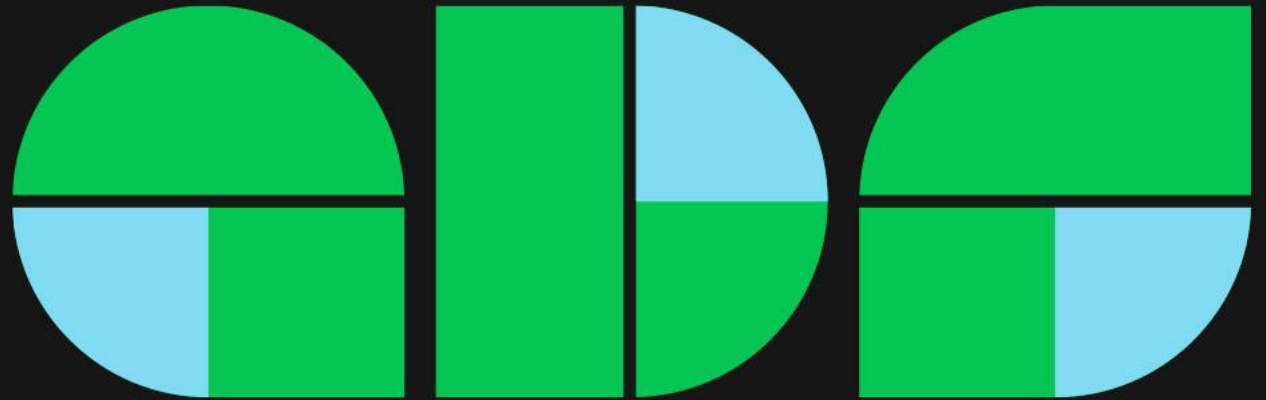# LINE Biz - Solutions

LINE Business Manager

New Data Solution

Jan, 2025

# CONTENT

01

What is the LINE Business Manager ?

New Data Solution for LINE Biz-Solutions

Concept 1 of LINE Business Manager: Organized by enterprises/brands

Based on LINE Official Accounts

- X   Centered around LINE official accounts
- X   Data is used separately for each account and product, lacking integration
- X   Once the number of accounts exceeds two, data cannot be accumulated and used across accounts
- X   Difficult to apply data and analyze effectiveness across platforms
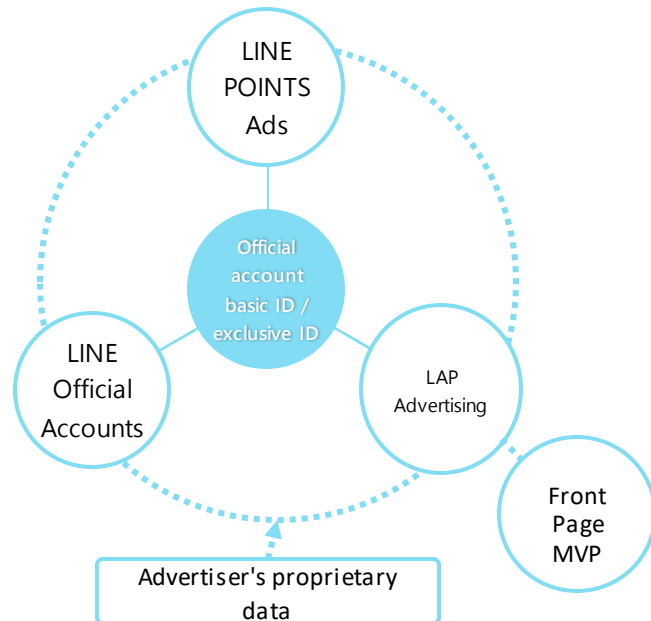
Base on the Units of "Brand"

- ✓   Centered around "enterprises/groups/companies/businesses," not limited to products, Integrate all accounts/brands/products' marketing data
- ✓   Maximize data sharing and increase touchpoints with target audience
- ✓   Visualize data usage results for optimizing and analyzing advertising campaign effectiveness
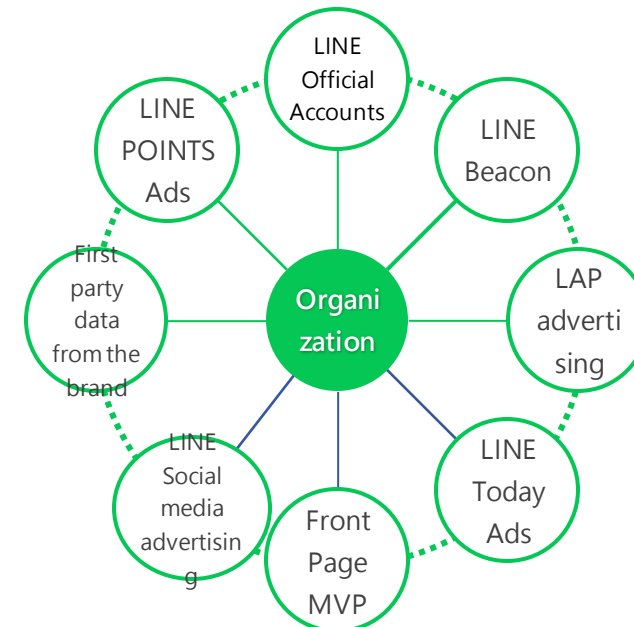
LINE Business Manager Concept 2: Accumulation & Integration of Data

Multiple LINE Biz-Solutions Tools, Accumulating LINE's Unique Behavioral Audience

LINE Business Manager

LINE Official Account

LINE Display Ads

LINE POINTS Ads	LINE Beacon	LINE LIVE

Guaranteed Type	Performance Type

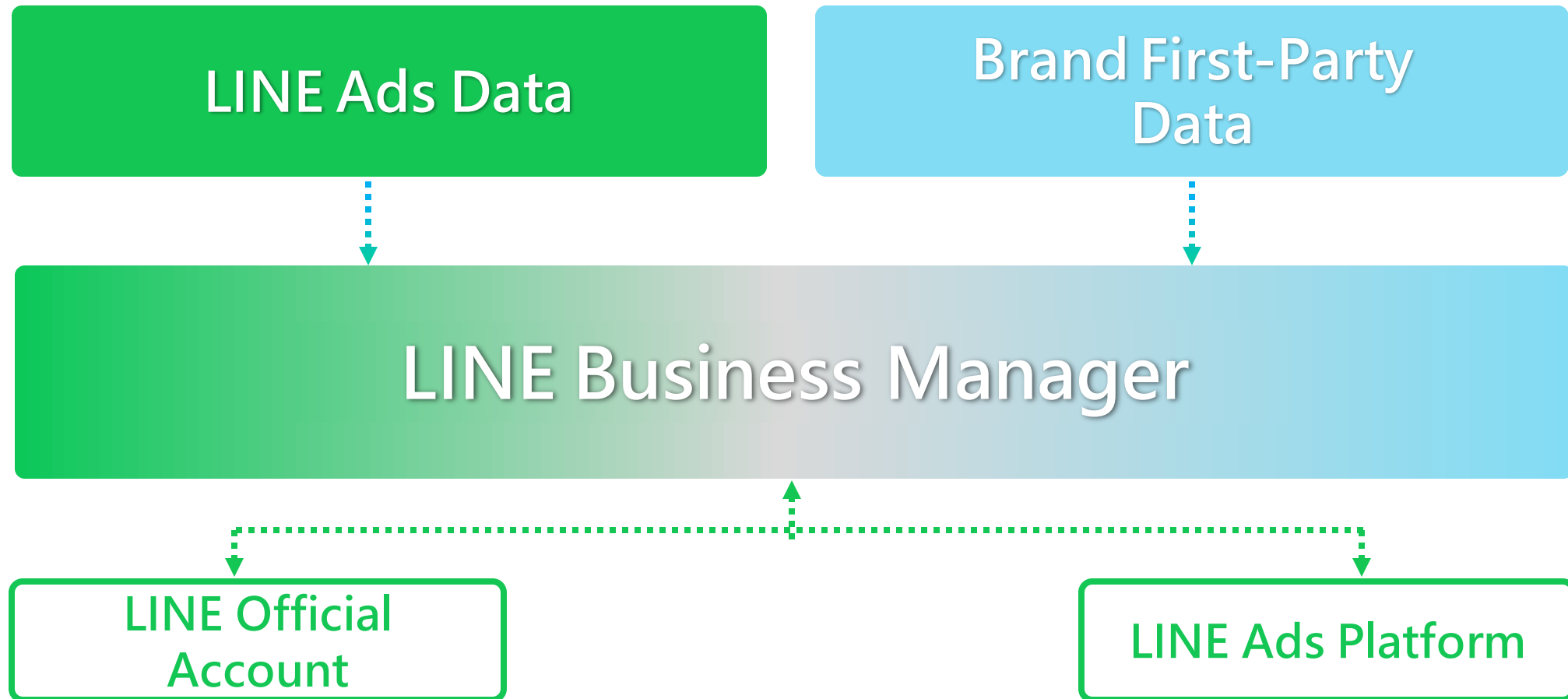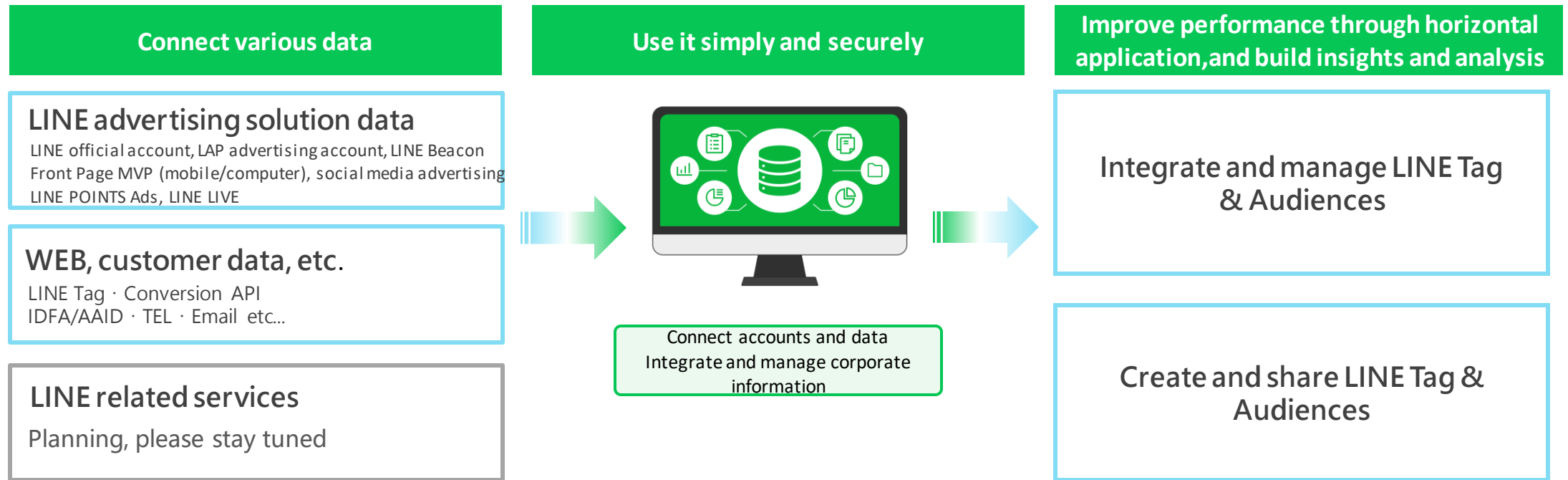| LINE MVP	LINE OpenChat Ads	LINE TODAY Ads	LINE Ads Platform

