**LINE Biz - Solutions**

LINE TODAY
Backdrop Ad

2026 Sales Kit
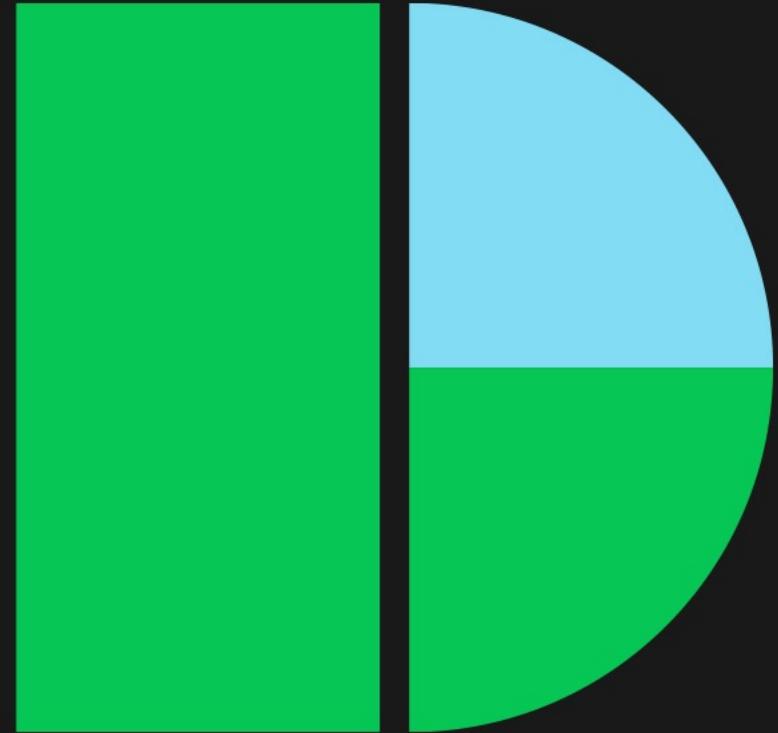
LINE TODAY

Used by 80%+ of LINE users—your one-stop hub for what's happening in Taiwan

180M+ Monthly Active Users

600+ Partners

3000+ new contents per day

LINE TODAY Audience Profile

Gender and age split mirrors Taiwan's overall market; nearly 80% are working adults with strong purchasing power

Female 51% : Male 49%

Gender

- 49% Male
- 51% Female
- Male
- Female
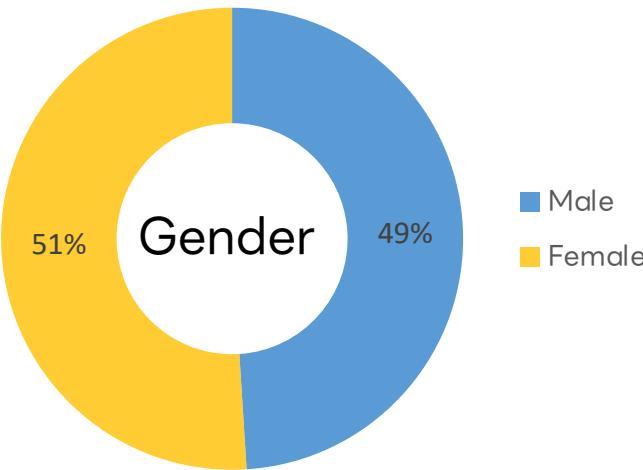
Ages 30–59 (core consumers): 66%

Age

- 6% 15-19
- 16% 20-29
- 19% 30-39
- 24% 40-49
- 23% 50-59
- 13%
- 15-19
- 20-29
- 30-39
- 40-49
- 50-59

Working population: 76%

Employment Status

- 40% Working Male
- 36% Working Female
- 9% Student
- 6% Homemaker
- 9% Others
- Working Male
- Working Female
- Student
- Homemaker
- Others
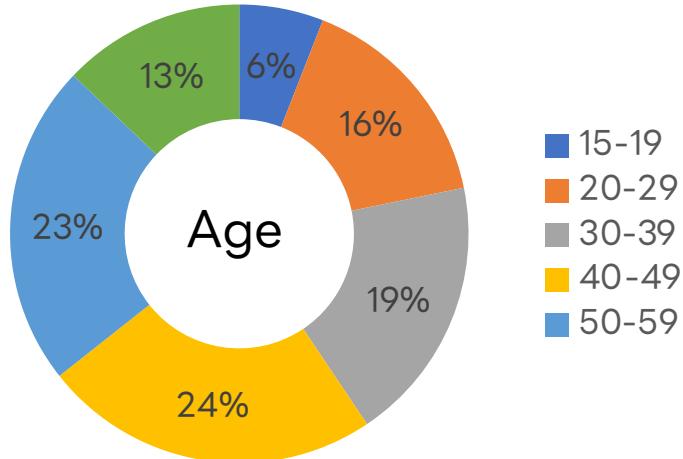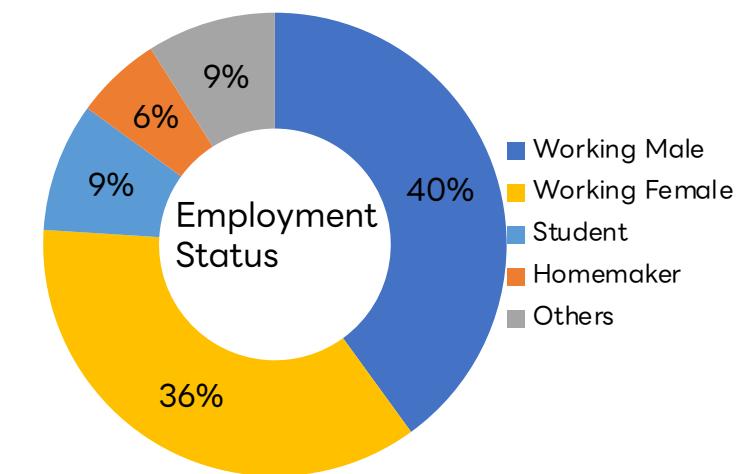
LINE

LINE TODAY is a key gateway for consumers to discover information and knowledge across topics

I can access a wide variety of video content on LINE TODAY.	85%
LINE TODAY plays an important role in my daily life and keeps me company (I often scroll through it when I have spare time)	77%
LINE TODAY is my first stop for daily news and information.	72%
When major news breaks, LINE TODAY is the first platform I turn to.	73%
During specific seasons or occasions, such as Lunar New Year, tax season, or Double 11, I refer to LINE TODAY for relevant shopping and lifestyle information.	69%

61% Users notice ad messages on LINE TODAY

56% Content on LINE TODAY can spark purchase intent

LINE TODAY offers diverse ad formats and touchpoints to power your marketing plan

Home (Focus tab)		Article / Video pages				Branded content	
Masthead	Billboard Ad	Scroller Ad	In-read Ad	Backdrop Ad	Pre-roll Ad	Headline	OA Push

