LINE Biz - Solutions

LINE TODAY
Headline

2026 Sales Kit
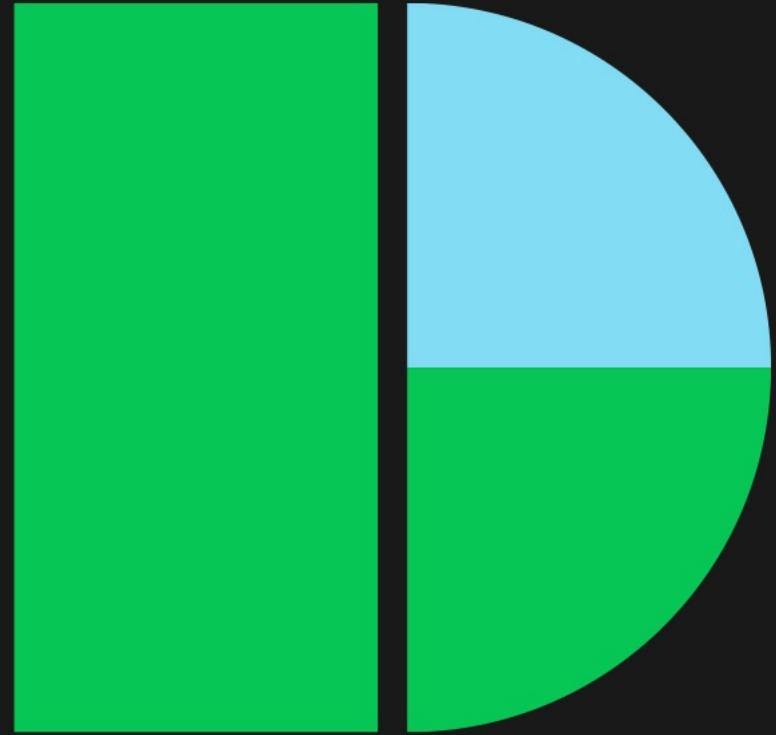
LINE

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
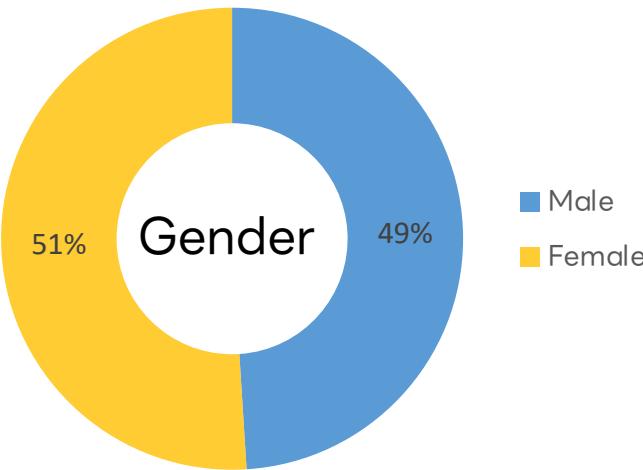
Ages 30–59 (core consumers): 66%

Age

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

Working population: 76%

Employment Status

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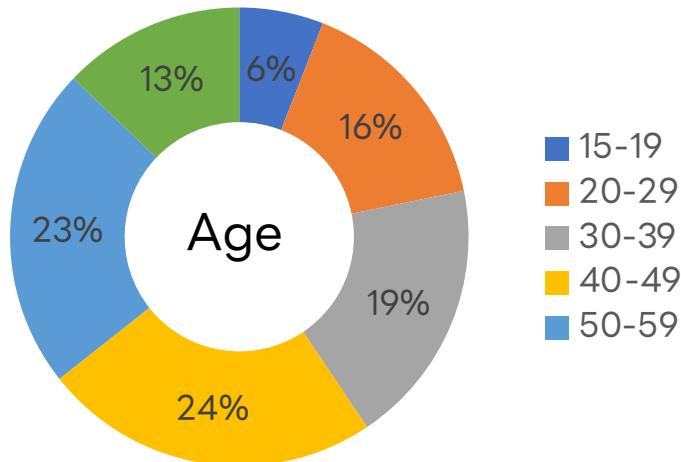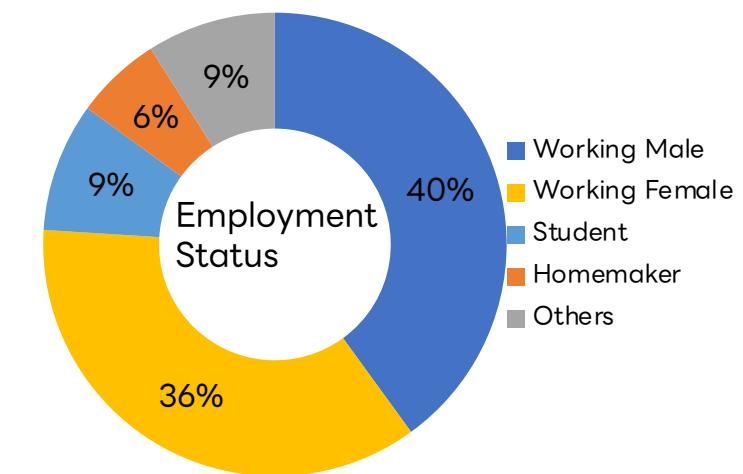
LINE