*Mobile & PC   *PC

Concept 3 of LINE Business Manager: Sharing and Reusing

LINE Business Manager builds a data bridge to enable data sharing and usage across accounts, brands, and platforms.

LINE Ads Data	Brand First-Party Data

LINE Business Manager

LINE Official Account	LINE Ads Platform

New Data Solution

LINE Business Manager

Connect various data	Use it simply and securely	Improve performance through horizontal application,and build insights and analysis

LINE advertising solution data
LINE official account, LAP advertising account, LINE Beacon
Front Page MVP (mobile/computer), social media advertising
LINE POINTS Ads, LINE LIVE

WEB, customer data, etc.
LINE Tag · Conversion API
IDFA/AAID · TEL · Email etc…

LINE related services
Planning, please stay tuned

Connect accounts and data
Integrate and manage corporate
information

Integrate and manage LINE Tag & Audiences

Create and share LINE Tag & Audiences

※ Marketing data that can be used by LINE Business Manager is limited to data for which user permission has been obtained
※ Since LINE Business Manager is still under planning and development, various functions and release schedules may be changed without notice. Thank you for your understanding.

Currently, many companies have already established LINE Business Management Organizations

Starting to accumulate, integrate, and apply data

LINE Business Manager
Number of Organizations Established

8,600+

Industries That Have Joined the LINE Business Manager

E-commerce	Cosmetics	Gaming
Retail	Telecommunications	Luxury
Education	Food and Beverage	Medical Aesthetics
Alcohol	Finance	Health Care

02

Why do we need the LINE Business Manager ?

Marketing pain points and proactive deployment

Problems Marketers Face Daily ...

Advertising services are becoming increasingly diverse, and the application of data is also becoming more varied.

At the same time, external restrictions are emerging, making data-driven marketing increasingly challenging.

LINE Front Page MVP **LAP Advertising** **LINE Official Account**

- Want to use different audiences to improve ad performance?
- Have executed many campaigns across different channels, placements, and products, but unsure if the collected data can be utilized more effectively?
- Can the data continue to accumulate without disappearing when changing partners or agencies?
- Looking for a simpler and faster way to use email and phone numbers as part of the audience?
- Hoping for integrated campaign reports for comprehensive analysis and optimization.

Cookie Disappearing

IDFA Restrictions

Information Protection Act Amendment
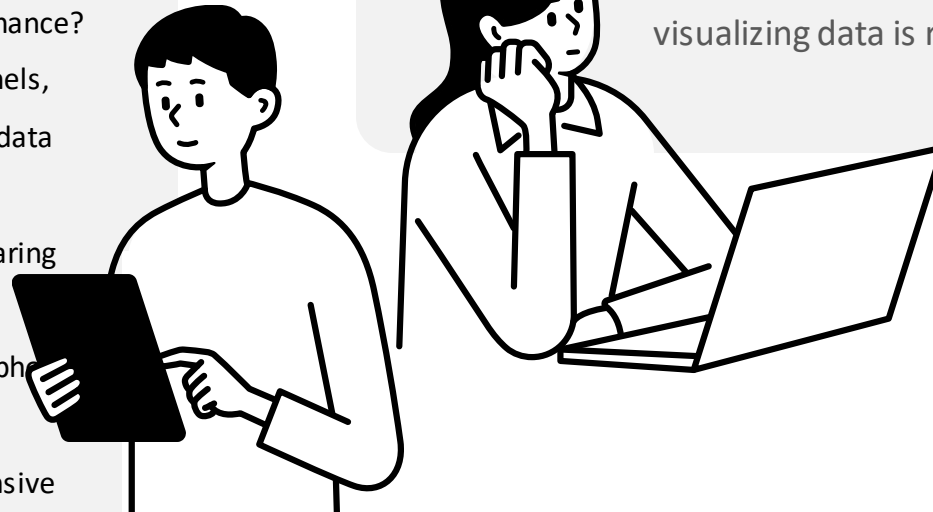
The difficulty of collecting and visualizing data is really increasing...

New Data Solution

LINE Business Manager

Accumulating, integrating, and applying data on an enterprise level.

Cross
Account
Accumulation

✖

Cross
Brand
Utilization

✖

Cross
Product
Targeting

Precision marketing across multiple products

We plan to integrate Cross Targeting into the LINE Business Manager on March 2025, providing more comprehensive and integrated data applications

suggestions

The enterprise currently using cross-product precision marketing functionality,

please consider transitioning to the LINE Business Manager.

Cross Targeting	LINE Business Manger

Cross Targeting

- X Centered around LINE official accounts
- X The data is used separately across each account and product, lacking integration
- X Once the number of accounts exceeds two, data cannot be accumulated and utilized across accounts
- X Difficulties arise in cross-platform application of data and analyzing its effectiveness

LINE Business Manger

- ✓ Centering around 'group/company/enterprise/business', unrestricted by products, integrate marketing data across all brands/product lines
- ✓ Maximize data sharing to increase touchpoints with target audiences
- ✓ Visualizing data usage results facilitates optimizing and analyzing the effectiveness of advertising campaigns

※ Before the complete cessation of the 'cross-product precision marketing' feature, you may continue using it based on existing settings. However, please understand that it may be discontinued shortly after the announcement concludes. Thank you for your understanding.
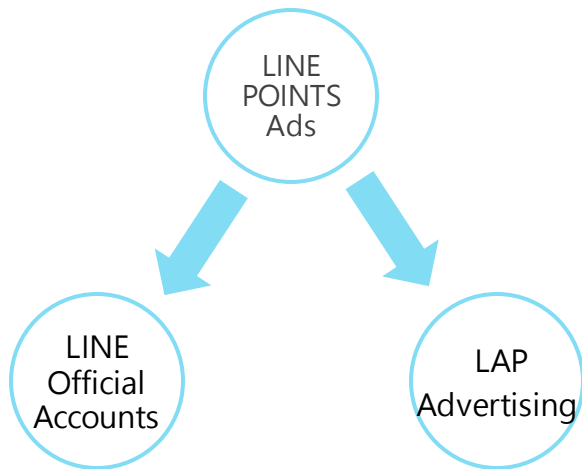
Early Planning

