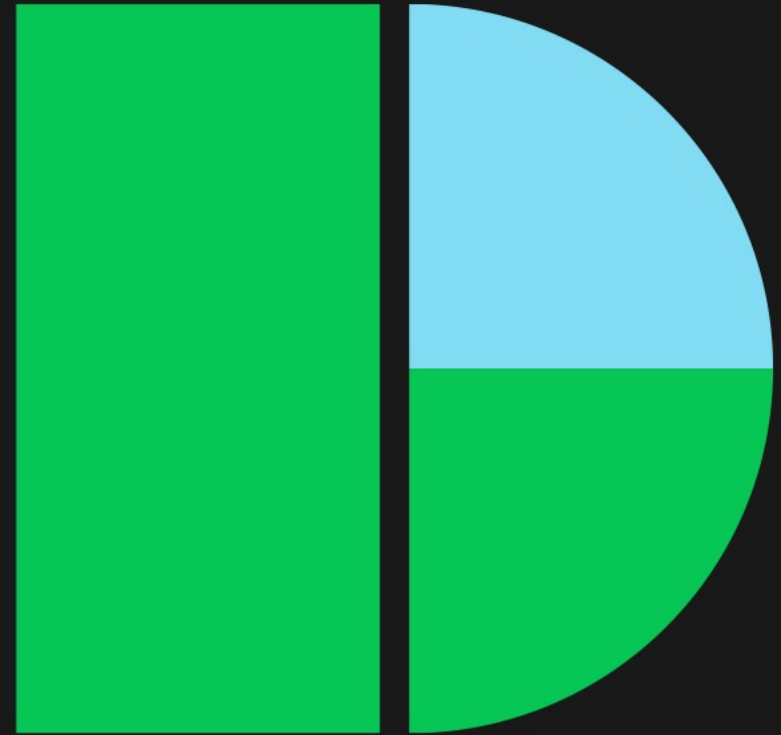**LINE Biz - Solutions**

LINE TODAY

Billboard

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
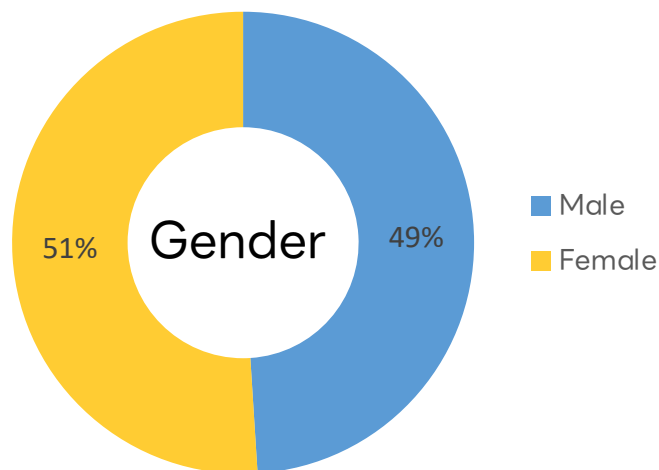
600+ Partners

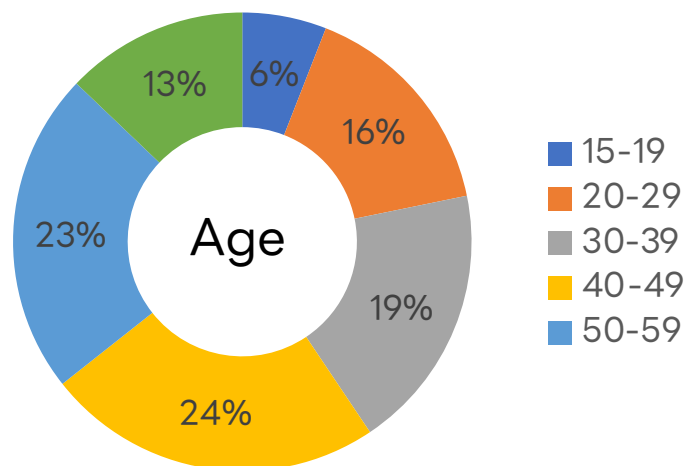**3000**+ new contents per day

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%

Ages 30–59 (core consumers): 66%

Working population: 76%

Gender

- 49% Male
- 51% Female

Age

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

Employment Status

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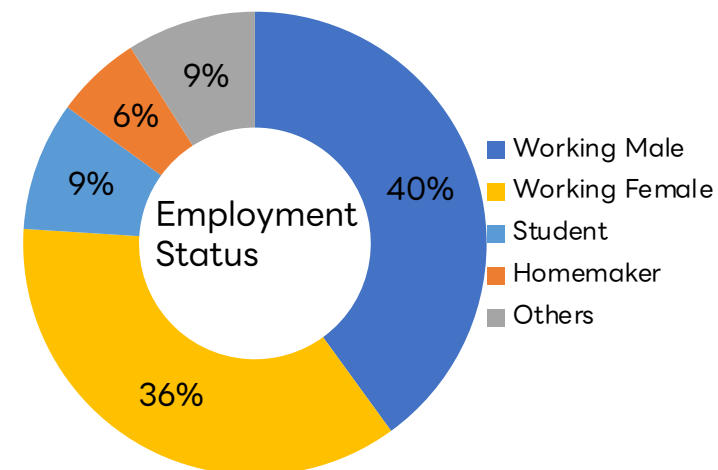
LINE

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

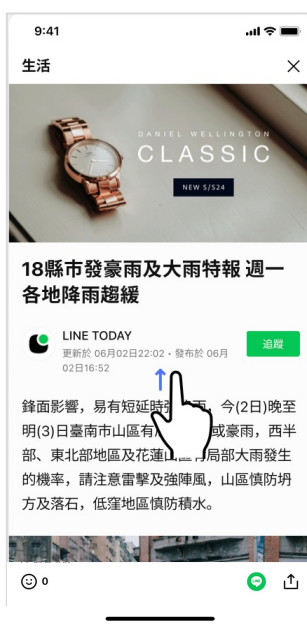# LINE TODAY offers diverse ad formats and touchpoints to power your marketing plan
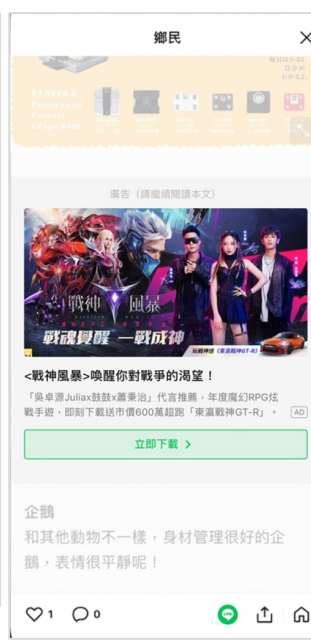
Home (Focus tab)	Article / Video pages	Branded content

