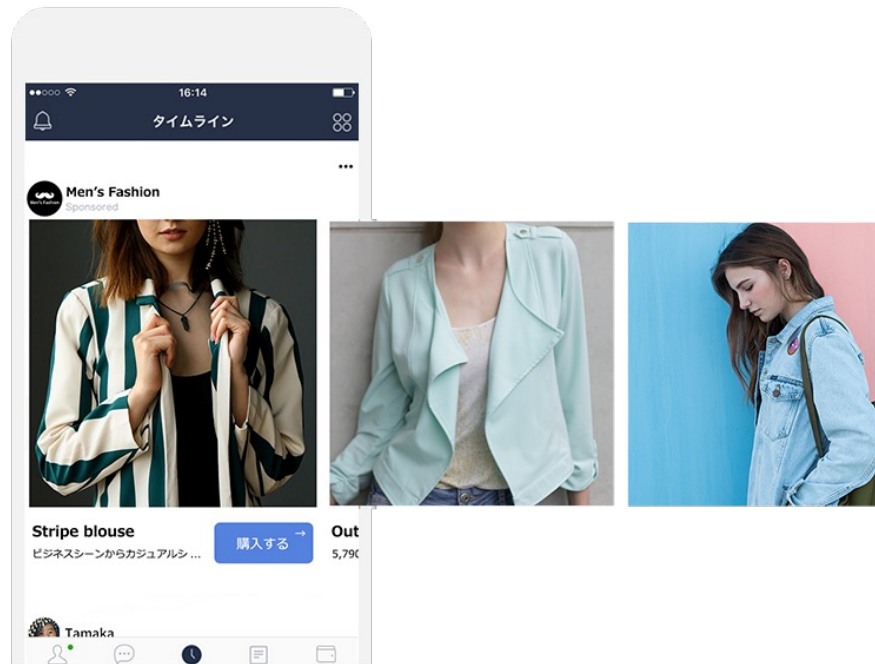
Gain Friends (CPF) is a unique ad format on the LINE Ads Platform designed to gain LINE Official Account friends. Friends who actively click on the ad to join are high-quality friends genuinely interested in the brand.



Item	Details
Audience	Like regular LINE Ads Platform ads, advertisers can freely configure settings
Pricing	Manual Bidding: CPF from NTD\$11; CPM from NTD\$40; Auto Bidding: CPF from NTD\$16 *Fees will be charged after clicking the Add Friends CTA
Available LINE OA Types	Verified Official LINE Accounts Only

# Dynamic Ads (DPA) – One of the Unique Campaign Objectives of LAP Ads

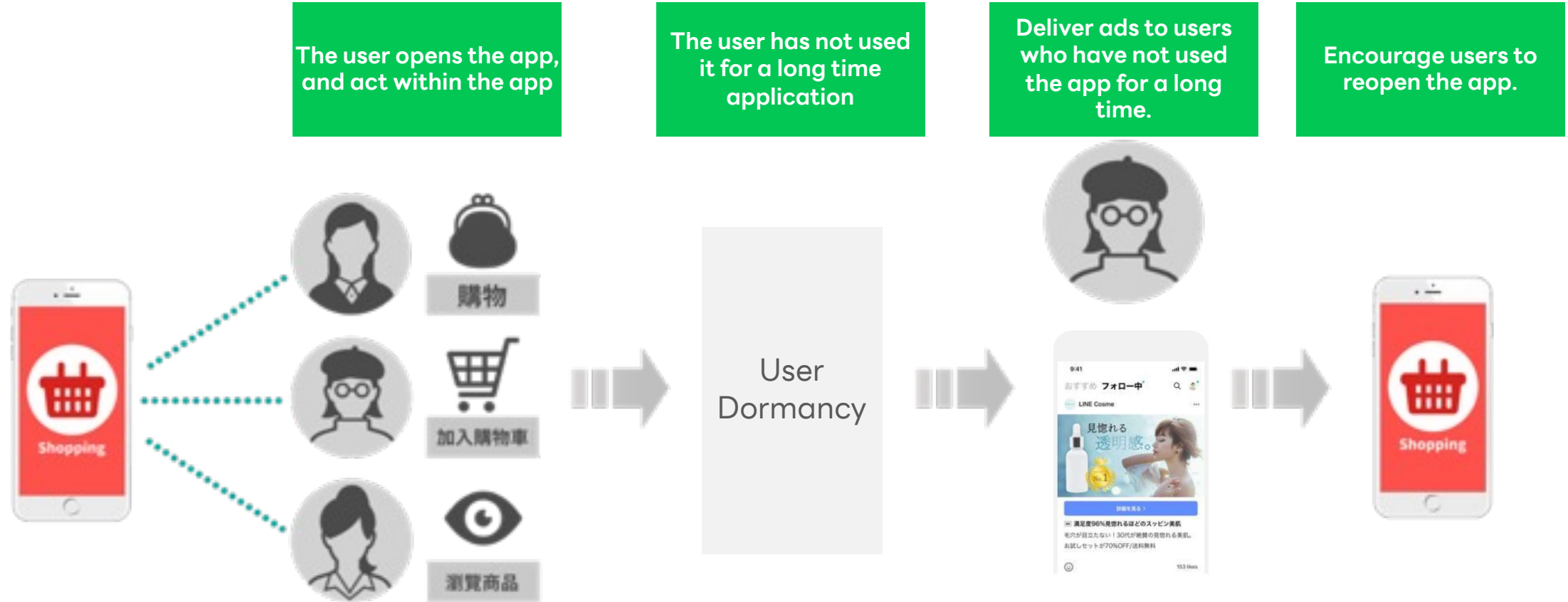
Based on users' browsing history on your website, delivering dynamic product ads that match their interests provides highly personalized recommendations for each user. By setting up different purchase links for various products, you can more effectively boost page revisit rates and product purchase effectiveness



Item	Details
Audience	Similar to general LINE Ads Platform ads, advertisers have the flexibility to set up their campaigns as desired.
Pricing	Manual Bidding for Clicks: CPC from NTD \$4; Auto Bidding for Clicks: CPC from NTD \$8; Auto Bidding for Conversions: CPA from NTD \$100
Creative	Advertisers can upload their product catalogs (also known as Data Feed or Product Summary) via FTP or the LAP backend. For detailed instructions, please refer to the 'LINE Dynamic Ads Media Guide.'