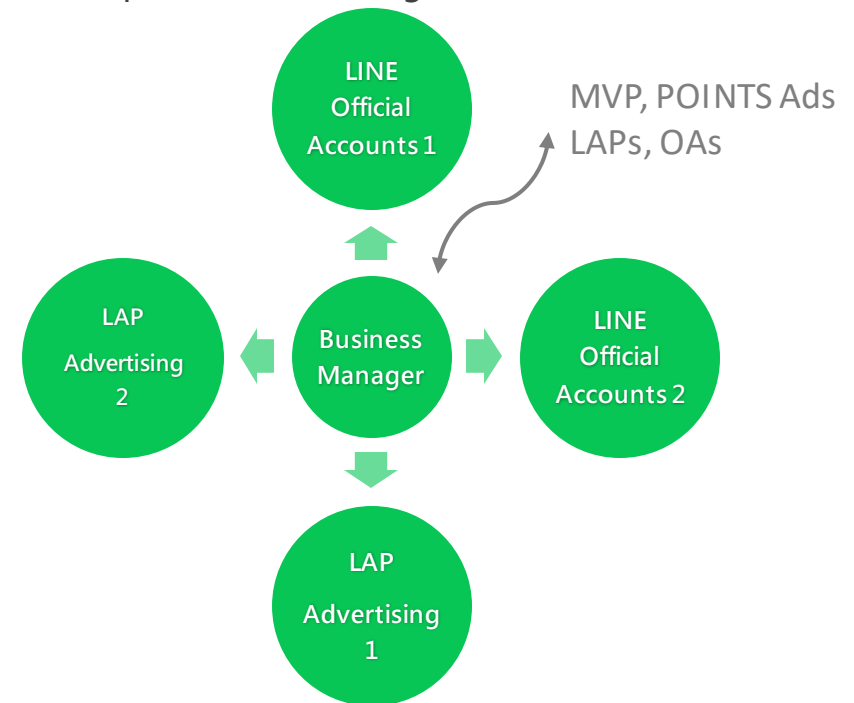|	Cross Targeting	LINE Business Manger
Positioning	Cross-product (platform)	Cross-product (platform) + cross-account + cross-brand
Data unit	Audience	Audience
Build audience& LINE Tag	X	O
Cross-account integration (Different official account basic ID/exclusive ID)	X	O
Data source	LINE official account/LAP advertising account/LINE TODAY ADS / LINE POINTS Ads	LINE official account/LAP advertising account/LINE TODAY ADS Headline MVP/LINE community advertising/LINE POINTS Ads / LINE Beacon
Binding/linking method	Official account basic ID/exclusive ID	Business Manager ID
Data synchronization	Set audience sharing function to "OFF" or "ON"	After the account is linked to the LINE enterprise management organization, it is automatically synchronized
Data management	View and use individually on LINE official account, LAP advertising account	Unified management, distribution, and sharing on LINE Business Manager
Future planning	Terminate on March 2025	Gradually integrate other data sources, services, and insight analysis reports
Qualification for use	None	Please refer to the "Terms of Use" page

POINTS ADS Audience Sharing Method Specification Description

AS IS: Cross Targeting

TO BE: LINE Business Manager (Support starting from 1/29)

➢ When the advertiser provides the basic ID/specific ID of the official account at the time of submission, the POINTS ADS audience will automatically be shared with the LAP account and official account linked to the same official account.

➢ When the advertiser provides the basic ID/specific ID of the official account at the time of submission, the POINTS ADS audience will automatically be shared with the linked official account.

➢ Through the LINE Business Manager, maximize data sharing and increase touchpoints with the target audience.

LINE POINTS Ads

LINE Official Accounts

LAP Advertising

LINE Official Accounts 1

MVP, POINTS Ads LAPs, OAs

LAP Advertising 2

Business Manager

LINE Official Accounts 2

LAP Advertising 1

POINTS ADS Audience 2024 New Sharing Method Specification Description

After the new sharing method goes live on 1/29, the same POINTS ADS campaign will have two audience entries in the OA CMS：

One from Cross Targeting, which cannot be shared through the LINE Business Manager, and can only be used by OAs/LAPs bound to the same OAID.

One from the new method, which can be shared through the LINE Business Manager to different OAs & LAPs, regardless of OAID.

Differentiation method: Audience name (explained with examples below).

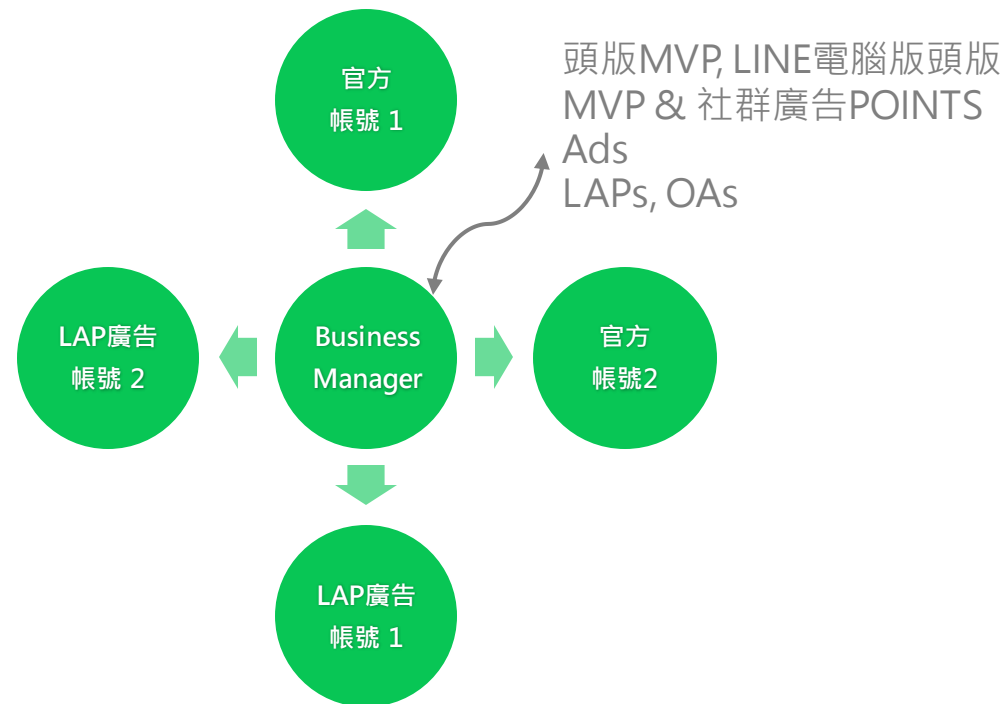| POINTS ADs	Audience Sharing Method	Audience Name	Type	Creator	Can be Shared via BM
兔兔女裝黑五 CPA	Cross Targeting	61455-cv-[Unlimited][2OS][TW][AFF][Post-Auth]搶先黑五買一波！單件5折_購買商品_11/13 11:00-20231113-20231127	User ID	LINE POINTS	X
	2024 New Sharing Method	v3-61455-cv-[Unlimited][2OS][TW][AFF][Post-Auth]搶先黑五買一波！單件5折_購買商品_11/13 11:00-20231113-20231127	User ID	LINE POINTS	O

LINE MVP PC & OpenChat Audience Sharing SPEC

AS IS: Unsupported	TO BE: LINE Business Manager
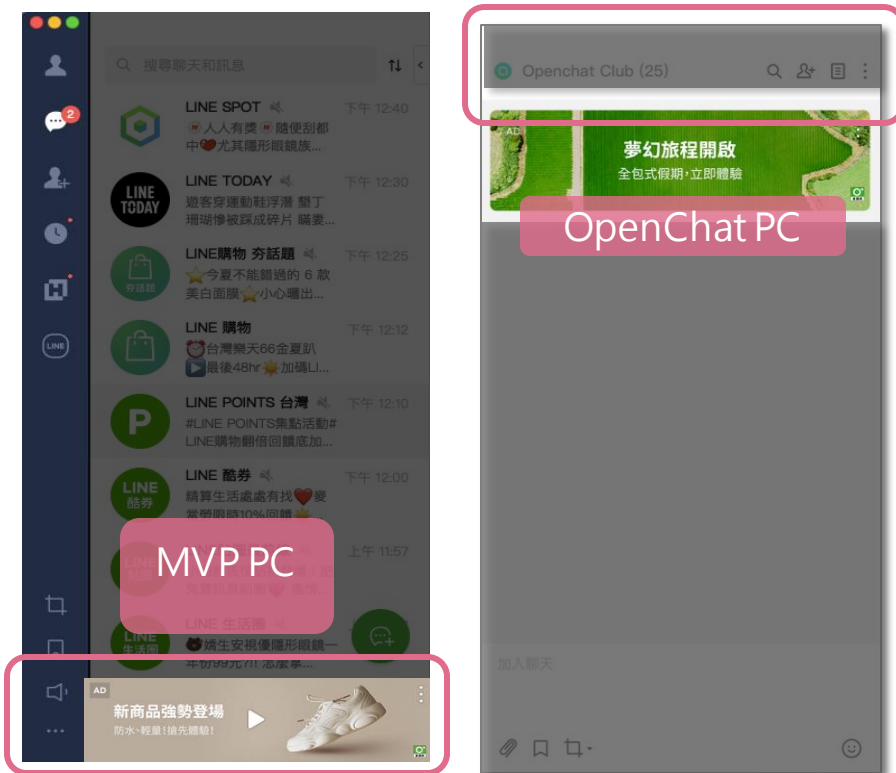
➤ The advertiser provides the BMID when submitting the article, and the LINE MVP & OpenChat audience will be automatically shared to the linked LINE business organization

➤ Maximize data sharing and increase contact points with target audiences through the LINE enterprise management platform