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

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

Action
Purchase

Home Branded Content – Headline

Run of Network – LAP
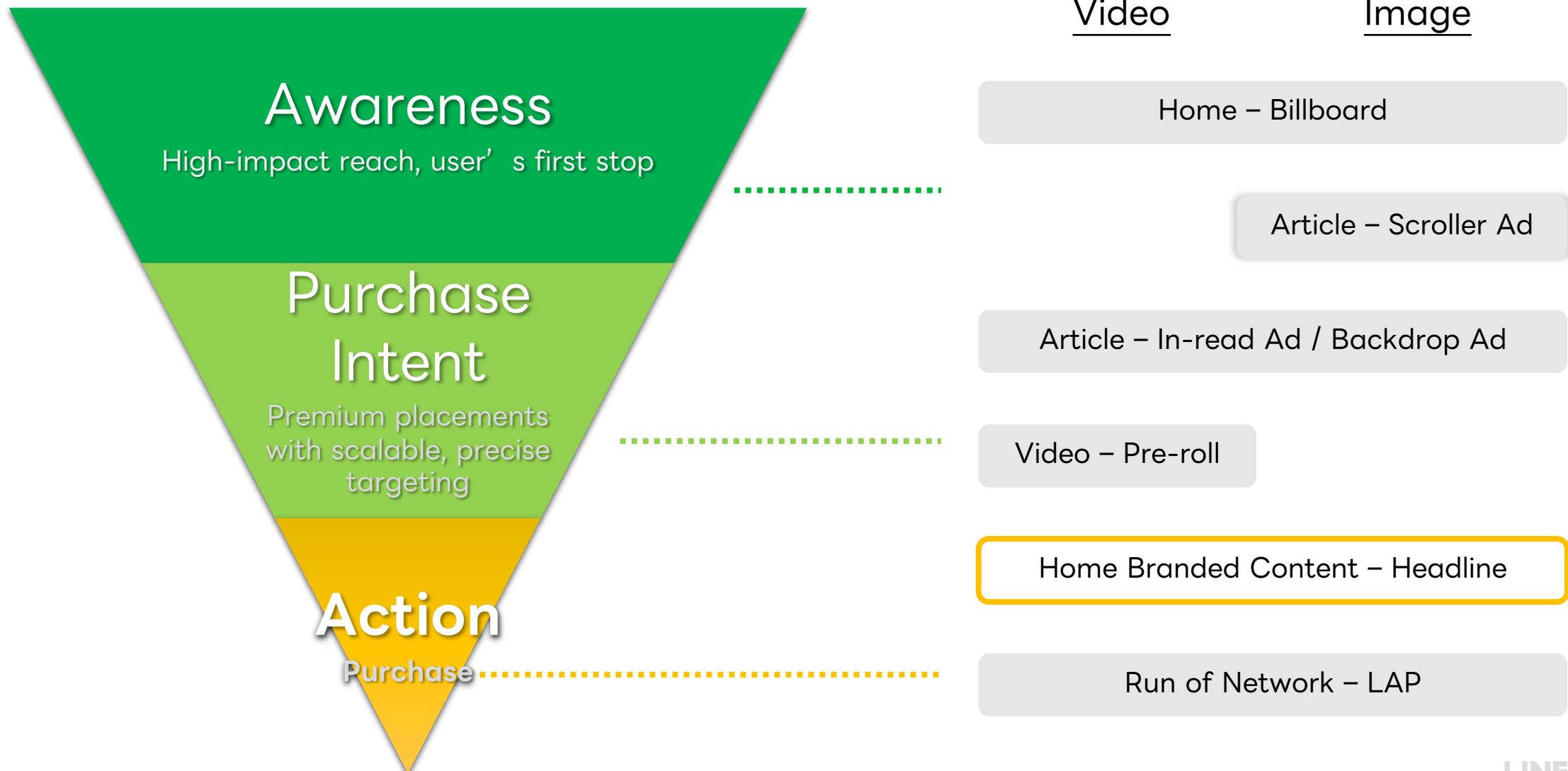
LINE

Headline

Deliver Brand Story or Product Features
Through Articles / Video to Inspire Purchase

Focus Headline
4th Position

Day/Night Time Slots
Exposure

First Screen on
Homepage

High
Click Performance

Note: The layout shown is for illustrative purposes only. As LINE TODAY continuously optimizes the content experience, a small proportion of users may see slightly different interfaces. To maintain optimal user experience, LINE TODAY reserves the right to adjust content layout, category page names, and homepage names. The actual display should follow the live version.

