

LINE Ads Platform Media Guide

Update Time: 2021 Q1



About the LINE Ads Platform

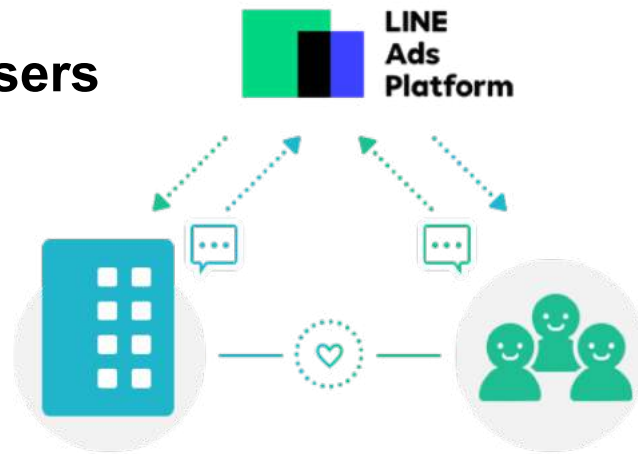
LINE Ads Platform's Three Major Features

Consolidate high traffic LINE services, and use cross-service audience data when advertising to help business owners achieve the best conversion efficiency under a limited budget.

01 LINE 21 Million Monthly Active Users

02 Flexible budget control

03 High-quality conversion results

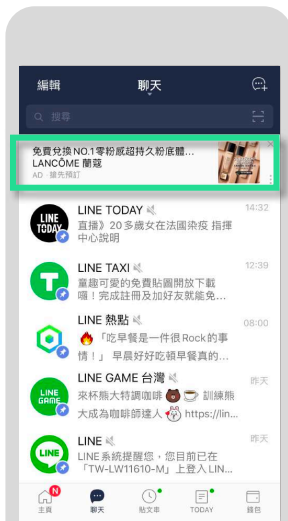


Make your Ads appear in LINE's premium content environment

LINE Ads Platform allows advertisements to naturally appear at the top of chats in eye-catching areas such as “Smart Channel,” LINE TODAY, LINE Timeline, LINE Wallet, and LINE POINTS Offer Wall, which will help close the distance between consumers and owners of the advertisements. A real-time bidding model will then be used to allow business owners to set their own budgets and audiences to optimize advertising effectiveness and maximize benefits.