OpenChat PC

MVP PC

官方帳號 1

LAP廣告帳號 2 — Business Manager — 官方帳號2

LAP廣告帳號 1

頭版MVP, LINE電腦版頭版MVP & 社群廣告POINTS Ads
LAPs, OAs

Pre-Work of **LINE MVP PC & OpenChat** Audience Sharing
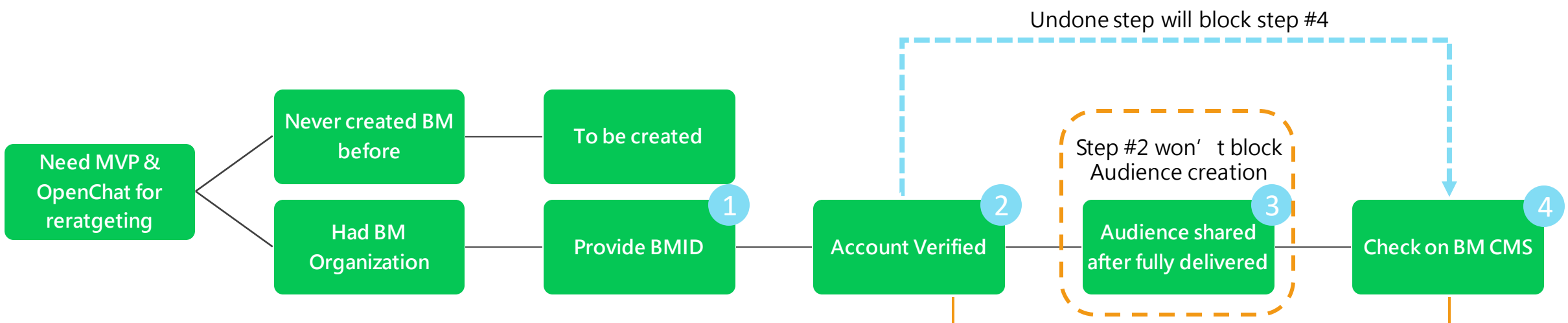
LINE MVP PC & OpenChat Audience SPEC

- Note: After completing the pre-work, you still need to operate on the LINE Business Manager before it can be used in the designated account. Please refer to the "Operation Manual - Shared Resources"
- Data source: LINE advertising account
- Advertising account naming method: TW_advertiser name
- The ad account status must be "verified" to be visible in the audience list
- Advertising audience naming method: advertising product_execution date_advertiser_audience type

Consolidated Advertising Audience Specifications & Explanation

Cross Targeting	LINE Business Manager	LINE official account	LAP廣告帳號
Resource Sharing	Operations need to be performed on the LINE Business Manager to assign specific audiences and LINE Tags to designated official accounts or LAP advertising accounts	After linking with LINE Business Manager (subject to approval), audiences and LINE Tags created by the official account will automatically be imported into LINE Business Manager	After linking with LINE Business Manager (subject to approval), audiences and LINE Tags created by the LAP advertising account will automatically be imported into LINE Business Manager
Usage Period	Custom audiences created on the LINE Business Manager: 180 days. Other audiences' usage periods are determined by the data creation method	180 days (counted from the creation date of the audience on the official account)	180 days (counted from the creation date of the audience on the LAP account)
Synchronization time	Real-time synchronization to designated shared accounts (approximately 15 minutes delay depending on audience size)	During 0:00 to 23:59 (Japan time), audiences created using the official account will be synchronized in real-time to LINE Business Manager (with approximately a 15-minute delay depending on audience size)	During 0:00 to 23:59 (Japan time), audiences created using the official account will be synchronized in real-time to LINE Business Manager (with approximately a 15-minute delay depending on audience size)
Estimated quantity	Comparison results in LINE APP. These are estimates, not actual figures, and may vary due to differences in systems and data synchronization times	In LINE official account comparison results, estimated sizes of audiences created using official accounts may show slight discrepancies due to variations in systems and synchronization times	LINE Today user comparison results may show minor discrepancies in estimated audience sizes created using LAP advertising accounts due to variations in systems and synchronization times
Past resources	–	Audiences previously created on official accounts will also be imported upon linking with LINE Business Manager	Audiences previously created on LAP advertising accounts will also be imported upon linking with LINE Business Manager
Resource name	Unable to modify resource names in LINE Business Manager	Can be freely set in the official account	Can be freely set in the LAP advertising account
Supported audience types	Network traffic audience / Upload IDFA, AAID / Upload phone number / Upload email	Exposure / Click / Upload UID / Chat tags / Upload IDFA, AAID / Friend paths / Network traffic	Upload IDFA, AAID / Upload phone number / Upload email / Network traffic / List of images / Watch video / App activity / Friends and blocked users / Similar ad audiences

Consolidated Advertising Audience Specifications & Explanation

Resource builder	MVP of the front page of the mobile version/ Desktop frontpage MVP & Social Ad	LINE POINTS
Resource sharing	When the MVP ad on the front page is submitted, the bound BMID must be provided, and it will be imported to the LINE enterprise management platform after the campaign is delivered	When you submit your LINE Points Ads, you must provide your search ID, and your Points Ads audience will be synced to that account, and then you can share them with other LAP ads accounts or accounts through LINE Manager
Expiration date	180 days (from the start date of the campaign)	2 years (from the date of start of the POINTS Ads campaign.)）
Synchronization time	Ads are automatically generated within 36 hours of delivery and can be viewed in the LINE Business Manager	• First Sync Time： • CPF Campaign: The campaign is synchronized on the second day • Other types of campaigns: within 24 hours at the latest • Synchronization time during the campaign period: POINTS Ads CV data from 0:00~23:59 (Japan time) the day before will be reflected in OA the next day, and the update frequency is once a day。
Estimated quantity	There will still be a small number of differences in the estimated size of the audience from system to system	There will still be a slight difference between the total number of Conversions that performed LINE POINTS Ads and the estimated number displayed in the Official Account depending on the system and synchronization time.
Past Resources	After 2022/6/1, it will support the linkage of front-page MVP ad accounts and the use of MVP audiences	The ad audience generated before 4/28 can be used until the expiration date through Cross Targeting. After 4/29, only the associated official account ID (search ID) will be synchronized)
The name of the resource	Please identify the audience type and the start date of the ad + the name of the advertiser, the following is the audience name automatically generated in the LAP background: Example：【People who act as audiences：start date MVP__campaign title】 Example：People who have clicked on the image：20230726 MVP_熊大咖啡館	Please specify the audience type and event name as the main one, and the following is a naming convention for POINTS Ads campaigns on LINE： v3-[campaign id]-[audience type(conversion/click/transition)]-[campaign title]-[start date]-[end date] 舉例：v3-61455-cv-[Unlimited][2OS][TW][AFF][Post-Auth]搶先黑五買一波！單件5折_購買商品_11/13 11:00-20231113-20231127

03

The features of the LINE Business Manager

Accumulation, integration, activities, touchpoints

Marketing data organized by enterprise

Accumulated

Integrated

Utilization

Touchpoints

LINE Advertising Solutions data (LINE Official Account/LAP Advertising Account/Main Page MVP/LINE POINTS...)

First-party data (IDFA/AAID/Email/LINE Tag...)

Other service data (LINE-related service data / 3rd Party...)

- Centralized data management platform
- Single data management interface
- Unified data usage allocation
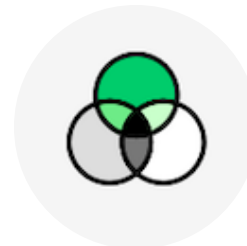
✓ Cross-platform application
✓ Cross-brand application

✓ No limit to single official accounts
✓ No limit to single LAP advertising accounts

※ Marketing data usable on LINE Business Manager is restricted to data obtained with user consent.
※ Due to ongoing planning and development of LINE Business Manager, features and release schedules may change without prior notice. Thank you for your understanding.

Accumulation - Marketing Data

Cross-platform - LINE Official Account / LAP Advertising Account /

Main Page MVP Ads

Cross-account - Integration across accounts with different official

account basic IDs / exclusive IDs

Cross-brand - Connecting comprehensive marketing data

Recommendation
- Long-term management of various LINE Biz Solutions
- Managing multiple official accounts or LAP advertising accounts
- Long-term management of LAP advertising accounts by different partner agencies

Brand A	Brand B	Brand C
Official Account 1	Official Account 1	LAP1
LAP 1	Official Account 2	LAP2

Enterprise management organization

Brand A	Brand B	Brand C
LAP 1	Official Account 1	LAP 1
Official Account 1	Official Account 2	LAP 2

Audiences &LINE Tags can be shared between accounts

※ After the account is linked to the organization, all the customized audiences of the account will be synchronized to the organization
* 2024Q1 will support audience sharing for LINE POINTS Ads. If you would like to use it, please apply separately

Integration-LINE internal data

At present, the data of 4 products can be used, and different products will continue to be added as data sources in the future

LINE front page MVP **LINE ads** **LINE Official Account** **LINE POINTS Ads**

※ The marketing data that can be used by LINE Business Manager is limited to data that has been approved by the user.
※ As LINE Business Manager is still under planning and development, features and release schedules are subject to change without notice. Thank you for your understanding

Integration - LINE external data

In addition to LINE's internal data, LINE Enterprise Manager can also integrate LINE's external data

Businesses can manage their organizations on LINE Enterprise, create custom ad audiences with first-party data, and then share them with linked accounts quickly and easily