LINE

Attract users through News-related topic

Health foods

FMCG

Food & bevarage

News Perspective

1. **Celebrity News**：Entertainment related topics always attracts impression and clicks
2. **User related**：Make user feel engaged
3. **Suggestions**：Using "Never"，"remind"，or highlight users' pain points

Case Study – Spark Engagement and Boost Brand Awareness Through Poll Features and Natural Reader Interaction

Leverage multiple-choice questions, personality quizzes, or simple segmentation to resonate with readers

Ideal for brand marketing campaigns aiming to stimulate user interest and interaction

Naturally integrate the brand via the LINE TODAY platform to reinforce brand impressions

"Image + text" options to attract more attention!

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

Awareness ---- LINE TODAY Ads Video / Image

LINE TODAY Ads Impression Audience

Purchase Intent ---- LINE TODAY Ads Headline

Headline Article Visitor Audience

Action ---- LAP Ads

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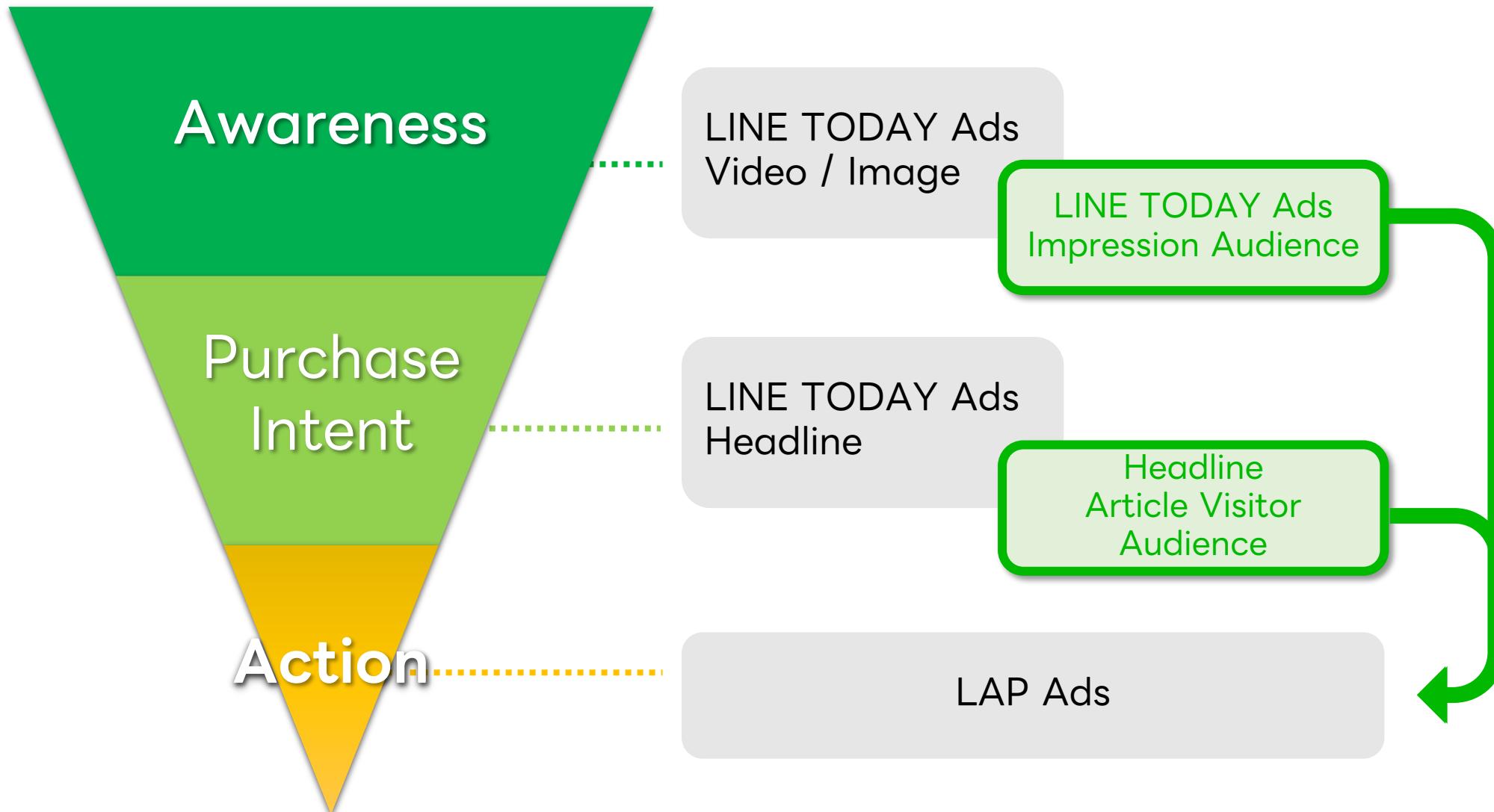
LINE

Headline – Price Table

Day slot
Headline

- Homepage First Screen – Headline, 4th Position

- Exposure Time: 10:00–19:59, total 10 hours

- Pricing: NT$300,000 /slot

Office/ meal time
Attraction & Communication recommended

Night slot
Headline

- Homepage First Screen – Headline, 4th Position

- Exposure Time: 20:00–09:59 (next day), total 14 hours

- Pricing: NT$250,000 /slot

Leisure/night scrolling time
Soft topics recommended

Poll feature
Add-on

- Polls can be inserted within the article-type sponsored content to enable more natural interaction with readers and enhance brand impressions