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
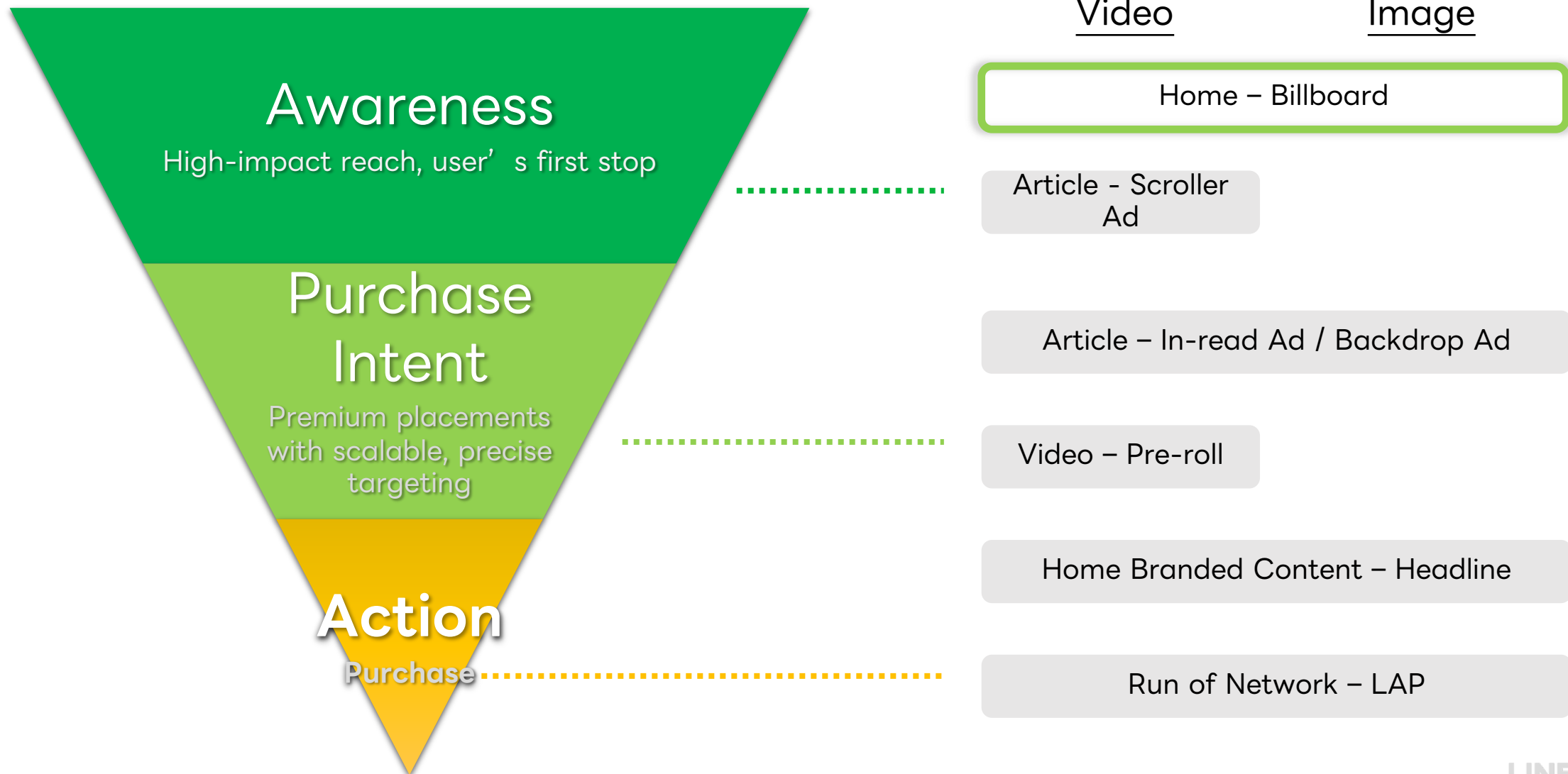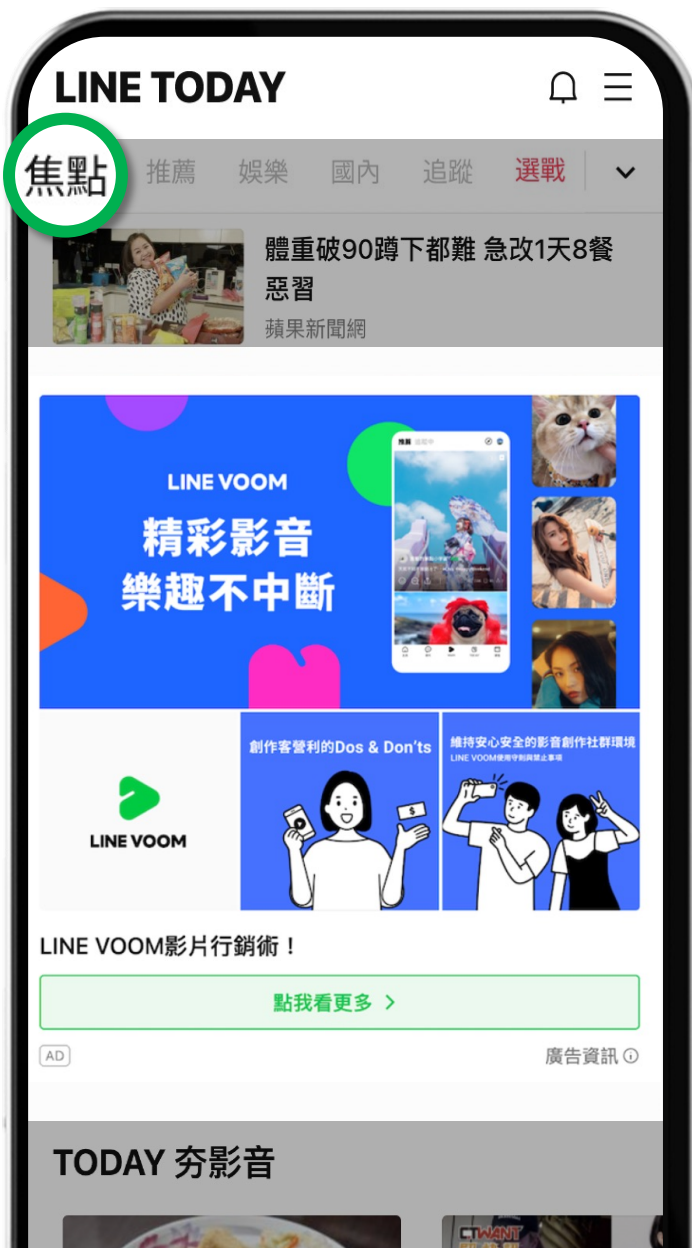
LINE

Home Billboard

The most powerful weapon to build brand awareness during major product launch campaigns or key sales seasons

Users' First Stop

Scale with Precision

LINE TODAY

焦點　推薦　娛樂　國內　追蹤　選戰

體重破90蹲下都難 急改1天8餐惡習
蘋果新聞網

LINE VOOM
精彩影音
樂趣不中斷

LINE VOOM

創作客營利的Dos & Don'ts　維持安心安全的影音創作社群環境
LINE VOOM使用守則與禁止事項

LINE VOOM影片行銷術！

點我看更多 ＞

AD　　　廣告資訊

TODAY 夯影音

Multiple Creative Formats Available - Video

Single Video

Ideal for immersive storytelling
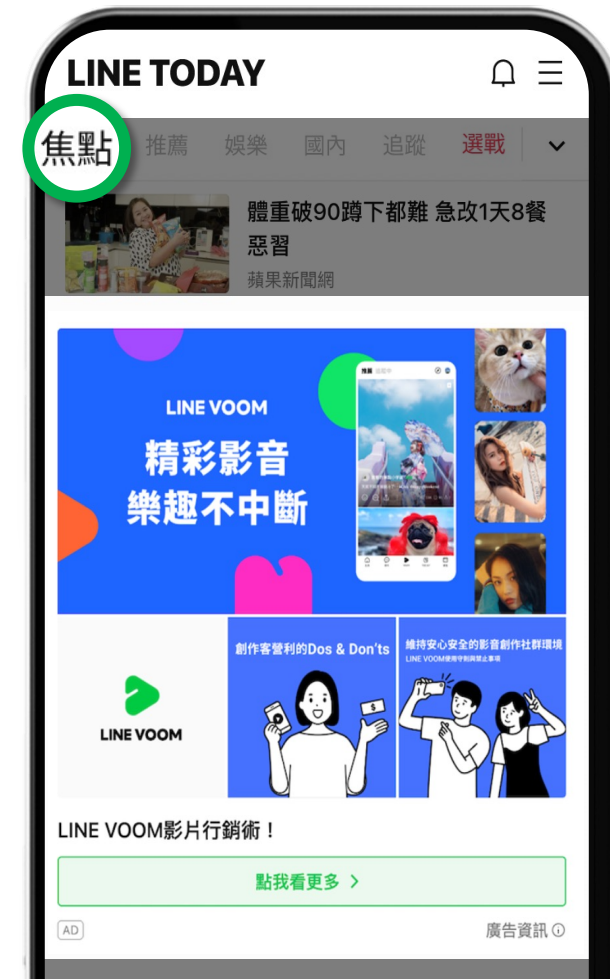
Single Video with Title