Audience Types	illustrate
Web traffic audience	A list created based on LINE Tag's traffic information
Upload IDFA and AAID	List of IDFAs uploaded
Upload a phone number	A list of phone numbers that have been uploaded
Upload your email address	A list of email addresses that have been uploaded

Business management organization

Brand A LINE Official Account

Brand B LINE Official Account

Brand C LINE Official Account
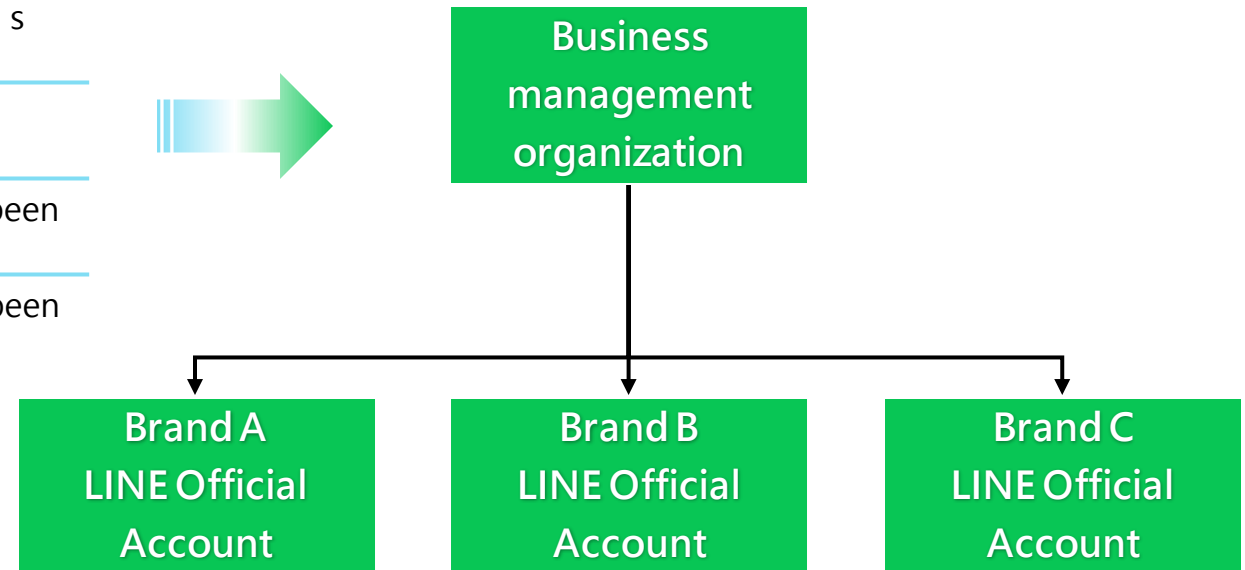
Integration – Data management

LINE Business Manager become a data collection place, and centrally manage and distribute marketing data in a single management screen
Consolidate all audience names, numbers, and sources across platforms, accounts, and brands

可於此處管理自訂廣告受眾。

建立自訂廣告受眾 ▾

受眾一覽 ❔

＋建立受眾 ▾	顯示受眾重複率	🗑 刪除		所有受眾類型 ▾	以受眾名稱或 ID 搜尋

受眾的公開設定：公開　變更公開設定

廣告管理員　　Business Manager

1 - 4 / 4 ‹ ›

	⇕ ID ❔	⇕受眾名稱 ❔	⇕受眾類型 ❔	⇕預估規模 ❔	⇕受眾的有效性 ❔
☐	5880795710494	Friends Audience : 202112141229	LINE官方帳號好友的受眾	-	準備中 ❶
☐	4205168521152	Friends Audience: 202111231810	LINE官方帳號好友的受眾	-	準備中 ❶
☐	1434062019072	list_211123	上傳IDFA/AAID	小於100	可使用
☐	8134577687543	Web Traffic Audience: 202111161737__TESt	網站流量受眾	-	準備中 ❶

LAP Ads account audience

*The name of the data　　***data type**　　　***Data scale**　***Data source**

名稱	受眾類型	預估規模	類型
1017THV_Image click: 20211020_helen test	圖片點擊受眾	-	LINE Ads Platform
BMtest_Video50%	觀看影片受眾	-	LINE Ads Platform
Web Traffic Audience: 202111161737__TESt	網站流量受眾	-	LINE Ads Platform
8124254701041	BMtest_VideoStart	觀看影片受眾	-	LINE Ads Platform
7816930343970	Web Traffic Audience: 202111161742	網站流量受眾	-	直接連動
7153879969579	BMtest_Video75%	觀看影片受眾	-	
6899788890280	BMtest_Click	觀看影片受眾	-	

LINE Official Account Audience

受眾　　　　　　　　　　　　　　　　　　　　　　　　　　　　　建立

您可基於特定條件來建立、管理想觸及的用戶。依各種條件設定不同的目標「受眾」，讓群發訊息所觸及的客群更加精準。

全部 ▾　　輸入受眾名稱　　🔍 清除

受眾名稱	類型	數量 ❔	建立時間	建立方	狀態
曝光再行銷2202	曝光	118,239	2022/02/16 11:12	官方帳號	可用
test	使用者識別碼UID	0	2021/10/08 11:47	官方帳號	關譲

Consolidation - Data Assignment & Usage Rights

According to different personnel, departments, and partners, different levels of data use rights are given to more effectively control the right to use data

Level		Admin	Operator	Operator (Data only)	User (view only)
Account Association	Operate	v	v		
	View	v	v		v
LINE Tag / Audience Management	Operate	v	v	v	
	View	v	v	v	v
User	Operate	v			
	View	v			
Organization Setting	Operate	v			
	View	v	v		v
Biz Info	Operate	v	v		
	View	v	v		v

Advanced integration – LINE Tag：LINE TODAY Ads Examples of use

LINE Tag integration: Use a single LINE Tag to collect traffic to your website and share it with your organization's designated accounts quickly and easily

① Establish a single LINE TAG in enterprise management organization

② provide this LINE Tag to LINE TODAY Ads for submission

③ In the enterprise management organization, the website traffic audience will be established

④ Share the audience with the designated LAP account or official account in the enterprise management organization

*For a complete description of the features and how to use it, please refer to the separate document "LINE TODAY Ads – LINE Tag Remarketing Audience Configuration Instructions"

① 建立LINE Tag
最多可建立10個LINE Tag。

名稱 LINE Tag: LINE TODAY Ads 曝光受眾 29/35

取消 建立

企業管理組織

A 品牌
LINE 官方帳號

B 品牌
LAP 廣告帳號

C 品牌
LAP 廣告帳號
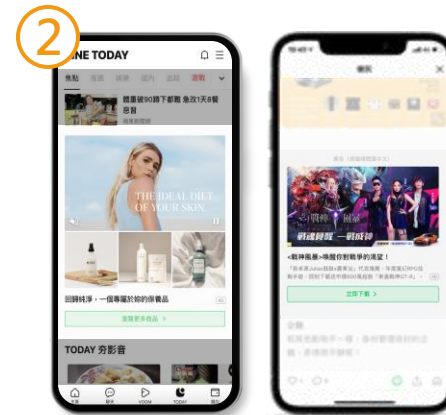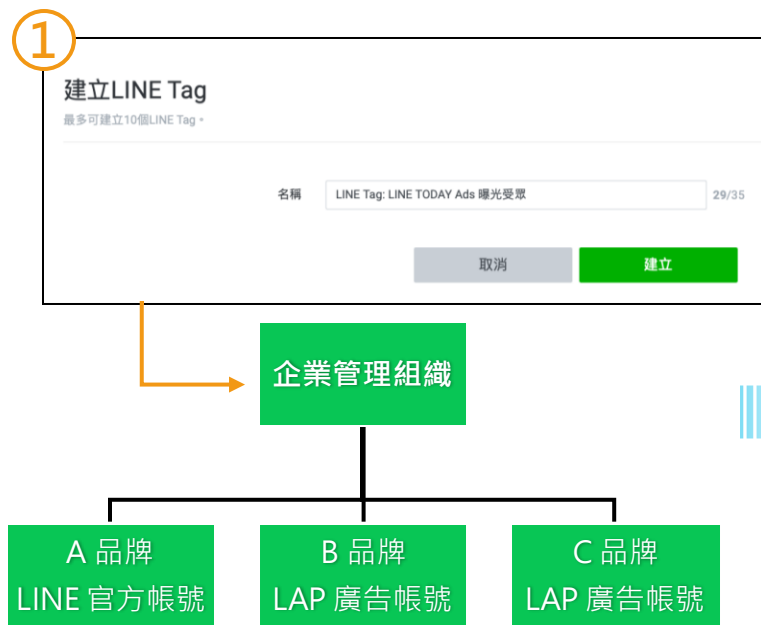
②
- LINE TODAY Standard product audience
  - Billboard series
    - Scroller Ad
    - In-read Ad
      - Pre-roll
  - Backdrop Ad
- Focus on big boards