- Pricing: NT$50,000

Natural interactions
Enhance brand image

Note
All prices are listed in New Taiwan Dollars (NTD) and exclude applicable taxes
To continuously optimize the content experience, LINE TODAY reserves the right to adjust content layout, category page names, and focus page names. The actual display should follow the live version.
For finalized placements, please contact the responsible LINE account manager

LINE

Headline – Notes

Items	Notes
Ad Delivery	• Articles are viewable on both mobile and desktop • The total number of items in LINE TODAY categories may vary depending on daily news topics • In the event of natural or man-made disasters, or major events attracting national attention, to avoid negative perception of ads on LINE TODAY, the client will be immediately notified, and the campaign may be rescheduled or adjusted to ensure positive ad impact • From September 16, 2021, sponsored articles will be automatically removed from LINE TODAY 60 days after publication (counting starts from the following day +1). Example: If an article is published on March 1, the removal date will be April 30
Exposure Time	• Manual posting cannot guarantee 100% accuracy; there may be a 5–10 minute discrepancy in start/end times
Estimated Performance	Headline • Performance is not guaranteed; results may vary depending on bid level and how the creative aligns with reader interest • Daytime slot average clicks: 50,000–100,000 clicks/article; 20,000–100,000 clicks/video • Nighttime slot estimated clicks: 30,000–80,000 clicks/article; 12,000–70,000 clicks/video Poll Interaction Numbers • General readers can only see the vote percentages per option within the article • Advertisers can access the absolute number of votes per option in the report at the time it is generated (poll function continues until article removal) • Performance is not guaranteed, and results may vary depending on how the poll topic aligns with reader interest
Material Submission	• Please provide Word document + image files (please indicate image source or attribution) • Complete materials must be submitted at least 5 business days prior to launch for editorial review • No content changes will be accepted during the live campaign
Report	• Campaign report will be delivered within 3 business days after campaign end

Headline Material Spec – Article Lead

Headline

- Image file: 1,920 (W) × 1,080 (H) pixels, JPG format, under 2MB. (Cover images should avoid a white background.)
- Title format: Must begin with "情報快遞" and be 12–20 Chinese characters in length (recommended minimum 12, maximum 20).
- Placement (rotation order): 4th position in rotation.
  (Delivered by the system as the 4th item in rotation sequence.)

Article Content Requirements

- Body text: Maximum 1,000 Chinese characters. Tables are not permitted in the body text.
- Images: Up to 5 images. 1,920 (W) × 1,080 (H) pixels, JPG format, under 2MB each. (Cover images should avoid a white background.)
- Video: Maximum 1 video. Length under 3 minutes, 16:9 aspect ratio, under 200MB. YouTube links and MP4 files are accepted.
- External links: Up to 5 links, which may be inserted within the article or placed at the end of the article.
- Asset submission: Please provide a Word document and image files.
- File formats: Word (.doc/.docx) and JPG images are required.
- Creative delivery: Please submit all assets in Word and image formats.
- Specifications reference: Please refer to the details provided in the following section for full creative guidelines.

Poll Feature

- Two option formats are available: "Image + Text" or "Text Only", with a maximum of four options
- The LINE TODAY front-end will not display the absolute number of votes, only the vote percentages
- Headline character limit: 25 full-width characters
- Each option character limit: 15 full-width characters
- If using the "Image + Text" option format:
  - Maximum image size: 20MB per image
  - Acceptable dimensions (width × height): 800×800 px, 800×450 px, 800×1184 px
  - All option images must be the same size (e.g., do not mix square and rectangular images)