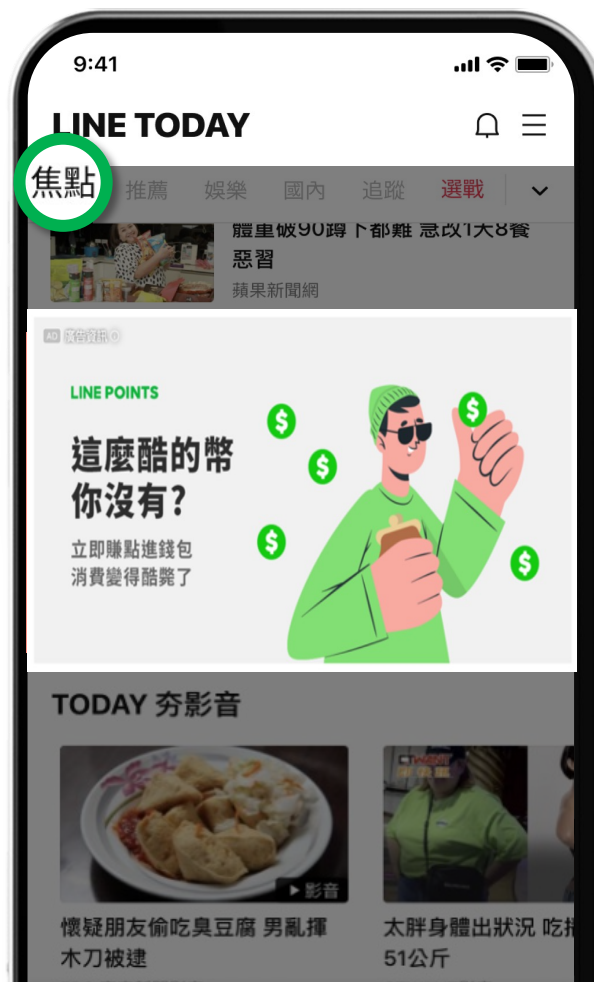Designed to drive stronger user engagement

Collection Ads

Best for showcasing multiple products or variants
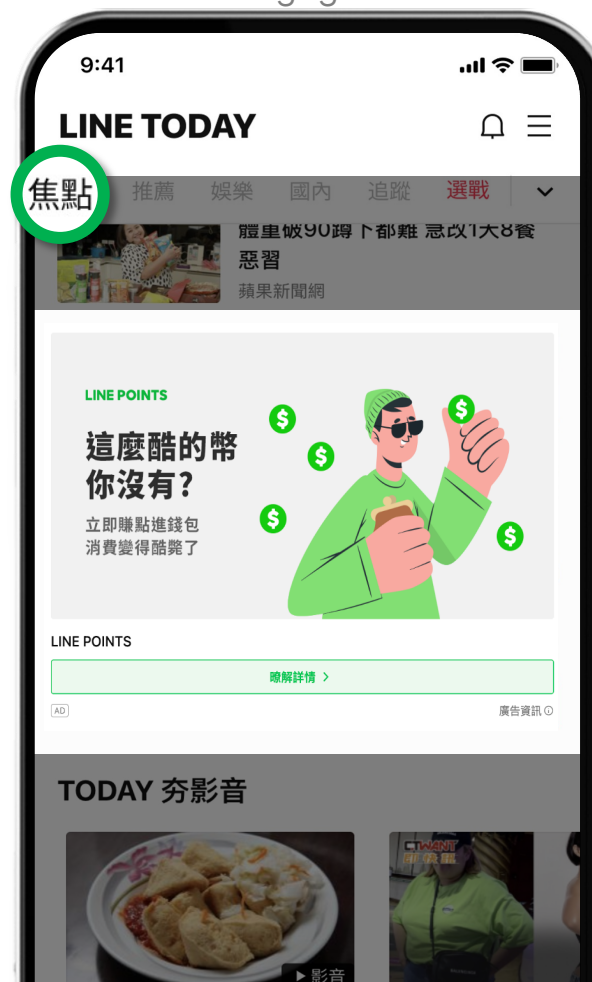
Multiple Creative Formats Available – Image Series

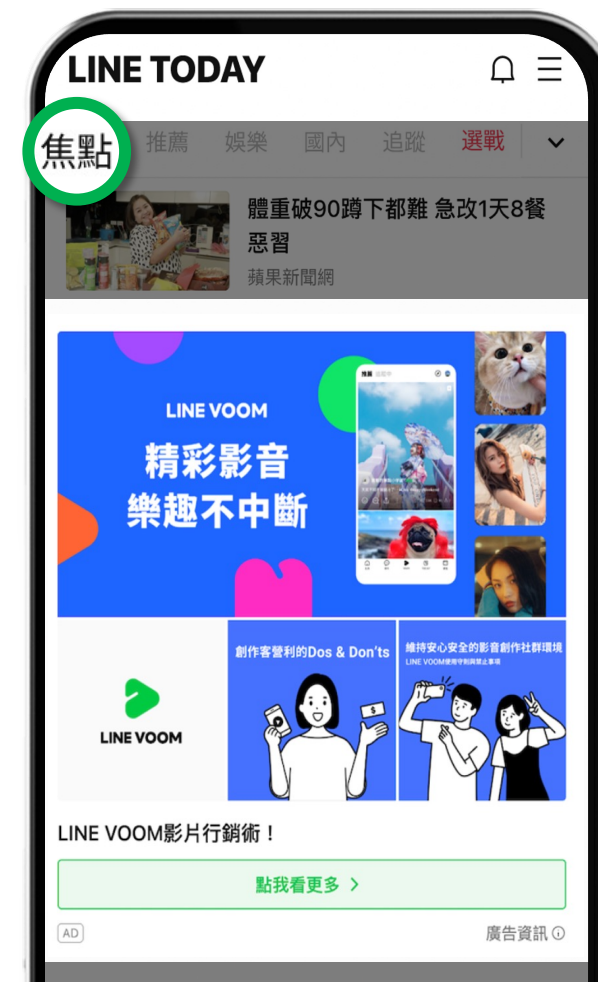## Single Image
Ideal for immersive storytelling