③ 建立網站流量受眾
可基於LINE Tag的追蹤資訊，建立拜訪過網站的受眾。

名稱 Web Traffic Audience: LINE TODAY Ads曝光受眾 40/120

LINE Tag LINE Tag: LINE TODAY Ads曝光受眾

包含條件 瀏覽特定頁面的人

有效期間 30 days

④ 企業管理組織

A 品牌
LINE 官方帳號

B 品牌
LAP 廣告帳號

C 品牌
LAP 廣告帳號
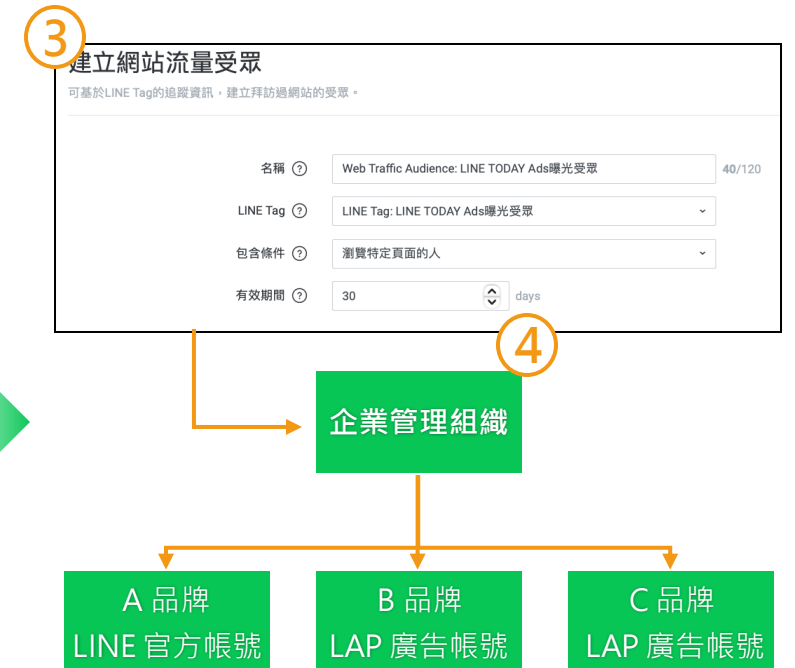
Utilization: Share marketing data

After the establishment of the LINE Business management organization

Complete the linkage between the organization and the account

(Official account/LAPAds accounts/Front page MVP)

Through the LINE Business Manager interface, marketing data can be easily shared between accounts.

And you can flexibly select "Share All" or "Share Portion" of data to specific accounts

Amplify the marketing value of a single piece of data

Business management organization

Brand A | Brand B | Brsnd C

LAP 1 | Official account1 | Front MVP | Official account2 | LAP 1 | LAP 2

Audience a | LINE TAG | Audience a | Audience a | LINE Tag a | LINE Tag

Conversion API | Audience a | | Audience b | LINE Tag b | Conversion API

| | | Audience c | |

Audiences can be shared across accounts & LINE Tag (Conversion API)
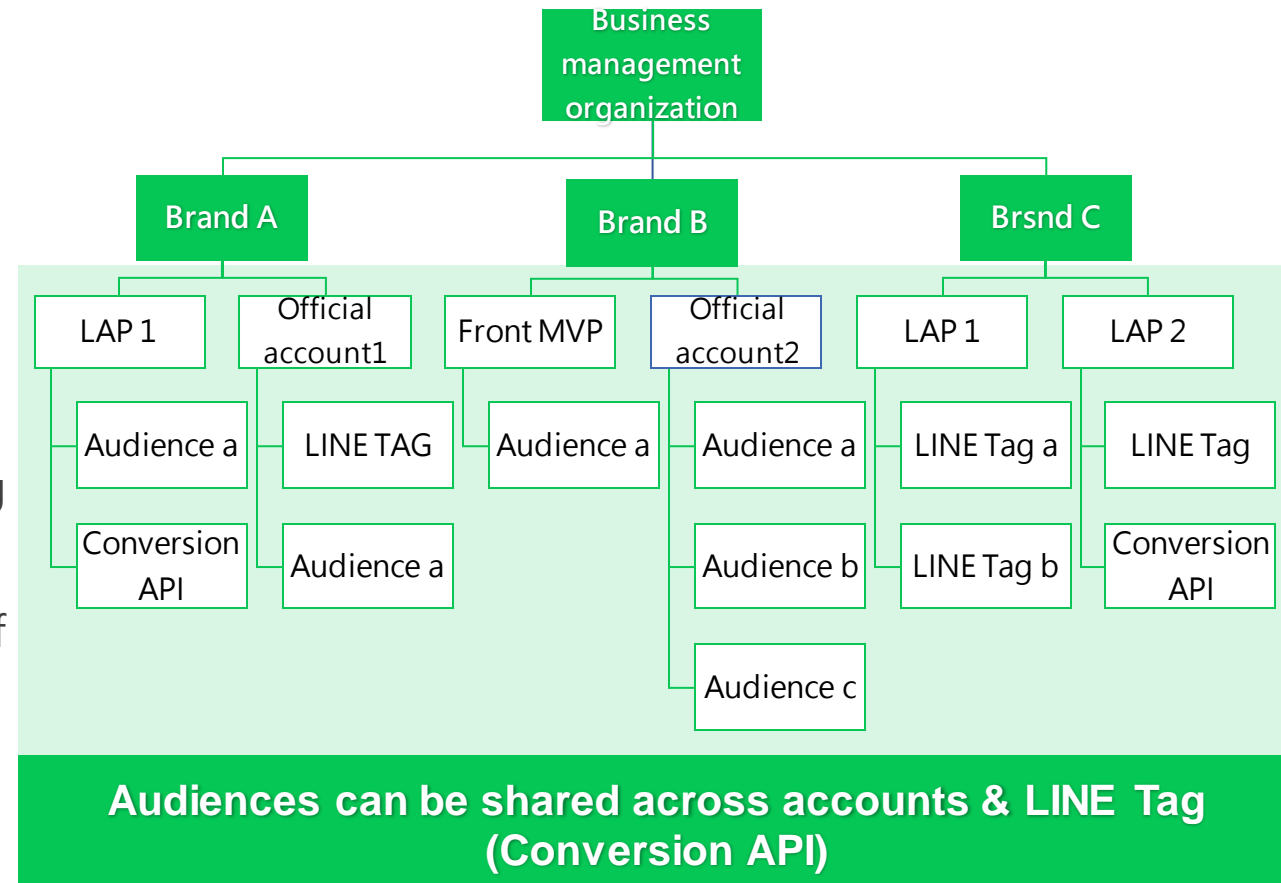
Additional note: Share all resources & Share some resources

After the organization is established, if there is a new linked account

- **Share all**：All resources in the organization are shared with the newly linked account
- **Share sections**：Select the resources you want to share individually

Share them all

Partially shared

Share them all →

Partially shared --→

Business management organization

Brand A
Official account

Brand B
LAP account

Brand C
LAP account

Business management organization

(1) Brand A
Official account

(2) Brand B
LAP account

(3) Brand C
LAP account
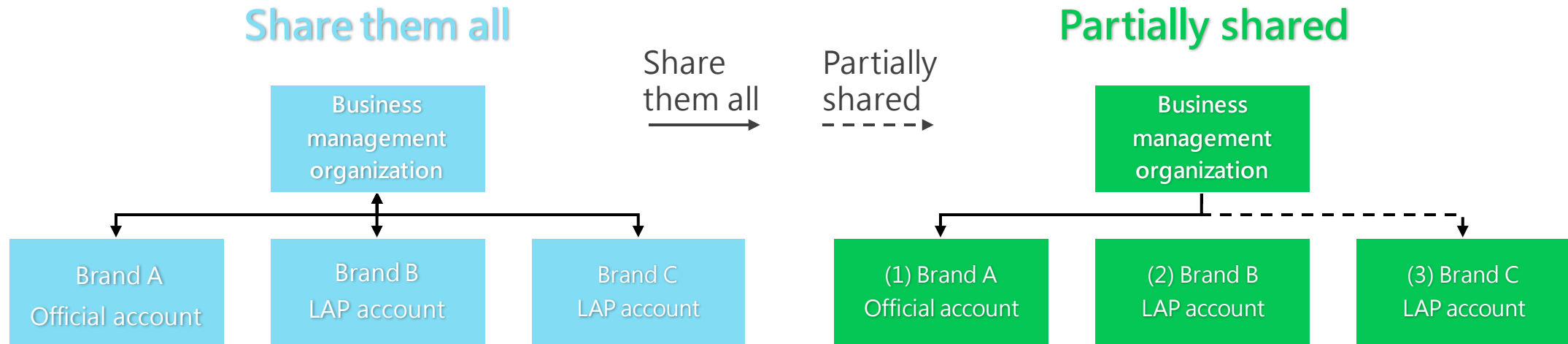
All resources within the organization
All of them will be synced to the account of the new link

For example, you can choose how to share resources:
① All resources in the organization are synchronized to A
② All resources in the organization are not synchronized to B
③ Specific audiences within the organization are synced to C

Touchpoints

At the enterprise level, data sources and user touchpoints are no longer one-to-one

Data can be used across platforms, brands, and accounts

Single data, multi-channel use, increase the touchpoints with the target audience