# App Engagement – One of the Unique Campaign Objectives of LAP Ads

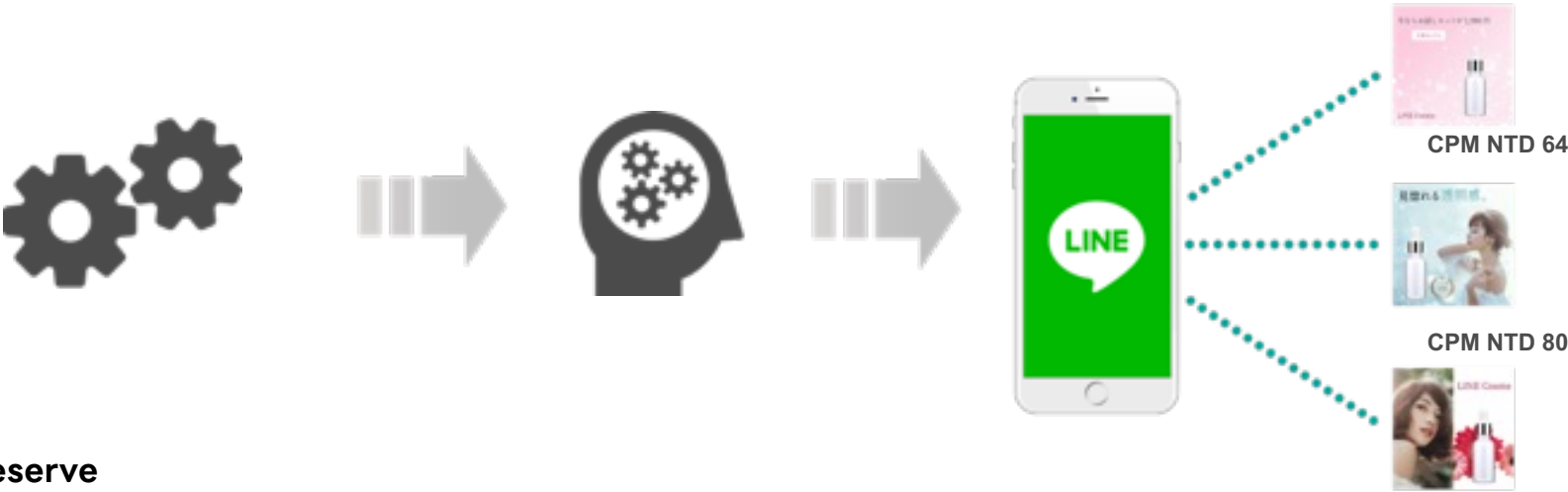
Ads can be delivered to users who have installed the app but have not used it for a long time, encouraging them to re-engage with the app. Additionally, ads can be targeted more precisely based on users' in-app behavior



# LAP supports Manual and Auto Bidding

The auto bidding feature allows advertisers to achieve optimal ad goals by leveraging machine learning, saving significant manual optimization costs. Based on delivery results, it automatically adjusts bids to approach the target value while continuing ad delivery, effectively improving ad performance

Example: Setting a Target CPA (Conversion Optimization)      machine learning      Bids are automatically adjusted to be within the target CPA



Bid Settings List & Bid Reserve

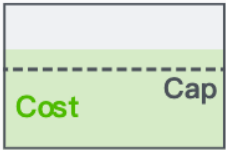
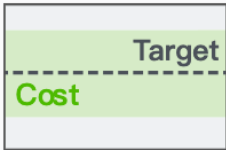
Campaign Objectives	Web Visits	Web Conversions	App Installs	App Engagements	Gain Friends	DPA	Video View	Reach
Manual Bidding	CPC\$4/CPM\$40				CPF\$11/CPM\$40	CPC\$4	CPM\$40	CPM\$40
Auto Bidding (Maximize Click)	CPC\$8	CPC\$8	CPC\$8	×	×	CPC\$8	×	×
Auto Bidding (Maximize Campaign Objectives)	CPC\$8	CPA\$100	CPI\$50	CPE\$25 (App Open optimization)	CPF\$16	CPA\$100	CPV\$0.15 (3sView/Completed View optimization)	CPM\$40

\*The above currencies are NTD before tax  
\*Please note that the bidding unit of auto bidding is not the final pricing unit, it is only the optimization goal, and currently LAP only supports CPC or CPM pricing units, and video footage only supports CPM pricing.

30

# LAP supports various bidding strategies

When selecting the auto bidding mode, you can further choose different bidding strategies based on your expectations for controlling budget spending speed and conversion costs

Bidding Strategy	Cost Cap	Target Cost	Lowest Cap
Recommended Scenarios	If you want to spend your daily budget and achieve your target events, it is recommended to set a cap on the cost per target event. However, if the cap is set too low, you might not be able to fully utilize your budget.	If you want to utilize your daily budget and achieve the maximum number of events based on your set target event cost, it is recommended to use this setting. The target event cost may fluctuate within $\pm 10\%$ of the target value (not guaranteed).	If you want to spend the daily budget as quickly as possible
Bidding Amount	 Minimum	 Second highest	Highest (subject to market auction conditions)
Daily Budget Spending Level	3 Third closest to the set daily budget	2 Second closest to the set daily budget	1 The closest to the set daily budget
Conversion Costs Control level	1 The strictest	2 Stable orientation (not the lower the better)	3 Not set

\*The "Bidding Cap" option is removed in January 2024.

03

# Ad Creative Specs





# Ad Creatives – Image

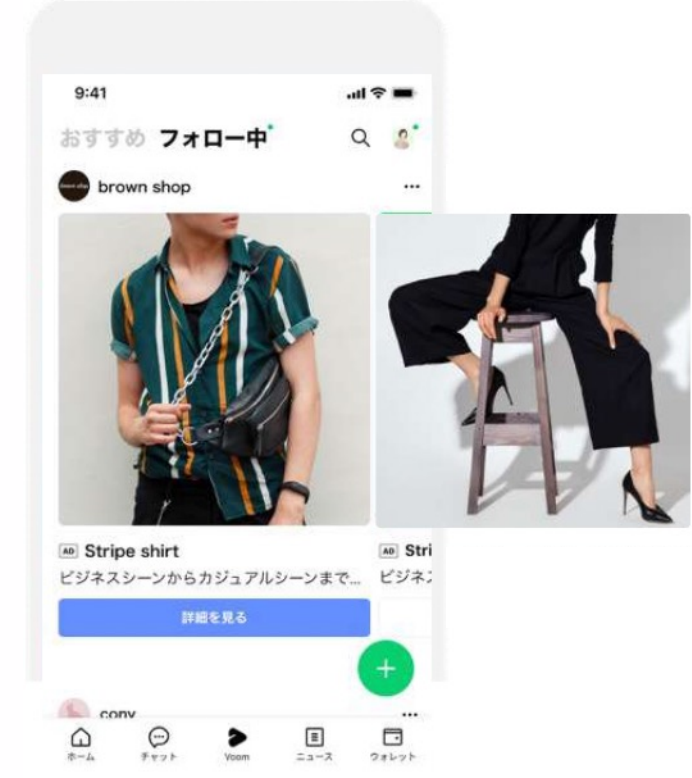
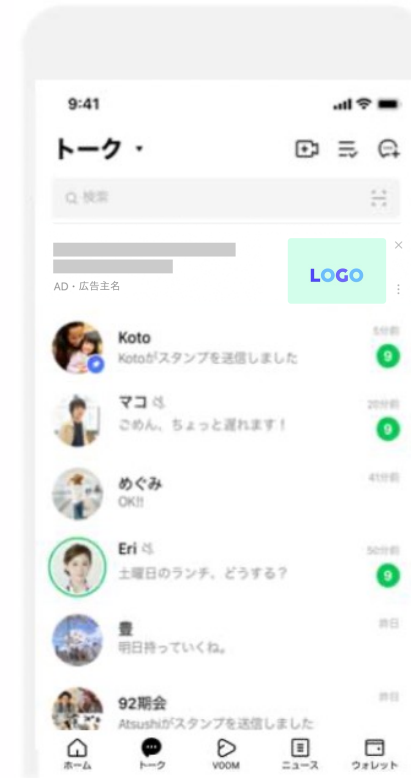
1200\*628px

1080\*1080px

Small Image  
600\*400px

Animation Ad  
600\*400px

Carousel : : 1080\*1080px



Ad Illustration  
(Click to play in slideshow mode)

\*When uploading carousel format in the LAP backend, you can set 2 to 10 images.  
\*When selecting the objective Dynamic Product Ads (DPA), image assets must be uploaded via "Product Summary (Datafeed)" to FTP. For details, see the Dynamic Ads Media Guide; in this case, up to 20 carousel images can be displayed.