Headline – Poll Feature User flow

Click Focus Banner

Enter Editorial Article prior to Vote

Display result at the same page after vote
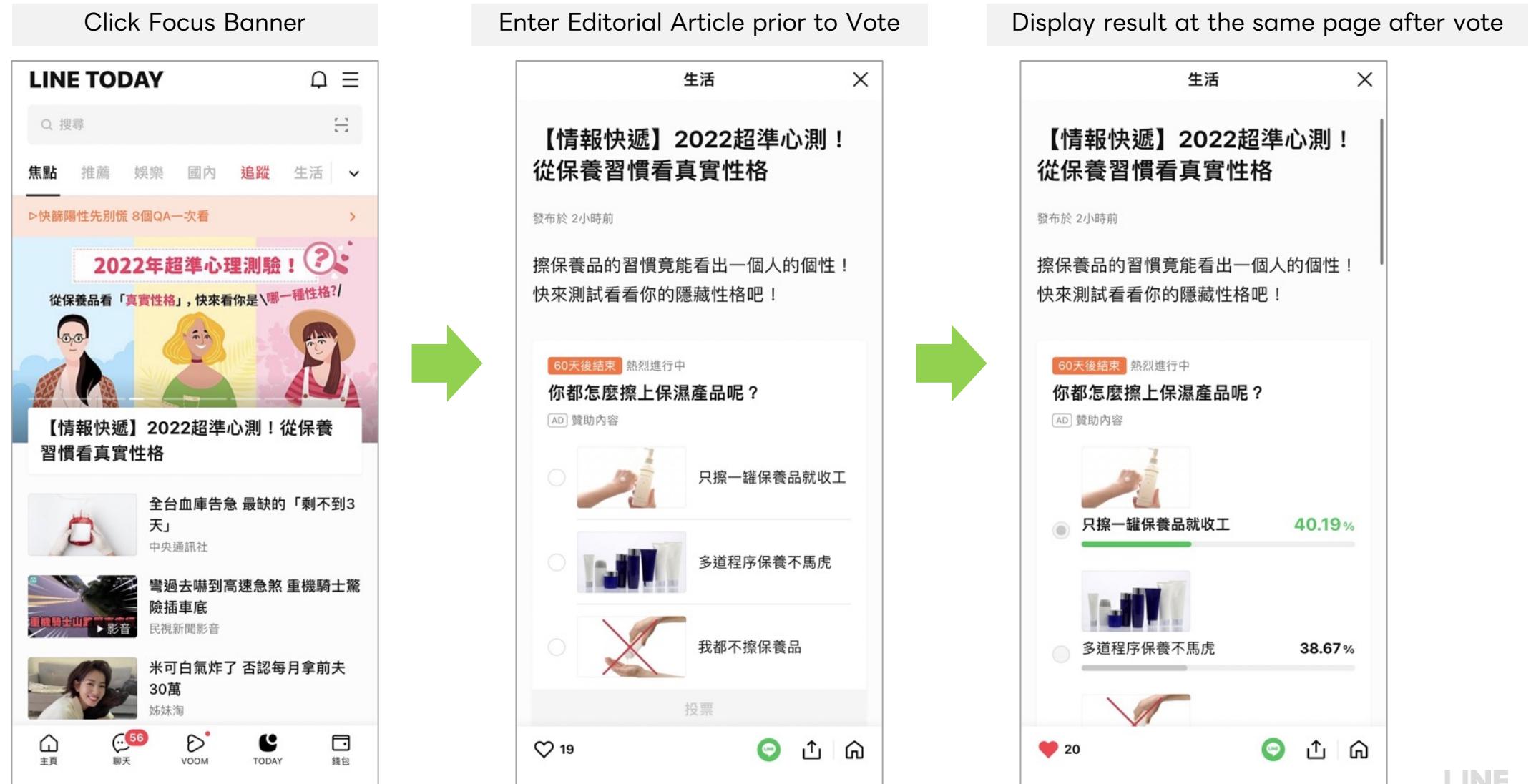
Headline Material Spec – Video Lead

Headline

- Image file: 1,920 (W) × 1,080 (H) pixels, JPG format, under 2MB. (Cover images should avoid a white background.)
- Title format: Must begin with "情報快遞" and be 12–20 Chinese characters in length (recommended minimum 12, maximum 20).
- Placement (rotation order): 4th position in rotation. (Delivered by the system as the 4th item in rotation sequence.)

Video Page

- Title: Must begin with "情報快遞" and be 12–20 Chinese characters in length (recommended minimum 12, maximum 20).
- Text description: Recommended under 100 characters; must not exceed 150 characters.
- Video: 1 video only. Length under 3 minutes, 16:9 aspect ratio, MP4 or MOV format, under 200MB.
- External link: 1 link maximum. (To be inserted in the video description. The description becomes visible when the arrow next to the video title is expanded.)
- Asset submission: Please provide Word file, images, and video.
- Guidelines reference: Please refer to the following section for full creative guidelines.

Headline article audience – LAP Retargeting

Pre-launch preparation

- Please enter the corresponding LAP ad account LINE Tag ID in the Headline submission document. (as shown in the image below). The LINE Tag ID is a string ID in the format of "b323ec55-4368-46a4-aae6-411dd2b97ca3". You can find the LINE Tag ID in the LINE Tag base code.

LINE Tag ID	請在此處填寫如「b323ec55-4368-46a4-aae6-411dd2b97ca3」樣式的 ID 字串。
	*LINE Tag ID 為選填欄位，提供該 ID 後可搜集文章頁訪客受眾至 LAP 廣告平台後續進行再行銷，若要提供請參考另外的說明文件步驟。

- How to Obtain the LINE Tag ID：Below is a complete example of the LINE Tag base code. The section highlighted in green is the LINE Tag ID.

```
<!-- 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 -->
```

LINE

Headline article audience – LAP Retargeting

Post-launch: recommended steps to create audiences in LAP

- On the "Audience" page in LAP, create a new "Website Traffic Audience."
  Apply appropriate URL conditions, set a suitable lookback period, and wait approximately 24 hours.
  After that, you will be able to obtain the Headline article audience, which can then be used for subsequent remarketing ad delivery on the LAP platform.