Recommended Campaign Objectives for LINE TODAY Ads

Video   Image

Awareness

High-impact reach, user's first stop

Home – Billboard

Article – Scroller Ad

Purchase Intent

Premium placements with scalable, precise targeting

Article – In-read Ad / Backdrop Ad

Video – Pre-roll

Home Branded Content – Headline

Action

Purchase

Run of Network – LAP
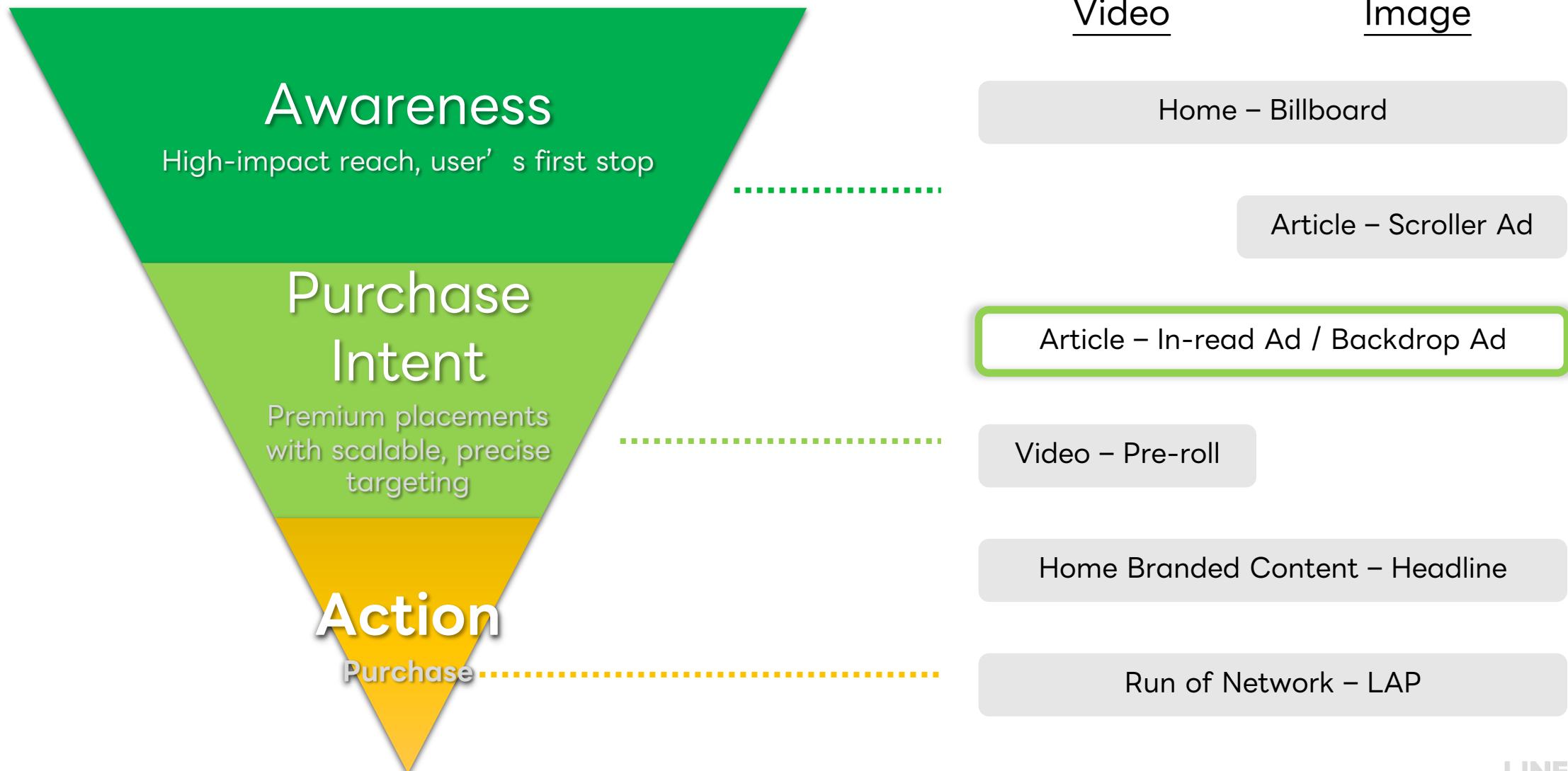
LINE

Backdrop Ad

A Large-Format Ad Seamlessly Displayed Within

LINE TODAY Articles

Full-screen, high-impact visual
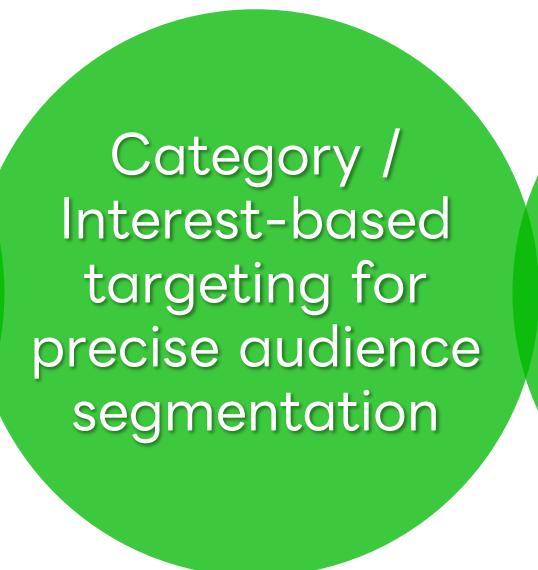
Category / Interest-based targeting for precise audience segmentation

Video/ Image Both supported
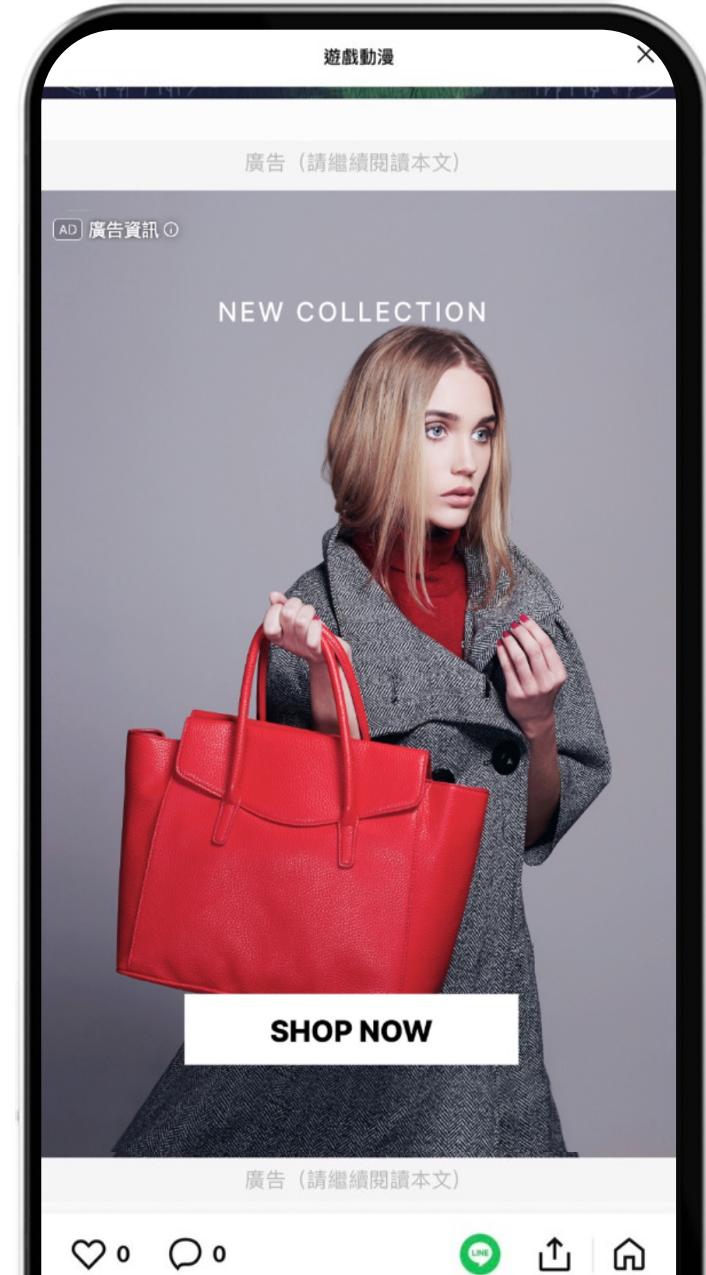
* 版面僅為示意，實際呈現方式請以上線版型為準。

LINE TODAY Backdrop Ad Rate Card

Type	Min. Spend	Unit Price
Video	$100,000	• 1~30 sec：vCPM $250
Image	$200,000	• CPM $100

Targeting Options		
Add on 20%	Age/Gender	Time Slots
	Operation System	Content Targeting
	6 Regions	Sensitive Topic Exclusion
	Interest	-

Note
• vCPM Viewable Impression Pricing: A viewable impression is strictly defined as when at least 50% of the video is visible within the browser viewport.
• All prices are in NTD, excluding tax.
• Ad Placement: Within LINE TODAY article pages.
• Flight Time: Ads go live at 10:00 and end at 22:59 (Taiwan time).
• Pricing: LINE reserves the right to adjust pricing. Any changes will be communicated one month in advance.
• Ad Rotation: Ads rotate by default. During other advertisers' reserved takeovers, delivery will be skipped for the reserved time periods.
• Sponsorship / Takeover: If you require exclusive delivery during specific time slots, additional pricing applies. Please contact your LINE sales representative.
• Ad Appearance: Background colors may automatically adjust to match the device's dark mode or light mode settings.