\*Image for illustration only. Display may vary by LINE app version, ad placement, and device.\*

# Ad Creatives – Video

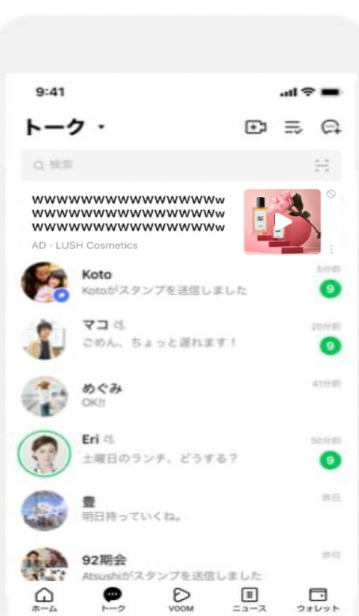
16:9

1:1

Small Video (1:1 & 16:9)

NEW!

Vertical 9:16



LINE VOOM 追跡中  
顯示畫面 ( 3:4 )



全螢幕模式  
( 9:16 )



\*Vertical videos are displayed with a 3:4 aspect ratio (LINE version 10.11.0 and above), with partial areas at the top and bottom of the screen being obscured. When users click on the video, it enters full-screen mode and the video aspect ratio changes to 9:16 for full display. When using this format, please avoid placing subtitles, logos, or other key content too close to the top or bottom edges of the screen to ensure they are fully visible.

\*Image for illustration only. Display may vary by LINE app version, ad placement, and device.\*

# Placements x Creative Reference Table: Regular LAP Ads (CPF & DPA excl.)

	Ad Creative	Smart Channel	Openchat	Hometab	TODAY	VOOM	Wallet	POINTS	Travel/Spot	Album
Image	1200*628px	V	V	V	V	V	V	V	V	V
	1080*1080px	V	V	V	V	V	V	V	V	V
	Small Image: 600*400px	V	V	V	V	X	X	X	X	V
	Animation* : 600*400px	V	X	X	X	X	X	X	X	X
	Carousel : 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 )	X	V	V	X	V	X	X	X	X
	Small Video (1:1 & 16:9) New!	V	X	X	X	X	V	X	X	X

\*LINE reserves the right to make the latest adjustments; the test plan may change at any time

## Placements x Creative Reference Table: Gain Friends (CPF)

	Ad Creative	Smart Channel	Openchat	Hometab	TODAY	VOOM	Wallet	POINTS	Travel/Spot	Album
Image	1200*628px	V	V	V	V	V	V	X	X	V
	1080*1080px	V	V	V	V	V	V	X	X	V
	Small Image: 600*400px	V	V	V	V	X	X	X	X	V
	Animation* : 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 )	X	X	X	X	V	X	X	X	X
	Small Video (1:1 & 16:9) New!	V	X	X	X	X	X	X	X	X

\*LINE reserves the right to make the latest adjustments; the test plan may change at any time

# Placements x Creative Reference Table: Dynamic Product Ads (DPA)

	Ad Creative	Smart Channel	Openchat	Hometab	TODAY	VOOM	Wallet	POINTS	Travel/Spot	Album
Image	Horizontal: 16:9	X	V	X	V	X	X	X	V	X
	Square: 1:1	V	X	V	V	V	V	V	V	X
	Small Image: 600*400px	X	V	V	V	X	X	X	X	V
Carousel	All compliant formats accepted	X	X	V	V	V	V	V	X	X

\*LINE reserves the right to make the latest adjustments; test plans may be subject to change at any time

\*Please note that the size specifications for Dynamic Product Ads (DPA) are images within a fixed aspect ratio. When displayed on actual ad screens, they may be scaled proportionally to fit various ad sizes, which might result in partial whitespace on the sides of the material

\*To run Dynamic Product Ads (DPA), a separate dedicated DPA advertising account is required. For details, please refer to the "LINE Dynamic Ads Media Guide."

# Ad Creative Specs

Landing Type	Ad Elements	Ad Spec
Website	<ol style="list-style-type: none"> <li>Image / Video</li> <li>Title</li> <li>Description</li> <li>Button (Action Button)</li> <li>Tags (Optional)</li> <li>Landing Page URL</li> <li>Link URL (Optional)</li> <li>Impression Tracking URL (Optional)</li> </ol>	<ul style="list-style-type: none"> <li>■Image / Video ※1 → Select the uploaded Image / Video from “Media”</li> <li>■Title: Up to 20 characters (full-width or half-width)</li> <li>■Description: Up to 75 characters (full-width or half-width)</li> <li>■Button: Select from the system dropdown menu, including options like "Learn More," "Buy Now," etc.</li> <li>■Tags (Optional): You can add up to 3 tags; the total character count must be within 17 characters; each tag should be between 1 and 15 characters.</li> <li>■Landing Page: Enter the URL of the final landing page displayed to users who click on the ad.</li> <li>■Link URL (Optional): Use the URL with parameters generated by analysis tools. The system does not guarantee discrepancies in data collection.</li> <li>■Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. This tracking function is applicable for tracking FlashTalking and Nielsen Digital Ad Ratings.</li> </ul>
App	<ol style="list-style-type: none"> <li>Image / Video</li> <li>Title</li> <li>Description</li> <li>Button (Action Button)</li> <li>App</li> <li>App Store / Landing Page</li> <li>Click URL (Optional )</li> <li>Impression Tracking URL (Optional)</li> </ol>	<ul style="list-style-type: none"> <li>■Image / Video ※1 → Select the uploaded Image / Video from “Media”</li> <li>■Title: Up to 20 characters (full-width or half-width)</li> <li>■Description: Up to 75 characters (full-width or half-width)</li> <li>■Button: Select from the system dropdown menu, including options like "Learn More," "Buy Now," etc.</li> <li>■App: Select the uploaded App from “Media”</li> <li>■App Store / Landing Page: The page displayed to users who click on the ad.</li> <li>■Click URL (Optional): Use a parameterized URL generated by analytics tools. System does not guarantee data consistency. (Please avoid including special characters, please refer to P35 for details)</li> <li>■Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. This tracking is applicable for Flashtalking and Nielsen Digital Ad Ratings.</li> </ul>

\*Currently, LAP supports only CPC or CPM billin. Video ads support only CPM billing. When selecting "Billing: CPC" in the ad group, only "Image" ads will be displayed.

\*To run Dynamic Product Ads (DPA), a separate dedicated DPA ad account is required. Please refer to the "LINE Dynamic Ads Media Guide" for material setup details.

# Ad Material Specs

Creative Format	Creative Spec
Image	<ul style="list-style-type: none"> <li>■Size : 1200×628px / 1080×1080px / 600x400px</li> <li>■Format : jpg/png</li> <li>■Size : under 10MB</li> <li>■You can also use the built-in 'Creative Lab Editor' in LAP to quickly create image assets using industry-specific templates.</li> </ul>
Video / Small Video	<ul style="list-style-type: none"> <li>■H.264 、 Main/ High Profile 、 square pixels, fixed frame rate, progressive scan</li> <li>■Audio : AAC 、 128kbps or higher, mono or stereo is recommended</li> <li>■Frame Rate : up to 30fps</li> <li>■Format : mp4/mov</li> <li>■Aspect Ratio <ul style="list-style-type: none"> <li>◆ 16 : 9 ( width: 240px to 1920px, height: 135px to 1080px )</li> <li>◆ 1 : 1 (width: 600px to 1280px, height: 600px to 1280px )</li> <li>◆ 9 : 16* ( width: 135px to 1080px, height: 240px to 1920px ) <i>*Small Videos do not support 9:16 ratio videos</i></li> </ul> </li> <li>■Resolution: Up to 1080p (up to 720p during ad delivery)</li> <li>■Bitrate: Up to 8 Mbps</li> <li>■Video Length: Minimum 5 seconds, maximum 600 seconds</li> <li>■File Size: Maximum 1 GB</li> </ul>
App	<ul style="list-style-type: none"> <li>■Platform: Select iOS or Android</li> <li>■App Name: Enter the official name of the app</li> <li>■Store URL: For iOS, enter the App Store URL; for Android, enter the Google Play URL</li> </ul>

\*To run Dynamic Product Ads (DPA), a separate dedicated DPA ad account is required. Please refer to the "LINE Dynamic Ads Media Guide" for material setup details.