LINE Ads Platform

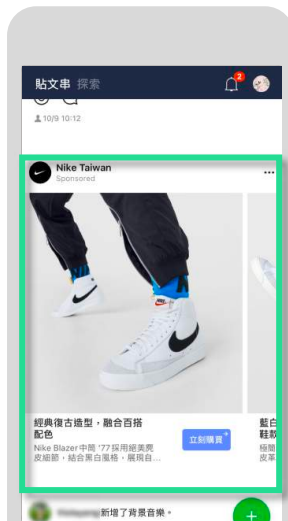
Smart Channel



LINE TODAY



LINE Timeline



LINE Wallet



LINE POINTS Offer Wall

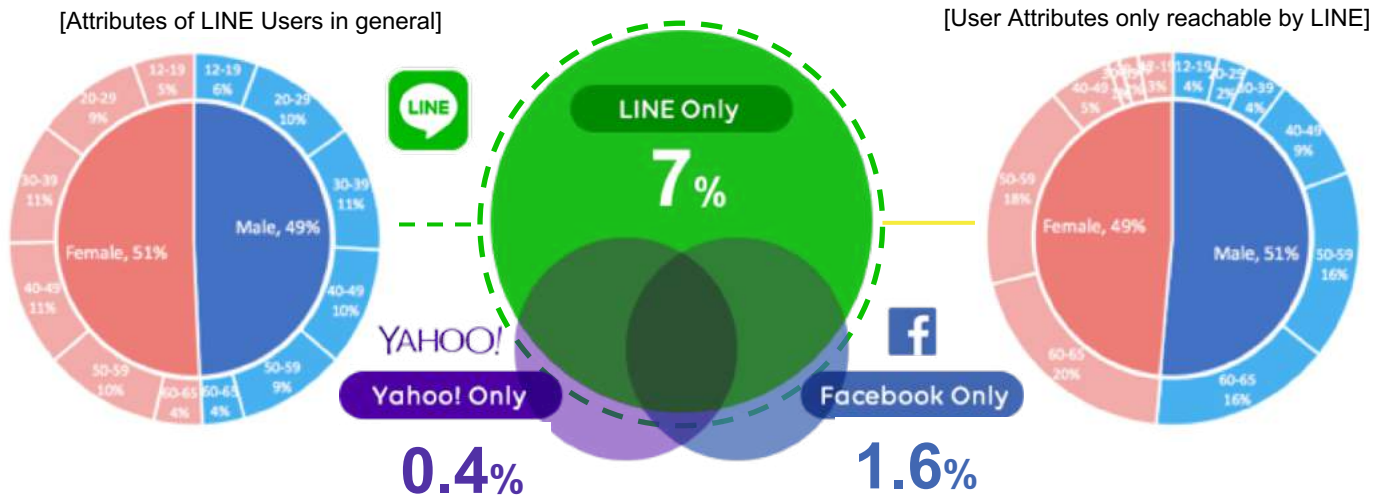


※The captured image is a schematic diagram

LINE Taiwan has more than 21 Million Monthly Active Users

In the past seven days, users who have used LINE accounted for 88% of the 12-65-year-old population in Taiwan (Facebook 83%; Yahoo 52%); amongst them, LINE can only reach 7% of these users.

The male to female ratio of LINE users in Taiwan leans slightly more towards females, and most of the users are aged from 10-60 years old, which is roughly the same as the population distribution of Taiwan; Compared to Facebook and Yahoo!, LINE can reach more users over the age of 40 with premium content



Source: LINE Internal Data; Nielsen NetWatch & Life Index 2018Q4
Household face-to-face interviews and online surveys, July 1st, 2018 - December 31st, 2018
Taiwan Main Island (excluding offshore islands), people aged 12 - 65, sample size: 5,025
Stratified random sampling, the sampling error is below the 95% confidence level, and the overall maximum possible sampling error is plus or minus 1.40%

01 Ad Delivery Environment



The first row of the LINE chat list with the most traffic in Smart Channel, introducing the most eye-catching slot with high reach!

The advertisements will be displayed on the first row of the LINE chat list. Clicking on the advertisement will directly lead to the campaign page.

[Ad Style]



[Other Service Content Style]



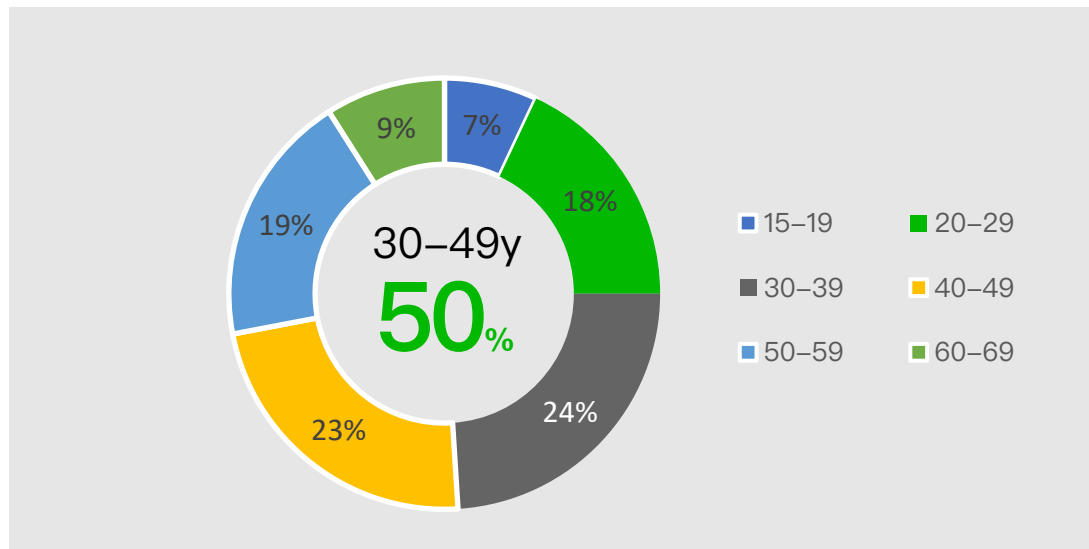
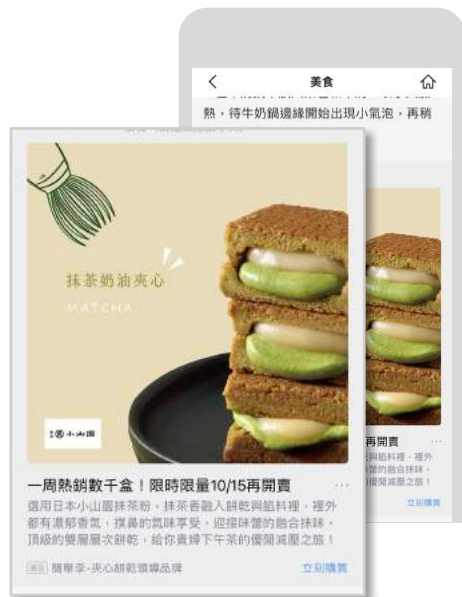
The background color will change with the LINE theme