遊戲動漫

Cover 今（22）日皇布，旗下虛擬偶像事務所「Hololive Production」確定參加 12 月 30、31 兩日舉辦的 Comic Market 101（以下簡稱 C101），同步公開 C101 參展特別網站。

在即將到來的 C101 上會販售以 Hololive 五周年為概念的原創紀念周邊以及年末產品，還會在攤位上設置大型螢幕，讓粉絲們透過過去的 Live 影像、PV 和 MV 來一同回顧 Hololive 成立五周年的點點滴滴。

Brand Lift Survey (BLS) x LINE TODAY Ads

Quantify brand impact and validate ad effectiveness

| TODAY Ads Flight | Split audiences into "Exposed" vs. "Control" groups | Run a 2-week Brand Lift Survey on LINE TODAY | Collect enough survey responses | Deliver the Brand Lift report |

0 ——— **1** ——— **2** ——— **3** ——— **4** ⟶

Saw brand ads

Exposed group

Did not see brand ads

Control group

Collect survey samples

LINE Brand Lift Survey
品牌提升調查 - 結果報告
2025
LINE
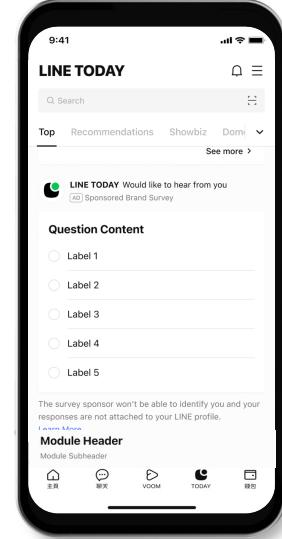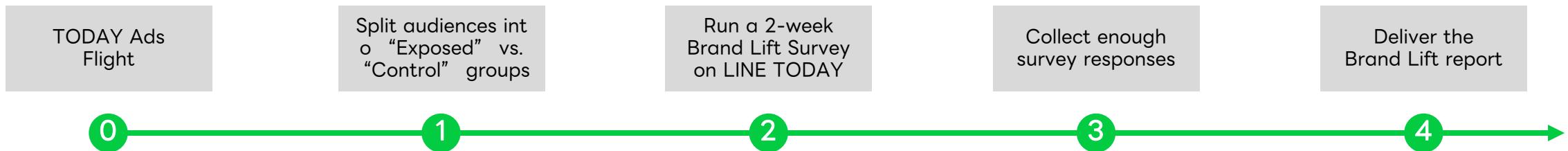
* To achieve 95% confidence with a ±3% margin of error, at least 1,056 valid responses are required for both the Exposed and Control groups.

LINE

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LINE BLS – Eligibility & Thresholds

1 In the past 12 months (excluding the current IO), advertisers must have purchased LINE Display Ad guaranteed products (including sales package) totaling NT$1.5M (ex-tax) or more to be eligible for LINE BLS.

2 If a single TODAY Ads product meets the spend threshold, you may use LINE BLS with the corresponding number of questions.
(Note: if you run BLS using MVP audiences, you must also meet TODAY Ads BLS spend requirements. See the BLS Sales Kit for details.)

Single product* Spend threshold (pre-tax)	Max # of questions	Eligible products for BLS
NTD 400,000	1 question	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 500,000	1–2 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image, Masthead
NTD 600,000	1–3 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image
NTD 700,000	1–4 questions	Billboard Image, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Preroll
NTD 800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Guaranteed Impressions, 2-week targeting)
NTD 1,500,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP (Maximum Reach)
NTD 1,800,000	1–5 questions	Billboard Image/Video, In-read Image/Video, Scroller/Sticky Backdrop Image/Video, Pre-roll, MVP Full-Star"

For details, please refer to the LINE BLS Sales Kit or contact your LINE sales representative.
* "Single product" = one eligible ad product used within the same campaign.
* Guaranteed Display Ad products include: TODAY Ads, Mobile/Desktop MVP, OpenChat Popup, Wallet Pop-up, VOOM ImpactView, LINE Beacon Network.

Targeting

LINE

TODAY Ads – Available Targeting Options by Product

	Start from audience (people)						Start from content (topics)			Special targeting
	Age / Gender	OS	Regions (6)	Interest categories	Time Slot	Frequency cap	Content categories	Topic keyword bundles	Sensitive topic exclusion	Weather: temperature / UV / rain / air quality
Billboard Ad			O			O (except CPCV)		X		O
Scroller Ad			O			O		O		X
In-read Ad			O			O		O		X
Backdrop Ad			O			O		O		X
Pre-roll			O		X	O (except non-skippable 30s Pre-roll)	O	X	X	X
Advertorial banner			O			O		X		O
Headline/ OAP			X			X		X		X

• For details & notes of each targeting option, please see the following pages.

LINE

Diverse targeting options to reach precise audiences —
Audience targeting

Age/Gender

Gender	Male
	Female

Age	Under 14
	15-19
	20-24
	25-29
	30-34
	35-39
	40-44
	45-49
	50+

OS

Android

Apple iOS

Region

Taipei / New Taipei / Keelung

Taoyuan / Hsinchu / Miaoli

Taichung / Changhua / Nantou

Yunlin / Chiayi / Tainan

Kaohsiung / Pingtung

Yilan / Hualien / Taitung + Outlying Islands

Interest

- Beauty & Skincare
- Body Shaping & Weight Management
- Fashion Enthusiasts
- Apparel & Accessories
- Food & Beverages
- Health Supplements
- Baby & Infant Products
- Home & Living Lovers
- Taipei Metro Commuters
- Auto Enthusiasts
- Online Shoppers
- Sports Enthusiasts
- Personal Finance Enthusiasts
- Consumer Electronics (3C)
- Gamers
- Tech Enthusiasts
- Movie Lovers
- Travel Enthusiasts

Time Slot

Target delivery only within specific hours during the flight. The selected slot must be at least 2 consecutive hours with a minimum unit of 1-hour.

Recommended use cases:
- Lunch / late-night dining hours
- Commute hours
- Stock market opening hours

Frequency

Once every 7 days

Once every 6 days

Once every 5 days

Once every 4 days

Once every 3 days

Once every 2 days

Once every day

Once per flight

- Interest category source: inferred and classified based on users' interests/attributes across LINE family services. For details, please refer to the Ad Optimization guide and LINE Privacy Policy.
- Major targeting categories (green items) are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are combined with OR; selecting multiple sub-options within the same category is charged once. Please choose based on your objective and check inventory to confirm the actual flight.
- If using Time Slot targeting: we strongly recommend a flight of 7+ days and ending on a business day. If delivery does not reach planned impressions by end of flight, we will notify you on the next business day to discuss next steps.
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.
- Time Slot rules:
  - Specific hours within the flight (<24h): surcharge applies; the slot must be at least 2 consecutive hours with a minimum unit of 1-hour. Recurring weekly days (e.g., weekends, weekdays): no surcharge. Irregular weekly patterns cannot be targeted. (e.g., 'Monday and Tuesday of the first week & Tuesday and Wednesday of the second week' is not allowed).
- Frequency cap:
  - Frequency capping is intended to limit ad delivery to one impression per user where possible. Due to factors such as cookies, browsers, and devices, discrepancies may occur between Total Impressions, Total Unique Visitors, and the configured frequency cap. Applying a frequency cap may affect delivery volume, and achieving the planned impression volume is not guaranteed. If delivery falls short at the end of the campaign, LINE will notify the advertiser and discuss next steps. For campaigns billed on an actual-spend basis, the applicable minimum purchase requirement still applies.