\*When selecting "App Install" or "App Active Participation" as the campaign objective, and if the ad's link URL contains special characters, the delivery of the ad content is not guaranteed. (App Store / Landing Page is unaffected, and URLs with special characters can be entered.)

\*Special characters recognized by LAP (including but not limited to): Chinese (Traditional/Simplified), Japanese Hiragana, Korean, emojis.

# Ad Material Specs

Creative Format	Creative Spec
Animation Ad	<ul style="list-style-type: none"><li>■Size: 600x400px</li><li>■Format: APNG</li><li>■File Extension: .png</li><li>■Animation Length: 1-4 seconds</li><li>■Number of Frames: 5-20 frames</li><li>■Number of Loops: 1-4 times</li><li>■File Size: Maximum 300KB</li><li>■Specifications: Apart from the size, other specifications are the same as for "Animated Stickers." For details, please refer to: <a href="https://creator.line.me/zh-hant/guideline/animationsticker/">https://creator.line.me/zh-hant/guideline/animationsticker/</a></li></ul>



04

# Ad Performance Tracking



# LINE Tag

Helping advertisers track webpage performance after ad clicks and collect visitor data to create "website traffic audiences" for further use



Item	Measurement instructions	Key Points to Note
Basic Code	To measure user behavior across all pages, each ads account must have a separate basic code	Please set it in the <head>~</head> section of all the pages you want to track
Conversion Code	Conversion codes are different for each ad account on the page where you want to measure conversions	Please set it up with the base code Note: When writing web code, be sure to read the basic code first and then the conversion code
Standard Events Code	Standard Events are predefined event names by LINE, and the event codes are unique for each ad account	Please set it up with the base code Note: When writing web code, be sure to read the basic code first and then the standard event code
Custom Events code	Advertisers can define custom event codes according to their needs. Each ad account will have its own unique set of custom event codes.	Please set it up with the base code Note: When writing web code, be sure to read the base code first and then the custom event code

## 【LINE Tag Application Features】

Function	Usage Instructions
Web Conversion Tracking	<ul style="list-style-type: none"><li>• <b>Conversions:</b> Key actions like purchases or lead submissions. <b>Conversion codes are valid for 30 days.</b> On LAP, "Conversion +1" means a user triggered the conversion within 30 days after clicking an LAP ad</li><li>• <b>Standard Conversions:</b> Measure actions like viewing product details or purchasing. <b>Attribution period: 1-180 days</b></li><li>• <b>Custom Conversions:</b> Define custom events or URL conditions. <b>Attribution period: 1-90 day</b></li></ul>
Website Traffic Audiences	To retarget specific audiences, use the "Website Traffic Audiences" feature. <b>Data retention (lookback period) can be set from 1 to 180 days.</b> Define visitors who meet event or URL conditions where the LINE Tag code is embedded as the audience

\*Enable first-party cookie/local storage on the "Tracking (LINE Tag)" page for better accuracy and to avoid browser policy issues  
\*Ensure the base code loads before the conversion code (or custom event code) on the webpage  
\*Use the same Tag ID for all LINE Tags. Do not mix different LINE Tag sources (e.g., base code from one OA and conversion code from an LAP account)

# Shared LINE Tag

LAP offers the Shared LINE Tag feature, **allowing a single LINE Tag (same Tag ID) to be used across LAP, LINE Official Accounts, and Business Manager.** This simplifies site performance tracking and audience building.

	Definition	Feature Highlights
LINE Tag of Original Account	Each LINE OA CMS, Business Manager, or LAP CMS has its own LINE Tag.	See the instructions on the previous page for details
Shared LINE Tag	<p>Instead of installing a separate LINE Tag for each backend, you can directly use the LINE Tag bound to the same Official Account/Business Manager Basic ID/Special ID across Official Accounts, Business Manager, or other LAP ad accounts for site performance tracking and audience usage.</p> <p>In this case, this LINE Tag is referred to as a [Shared LINE Tag].</p>	<ul style="list-style-type: none"> <li><b>Web Conversion Tracking:</b> If the LINE Tag from the source is already installed and sharing is enabled, you still need to define conversions through "Custom Conversions" settings. Only then will conversions be recorded within LAP.</li> <li><b>Creating Website Traffic Audiences:</b> When using a Shared LINE Tag, what is shared is the LINE Tag tracking functionality, not the platform data. Effectiveness data across Official Accounts or ad accounts will not be shared.</li> </ul>

【 Suitable Scenarios for Using Shared LINE Tag 】

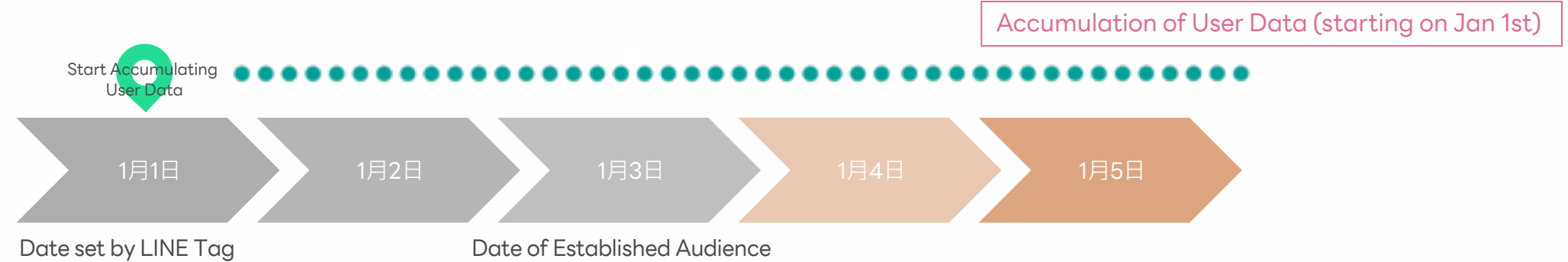
	1 LAP LINE Tag shared with LINE Official Accounts	2 Using Shared LINE Tag from Other LAP Accounts	3 Using Shared LINE Tag from Official Accounts
Suitable for Clients	Official account advertisers who already have a LAP account	LAP advertisers with multiple accounts	LAP advertisers with LINE Tag already installed on their webpage from Official Accounts
Prerequisites for Use	Bind to the same Official Account Basic ID/Special ID and enable the "Share Source" sharing button		

\*Once the "Share Source" is turned off, the LINE Tag sharing function will stop, so ensure that the "Share Source" remains active for long-term use to avoid data interruptions  
 \*If you wish to use the shared LINE Tag for collecting events and as an object for system optimization learning, you must use "Custom Conversion Events." "Conversions" and "Standard Events" for automatic optimization must use the LINE Tag from the respective LAP account.