※The captured image is a schematic diagram

※Different versions of the LINE app may cause slight differences in styles

LINE TODAY has up to 18 million monthly active users, equivalent to 95% LINE user reach

LINE TODAY cooperates with 280 content providers (gradually increasing), updating content daily with more than 2,000 posts, allowing advertisements and a high-quality content environment to naturally integrate.



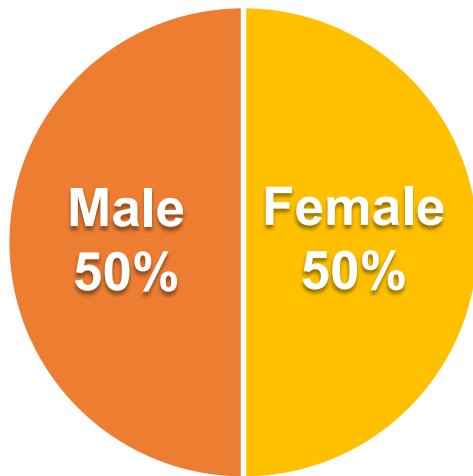
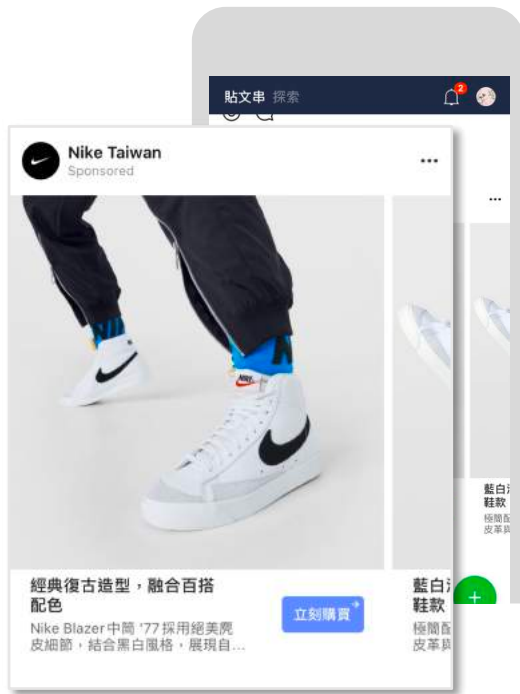
Source: Nielsen 2019 LINE Usage Behavior Report

※The advertisements will be shown in the LINE TODAY Mobile version. There will be a separate announcement made if the advertisements will be shown on the PC version.

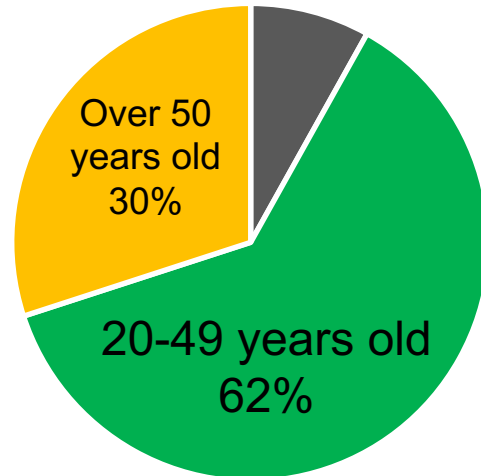
※The advertisements will be shown on the LINE TODAY Article Page, and only accounts for a part of the page. Separate announcements will be made in the future if advertisements are shown on other pages or other adjustment.

LINE Timeline has more than 16 million monthly active users

The users of the LINE Timeline are evenly divided between men and women. More than 60% of users aged 20-49 have high spending power and 30% of the users in the aging market are aged above 50 years old.