- Step-by-Step Breakdown：
  1. Create a Website Traffic Audience in the LAP.
  2. 建立網站流量受眾時的設定方式Audience Setup Example
     - Assume Headline article URL is: https://today.line.me/tw/v2/article/123456
     - As shown in the example image, it is recommended to select "People who visited specific page." When setting the URL conditions, we suggest using "today" as the filtering criterion. The data retention period can be set freely; however, please ensure that the lookback period is longer than the number of days between the Headline go-live date and the LAP remarketing campaign duration. Otherwise, the audience will expire once the lookback period ends.

- Notes
  - The actual number of collected website traffic audiences may differ from the performance data provided by the Focus Billboard by approximately 40%, due to system conversion differences.
  - If you purchase multiple Headline articles, it is recommended to differentiate audiences by setting different lookback periods.
  - If you segment audiences using the key value (e.g., "123456") in the article URL, the resulting audience size may be smaller.
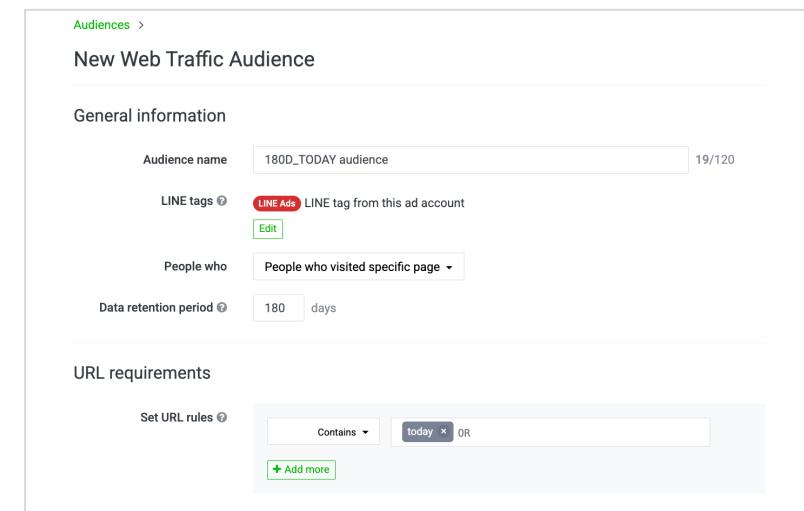
Audiences >

New Web Traffic Audience

General information

| Audience name | 180D_TODAY audience | 19/120 |

LINE tags ⓘ **LINE Ads** LINE tag from this ad account
Edit

People who — People who visited specific page ▾

Data retention period ⓘ — 180 days

URL requirements

Set URL rules ⓘ — Contains ▾ today ✕ OR
+ Add more

LINE

Creative Review Guidelines

LINE TODAY Headline

Cover Image Design Guidelines

- Safe area: Please note that the title overlay will cover the lower portion of the image. To ensure clear display across all devices, it is recommended to place key elements (e.g., products, faces) within the red dashed area shown in the reference diagram.
- Image selection: Avoid placing text directly on the image. Keep the composition simple and clean.

1920px

840px
請將圖片重點
置於此範圍內

1080px

字卡覆蓋區

240px

標題包含【情報快遞】，長度建議至少中文12字、最多20字

Do 圖片不壓字 (純圖)

新年佈置斷捨離！讓家換然一新

標題包含【情報快遞】，長度建議至少中文12字、最多20字

Don't 圖片壓字將影響文章標題可讀性

標題包含【情報快遞】，長度建議至少中文12字、最多20字

Do 畫面保持適當留白

標題包含【情報快遞】，長度建議至少中文12字、最多20字
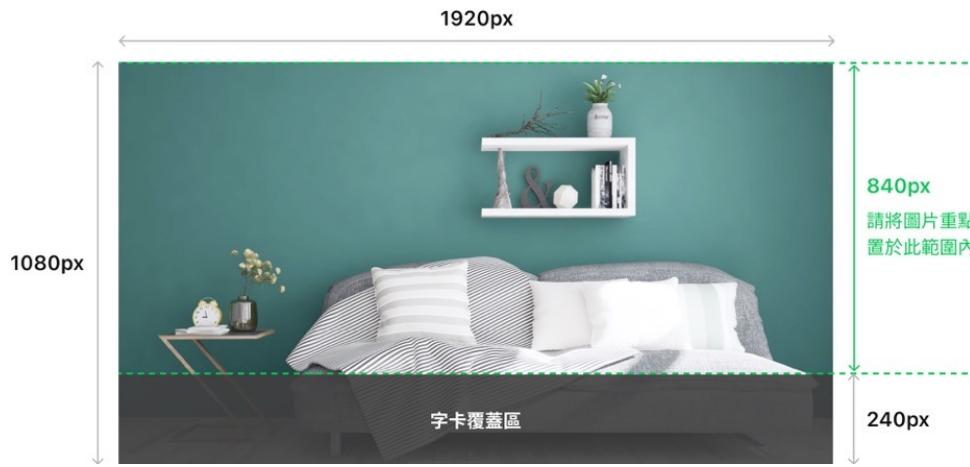
Don't 過於密集複雜，不易辨識主題

Note: Layouts shown are for reference only. As LINE TODAY continuously optimizes the content experience, interfaces may vary slightly for some users. LINE TODAY reserves the right to adjust content layouts, and the actual display should follow the live version upon launch.