# LINE Tag - Website Traffic Audience Data

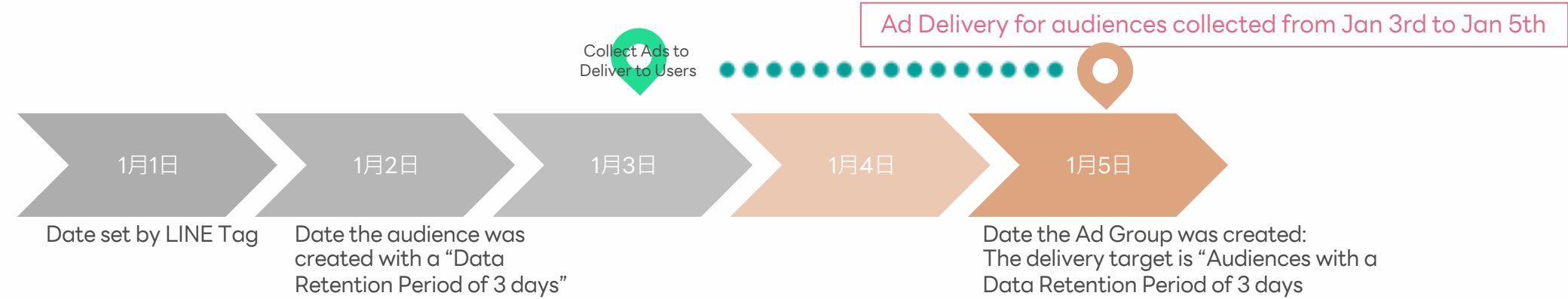
The page will begin to accumulate audience information when the LINE Tag is set on the page.

Example 1)  
After LINE Tag is set on January 1st, the audiences created on January 2nd can still collect user data accumulated since January 1st.



Ads can be delivered to audiences collected during the "Data Retention Period." The data retention period is calculated back from the day of the advertising campaign.

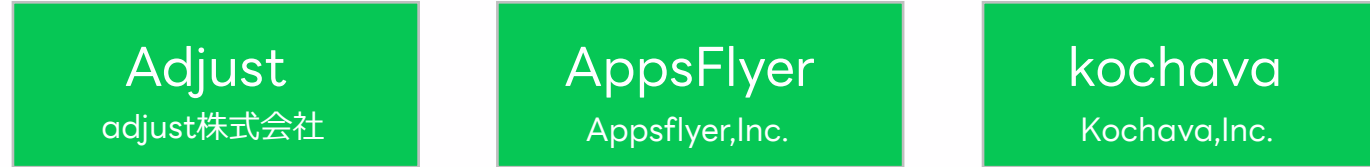
Example 2)  
After setting up LINE Tag on January 1st, create an audience with a “Data Retention Period of 3 days” on January 2nd and set the delivery target to the Ad Group with “Audiences with a Data Retention Period of 3 days” to deliver ads to users who have visited the webpage with LINE Tag set from January 3rd to January 5th (now).



\*Data collection takes time, and audience sizes greater than 100 can be used as Ad Delivery Targets

# App Conversion Measurement

LAP app conversion tracking is achieved through collaboration with the following three third-party SDK partners. Each partner has different measurement URLs and SDK settings. Please confirm the specifications and procedures with the third-party SDK partner before use



## 【 List of Corresponding SDK Measurement URLs 】

SDK Partners	Corresponding Measurement URL
Adjust	Need to adjust part of the measurement URL string. When the SDK publishes the measurement URL, the URL will contain the string [% ADVERTISING_ID %]; please replace it with {ADVERTISING_ID} before submitting it. Example) Before the change: https://app.adjust.com/xxxxxxxxxx&idfa=[% ADVERTISING_ID %]&xxxxxxxxxx After the change: https://app.adjust.com/xxxxxxxxxx&idfa={ADVERTISING_ID}&xxxxxxxxxx
AppsFlyer	
kochava	No need to deal with URL changes

## 【 List of Corresponding SDK IDs 】

Name on LAP CMS	Adjust	AppsFlyer	Kochava
Account ID	AdvertiserID	Account_ID	ADVERTISER ID
App ID*	AppID	Postback_ID	MOBILE APP ID

\*The App ID here refers to the ID obtained after adding an App to the “Media” on LAP, not the App ID or package name of the App.

\*For third-party SDK background settings, please contact the SDK company.

# LAP Supports Apple iOS Attribution Framework – SKAdNetwork (SKAN)

- SKAN tracking, provided by Apple, aids in tracking app install ad campaigns. Integrating SKAN helps advertisers track iOS user conversions more accurately
- LAP supports SKAN data feedback to SDK partners "Adjust" and "Appsflyer." LAP SKAN data can be viewed in the LAP CMS and MMP partner dashboards
- When using SKAN tracking, each app is subject to the following specifications due to Apple’s released standards:

	Use SKAdNetwork for tracking, e.g. iOS apps	Not applicable SKAdNetwork for tracking, e.g., Android apps
Number of Ad Groups Bindable to One App	<ul style="list-style-type: none"> <li>• Up to 25, shared across all country ad accounts*</li> <li>• One App Definition: based on App Store URL ID. For example, this is the same app  <a href="https://apps.apple.com/jp/app/line/id443904275">https://apps.apple.com/jp/app/line/id443904275</a>  <a href="https://apps.apple.com/tw/app/line/id443904275">https://apps.apple.com/tw/app/line/id443904275</a> </li> </ul>	No limit
SKAdNetwork Tracking	No need to apply, check SKAN function at Ad Group level settings	No application required
Campaign & Ad Group Settings	<ul style="list-style-type: none"> <li>• At Campaign level, select the "App installs" objective</li> <li>• At Ad Group level, SKAdNetwork tracking needs to be turned on (This option only appears when you select the iOS app)</li> </ul> <div> <div>應用程式</div> <div> <div>應用程式 ⓘ</div> <div>IOS_TRAIW ▾</div> <div>+</div> </div> <div>SKAdNetwork追蹤 ⓘ</div> <div><input checked="" type="checkbox"/> 要刊登</div> </div>	No configuration required
Detectable "Install" Types	<ul style="list-style-type: none"> <li>• Installs reported by SDK vendors (tracked using IDFA as in previous fields)</li> <li>• Installs reported through SKAN tracking (Advertiser’s app must have SKAdNetwork functionality installed, and users must have LINE version 12.12.0 or later and iOS version 14.0 or later for the installation to be counted under SKAN)</li> </ul>	Installations reported by SDK vendors
Auto Bidding	Available options: You can choose between "automatically optimizing for maximum clicks" and "automatically optimizing for maximum SKAN event quantity"	Can be used
Reporting	<ul style="list-style-type: none"> <li>• Installs reported by SDK vendors (tracked as in previous fields)</li> <li>• Installs reported through SKAN tracking (displayed at the ad campaign and ad group levels; cannot be broken down further by ad level, region, age, gender, etc.)</li> <li>• Other metrics such as impressions and clicks will remain detailed and can still be analyzed by different criteria as per original specifications.</li> </ul>	As regular LAP Standards

\* LINE SKAN data feedback is automatic once MMP linking is completed

\*Data appearance in MMP dashboards varies by provider. Contact your MMP for update issues

\*After binding 25 ad groups, the 26th cannot be bound. Unbinding an ad group requires a 14-day wait before binding a new one. To avoid misattribution, bind new ad groups after 150 days

\*MMP post back-reported and SKAN-reported installs may overlap

\*SKAN data feedback is delayed by 72 hours to 150 days (SKAN 4.0) to protect user privacy