Diverse targeting options to reach precise audiences —
Content/Contextual targeting

Content targeting

Sensitive topic exclusion

Content categories

Entertainment/Celebrity
Entertainment /Movies / Drama / Music

Life Topics
Life / Health /Community /Travel

Sports events
Sports/CPBL/NBA

Leisure
Trendy fashion / Food /Horoscope / Community / Anime

National/Inter-national News
Domestic/Global

Conceptual learning
Finance

Content keyword

Beauty & Skincare

Aesthetic medicine

Weight loss

Luxury

Apparel & Accessories

Health supplements

Baby & infant products

Tech & 3C

Real-estate

Home appliances

Furniture

Automotive

Finance & Insurance

Pets

Gaming

Shopping deals

Gifting

Horrifying Content
Adult Content
Drugs
Hate Speech
War
Gambling

Exclude sensitive topics, protect your brand safety!

- Content categories and content keyword are treated as one targeting criterion. If both are used together, the relationship is OR. Selecting multiple sub-options within the same major category is charged once—choose based on your objective and check inventory to confirm the actual flight.
- Content keyword source: LINE uses machine learning to curate keyword bundles around popular themes. Clients target at the bundle level; bundle contents cannot be edited. Multiple bundles can be selected (OR). Different keyword categories cannot be stacked (AND).
- Major targeting categories are combined with AND; adding one category incurs a 20% surcharge. Within a category, sub-options are OR and charged once.
- Content categories: the groupings above are recommended bundles; you may select items individually as needed. Some special categories are not targetable in specific period. (e.g., NBA, CPBL, Golden Melody/Golden Bell/Golden Horse Awards, Lunar New Year). Please contact LINE Sales.
- Sensitive topic exclusion: targets the full set of six topic dimensions (not separable).
- Ads rotate by default. During project or reserved takeovers, delivery will be skipped for those time periods.

Content Keyword Targeting — a cross-category content targeting approach

With Content Keyword Targeting, the system scans TODAY article titles and body text before serving ads.
Ads will appear only on pages that contain terms from the selected keyword bundle.

Beauty & Skincare	Baby & infant products	Finance & Insurance
Aesthetic medicine	Tech	Pets
Weight loss	Real-estate buying	Gaming
Luxury	Home appliances	Shopping deals
Apparel & Accessories	Furniture	Gifting
Health supplements	Automotive	
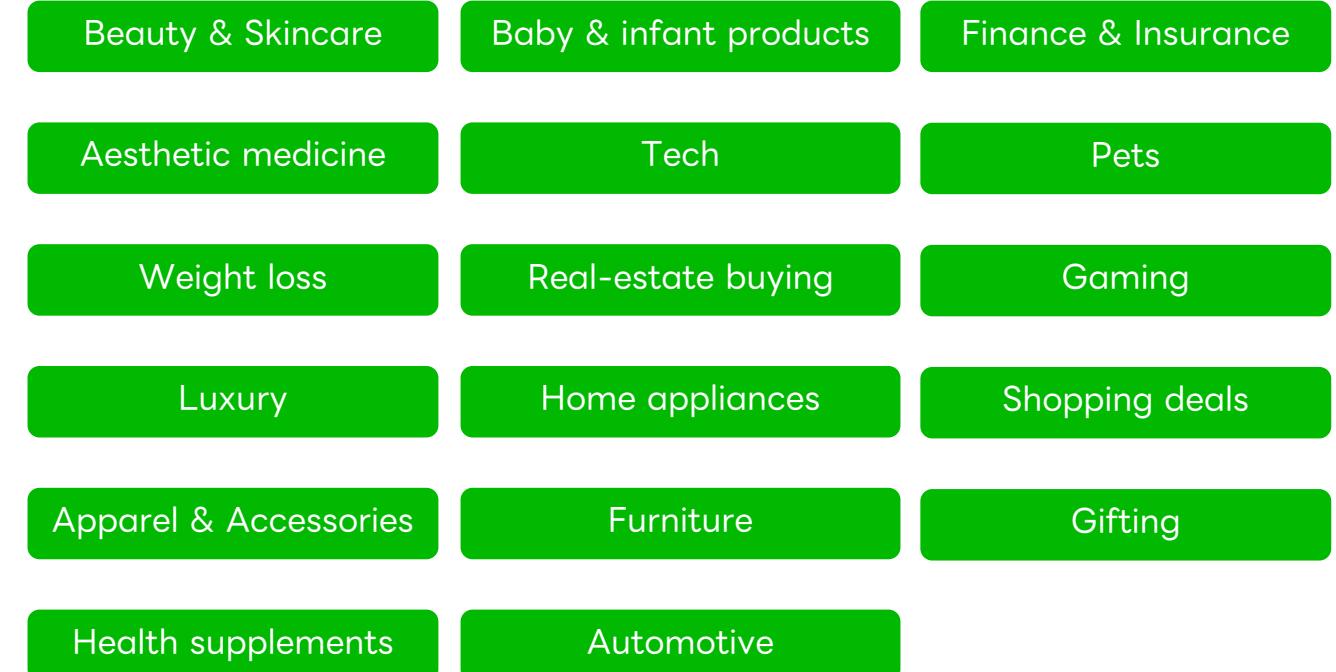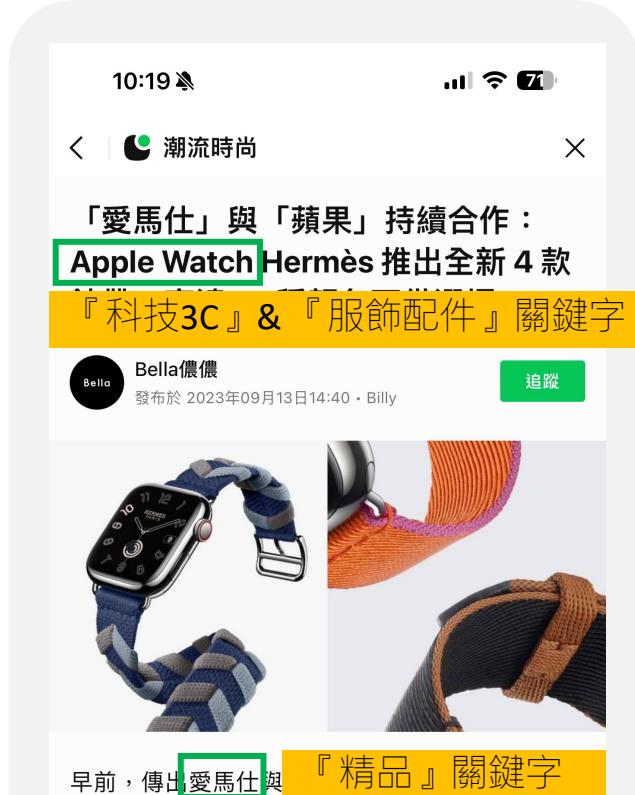
Notes:
* The example terms are high-relevance keywords curated via machine learning for each theme. For full bundle terms, see Appendix: Content Keyword Targeting – Keyword List.
* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.
* Using this targeting requires a 20% surcharge and an inventory check to confirm deliverable volume during the flight.
* Content categories and content keyword are treated as one targeting criterion; if both are used, the relationship is OR. Multiple sub-options within the same major category are charged once.
* Clients target at the bundle level; bundle contents cannot be edited. Multiple bundles can be selected (OR). Different keyword categories cannot be stacked (AND).
* Detection is limited to the TODAY article title and body text; modules such as "more related articles / continue reading / view more" below the article are not included.

Keyword Targeting Success Story:
Click performance boosted UP!