Official account

Official account basic ID/Exclusive ID

LAP ads account

Official Account 1

LAP Ads Account 2

Enterprise

Official Account 2

Business Manager ID
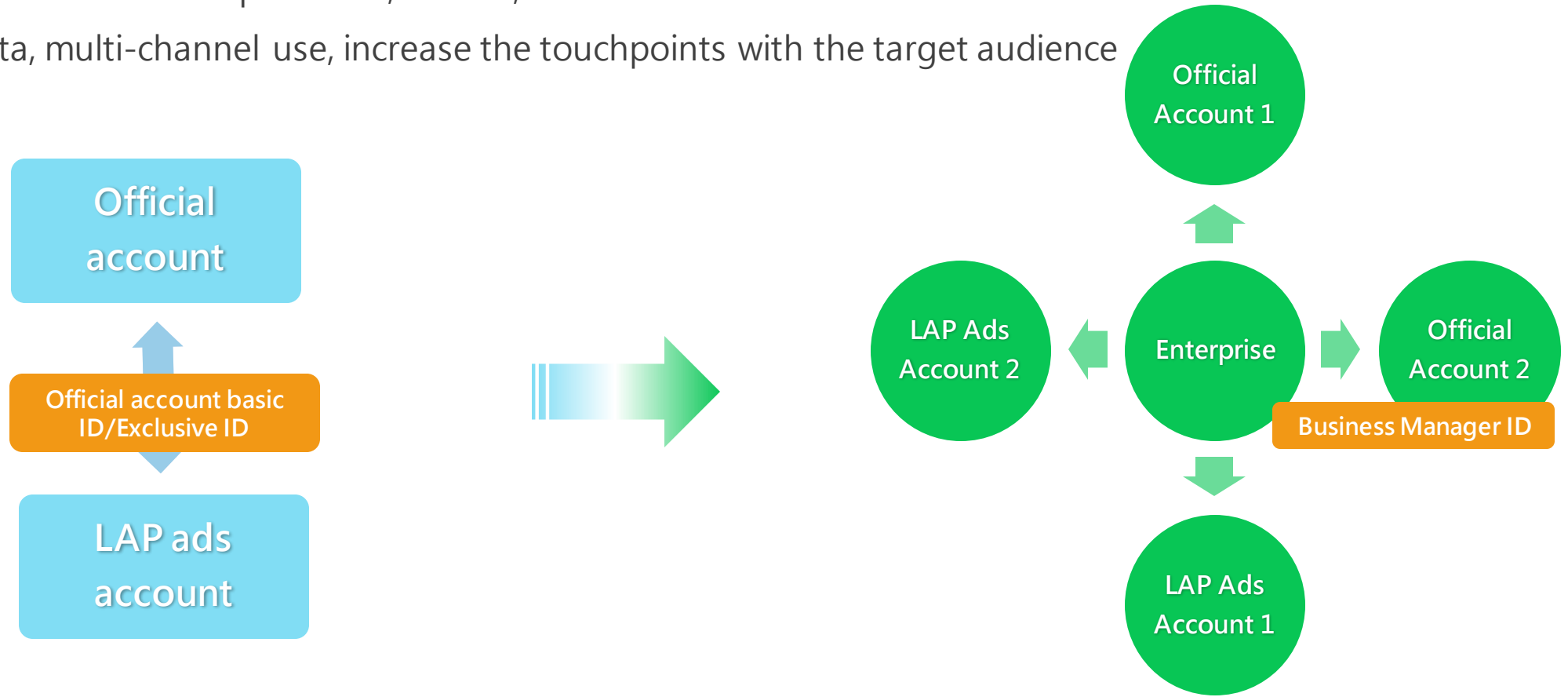
LAP Ads Account 1

Misunderstood use

The usage rights are limited to:LINE Business Manager．You can't operate linked Official Accounts and LAP Ads Accounts

LINE Business Manager users do not have access to official accounts or LAP advertising accounts

Permissions are limited to using the LINE Business Manager:

- Manage the marketing data of accounts in the organization through the interface
- Editing, modifying, or deleting the original account data will not be affected

Business ID
User Log-in

Business management organization

You can't operate an Official Account or a LAP ad account

Brand A
Front page MVP

Brand A
LAP account

Brand B
Official account

Brand B
Official account
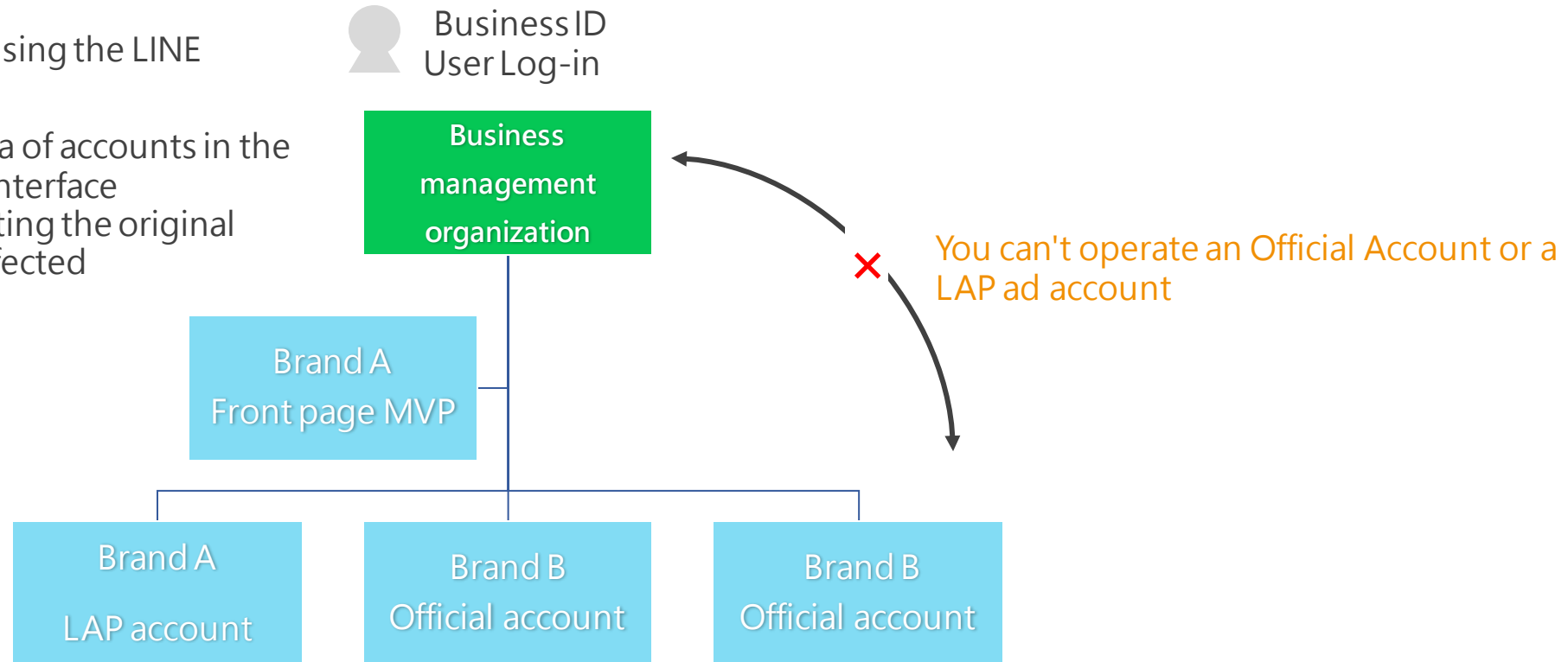
Considerations for audience use

When using the LINE Business Manager app data, please note the following:

Precautions

- Companies are required to comply with the terms of use of the LINE Business Manager and related services.

- When using the LINE Business Manager to share marketing data, enterprises need to explain the scope of data collection and use on the company's privacy policy or official website, so that end users can clearly understand the items contained in the marketing data, the method of obtaining it, the purpose of use, and obtain legal consent. In addition, it is necessary to provide a channel for users to request the suspension of the use of personal information in accordance with Article 20 of the Personal Data Protection Act

- When using LINE Business Manager's marketing data to deliver advertisements or send marketing messages, please be careful not to include highly identifiable and sensitive advertising content.

- When sending marketing messages using marketing data on LINE Business Manager, the end user must be the audience at the intersection of the account to receive the message, and the message cannot be sent to non-friends or blocked users

A brand
Official
account
Audience a

B brand
Official
account
Audience b
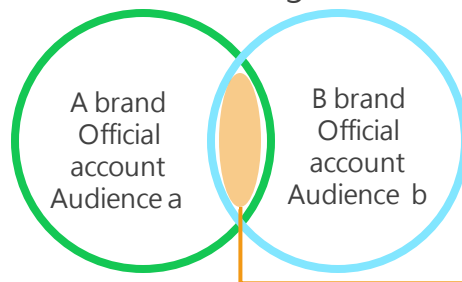
Audience intersection = be a friend of AB official account at the same time

※1 LINE Official account provider please refer to the description： https://developers.line.biz/en/docs/line-developers-console/overview/#provider

04

How to use the LINE Business Manager ?