Single Image with Title
Designed to drive stronger user engagement

Collection Ads
Best for showcasing multiple products or variants

Precise targeting with audience accuracy validated by Nielsen DAR measurement
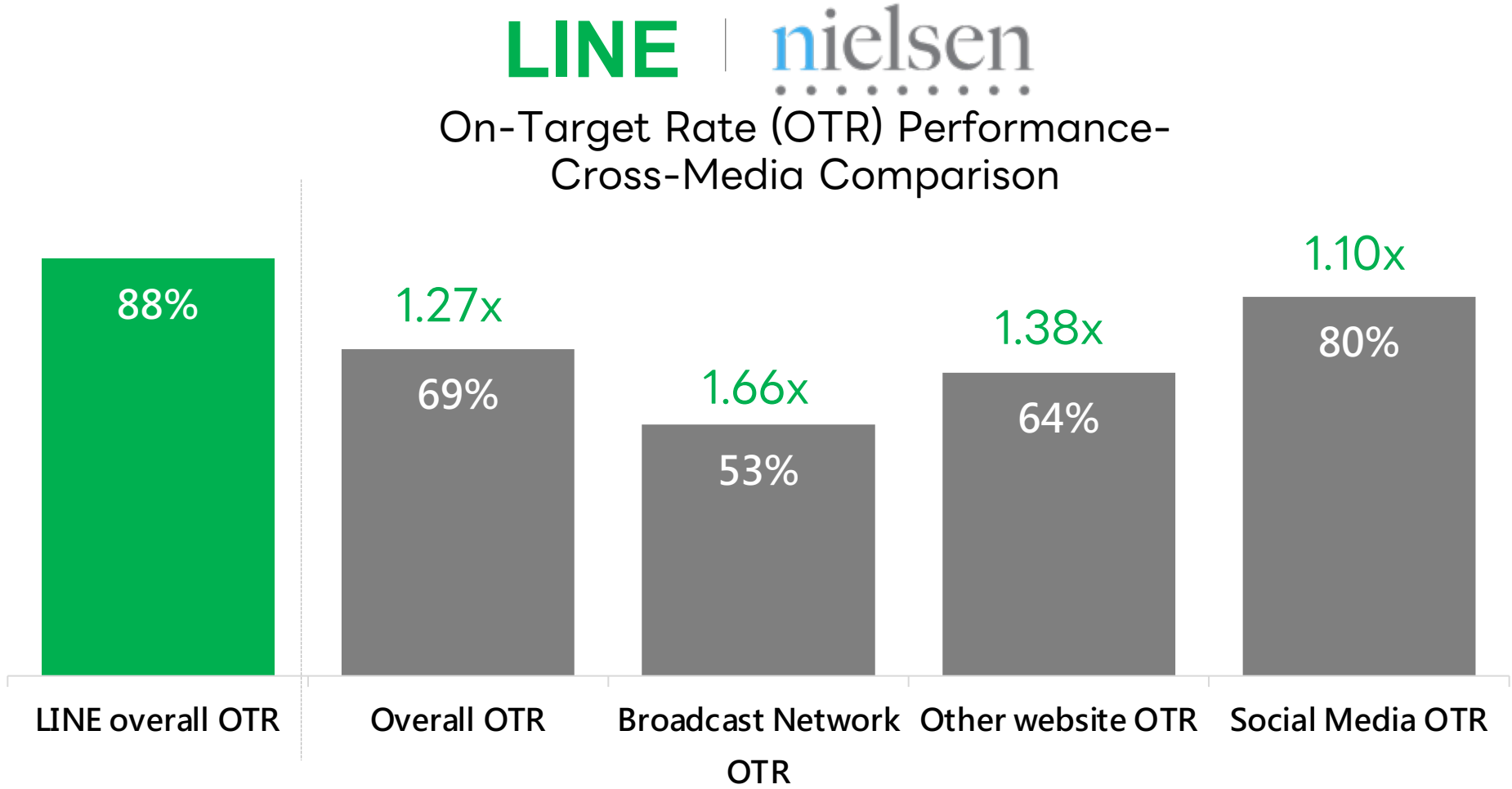
LINE | **nielsen**

On-Target Rate (OTR) Performance- Cross-Media Comparison

LINE overall OTR	Overall OTR	Broadcast Network OTR	Other website OTR	Social Media OTR
88%	1.27x / 69%	1.66x / 53%	1.38x / 64%	1.10x / 80%

Methodology Notes
    1. OTR is calculated based on age & gender matching via Nielsen DAR
    2. Weighted average based on impression volume
    3. Campaigns without defined targets are excluded
    4. Performance varies by placement, timing, and targeting strategy
    5. LINE campaigns measured are mobile-only deliveries

* OTR = On Target Rate

Data Source : Nielsen Digital Ad Ratings. Data updated through December 2020; 698 qualified digital ad campaigns 40 completed LINE ad campaigns included

Strong Reach Across All Core Demographics

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%
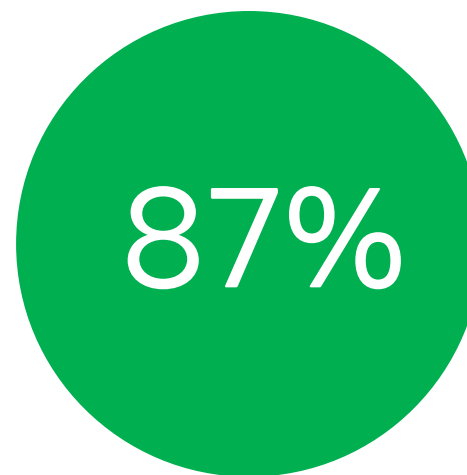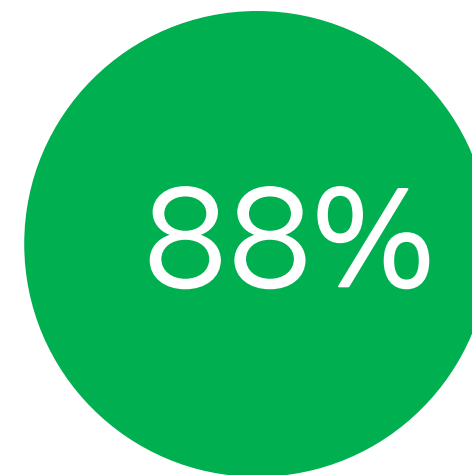
Methodology Notes
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4. Performance varies by placement, timing, and targeting strategy
5. LINE campaigns measured are mobile-only deliveries

* OTR = On Target Rate

Data Source : Nielsen Digital Ad Ratings. Data updated through December 2020; 698 qualified digital ad campaigns 40 completed LINE ad campaigns included

LINE

Support IAS, the industry-standard third-party viewability and impression tracking solution for video advertising

To ensure brand-safe and accountable video ad buying,
LINE TODAY Billboard Video supports IAS Viewability Measurement

50% 2s

IAS Integral Ad Science

LINE TODAY Billboard Video performance can be measured using third-party certified video viewability solutions

An IAS and MOAT-verified viewable video impression is counted when more than 50% of the video player appears in the user's viewport and playback continues for at least 2 seconds.*

*Before using this service, we recommend reconfirming the latest viewable impression definition directly with the tracking provider.
*This service is provided by a third-party vendor. When purchasing LINE TODAY Billboard Video, LINE may support the integration process,
 but does not guarantee the variance rate between LINE and third-party measurement data.
*Currently in Taiwan, IAS viewability tracking supports LINE TODAY environments (mobile web) only. Other environments (in-app) are not supported
at this time.

LINE

Suggested LINE TODAY Solution by Phases

Scenario 01 : Product Launch Broad Awareness + Precise Messaging

Billboard
Concentrated 2-3 days

Boost Awareness

Always-on / Sustain

Billboard

Pre-roll
In-read Ad
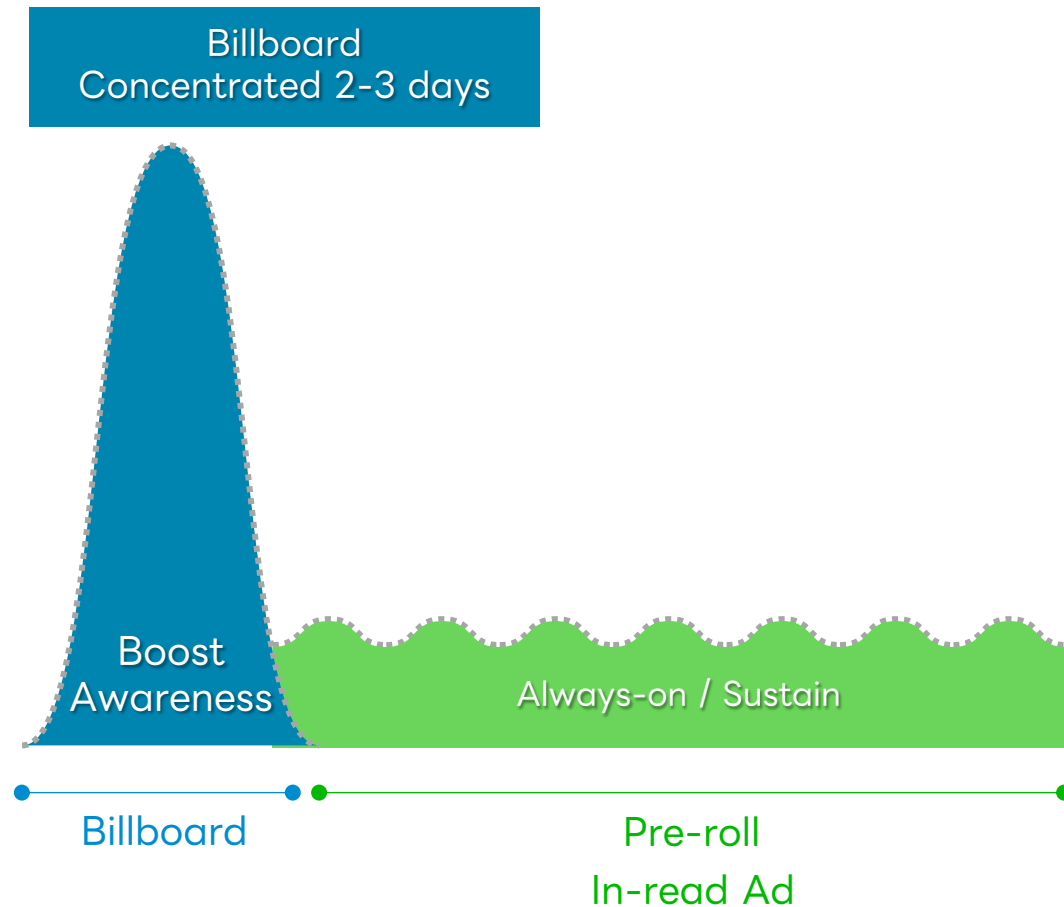
Scenario 02 : Pre-launch Warm-up → Launch Amplification → Always-on Sustain