# Performance Report Metrics List 1-1

Refer to the table below for viewable and downloadable performance report data

Metrics Name	Definition	Metrics Name	Definition
Ad account name	Name of Ad Account	CV (product details viewed)	Include CTCV+EVCV total CVs
Ad account ID	Ad Account ID	CV (product details viewed - Click)	CTCV only
Impressions	Impression*1	CV (LINE Tag Click)	CV via LINE Tag and CTCV only
Viewable impression	Viewable Impression*2	CV (CV API Click)	CV via CV API and CTCV only
CPM (cost per thousand impressions)	Cost per thousand impressions	CV (Click)	CTCV only
Clicks	Clicks	CVR (LINE Tag Click)	CVR via LINE Tag and CTCV only
CTR (click-through rate)	Click-through rate	CVR (Click)	CTCV CVR only
CPC (cost per click)	Cost per click	CPA (LINE Tag Click)	CVA via LINE Tag and CTCV only
CV (All)	CV (All) include CTCV+EVCV	CPA (Click)	CTCV CPA only
CVR (All)	CVR (All) from CTCV+EVCV	Reach (estimated)	Amount of Unique Reach (Estimated)
CPA (All)	CPA (All) from CTCV+EVCV	Frequency	Average Reach Frequency per User
Cost	Ad Cost	Reach start date	Reach start date
Currency	Currency	Reach end date	Reach end date

\*1 Impression: An image/video displaying more than 1 pixel counts as 1 impression

\*2 Viewable Impression: An image/video displaying 100% counts as 1 viewable impression

\*Performance Reports: Selecting "Placement Breakdown" may result in duplicate counts for impressions/clicks due to multiple tags per user, causing discrepancies with totals at other levels

\*When selecting report by "Report unit size," report data updates once daily. Check the current day's data after 8 AM the next day

# Performance Report Metrics List 1-2

Refer to the table below for viewable and downloadable performance report data

Metrics Name	Definition
Video starts	Video Starts
Video (viewed for at least three seconds)	Video 3-Second Plays
Cost per 3-second playback	Average Cost per 3-Second 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 Play

\*1 Impression: An image/video displaying more than 1 pixel counts as 1 impression

\*2 Viewable Impression: An image/video displaying 100% counts as 1 viewable impression

\*Performance Reports: Selecting "Placement Breakdown" may result in duplicate counts for impressions/clicks due to multiple tags per user, causing discrepancies with totals at other levels

\*When selecting report by "Report unit size," report data updates once daily. Check the current day's data after 8 AM the next day



# Performance Report Metrics List 2-1 (App Tracking Related)

Refer to the table below for viewable and downloadable performance report data

Metrics Name	Definition	Metrics Name	Definition
Installs	Installs include CTCV + EVCV Installs	Installs (SKAN clicks)	SKAN Installs via CTCV only
Install rate	Install Rate from CTCV + EVCV Installs	Install rate (SKAN clicks)	SKAN Install Rate via CTCV only
Cost per install	CPI from CTCV+EVCV	Cost per install (SKAN clicks)	SKAN CPI via CTCV only
Installs (SKAN)	(SKAN Click+SKAN View) Installs include CTCV + EVCV	Installs (SKAN views)	SKAN Installs via VTCV only
Cost per install (SKAN)	(SKAN Click+SKAN View) CPI fromCTCV + EVCV	Open	(App) Opens
Installs (clicks)	Installs via CTCV only	Open rate	(App) Open Rate
Install rate (clicks)	Install Rate via CTCV only	Cost per open	(App) Cost per Open
Cost per install (clicks)	CPI via CTCV only	View home screen	(App) Homepage Views
Installs (views)	Installs via VTCV only	Cost per view (category)	(App) Cost per Category View
Installs (clicks and views)	Installs from CTCV+VTCV	Category view	(App) Category Views
Cost per install (clicks and views)	CPI from CTCV+VTCV installs	Category view rate	(App) Category View Rate
		Cost per view (category)	(App) Cost per Category View

\*The above data require configuration with LAP SDK partners to track in-app behaviors. SKAN data feedback is only supported by SDK partners "Adjust" and "Appsflyer."

# Performance Report Metrics List 2-2 (App Tracking Related)

Refer to the table below for viewable and downloadable performance report data

Metrics Name	Definition	Metrics Name	Definition
Search	(App) Searches	Level achieved	(App) Level Achievements
Search rate	(App) Search Rate	Level achieved rate	(App) Level Achievement Rate
Cost per search	(App) Cost per Search	Cost per level achieved	(App) Cost per Level Achievement
Add-to-cart	(App) Add to Cart	Tutorial complete	(App) Tutorial Completions
Add-to-cart rate	(App) Add to Cart Rate	Tutorial percent complete	(App) Tutorial Completion Rate
Cost per add-to-cart	(App) Cost per Add to Cart	Cost per tutorial completion	(App) Cost per Tutorial Completion
Purchase	(App) Purchases		
Purchase rate	(App) Purchase Rate		
Cost per purchase	(App) Cost per Purchase		

\*The above data require configuration with LAP SDK partners to track in-app behaviors. *SKAN data feedback is only supported by SDK partners "Adjust" and "Appsflyer."*

05

# Ad Publishing Guidelines



# Ad Publishing Standards

- LINE General Terms and Conditions
- LINE Ads Platform Terms and Conditions
- Advertisement Guidelines

For detailed information on the above terms and conditions, please visit: [https://terms.line.me/line\\_terms\\_ltl?lang=en](https://terms.line.me/line_terms_ltl?lang=en)

## ■ Accuracy of Ad Content

To avoid confusion caused by irrelevant or incorrect ads, use accurate and up-to-date information. Ad images must be clear. Creative content must have legal authorization, and the relationship between the copyright owner and the advertised product or service should be clearly stated.

## ■ Prohibited Practices

Do not use expressions that could be mistaken for or confused with LINE's content. Do not use LINE's trademarks, characters, or services in a way that might mislead users into thinking it is LINE's content. LINE and its affiliates own the rights to LINE characters, so their use in creative content is generally prohibited. When using LINE-related trademarks, icons, or social plugins, adhere to the relevant usage guidelines:

<https://line.me/en/logo>

[https://social-plugins.line.me/zh\\_TW/how\\_to\\_install](https://social-plugins.line.me/zh_TW/how_to_install)

## ■ Linked Website Compliance

The content of linked websites must be directly related to the advertisement. Linked websites must follow the same standards as the ad materials to provide a consistent and good user experience.

[\\*For more detailed LINE Ads Platform advertising standards and review guidelines, please refer to "LINE Ads Platform - Advertising Standards."](#)

# LINE Openchat Ad Publishing Standards

In addition to complying with general LAP ad guidelines, ads must not belong to the following prohibited categories to be eligible for Impression in LINE Groups:

## Prohibited Industries/Products:

- Alcohol
- Live Streaming
- Elections
- Sensitive Issues
- Dating Websites, Apps, or Marriage Services
- Lingerie
- Companies not registered in Taiwan

## Restricted Industries/Products:

- Contact Lenses: Requires application. Must create a separate account and ensure ad content does not involve medical claims requiring warnings. If such ads are found, the account will be closed
- Credit Cards: Requires application. Must create a separate account and ensure the first 14 characters of the ad copy include credit card-related warnings. If warnings are missing, the account will be closed

# LINE Smart Channel / Hometab Ad Publishing Standards

In addition to complying with general LAP ad guidelines, ads must not belong to the following prohibited categories to be eligible for Impression in LINE Groups:

## Prohibited Industries/Products:

- Alcohol
- Live Streaming
- Elections
- Sensitive Issues
- Dating Websites, Apps, or Marriage Services
- Companies not registered in Taiwan

## Restricted Industries/Products:

- Contact Lenses: Requires application. Must create a separate account and ensure ad content does not involve medical claims requiring warnings. If such ads are found, the account will be closed
- Credit Cards: Requires application. Must create a separate account and ensure the first 14 characters of the ad copy include credit card-related warnings. If warnings are missing, the account will be closed

# Gaming Industry Smart Channel Ad Format Guidelines



## 【Ad Format Guidelines】

	Elements	Content
1	material	For applicable specifications, please refer to P28. Advertisement Material Specifications Overview
2	title	Up to 20 characters (whether in half-width or full-width characters, ※1)
3	Advertiser name	The advertiser’s official account name must be replaced with “Game Name + Rating” (※2)
4	Action buttons	Includes action call buttons such as “Learn More” and “Buy Now”, to be selected from the management interface.