CheongKwanJang

Targeted keyword pack:
Gifting

CTR
+22%
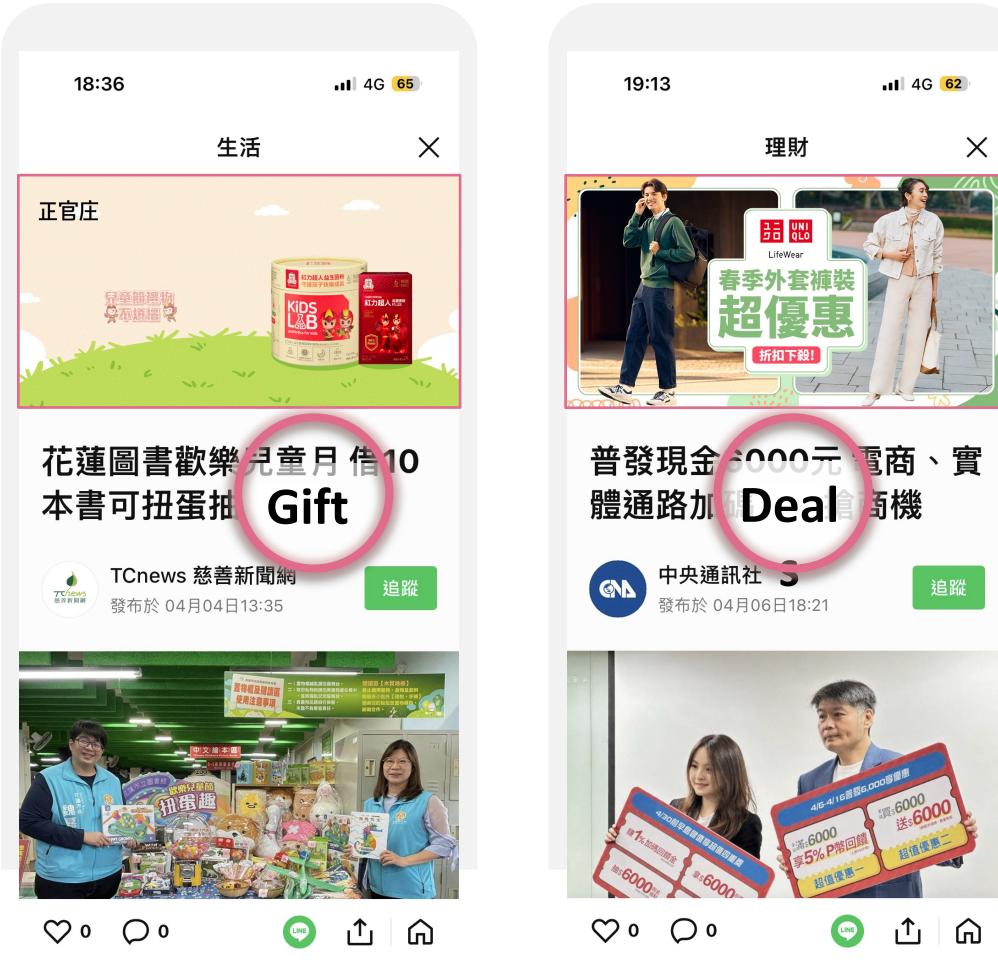
UNIQLO

Targeted keyword pack:
Shopping deals

CTR
+13%

LINE

Exclude sensitive topics to protect your brand safety

Sensitive Topic Exclusion uses automated text detection to scan TODAY article titles and body text before serving ads. Ads will appear only on non-sensitive pages. This option excludes six topic dimensions:

Horrifying — Violence / casualties

Hate — Extremism / hate speech

War — War / military conflict

Adult — Sex crimes / explicit content

Drug — Drug use / crime

Gamble — Gambling

Sensitive topics (6 dimensions)
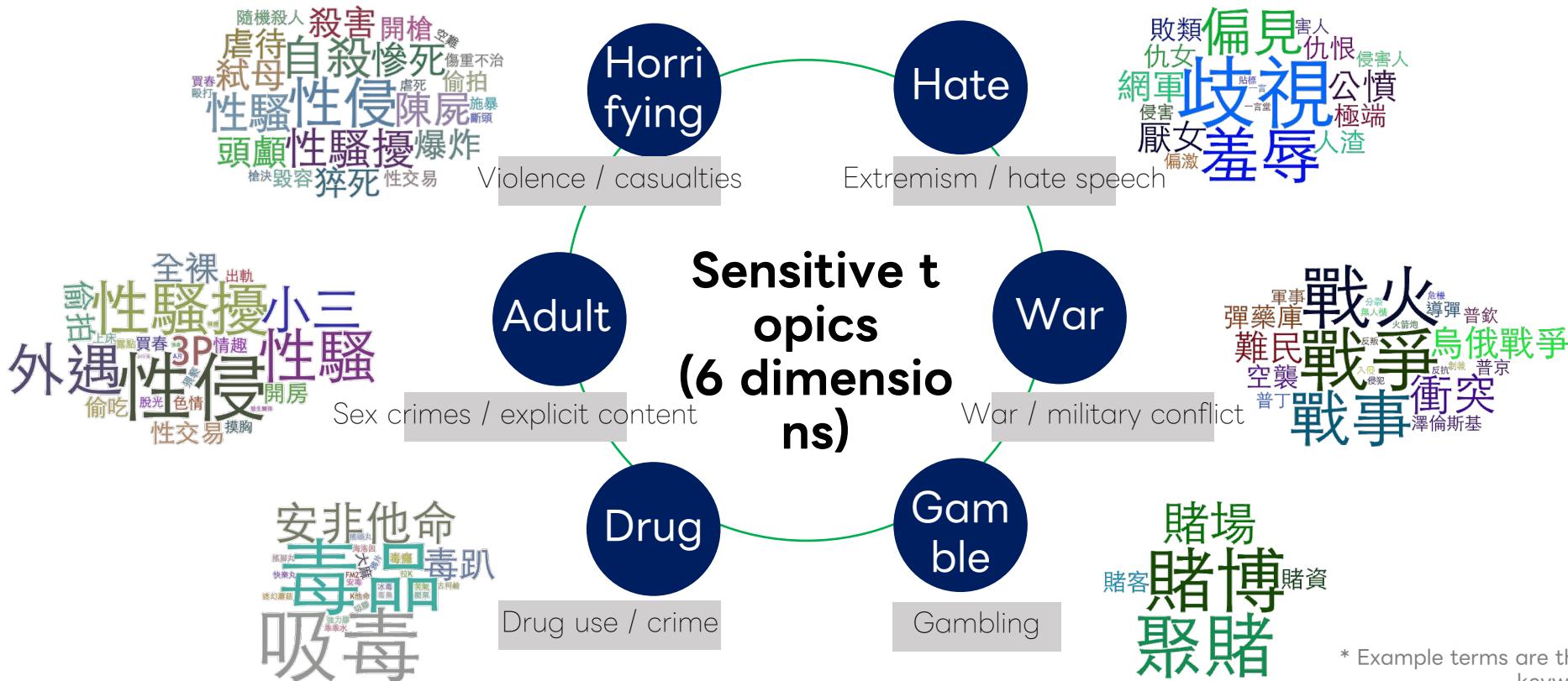
* Example terms are the most frequently excluded keywords during product testing. Sensitive Topic Exclusion includes, but is not limited to, the example terms above, and the system updates exclusion keywords regularly.

Notes:
* This targeting applies only to the advertiser's selected placements and does not affect other ad slots on the page.
* Using this targeting requires a 20% surcharge and an inventory check to confirm deliverable volume during the flight...
Detection is limited to the TODAY article title and body text; modules such as "more related articles / continue reading / view more" below the article are not included in the exclusion scope.