Use Cases & Success Stories

Showcase

Find new customers, create repeat customers,
and OMO work together to convert

cumulation
Front-page MVP ad
Collect the audience to watch the video

Integration
LINE Business Manager
Share audience data to LAP

apply
LAP Advertising
Strengthen communication and deepen the impression of new products

Marketing goal: to find new customers

Samsung

Front-page MVP ad audience
CTR 16% ↑
CVR 29% ↑
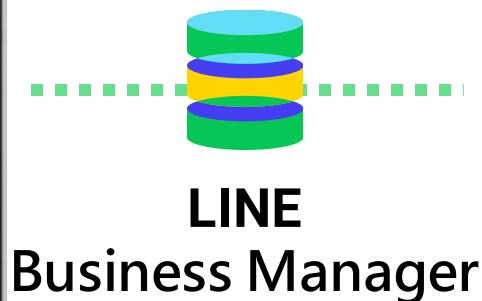
Average results compared to other ad audiences in the same campaign

Marketing goal: to create repeat customers

cumulation
Website Traffic Audience & Phone/ Email
Accumulate first-party data

Integration
LINE Business Manager
Share your data to the official LAP& account account

apply
LAP Ads & Official Account
Activate existing users to complete the conversion
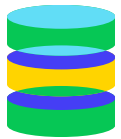
Official Account

LINE Business Manager

LAP Advertising

透過 Conversion API LAP廣告轉換數
+26%

Website traffic audience 90 days pit stop without purchase | Official account ROAS **7.4**

Sleepy guest Login within 60 days without purchase | LAP Advertising Conversion rate **2 times**

Shen Sleeper 2.5-3 times cycle is not purchased
Official account **45%** 觸及率 **21** ROAS | LAP Advertising **70%** 觸及率 **+40%** 轉換率

Compared to the average performance of the same campaign
· Shen Sleeper: 2.5-3 times cycle not purchased
· Sleepy customers: login within 60 days without purchase

* Image source: OB Selection

cumulation

Website Traffic Audience & Phone / Email
Accumulate first-party data

Integration

LINE Business Manager
Share audience data with LAP and official account

apply

LAP Advertising& Official account
Activate existing users to complete the conversion

Fruits in season Shortwave customers

Phone/ Email list
Last year's deal
Members who have not purchased this year

Website traffic audience
Visited website but did not purchase within 3 days

24h grocery shopping Normal customer group

Lookalike audiences
24h grocery purchase member LAL 1%

Use LAP advertising to find effective, low-cost traffic

Compared to the average performance of the same campaign

Through the Conversion API, LAP tracks advertising conversions **+60%**	CPC Below **$3**	CTR Hits **0.8%**	CVR Conversion rate **2 times**	CPA Conversion costs **-68%**

* Image source：SuperBuy

cumulation

LINE Beacon
Accumulate brick-and-mortar store consumers

Integration

LINE Business Manager
Share your data to the official LAP& official account

apply

LAP Ads & Official Account
Lookalike Audience Expansion& Retargeting

Marketing Objective: OMO Conversion

Shenghengchang
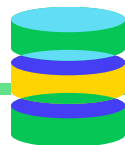
LINE Business Manager

LINE Beacon Audience Retargeting Official Account Message Open Rate

2 times⬆

LINE Beacon Audience
+
Lookalike Ad Audience LAP Ad Conversion Count

4 times⬆

* 圖片來源：昇恆昌

05

Get started

LINE Business Management Platform

Start establishing, conditions of use, precautions

Get started with LINE Business Manager

Set up the LINE Business management platform in three steps and start accumulating, integrating, and crossing data

LINE review jobs Estimated 5 working days

Estimated 10 minutes to operate

1 Log in to the management screen

2 organization Enter commercial

3 Link accounts

Approved

Get started

Rejected

Fix the rejection reason

Resubmit

Login page

- Commercial information is required.
  If it is not filled, it will not be reviewed
- For details about the organization review conditions, please refer to the requirements Next"Conditions of Use"

- Please refer to the "Conditions of Use" on the next page for the eligibility of linked accounts.

Terms of Use for LINE Enterprise Management Platform

Organization

① A company/group*1 can only establish a LINE management organization

(A single unified number is regarded as an enterprise; Once an organization is deleted, it cannot be restored. At the same time, it is not accepted to re-establish the same company/group after multiple deletions)

② It is not possible to establish a LINE management organization as an agent or distributor

③ The enterprise member must be one of the organization administrators, and the "Contact Email Account" in the "Business Information" must be the contact email address of the enterprise member, and the credentials must be completed (If the contact email account "has not been verified, the organization will not be approved and will be used)

Official account

① The official account must be a certified account (Blue Verification Badge or above).

② The organization and the linked account must have the same Unified Business Number*5.

③ If the account has a Provider, the Provider and the organization must belong to the same company.

Different Providers are acceptable, but they must be identifiable as the same company, for example, LINE Taiwan Limited & Taiwan Connection.

④ If the account has a Provider, the Provider Name must display the corporate name (same as the organization name)

According to LINE Developer's guidelines, the Provider Name must be the corporate name. Here are examples:

OK Provider Name: 台灣連線：熊大餐廳

NG Provider Name: 熊大餐廳

Business Management Organization

LINE Official account

LAP Ads accounts

LAP ads account

The LAP ad account is determined to be the advertiser. The LAP advertiser must be the same advertiser as the business management organization
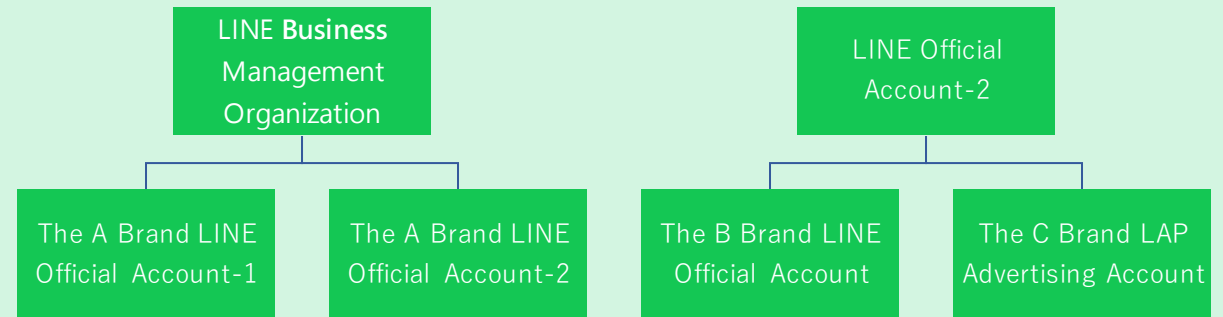
LINE Relationship between LINE Business Management Organization and Accounts
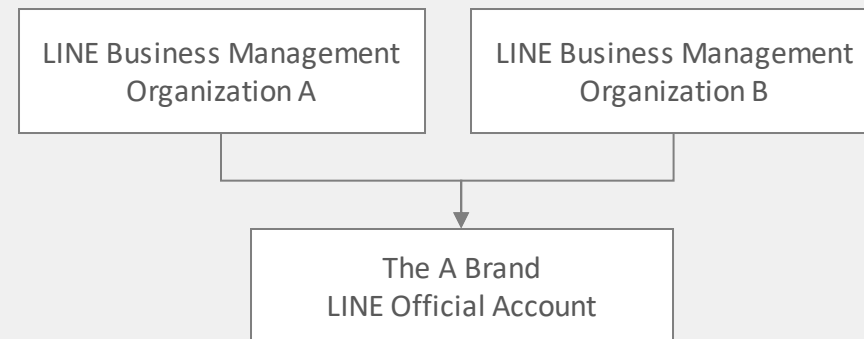
Organization: Linked Accounts=1:N

O You can link multiple LINE Official Accounts and LAP advertising accounts to the LINE Business Management Organization.

LINE **Business** Management Organization

The A Brand LINE Official Account-1

The A Brand LINE Official Account-2

LINE Official Account-2

The B Brand LINE Official Account

The C Brand LAP Advertising Account

X LINE Official Accounts and LAP advertising accounts can only be linked to one organization at a time and cannot be linked to multiple organizations.

LINE Business Management Organization A

LINE Business Management Organization B

The A Brand LINE Official Account

LINE Business Management Platform FAQ

Publish only the main FAQs. For the complete FAQ content, please refer to the webpage shown below.

- Do I need to pay to use the LINE Business Management Platform?

  The LINE Enterprise Management Platform is currently free to use. Charges may apply for LINE Official Accounts and LAP advertising accounts according to each platform's pricing policy.

- Does the LINE Business Management Platform support a mobile version or have a dedicated app?

  Currently, it only supports the web version, compatible with Google Chrome, Safari, and Firefox.

- Qualifications for using the LINE Business Management Platform?

  Please refer to the "Conditions for Using the LINE Business Management Platform" page for details.

- Is it possible to batch link LINE Official Accounts and LAP advertising accounts with the LINE Business Management Platform?

  It's not possible. The LINE Business Management Platform serves as a marketing data center, and linking each account requires compliance with regulations and approval. Please link each account separately.

- When linking LINE Official Accounts and LAP advertising accounts to the LINE Business Management Platform organization, can you choose specific resources to share?

  You cannot selectively share resources. Once the accounts are linked to the organization, it is assumed that the organization is authorized to access all resources associated with those accounts. Therefore, all resources are shared by default. If specific sharing or settings adjustments are needed, you should make those changes after linking the accounts

- Complete FAQ ： https://tw.linebiz.com/faq/line-business-manager-about/

THANK YOU