\*The images shown are for illustration purposes, and delivery specifications may change in the future.

\*1 : Due to device size, the number of characters displayed on-screen may be less than 20. It is recommended to limit to 14 characters.

\*2 : Only up to 20 characters can be displayed on-screen. Please note that this name may also be rotated to other placements, so use clearly identifiable ratings such as “Advisory 15”, “Advisory 12”, “Protective”, and “General”. Ads for restricted games and accounts without proper labeling cannot be displayed in this placement. Additionally, please note that the original requirement to display game rating icons on material images still applies, as the LAP system rotates across all placements.

# Smart Channel Animation Ad Guidelines – Prohibited Designs

✗ The first and last frames do not display the promotional product.



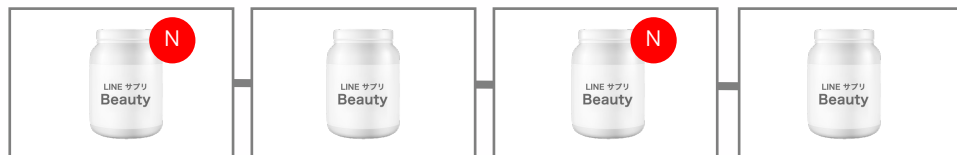
✗ The image quality is too low to recognize the product.



✗ The product proportion is distorted



✗ Mimicking screen notifications or misleading as screen buttons.



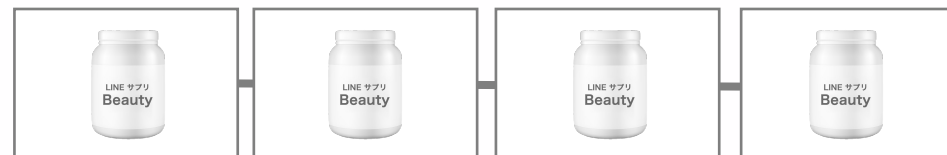
Example: Placing a red button that causes users to mistakenly think it is a notification button.

✗ Mimicking products or services of other brands

✗ The material cannot be displayed properly.



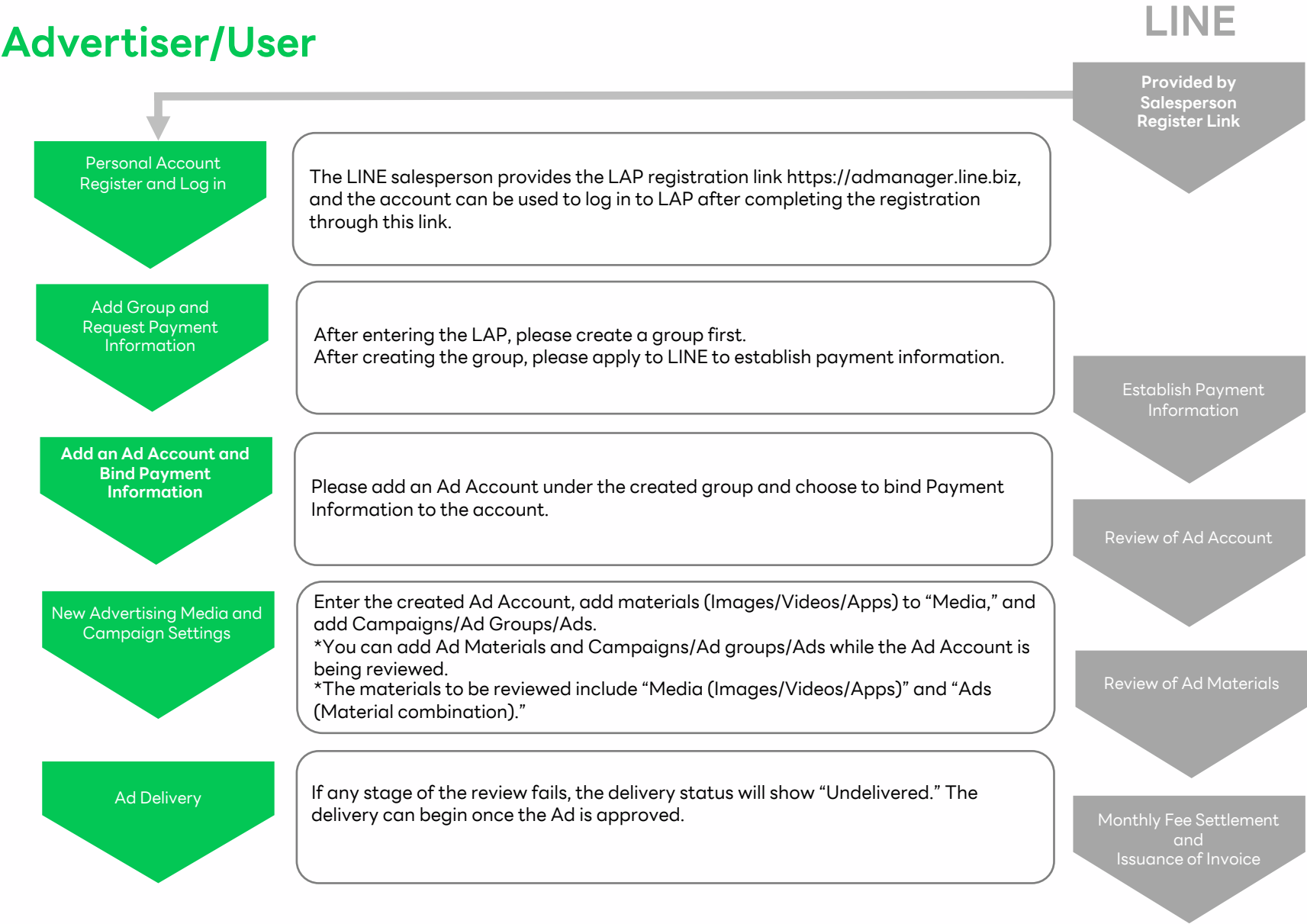
Example: All-white or all-black images, or materials that are unrelated to the ad content and have unclear meaning.



Example: Static images, not dynamic images.



# Ad Application Process



# LAP Supported Audiences



# LAP enables advertisers to target audiences at each stage of the consumer journey

Broad		Precise		
	Demographics	Thoughts/Intentions/ Browsing behavior	Intention/Actions	Actions/Purchase
LAP Audience/ Data from LINE	Age/Gender /Region/OS	Interest <div>Games/Finance/Digital gadgets and appliances/Health and fitness/Sports/Automotive Careers and business/Books and comics/Fashion/Food and drink/Home and garden/Beauty TV and movies/Travel/Music/Entertainment/Education and training/Shopping</div>		
		Behavior/ Demographics/Purchase Intent <div>Gamer/Purchase Channel/Hobbies and recreation/Commuting Mode Recent Consumer/Interested discussion topic/Location-based behavior Payment Method/Financial Usage Behavior/Life Status/LINE Service users OA Follower/Online Shopping Behavior//Purchase power//Interested News Category</div>		
Custom Audience/ Data from Advertisers		Official Account – Impression Retargeting	Official Account – Friends/Click Retargeting	Website Traffic Audience /Mobile App Audience
		Talk Head View – Video View/Image Click Retargeting	Official Account – Join Path/Chat Tags	Uploaded phone number/ email address/aaid/idfa
		LAP – Video View Retargeting	POINTS Ad (Click/Earn Points/External Link)	
		Official Account – User ID Upload (UID)		