LINE

Precise reach: Nielsen DAR testing shows OTR above the overall market benchmark
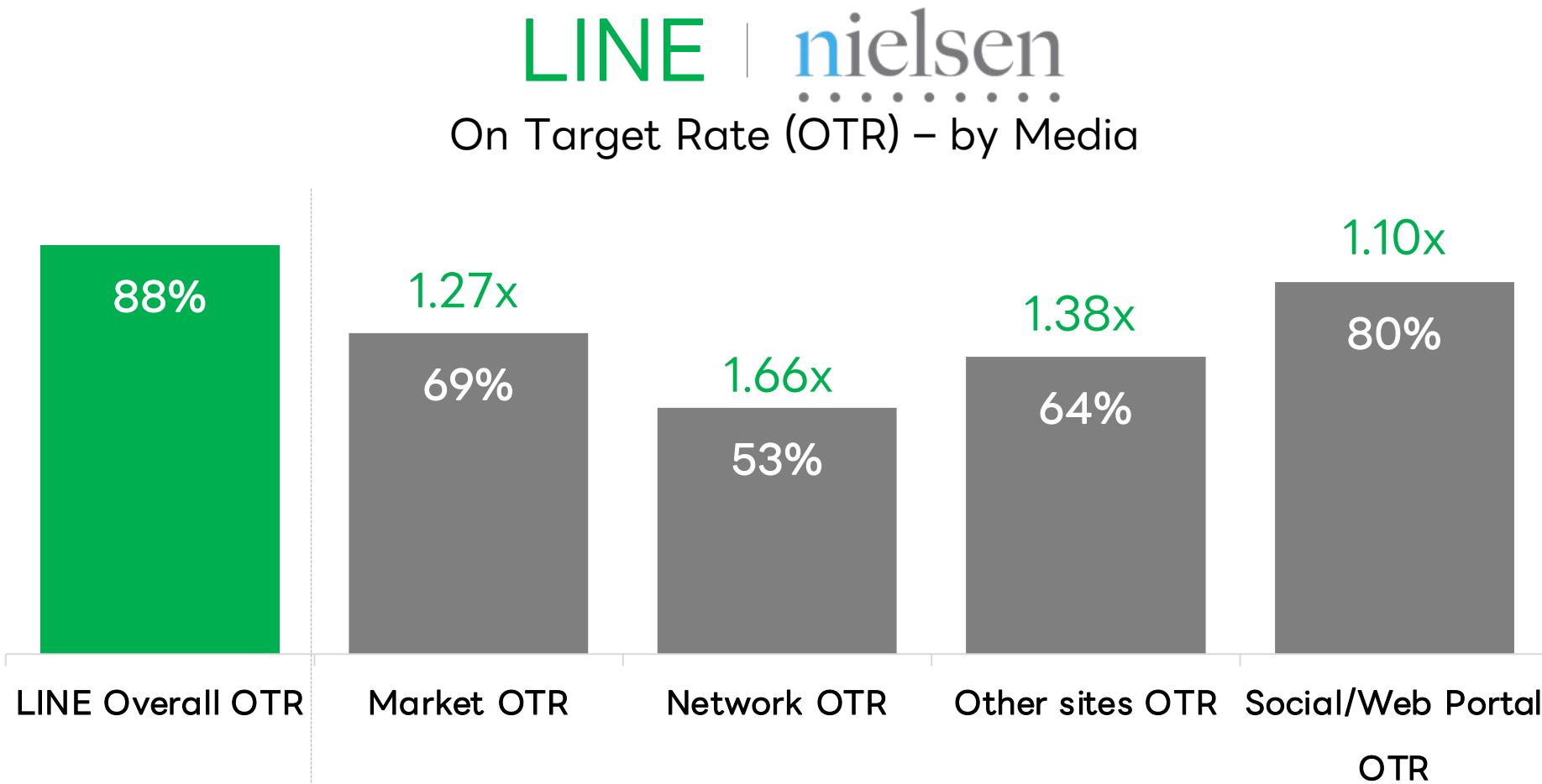
LINE | nielsen

On Target Rate (OTR) – by Media

LINE Overall OTR	Market OTR	Network OTR	Other sites OTR	Social/Web Portal OTR
88%	1.27x / 69%	1.66x / 53%	1.38x / 64%	1.10x / 80%

Notes:
1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
2. The average is calculated as a weighted average, weighted by each campaign's impressions.
3. Campaigns without a defined target are excluded.
4. OTR may vary by placement, timing, and audience delivery.
5. The 40 LINE-completed campaigns were delivered in a mobile environment.

Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

LINE

Precision targeting across age & gender segments

LINE | nielsen

On Target Rate (OTR) – by Age / Gender

Ages 13–24	Ages 25–44, Female	Ages 25–44, Male	Ages 45+
90%	**88%**	**87%**	**88%**

Notes:
1. OTR = impressions that match the targeted gender/age (per Nielsen DAR) ÷ total campaign impressions.
2. The average is calculated as a weighted average, weighted by each campaign's impressions.
3. Campaigns without a defined target are excluded.
4. OTR may vary by placement, timing, and audience delivery.
5. The 40 LINE-completed campaigns were delivered in a mobile environment.

Source: Nielsen Digital Ad Ratings (DAR). Data updated through Dec 2020; 698 eligible campaigns included, including 40 LINE-completed campaigns.

LINE

Supports third-party viewability tracking for video ads (IAS)

To help advertisers buy video with greater confidence, LINE TODAY Backdrop Ad Video now supports IAS viewability tracking.

50% 2s

You can evaluate the performance of LINE TODAY Backdrop Ad Video using third-party–certified video viewability metrics.

A viewable video impression is counted when more than 50% of the video player is visible within the user's viewport and the video plays for at least 2 seconds, as certified by IAS and MOAT*.

* Before using this service, please confirm the latest viewability definition with your measurement provider.
* This service is provided by a third party. LINE can assist with integration when purchasing LINE TODAY Backdrop Ad Video, but does not guarantee the variance between third-party and LINE numbers.
* In Taiwan, IAS viewability tracking currently supports LINE TODAY (mobile web) only; in-app environments are not supported at this time.

From Branding to Performance—amplify results with retargeting on LINE TODAY

Awareness

Purchase Intent

Action

LINE TODAY Ads Video / Image

LINE TODAY Ads Headline

LAP Ads

LINE TODAY Ads Impression Audience

Headline Article Visitor Audience

* For full feature description and how-to, see Appendix
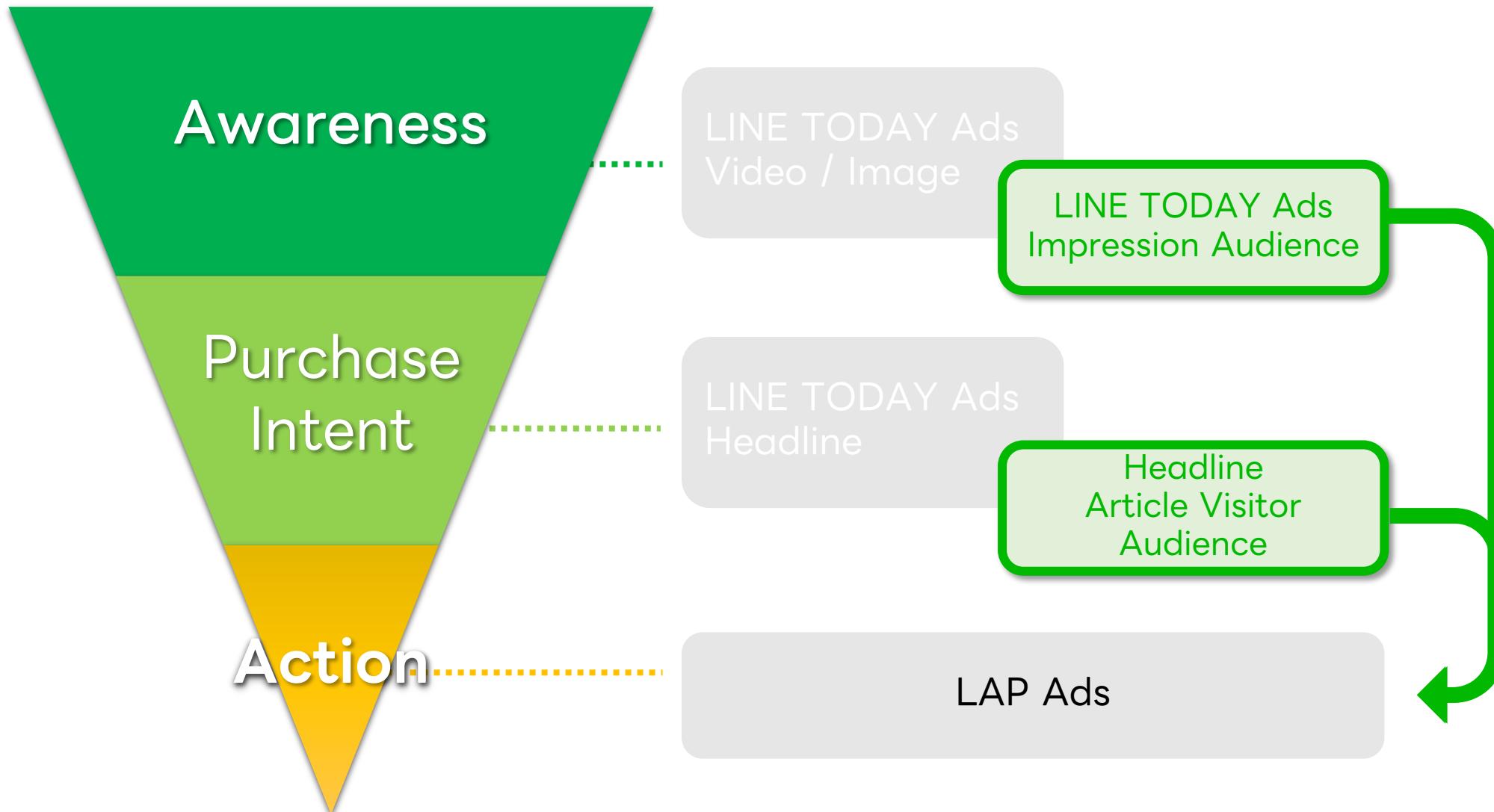
LINE