LINE

Headline Material Spec – Article Lead

Cover Image Material Guideline

- Safe Area: To ensure clear display across all devices, it is recommended to place key elements of the image (e.g., products, faces) within the red dashed area shown in the reference diagram.
  - If the cover image is the same as an in-article image, please clearly mark it in the Word file.
  - Linking: Links should only direct to the LINE TODAY article page; direct external links are not allowed. External links can be placed within the article content or at the end of the article. Please refer to the notes below for further details.
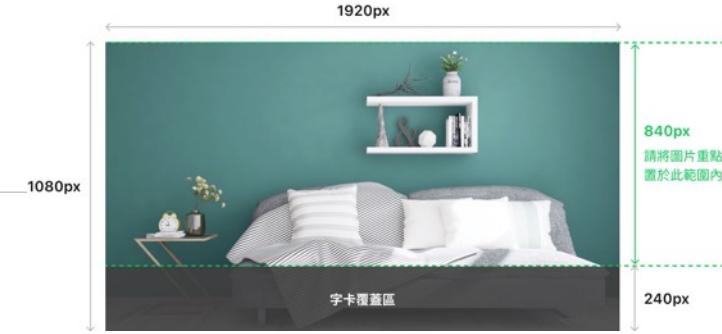
Article Page Material Guideline

- Content presentation: It is recommended to present products or usage scenarios in a content marketing style, avoiding direct product selling or promotional messaging.
- Link URLs: Official website, campaign website, official accounts, or sponsored stickers are all acceptable.
- External link copy: To avoid misleading readers, do not mimic news partner wording such as "View Original Article." You may use alternatives like "Original Source of Article."
- Content authorization: Article content is provided by the client. All images, videos, and fonts used must have proper authorization. If sourced from third parties, the client must obtain formal authorization. Any disputes regarding authorization will be handled by the client.
- In case of infringement reports, LINE will take preventive downlisting measures and immediately remove the ad.
- If it is confirmed that the advertiser's content is unauthorized, the remaining campaign period will not be compensated; if it is confirmed that the advertiser's content is authorized (with valid proof), the remaining campaign delivery will continue.

Ads Guidelines & Notes for Specified Industries

- Please refer to Focus Banner Submission Guideline on LINE Biz Solution Page：
  https://tw.linebiz.com/terms-and-policies/ads-policies-2/

Poll Function Regulations

- The title and body of the editorial article must not give users the impression that LINE TODAY has collaborated with the advertiser on content creation.
- When referencing this editorial content outside of LINE TODAY, to avoid user misunderstanding that LINE is involved in content production, please strictly follow the wording guidelines: use "Survey conducted by [Brand/Advertiser] on LINE TODAY" to refer to the content, and do not use terms like "vote" or "content collaboration."

Please refer to this link for submission guidelines：https://tw.linebiz.com/download/line-guaranteed-ads/
Ad Policy：https://tw.linebiz.com/terms-and-policies/ads-policies-2/

LINE

Headline Material Spec – Video Lead

Cover Image Material Guideline

- Safe Area: To ensure clear display across all devices, it is recommended to place key elements of the image within the red dashed area as shown in the reference diagram.
- If the cover image is the same as an in-article image, please clearly mark it in the Word file.
  (*Links should only direct to the LINE TODAY video page; direct external links are not allowed.
  External links can be placed within the article content or at the end of the article.
  Please refer to the notes below for further details.)
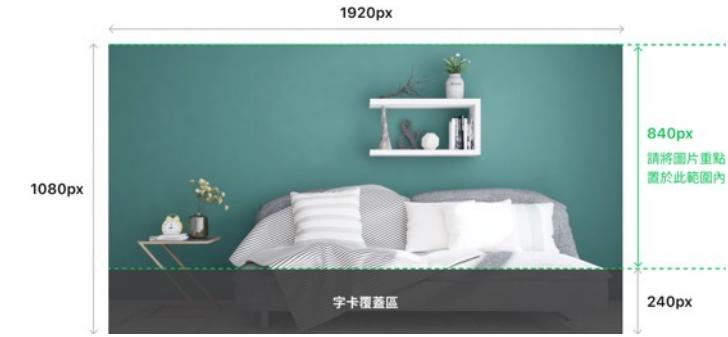
Video Page Material Guideline

- Content Presentation: It is recommended to present products or usage scenarios in a content marketing style, avoiding direct product selling or promotional messaging.
- Content Guidelines: Content related to pornography, violence, or restricted material will not be accepted. For other guidelines, please refer to the attached review standards.
- External Link: Up to 1 link, which can be placed within the article or at the end. Link URLs: Official website, campaign website, official accounts, or sponsored stickers are all acceptable.
- Content Authorization: Article content is provided by the client. All images, videos, and fonts used must have proper authorization.
- If sourced from third parties, the client must obtain formal authorization. Any disputes regarding authorization will be handled by the client. In case of infringement reports, LINE will take preventive downlisting measures and immediately remove the ad.
- If it is confirmed that the advertiser's content is unauthorized, the remaining campaign period will not be compensated; if it is confirmed that the advertiser's content is authorized (with valid proof), the remaining campaign hours will be compensated.