User Gender Profile

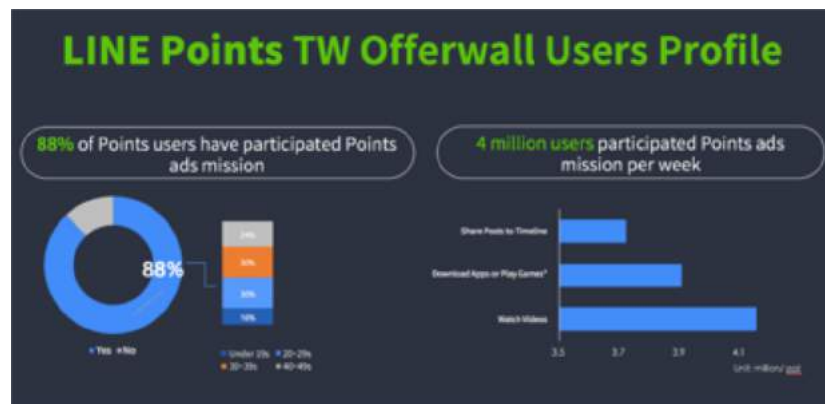
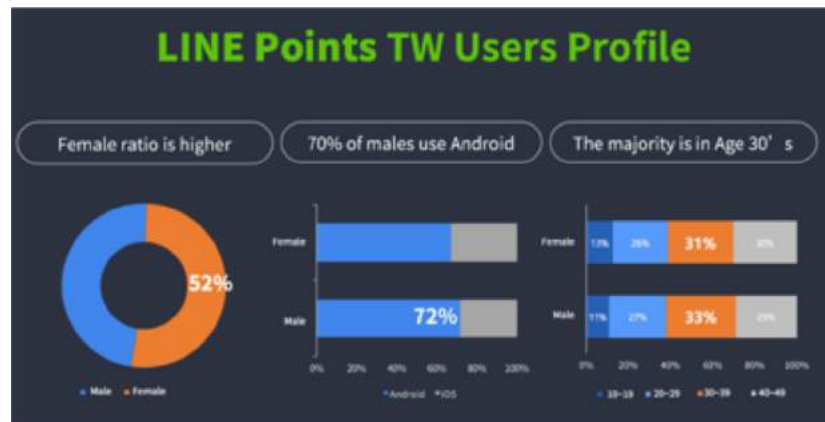


User Age Profile

※The advertisements are shown on similar articles, video recommendation page of the Timeline, and Timeline search feature.

The LINE POINTS Wall has up to 6.2 million users, and more than 1.5 billion Points have been given out