Billboard
Concentrated 2-3 days

Teaser / Warm up

Boost Awareness

Always-on / Sustain

Pre-roll
In-read Ad

Billboard

Pre-roll
In-Read Ad
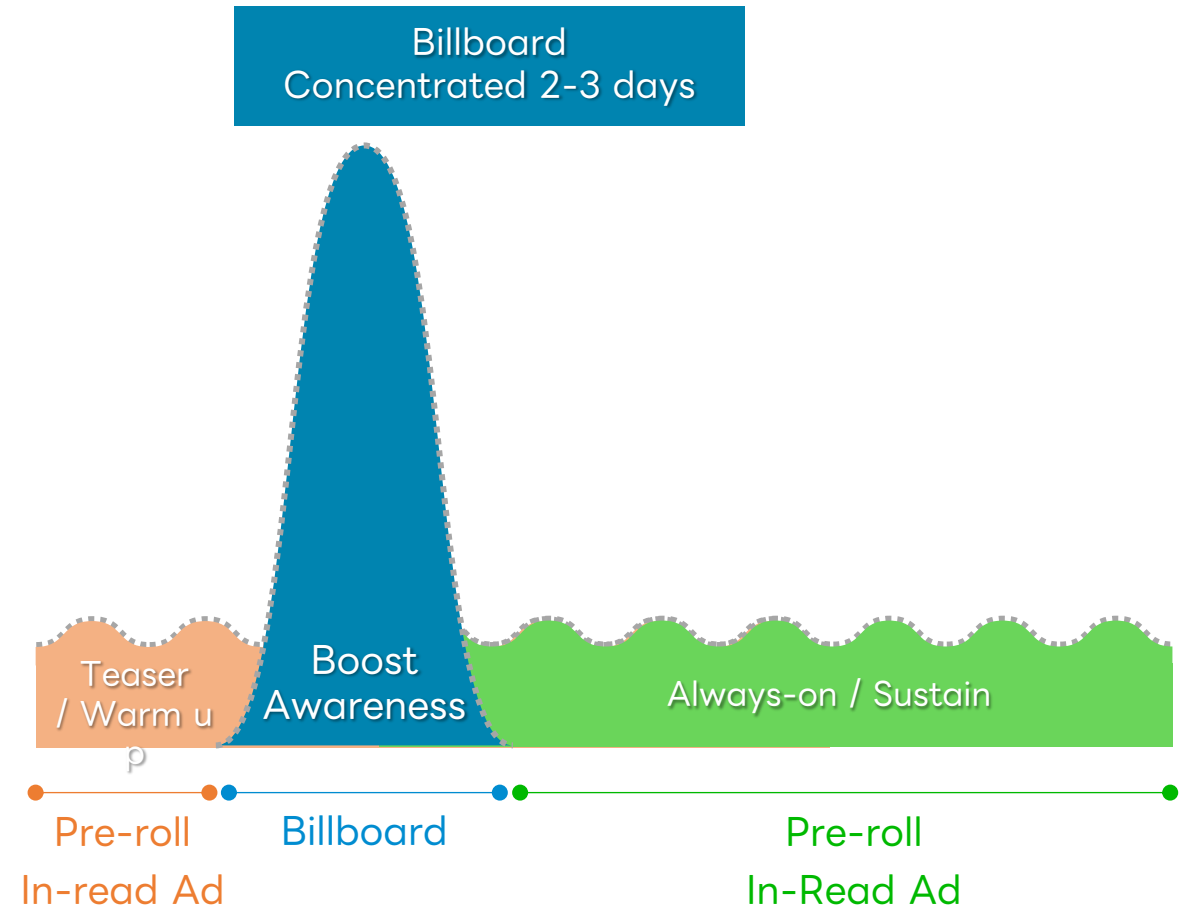
LINE

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

Awareness

Purchase Intent

Action

LINE TODAY Ads
Video / Image

LINE TODAY Ads
Impression Audience

LINE TODAY Ads
Headline

Headline
Article Visitor
Audience

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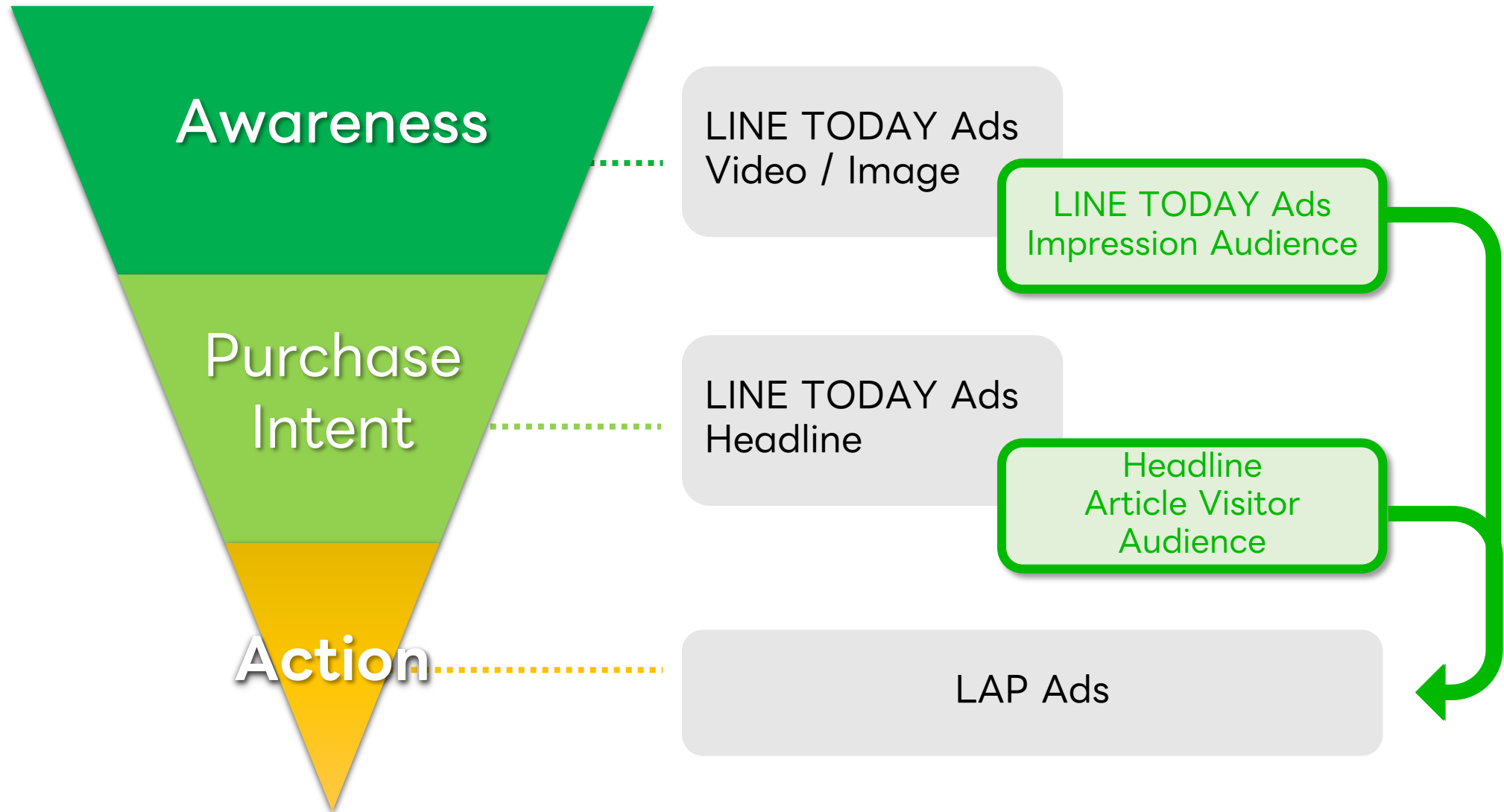
* For full feature description and how-to, see Appendix