**Lookalike Audiences:** Expand reach and boost new customer acquisition based on custom audiences.

# LAP Targeting – Advance Targeting: Interests

	Games	Finance
	Digital gadgets and appliances	Health and fitness
	Sports	Automotive
	Careers and business	Books and comics
	Fashion	Food and drink
	Home and garden	Beauty
	TV and movies	Travel
	Music	Entertainment
	Education and training	Shopping

\*Data Source: Based on inferred and categorized user interests within LINE family services. For details, refer to the [Ad Optimization Guide](#) and [LINE Privacy Policy](#)

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

Gamer	<div>Users who frequently interact with game ads</div> <div>Users who frequently do in-app-purchase</div> <div>Gamer RPG</div> <div>Gamer card</div> <div>Gamer board</div> <div>Gamer casino</div> <div>Gamer action</div> <div>Gamer puzzle</div> <div>Gamer adventure</div> <div>Gamer parkour</div> <div>Gamer developing</div> <div>Gamer stimulation</div> <div>Gamer racing</div> <div>Gamer shooting</div> <div>Gamer sport</div> <div>Gamer music</div> <div>Gamer strategy</div> <div>Gamer social</div>	
Online Shopping Behavior	<div>Online Shopping users</div> <div>Recent online shopping buyers</div> <div>Horizontal EC</div> <div>Frequent online shopping buyers</div> <div>Horizontal EC</div> <div>Online Shopping Outdoor goods</div> <div>Online Shopping Cosmetics</div> <div>Online Shopping Food</div> <div>Online Shopping Life goods</div> <div>Online Shopping Electronics</div> <div>Online Shopping Clothing</div> <div>Online Shopping Appliance</div>	
LINE Service users	<div>LINE POINTS heavy users</div> <div>LINE POINTS light users</div> <div>LINE POINTS campaign participants</div> <div>Free sticker lovers</div>	
Purchase power	<div>Purchase power above average</div> <div>Purchase power high</div>	
		OA Follower
		<div>Slimming brands</div> <div>Fitness brands</div> <div>Affordable bra brands</div> <div>Luxury bra brands</div> <div>Department Store</div> <div>Car</div> <div>Cosmetics retail channel</div> <div>Fast food restaurant</div> <div>Pets</div> <div>Gaming</div> <div>Travel / Reservation</div> <div>Class / Admission Ticket</div> <div>Outdoor activities</div> <div>Parenting</div> <div>Senior services</div> <div>Pop Music / Entertainment</div> <div>Horizontal EC</div> <div>Appliance</div> <div>Consumer electronics products</div> <div>Baby products</div> <div>Clothing</div> <div>High-end cosmetics</div> <div>Beauty store cosmetics</div> <div>Home goods</div> <div>Daily necessities</div> <div>Luxury brands</div> <div>Books</div> <div>Educational institute</div> <div>Financial management</div> <div>Information of Epidemic Prevention</div>
		Interested News Category
		<div>Interpersonal Skills</div> <div>Horoscope</div> <div>Trend &amp; Fashion</div> <div>Pets</div> <div>Game &amp; Comics</div> <div>Movie</div> <div>Music</div> <div>House</div> <div>Parenting</div> <div>Health</div> <div>Basketball</div> <div>Baseball</div> <div>Sports</div> <div>Tech</div> <div>Car</div> <div>Food</div> <div>Financial</div> <div>Entertainment</div> <div>Travel</div> <div>Politics</div> <div>International</div> <div>Netizen</div> <div>Taiwan drama</div> <div>China drama</div> <div>Japanese drama</div> <div>Korean drama</div> <div>NEW</div> <div>NEW</div> <div>NEW</div> <div>NEW</div>

\*Data Source: Based on inferred and categorized user interests within LINE family services. For details, refer to the [Ad Optimization Guide](#) and [LINE Privacy Policy](#)



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

Purchase Channel	<div> Interior design idea seeker  Beauty and cosmetics store lovers  Hypermarket lovers  Convenience store lovers  Shoppers of department stores in Northern Taiwan  Shoppers of department stores in Central Taiwan  Shoppers of department stores in Southern Taiwan </div> <div> Traditional market lovers  NEW  Furniture store lovers  Car showroom lovers  NEW  Physical book store lovers  NEW  Physical electronics store lovers </div>	Hobbies and recreation	<div> Watching live streaming  Watching movies  Working out  Singing  Watching dramas  Gardening  Cooking  Enjoying SPA/salon services </div>
Payment Method	<div> Convenience store payment  Credit card  Mobile payment  Cash </div>	Commuting Mode	<div> Mostly by driving a car  Mostly by mass transportation  Taipei Metro commuters </div>
Financial Usage Behavior	<div> Preference for using personal investment consulting services  Preference for using credit cards  Preference for using bank Official Accounts  Preference for using digital bank app </div>	Recent Consumer	<div> Horizontal EC consumers  Life goods consumers  Food delivery users  Chain restaurant consumers  Taxi passengers  High Speed Rail passengers  Coffeeholics  Car owners  Entertainment  Subscription Service consumers  Fast food consumers  Workout people  Beverage shop consumers  Beauty and cosmetics store consumers  Supermarket consumers  Travelers </div>
Life Status	<div> Marital status: Single  Marital status: Married  Parental status: Parents are going to have newborn babies  NEW  Parental status: Parents of kids aged under 3 years old  Parental status: Parents of kids aged between 4-12 years old  Parental status: Parents of kids aged between 13-17 years old  Parental status: Parents of kids aged over than 18 years old  Users who might recently move  Upcoming Birthday </div>		

\*Data Source: Based on inferred and categorized user interests within LINE family services. For details, refer to the [Ad Optimization Guide](#) and [LINE Privacy Policy](#)

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

Interested  
discussion topic

Cats topics	Stock investments topics
Dogs topics	Crypto assets topics
Fish and aquariums topics	Technology topics
Food topics	Automobiles topics
Cooking topics	Domestic cars topics
Seafood topics	Domestic cars topics
Fruits and vegetables topics	Domestic cars topics
Snacks and groceries topics	Photography topics
Coffee topics	Rental housing topics
Group buying of food topics	Interior decoration topics
Anime and manga topics	Family and children topics
Entertainment topics	Schools and alumni topics
Basketball topics	Studying topics
Baseball topics	Language learning topics
Badminton topics	Career topics
Fitness topics	Nail art topics
Water sports topics	Movies topics
Hiking and camping topics	TV dramas topics
Health and fitness topics	Sports topics
Fashion and beauty topics	Massage topics
Cosmetic treatments topics	
Babies and parenting topics	
Dieting and weight loss topics	
Middle/High/Prep schools topics	
Real estate investments topics	
Video streaming services topics	
Yoga and indoor fitness topics	
Hypermarket & Supermarket topics	
Preschools and kindergartens topics	
Elementary schools and cram schools topics	
Boutique and cosmetics proxy buying topics	

## Location-based behavior

TW Hipsters' favorite spots  
 Gyms **NEW**  
 Yoga and dancing classrooms **NEW**  
 Art and science museums **NEW**  
 Movie theaters **NEW**  
 Hiking spots and campgrounds **NEW**  
 Pubs and nightclubs **NEW**  
 Amusement parks and zoos **NEW**  
 KTV **NEW**  
 Oversea travelers within a year **NEW**  
 Travel in Japan & Korea **NEW**  
 Travel in Southeast Asia **NEW**  
 Travel in North America, AU & NZ **NEW**

# THANK YOU



LINE reserves the right to modify ad specifications and sales methods.  
Contact your account manager or partner agency for the latest version.