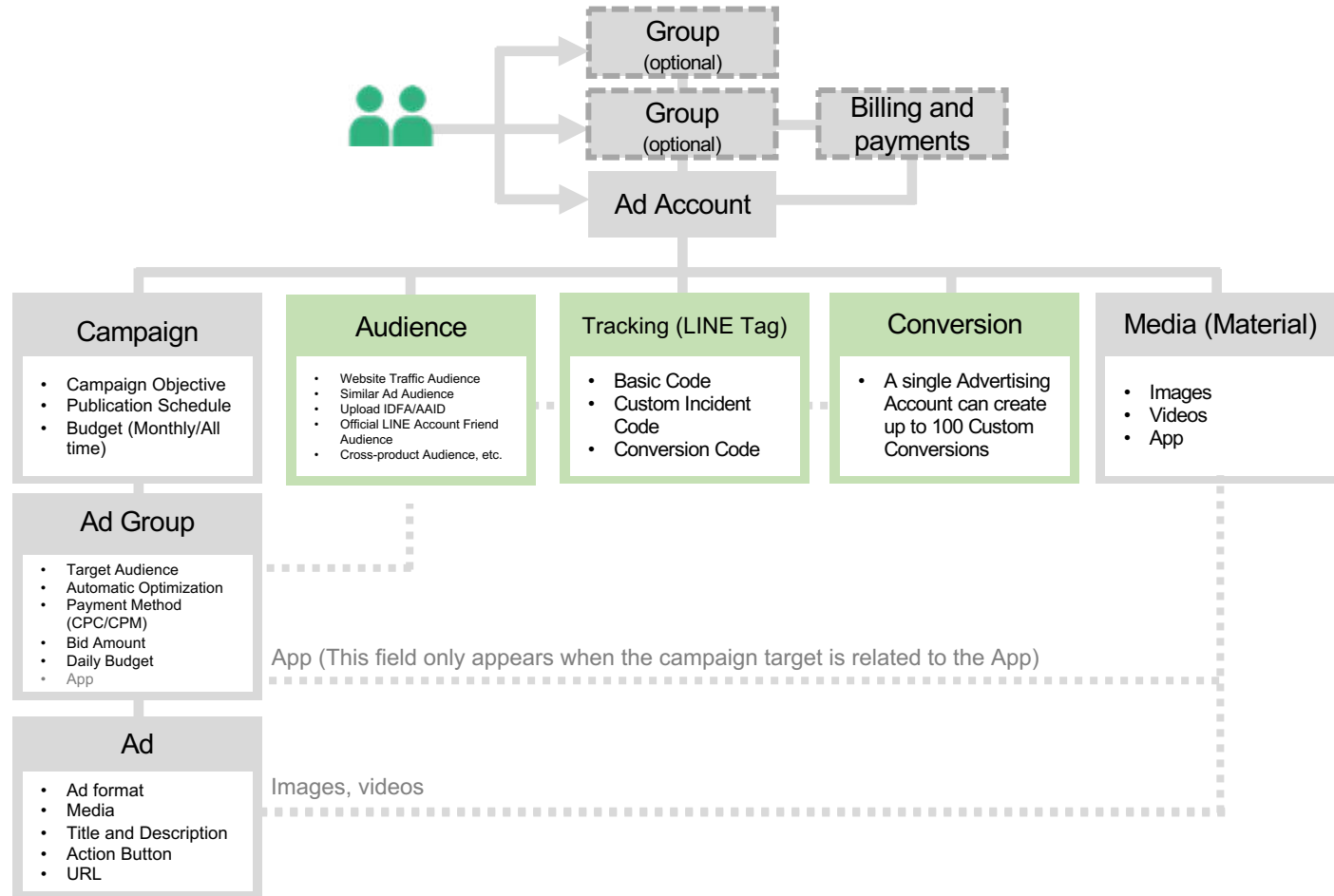
The LINE POINTS Offer Wall is a service that allows users to earn Points as long as they meet specified conditions such as “Adding Friends,” “Watching Videos,” and “Completing Offers.” It has the largest reach in Taiwan and is used by many users.



02 Ad Delivery Feature



Account Structure



Diversified Targeting Options

Conditions such as age, gender, region, interests, and user behavior can be specified separately to deliver advertisements to suitable targets. It can infer the attributes and interests of the target users of the advertisement, and displays specific advertisements to users who are more inclined to click or convert a sale so that the advertisement performs better.

Age

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

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

Gender/OS

You can specify gender/OS for delivery.

Interests/User Behavior

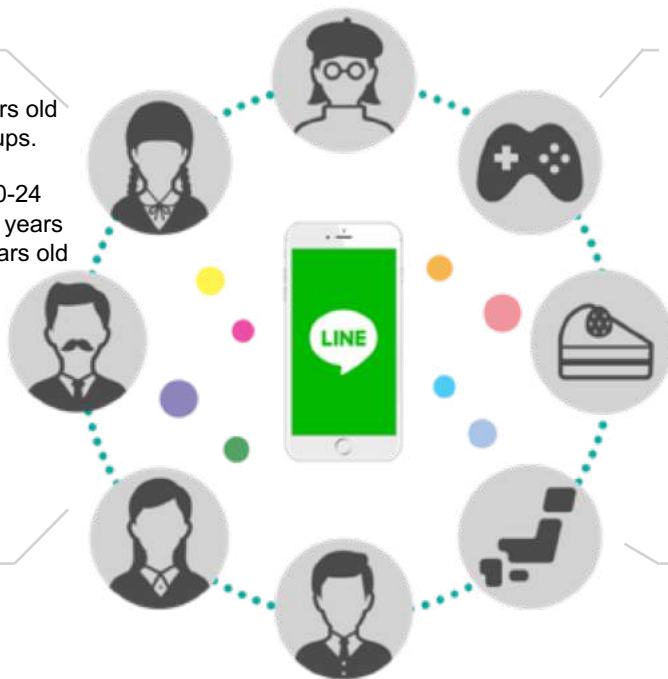
Can specify Interests/User Behavior as categories for delivery.