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

LINE
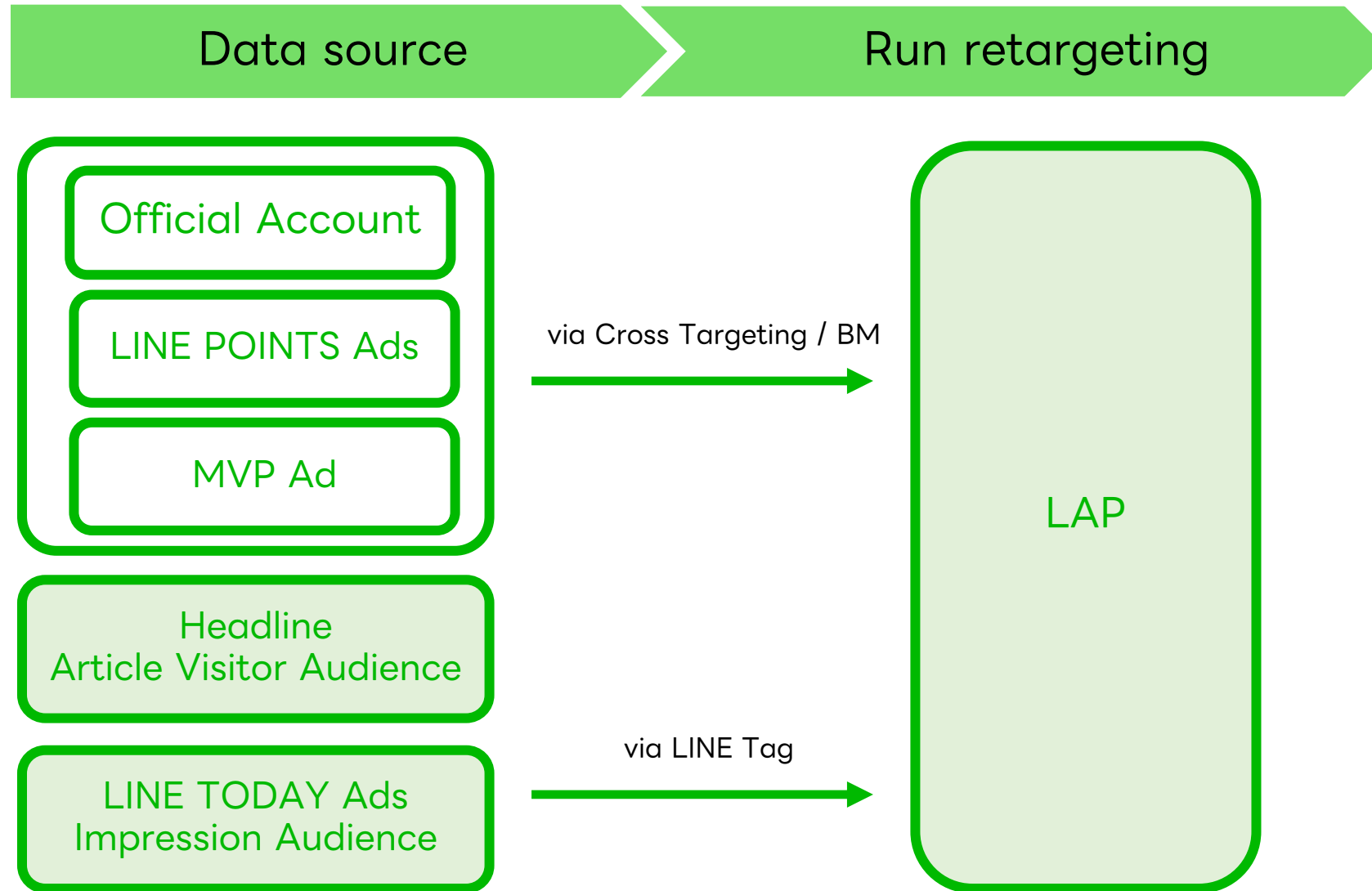
Ad Placement and Sales Rules

Billboard Pricing & Sales Rules Overview

Category	Purchase Thresholds	Formats	Price
Video	$0.3M	• Single Video	• ≤60 scs: Viewable impression billing vCPM $300 • ≤15 scs: Completed view billing CPCV $0.6
		• Single Video with headline	• ≤60 scs: Viewable impression billing vCPM $300
		• Collection Ads	• ≤60 scs: Viewable impression billing vCPM $375
Image	$0.2M	• Single Image	• Impression billing: CPM $80
		• Single Image with headline	• Impression billing: CPM $80
		• Collection Ads	• Impression billing: CPM $100

Targeting Options		
+20% Surcharge	Age & Gender	Interest Categories
	Operating System	Time of Day
	Six Major Regions	Frequency
+30% Surcharge	Weather: Temperature	Weather: Rainfall Probability
	Weather: UV Index	Weather: Air Quality

LINE

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
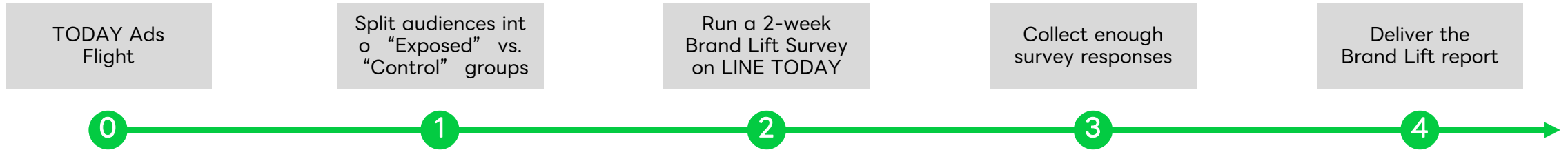
Exposed group

Did not see brand ads
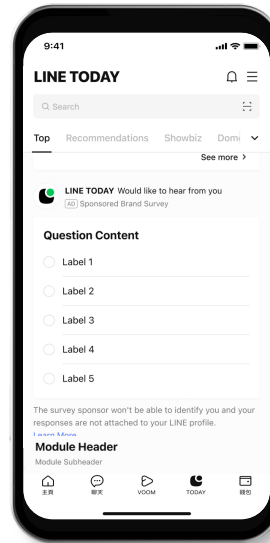
Control group

Collect survey samples

* 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.

18

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

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

Advanced Audience Targeting **Weather-Base**

Temperature

Cold Wave: ≤10°C

Cold: 11–14°C

Cool & Comfortable: 15–20°C

Warm & Comfortable: 21–27°C

Hot: ≥28°C

Recommendations: Cold beverages, food & beverage brands, and thermal / cooling apparel

UV

Low to Moderate Level: 0–5

High / Excessive / Hazardous Level: ≥6

Recommendations: Sun care–related beauty products and UV-protective apparel

Raining Forecast

Low probability: less than 50%

High probability: 50% or higher

Recommendations: promote dehumidifiers and brands offering delivery

Air Quality (Daily AQI)

Good/Moderate: 0–100

Unhealthy for Sensitive Groups to Hazardous: >100

Recommendations: use air purifiers and related health supplements

Ad display placement

LINE enables weather-triggered ad delivery,

ensuring your message reaches users in the most relevant moments.

TODAY weather

- Location is identified at the city/district level when users grant location permission in the LINE app. Weather data is sourced from Taiwan EPA and AccuWeather.
- One weather condition per campaign (+30% premium), not stackable, and can only be combined with age & gender targeting. Options within the same condition follow an OR logic and are charged once.
- Ads are delivered on a rotation basis and will not run during sponsorship or roadblock periods.