LINE TODAY Ads – Retargeting Audiences via LINE Tag

Data source → **Run retargeting**

- Official Account
- LINE POINTS Ads
- MVP Ad

via Cross Targeting / BM →

- Headline Article Visitor Audience
- LINE TODAY Ads Impression Audience

via LINE Tag →

LAP

* For full feature description and how-to, see Appendix
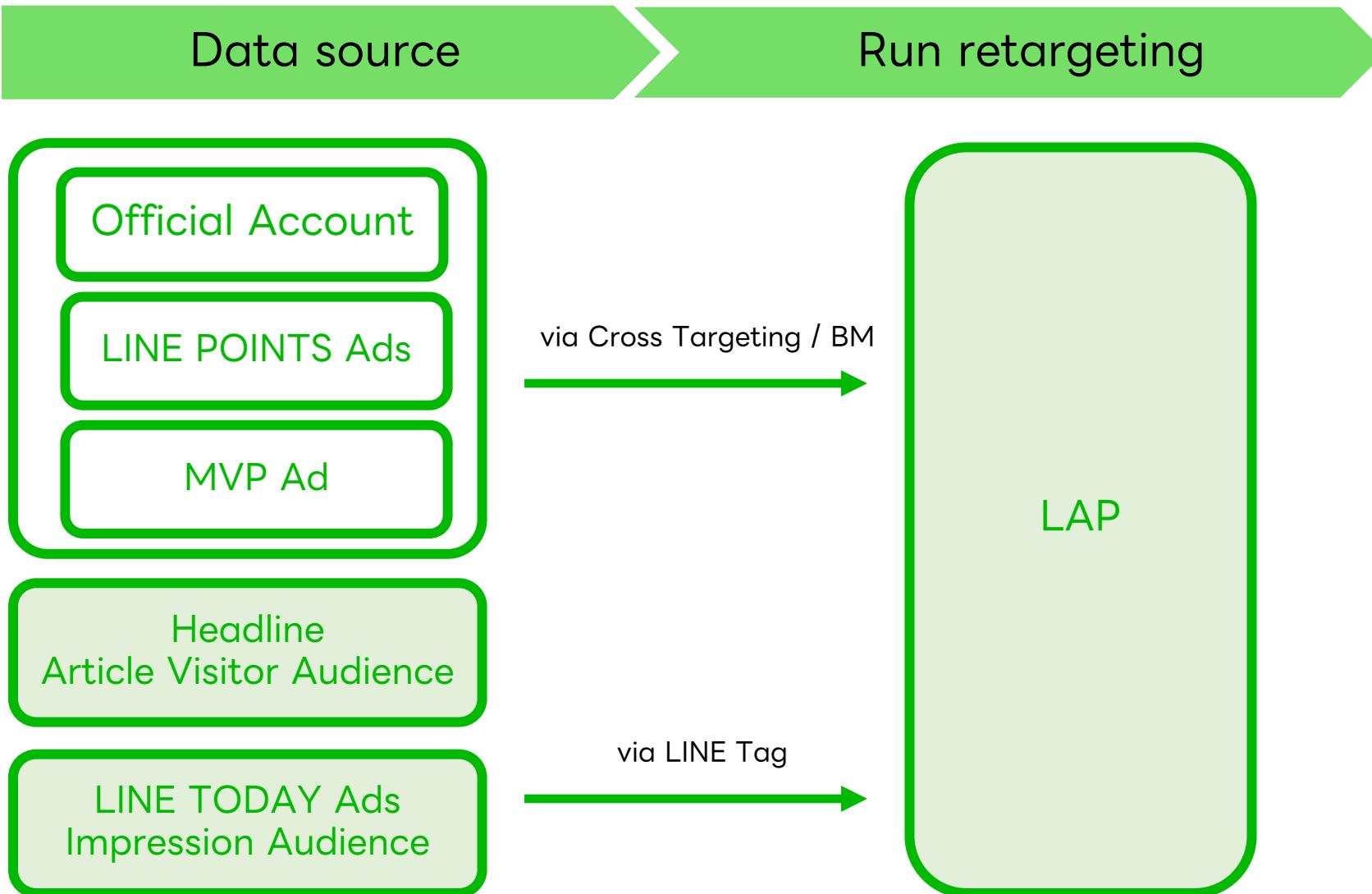
Appendix

進稿規範

# Backdrop Ad Creative Spec

	Image	Video

Creative Spec	• Creative Specifications & Safe Zone: Please refer to the listing sheet on the LINE Biz Solution website for the latest submission specifications and safe-zone guidelines: https://tw.linebiz.com/download/line-guaranteed-ads/
	• Creative Rotation:
	   • Image: Up to three (3) creative files may be submitted per campaign. Delivery weight will be automatically optimized by the system based on CTR performance.
	   • Video: Creative rotation is not supported.
	• Landing URL: Please provide an HTTPS URL. Click and Impression third-party tracking URLs are supported. For details, please contact your LINE sales representative.
	• Creative Assets & Submission Form must be submitted at least five (5) business days prior to the go-live date.	

Notes	• Ad Rotation: Ads rotate by default. During advertiser-reserved sponsorships or takeovers, delivery will be skipped for the reserved time windows. If exclusive delivery during specific time slots is required, additional pricing applies. Please contact your LINE advertising sales representative. • Reservation: Impression inventory will be reserved upon IO confirmation. • Ad Policies: Please refer to the product-specific advertising policies on the LINE Biz Solution website: https://tw.linebiz.com/terms-and-policies/ads-policies-2/	

Creative Requirements – IAS Viewability Tracking

Item	Specs	Notes
Aspect ratio	• Billboard Video Single Video(+title): 16:9 • In-read Ad Video: 16:9 • Backdrop Ad Video: 2:3	
File format	VAST 4.0 Tag	Please provide tags for web environments (not in-app). Remove these formats: 3gp / 3gpp / m3u8
Video resolution	HD recommended	Remove the following low-resolution specs: width="176" height="144"; width="320" height="180"; width="480" height="270"; width="256" height="144";
Length	• Billboard Video (single video): within 60 sec • In-read Ad Video: within 180 sec • Backdrop Ad Video: within 30 sec	
Landing URL	Please provide the https URL of the landing page after the VAST Tag redirect.	
Submission deadline	7 business days before go-live	
Creative rotation	Single creative only; multiple-creative rotation is not supported.	
Verification tool	https://googleads.github.io/googleads-ima-html5/vsi/	

* If you use Billboard Video (single video with title) and In-read Ad Video, additional copy settings are required. Please refer to the submission form for details.

Advertising Workflow

Advertiser review & inventory confirmation

- Advertisers must comply with the industry and ad policy
- Actual inventory is based on availability at the time of ad setup.