[Interests] Games/Electronic Products and Home Appliances/Sports/Career and Business/Fashion/Home and Gardening/TV and Movies/Music/Education and Certificates/Finance/Health and Fitness/Automobiles/Books and Comics/Diet/Beauty and Cosmetics/Travel/Entertainment/Shopping

[User Behavior] Various types of Gamers/online shopping behavior for various products/LINE POINTS users/preferred shopping channels/purchasing power, etc.

Region

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

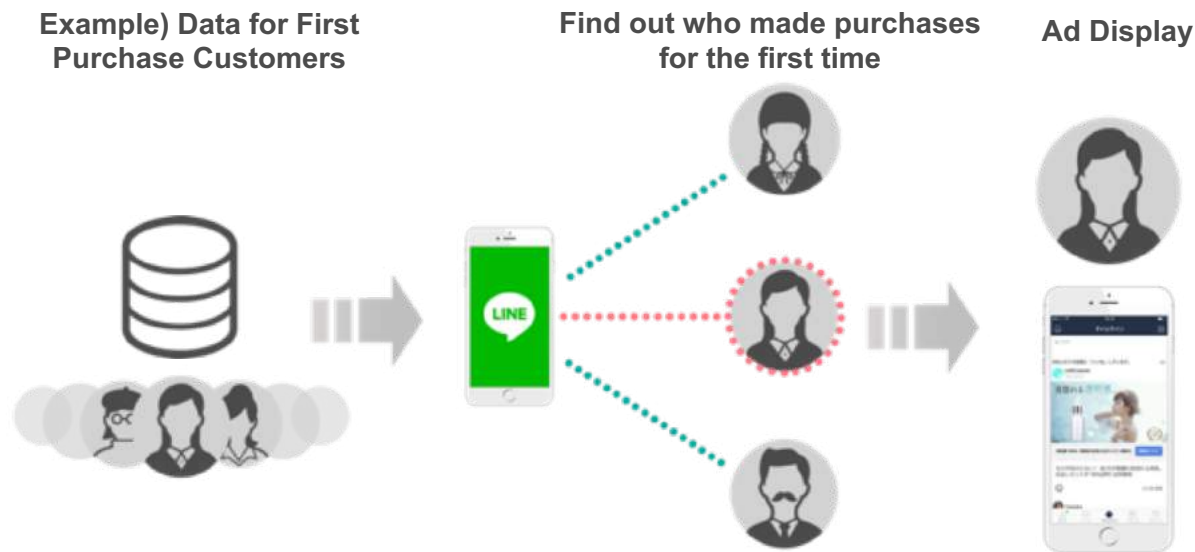


※These pieces of audience data are classified into "Deemed Attributes" in the LINE Family Services based on gender, age group, and regional information of LINE users who log in and their action records (Sticker purchase records, Official LINE Account friend login records, etc.).

※The aforementioned categories will be updated from time to time, please focus on the actual system's interface options.

Audience Delivery

The user data owned by the advertiser can be used to deliver advertisements to target users. For example, if you upload the user's device ID (IDFA/AAID) for the first purchase of Products, you can use this data to deliver advertisements that encourage another purchase. Conversely, the data can also be used to exclude purchasing users from the advertisement delivery targets. In addition to the device ID, you can also generate website traffic, watch video audiences, mobile apps, friends of Official LINE Account, upload phone numbers or e-mail accounts, or reuse similar advertising audiences (Lookalike) on the original customer list to expand customer base.