Advanced Audience Targeting **Weather-Base**

Sales Rules Explanation:

- The campaign duration is fixed at 30 days. Since ad delivery depends on uncontrollable **weather conditions**, total impressions cannot be guaranteed. If the budget is not fully spent within the campaign perio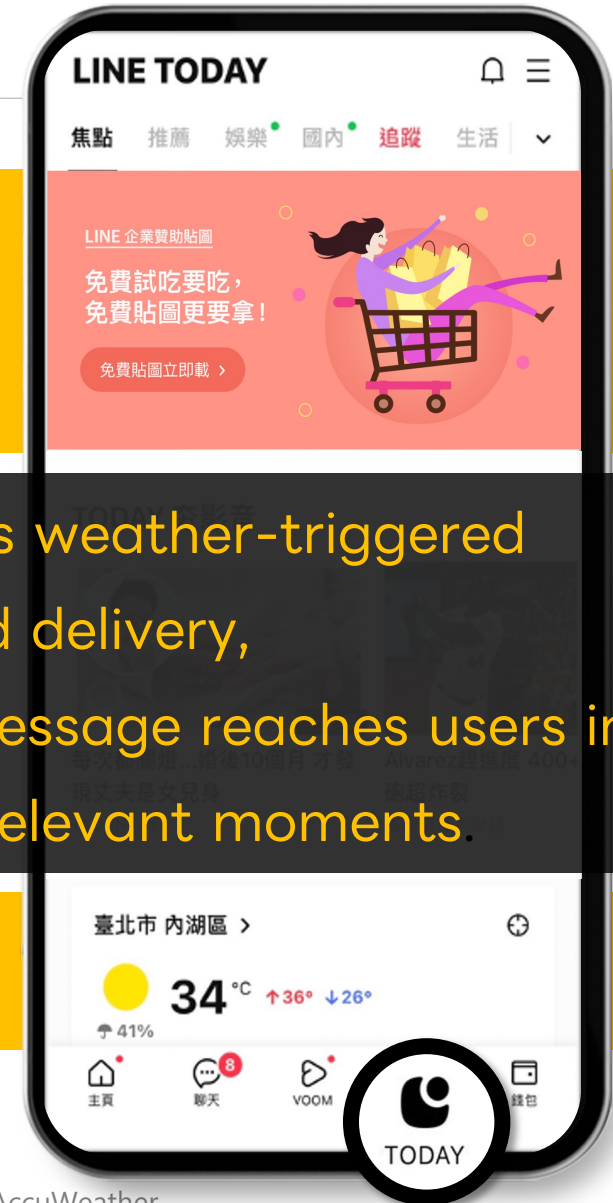d, advertisers may, within three months after the campaign ends, choose to extend the campaign, settle on actual spend, or transfer the budget to other LINE Display products (excluding LAP). Please note that if settling on actual spend with certain promotions, the spend must exceed the promotion threshold to apply.

- Each campaign can select only one weather condition, with an additional cost of 30%. Multiple weather conditions cannot be combined. When using weather targeting, only gender/age targeting can be added. Within a single weather condition, detailed options are in an "OR" relationship, allowing multiple or single selections. For example, selecting "Comfortably Warm: 21–27°C" and "Hot: >28°C" incurs only one additional cost.

- The budget threshold for a single campaign follows the original product rules. If different weather ranges require different creatives (e.g., showing different creatives for different temperature ranges), separate budgets must be used for each, and each must meet its own threshold.

Ad display placement

LINE enables weather-triggered ad delivery, ensuring your message reaches users in the most relevant moments.

TODAY weather

- Location is identified at the city/district level when users grant location permission in the LINE app. Weather data is sourced from Taiwan EPA and AccuWeather.
- One weather condition per campaign (+30% premium), not stackable, and can only be combined with age & gender targeting. Options within the same condition follow an OR lo gic and are charged once.
- Ads are delivered on a rotation basis and will not run during sponsorship or roadblock periods.
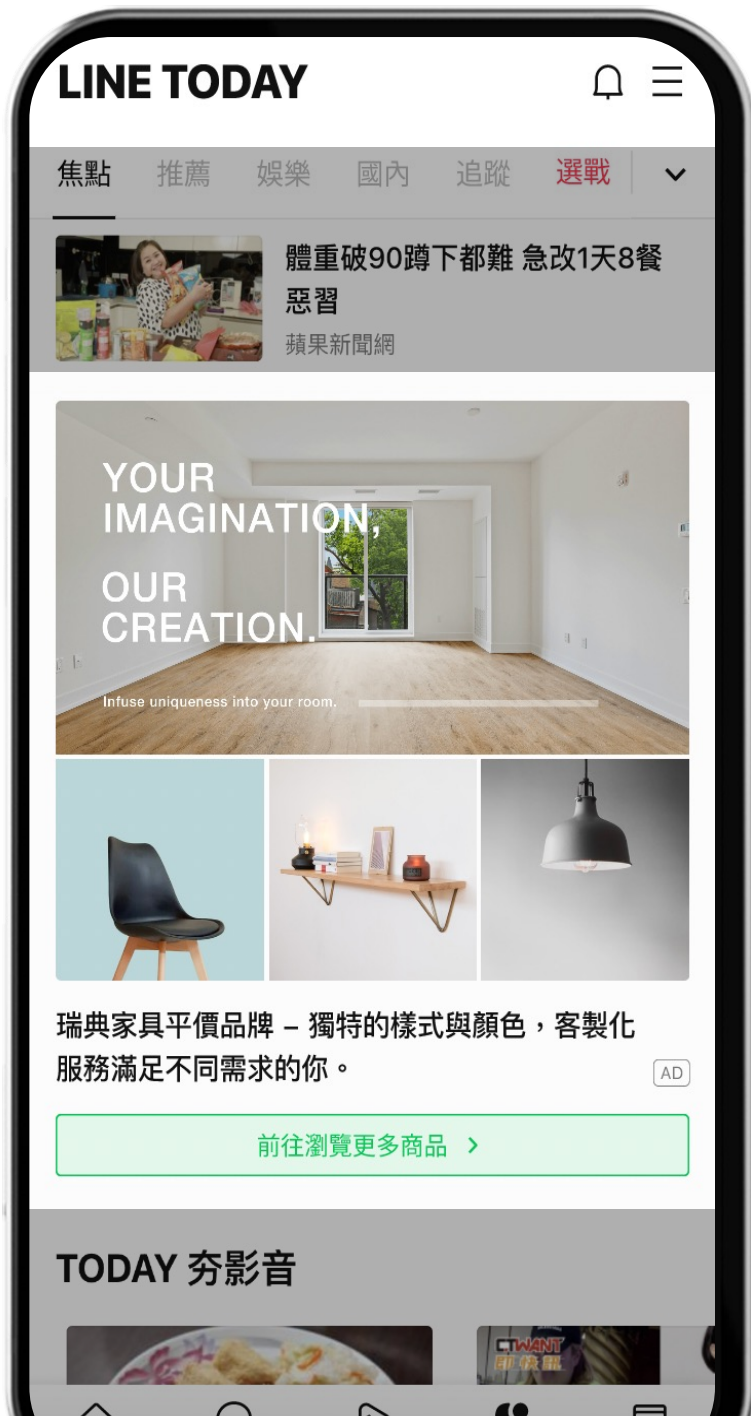
Appendix
Format Specifications

LINE

Image Series Specifications

	Single Image	Single Image with Title
Creative Specifications	• Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: https://tw.linebiz.com/download/line-guaranteed-ads/ • Creative rotation: Up to 3 sets (all must be submitted simultaneously). By default, delivery ratios will be optimized by the system based on CTR performance. • Landing page URL: Please provide HTTPS URLs. Third-party tracking URLs for clicks/impressions are supported. For details, please contact your account manager. • Creative and submission form: Please provide at least 5 business days before campaign launch.	
Other Notes	• Ad rotation: Ads are delivered in rotation by default. If the client requests full takeover, ads will be skipped during the client takeover period. For time-specific full takeover delivery, a separate quotation is required—please contact your LINE advertising account manager. • Reservation: Impressions will be reserved upon IO confirmation. • Ad policies: Please refer to the LINE Biz Solution website for product-specific policies: https://tw.linebiz.com/terms-and-policies/ads-policies-2/ • Ad placement: LINE TODAY homepage (Focus section) above the "TODAY Hot Video" module. Placement may be adjusted according to homepage layout changes. LINE reserves the right to adjust ad placement.	