Ads Guidelines & Notes for Specified Industries

- Please refer to Focus Banner publication standard on LINE Biz Solution Page：
  https://tw.linebiz.com/terms-and-policies/ads-policies-2/

LINE

Material Guidelines – Line Spacing

Unable to adjust line spacing in the article body
The system automatically applies smaller line spacing for text wrapped by the environment, while line breaks created using Enter will have larger spacing. Please refer to the example below.

WORD

除了上述上線慶祝活動外，5 月 31 日開始遊戲內將有更多精彩活動陸續展開！
歡迎一起加入我們，在《LINE 波兔小鎮》中享受消除方塊的暢快感和打造可愛
小鎮的療癒心情吧！↵

LINE 日後仍將以「CLOSING THE DISTANCE - 拉近你我的距離」為使命，與世界
各地的夥伴一同合作，持續擴充包含「LINE GAME」在內的各種合作服務或內
容，以促進用戶之間的交流。↵

Enter line break spacing

System auto line wrap spacing (based on environment)

實際上稿

除了上述上線慶祝活動外，5月31日開始遊戲內將有更多精彩活動陸續展開！歡迎一起加
入我們，在《LINE 波兔小鎮》中享受消除方塊的暢快感和打造可愛小鎮的療癒心情吧！

LINE日後仍將以「CLOSING THE DISTANCE - 拉近你我的距離」為使命，與世界各地的
夥伴一同合作，持續擴充包含「LINE GAME」在內的各種合作服務或內容，以促進用戶
之間的交流。

Enter line break spacing (larger)

System auto line wrap spacing (smaller)

LINE

Headline Creative Review Guidelines

LINE Advertisement Guideline
https://terms.line.me/line_AD_LTL?lang=en

Basic Terms and Conditions of LINE Services for Business Partners
https://terms.line.me/line_lsbp_general?lang=zh-Hant

Please refer to publication standards on LINE Biz Solution Page：
https://tw.linebiz.com/download/line-guaranteed-ads/

Focus Banner publication standard
https://tw.linebiz.com/terms-and-policies/ads-policies-2/

Add-on product

LINE TODAY Advertorial Banner

Extend editorial reach and maximize promotional impact

Advertorial Banner – Sales Guidelines

Advertorial Banner

- Placement: Homepage TOP1 placement, as shown in the reference image on the left

- Price: CPM NTD 20; additional targeting criteria are subject to extra charges
  Minimum Booking Threshold: Must be purchased together with editorial products such as Headline; minimum campaign threshold is 100,000 NTD per campaign

- Campaign Live Period: Launch date 10:00 AM – Removal date 22:59 PM

- Important: Links will open in the default external browser and must drive traffic to the paired editorial landing page

Notes
All prices listed above are quoted in TWD and exclude taxes.
To continuously optimize the content experience, LINE TODAY reserves the right to adjust content layout and category naming. Final delivery and display shall be based on the live version upon launch.
Targeting: Targeting options are available as listed in the creative specification sheet. Targeting criteria are subject to additional charges. If targeting is applied, a 20% price increase will be added per condition (each additional condition incurs an extra 20% uplift based on the base price).

Advertorial Banner – Material Guidelines

Material Guidelines	• Please refer to publication standards on LINE Biz Solution Page ： https://tw.linebiz.com/download/line-guaranteed-ads/
Display Suggestions	• Text: It is recommended to follow a news headline style to better integrate the ad into the news environment and attract user clicks. • Images: Avoid placing text directly on images, as this may make them difficult to read on mobile devices and reduce click-through appeal (except for industries such as credit cards or alcohol ads that require mandatory warning labels).

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.

LINE

Advertising Workflow

Workflow Step	Details
Advertiser review & inventory confirmation	• Actual traffic volume is subject to the traffic available at the time of ad setup. Please contact the LINE service representative to confirm the campaign period and traffic volume. • The campaign period for the Advertorial Banner can be scheduled within 60 days after Headline start. The final arrangement is subject to traffic availability.
Sign IO & submit creatives	• Please ensure that the Insertion Order is signed and returned before the ad can be published. All ad materials must comply with the material production guidelines and advertising policies. (For advertising policies, please refer to: https://terms.line.me/line_AD_LTL?lang=en) • Please provide all ad materials at least 5 business days prior to the campaign start date.
Creative review	
Ad setup	

Flight starts	• Ads go live according to the scheduled time.
	     • Start at 10:00 (Taiwan time).
	     • End at 22:59 (Taiwan time).

Reporting	• Reports will be automatically sent by the system on a daily basis during the campaign period.

* 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/

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Sample Report

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。

THANK YOU

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