Available Advertisers with their own audiences

Web Traffic Audience

Mobile App Audience

Upload phone numbers/e-mail addresses

Upload IDFA/AAID

Official LINE Account Audience

Cross Targeting Shared Audience

Video View Audience

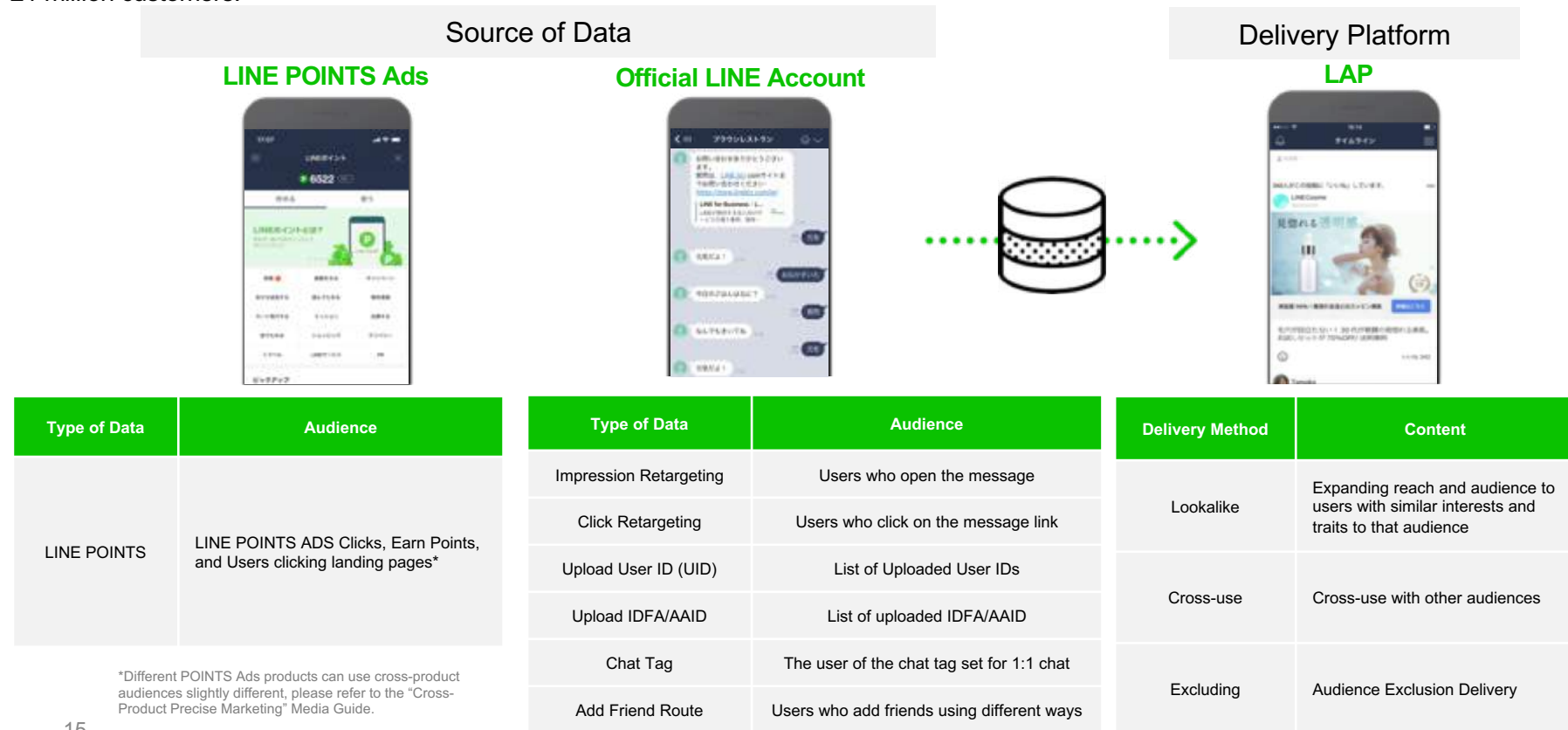
Lookalike Audience

※The upper limit of custom audience list is 500

※When the audience amount is less than 100, the system may not be able to establish audiences and similar audiences normally due to insufficient learning targets (Please increase the number of audiences).

Cross Targeting

In addition, a new cross-product audience option of “Cross-product Precise Marketing” has been launched. Advertisers can expand the usage of Official LINE Account, LINE POINTS Ads audiences and Talk Head View(MVP) Advertising data to LAP. Through cross-product precise marketing, advertisers will be able to open up every level of audience contact points on the marketing funnel to maximize the lifetime value of 21 million customers.



Audience Delivery

In addition, a new cross-product audience option of “Cross-product Precise Marketing” has been launched. Advertisers can expand the usage of Official LINE Account, LINE POINTS Ads audiences and Headline MVP Advertising data to LAP. Through cross-product precise marketing, advertisers will be able to open up every level of audience contact points on the marketing funnel to maximize the lifetime value of 21 million customers.