LINE

Video Series Specifications

	Single Video	Single Video with Title
Creative Specifications	• Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: https://tw.linebiz.com/download/line-guaranteed-ads/ • Creative rotation/replacement: Multiple creative rotation or replacement is not provided. • Landing page URL: Please provide HTTPS URLs. Third-party tracking URLs for clicks/impressions are supported. For details, please contact your account manager. • Creative and submission form: Please provide at least 5 business days before campaign launch.	
Other Notes	• Video viewable impressions: Defined as 50% of the video player visible in the browser viewport (0 seconds). • Ad rotation: Ads are delivered in rotation by default. If the client requests full takeover, ads will be skipped during the client takeover period. For time-specific full takeover delivery, a separate quotation is required—please contact your LINE advertising account manager. • Reservation: Impressions will be reserved upon IO confirmation. • Ad policies: Please refer to the LINE Biz Solution website for product-specific policies: https://tw.linebiz.com/terms-and-policies/ads-policies-2/ • Ad placement: LINE TODAY homepage (Focus section) above the "TODAY Hot Video" module. Placement may be adjusted according to homepage layout changes. LINE reserves the right to adjust ad placement.	

LINE

Collection Ad | Best Practice Recommendations

Main Visual
Showcase brand hero imagery and core campaign message
Use bold, eye-catching visuals for instant recall

3-Image Set
Highlight multiple products or detailed features
Each image can link directly to its own product page

Headline
Reinforce the visual with a clear, compelling punchline

CTA Button
Use strong, action-oriented language to drive immediate clicks
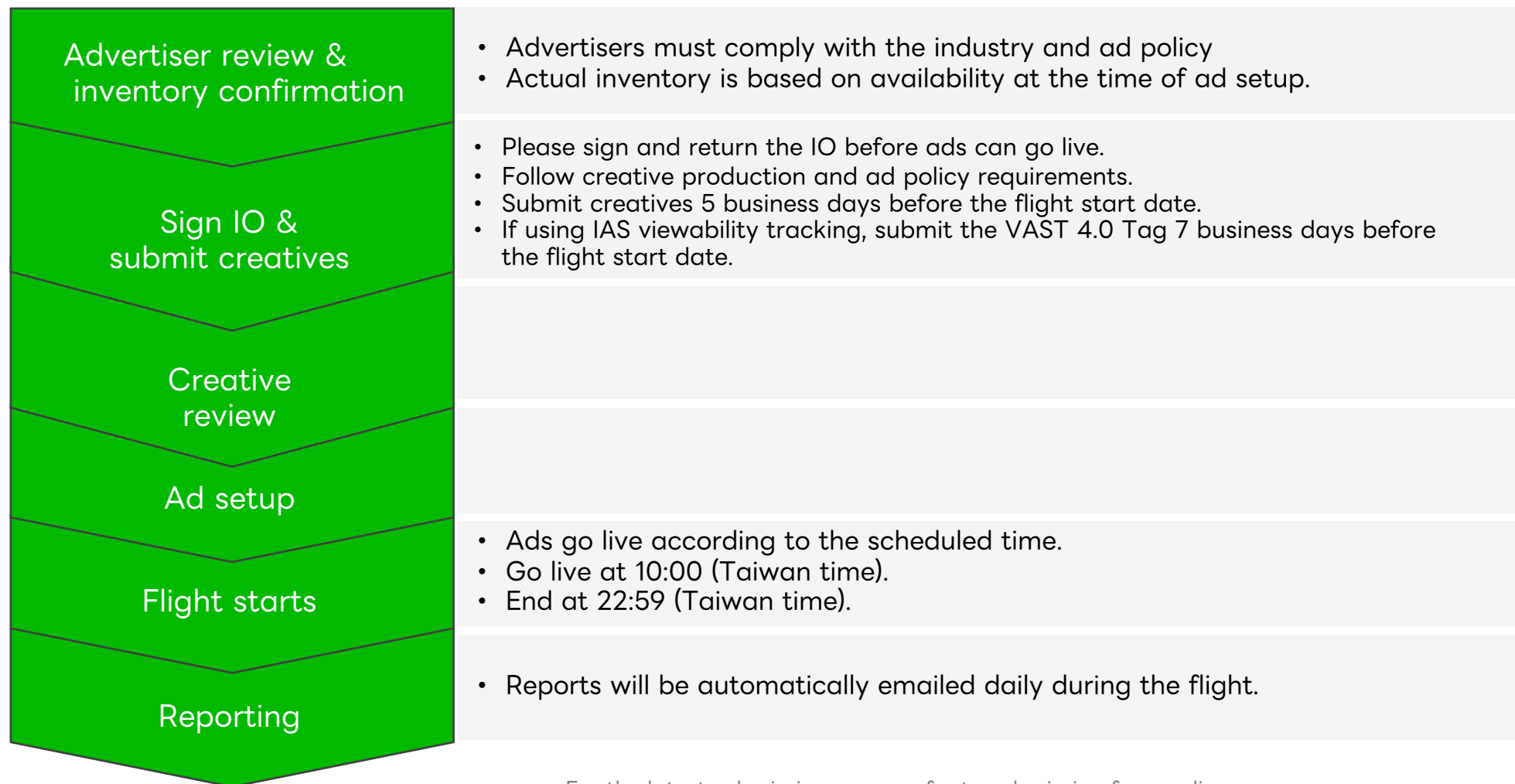
Collection Specifications

	Collection Ads
Creative Specifications	• Final creative specifications: Please refer to the listing datasheet on the LINE Biz Solution website: https://tw.linebiz.com/download/line-guaranteed-ads/ • Click tracking: Third-party click-tracking URLs are supported. Please provide HTTPS URLs. For details, please contact your account manager. • Impression tracking: If impression-tracking is required, only one third-party URL can be provided. For details, please contact your account manager. • Creative and submission form: Please submit at least 5 business days before campaign launch.
Other Notes	• Video viewable impressions: If the main creative is a video, viewable impressions are defined as 50% of the video player visible in the browser viewport (0 seconds). • Ad rotation: Ads are delivered in rotation by default. If specific client requests full takeover, ads will be skipped during the client takeover period. For time-specific full takeover delivery, a separate quotation is required—please contact your LINE advertising account manager. • Reservation: Impressions will be reserved upon IO confirmation. • Ad policies: Please refer to the LINE Biz Solution website for product-specific policies: https://tw.linebiz.com/terms-and-policies/ads-policies-2/ • Ad placement: LINE TODAY homepage (Focus section) above the "TODAY Hot Video" module. Placement may be adjusted according to homepage layout changes. LINE reserves the right to adjust ad placement.

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.

LINE

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

Ads Setting Completed: Sample Screenshot

Name		Status ⊙	Type ⊙	Priority	Start time	End time
Billboard ID: 4718035650 Responsive Banner Direct	◎	**Ready**	Standard Normal	8	**Jul 1, 2018** 10:00 AM CST	**Jul 8, 2018** 10:59 PM CST

Sample Report

Image Series

Date	Line Item	Total impressions	Total clicks	Total CTR

Video Series

Date	Line item	Total impressions	Total Active View viewable impressions	Total clicks	Total CTR	Start (View)	First quartile	Midpoint	Third quartile	Complete	Completion rate

- Notes:
  - This report is for reference purposes only; please refer to the actual report format received.
  - Billboard Video exposure definitions:
    - Impressions: 50% of the ad visible + 0 seconds
    - Active View (viewable impressions): 50% of the ad visible + 2 seconds
  - Collection Ads format details:
    - Multiple assets shown at the same time will not result in duplicated impressions; a user sees the ad only once per impression.
    - Links and reporting: 4 assets + 1 button = 5 blocks, which can each have separate URLs. Clicks reported by LINE are aggregated in the report and cannot be broken down by individual blocks.

LINE

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 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!