Sign IO & submit creatives

- Please sign and return the IO before ads can go live.
- Follow creative production and ad policy requirements.
- Submit creatives 5 business days before the flight start date.
- If using IAS viewability tracking, submit the VAST 4.0 Tag 7 business days before the flight start date.

Creative review

Ad setup

Flight starts

- Ads go live according to the scheduled time.
- Go live at 10:00 (Taiwan time).
- End at 22:59 (Taiwan time).

Reporting

- Reports will be automatically emailed daily during the flight.

* LINE reserves the right to adjust the timeline above.

For the latest submission specs, refer to submission form online:
https://tw.linebiz.com/download/line-guaranteed-ads/

Ad policy: https://tw.linebiz.com/terms-and-policies/ads-policies-2/

LINE

Sample Report

Video format

Date	Order	Order ID	Total impressions	Total clicks	Total CTR	Total Active View viewable impressions	Start	First quartile	Midpoint	Third quartile	Complete	Completion rate
Day1	-	-	-	-	-	-	-	-	-	-	-	-
Day2	-	-	-	-	-	-	-	-	-	-	-	-
Day3	-	-	-	-	-	-	-	-	-	-	-	-
Day4	-	-	-	-	-	-	-	-	-	-	-	-
Day5	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-	-	-

Image format

Date	Order	Order ID	Total impressions	Total clicks	Total CTR
Day1	-	-	-	-	-
Day2	-	-	-	-	-
Day3	-	-	-	-	-
Day4	-	-	-	-	-
Day5	-	-	-	-	-
Total	-	-	-	-	-

* 此為報表示意圖，實際版型請以收到的報表格式為主。

Appendix

LINE TODAY Ads Impression Audience – Overview

Supported products:

- Billboard series
- Scroller Ad
- In-read Ad
- Pre-roll
- Backdrop Ad
- Masthead Ad

LINE

LINE TODAY Ads Impression Audience – LAP Retargeting

Pre-launch preparation

- From the LAP ad account that will be used for the audience (LINE Tag in Official Account / Business Manager is also supported), copy the "Image Tag URL" part from the LINE Tag below.
- How to get the "Image Tag URL": The following is a full LINE Tag base code. The "Image Tag URL" is the green-highlighted snippet. Use this URL as the third-party impression tracking URL when submitting this TODAY Ads campaign.

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
  g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments)};
  var h=location.protocol==='https:'?'https://d.line-scdn.net':'http://d.line-cdn.net';
  var s=d.createElement('script');s.async=1;
  s.src=o||h+'/n/line_tag/public/release/v1/lt.js';
  var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(s,t);
  })(window, document);
_lt('init', {
  customerType: 'lap',
  tagId: 'b323ec55-4368-46a4-aae6-411dd2b97ca3'
});
_lt('send', 'pv', ['b323ec55-4368-46a4-aae6-411dd2b97ca3']);
</script>
<noscript>
  <img height="1" width="1" style="display:none"
    src="https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=pv&noscript=1" />
</noscript>
<!-- End LINE Tag Base Code -->
```

- Do you need to modify the code?
  - If you do not need to separate different website-traffic audiences, submit the Image Tag URL as is (no modification).
  - If you want to distinguish this campaign's exposed audience from other website-traffic audiences, modify parameters before submission.
    - Example Image Tag: https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1

    - How to modify:
      - "e=cv" is fixed—copy and use as is.
      - For "d0=test1", replace "test1" with your custom event name (≤20 half-width alphanumeric characters).
      - "d0" is a fixed parameter and must not be changed.

LINE

LINE TODAY Ads Impression Audience – LAP Retargeting

Post-launch: recommended steps to build audiences in LAP

- In LAP, go to "Audiences" and create a new "Website Traffic Audience". Filter using the steps below, set the lookback window, and wait ~24 hours to build the LINE TODAY Ads impression audience. You can then run retargeting in LAP.

- Step by Step：
  1. Create a Website Traffic Audience in LAP.
  2. Audience settings when creating:
     - If you do NOT need to separate different website-traffic audiences: select "All website visitors".
     - If you need to distinguish this campaign's exposed audience from other website-traffic audiences: follow the method on the previous page. Select "People who visited event page" and choose the corresponding event to build the Website Traffic Audience that includes the LINE TODAY Ads exposure audience. (Note: the custom event appears in the dropdown only after at least one impression has occurred, so we recommend setting it after the flight starts.)

- Notes:
  - The audience size shown in LAP is an "estimated size" (estimated audience reach for LAP) and uses a different definition than impressions in LINE TODAY Ads reports.
  - This method uses the LINE Tag as the third-party impression tracking URL. Each LINE TODAY Ads campaign can set only one third-party impression tracking URL. For example, if you use DAR, you cannot also submit the LINE Tag Image Tag.
  - Please verify the syntax before submission. LINE will only assist with setup and will not rewrite parameters.

⇕ 受眾名稱	⇕ 受眾類型 ❓	⇕ 預估規模 ❓
7day_customevent_test1	網站流量受眾	3,034,200

Audiences >

New Web Traffic Audience

General information

Audience name	Web Traffic Audience: 202512211754	34/120
LINE tags ❓	**LINE Ads** LINE tag from this ad account Edit	
People who	People who visited event page ▾	
Event ❓	test1 ▾	
Data retention period ❓	轉換 test1	
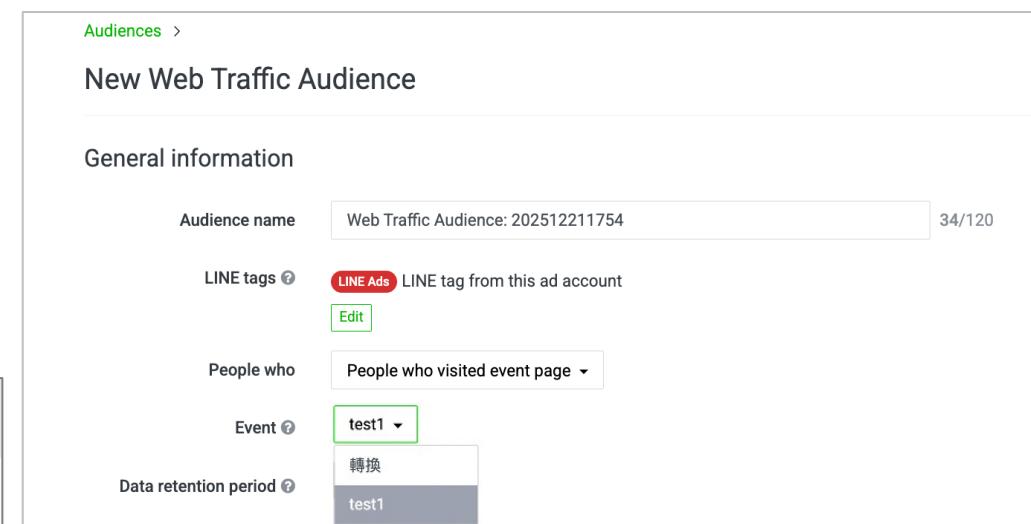
LINE TODAY Ads Impression Audience – Code Rewrite Check

✓ When you need to separate exposure audiences for this campaign, you must modify the code:

- Modify the orange-highlighted part before submission.
  - Example Image tag：https://tr.line.me/tag.gif?c_t=lap&t_id=b323ec55-4368-46a4-aae6-411dd2b97ca3&e=cv&d0=test1&noscript=1
  - How to modify：
    - "e=cv" is fixed—copy and use as is.
    - "d0=test1" replace "test1" with your custom event name (≤20 half-width alphanumeric characters; see the check method below).
    - "d0" is a fixed parameter and must not be changed. ；

✓ 自我檢查法：
- In LAP > "Tracking (LINE Tag)", scroll down to "Custom Event Code". Paste the "XXX" part of "d0=XXX" into "Custom Event Name" and confirm there are no invalid characters or length issues.

THANK YOU

Interested in LINE TODAY Ads? Contact LINE sales representative for more details!