Source of Data

Talk Head View Ads (MVP)



Delivery Platform

LAP



Type of Data	Audience
Start Watching	Users who click on the picture to start watching
25%/50%/75%/Full View	Users who watch different video length ratios
Click	Users who click the link

Delivery Method	Content
Lookalike	Expanding reach and audience to users with similar interests and traits to that audience
Cross-use	Cross-use with other audiences
Excluding	Audience Exclusion Delivery

"Cost Per Friend" Campaigns

Cost-per-friend is an advertisement Product that can be obtained from friends of Official LINE Account through the LINE Ads Platform. Friends who actively click on Ads to join are high-quality friends who are truly interested in the brand.



※The captured image is a schematic diagram

※The delivery specifications may change in the future

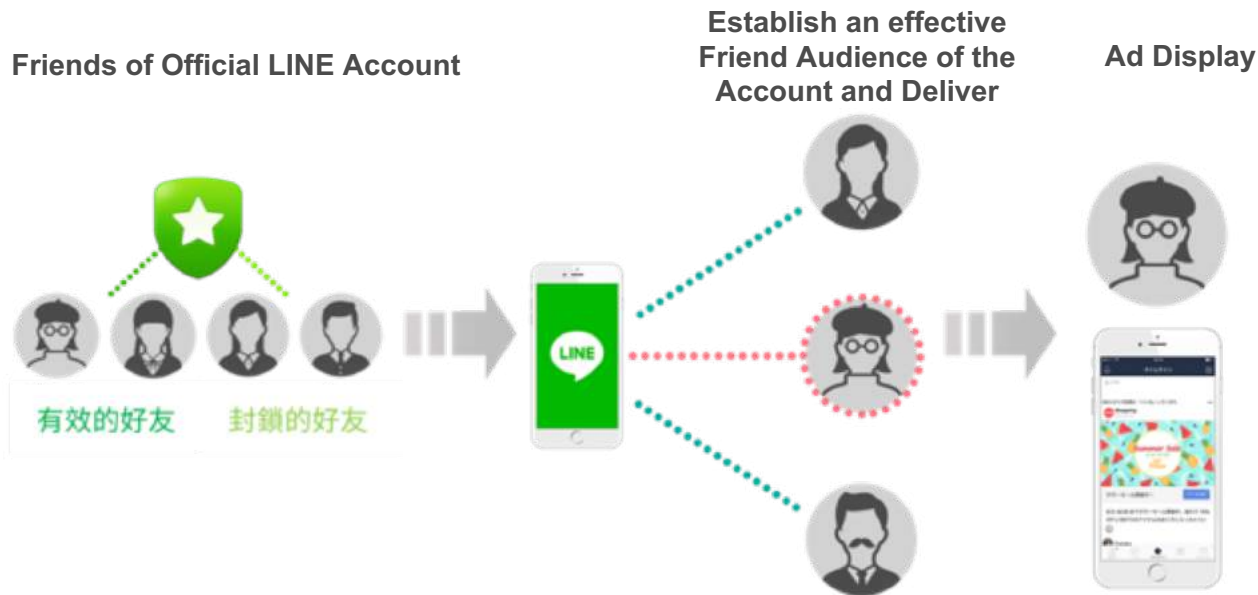
Item	Details
Advertising Audience	Same as general Ads on the LINE Ads Platform, including Friend Audiences of Official LINE Account, etc.
Delivery Environment	LINE Timeline, Smart Channel, TODAY
Publication Format	Image 1200×628 / 1080×1080
Delivery Price	Manual bidding: Starting from NTD \$11; automatic bidding: starting from NTD\$16 ※ You will be charged after clicking the button to add friends
Available Official LINE Account Format	Verified Official LINE Account

Official LINE Account's Friend Audience Delivery

Establishing Friend Audience of an Official LINE Account and advertise to that audience.

When establishing an audience, you can create two types of “Effective Friends of this Account” and “Blocked Friends of this Account.”

In addition, similar audiences can be established based on these audiences, so it can be delivered to users who haven't been contacted yet.



※The objects that can be targeted for delivery are limited to the Official Account bound to the Advertising Account.

※When establishing an audience, you need to create "effective friends of this Account" and "blocked friends of this Account" one after the other.

※If the LINE ID of the Account was changed after the audience was established, an audience of the Account must be regenerated (if the Ad has been delivered, the Ad Campaign segment also needs to be changed).

※Users who have deleted their friends and users who have not logged in to LINE for a long time will be excluded, so they aren't consistent with the total amount of friends in the entire account.

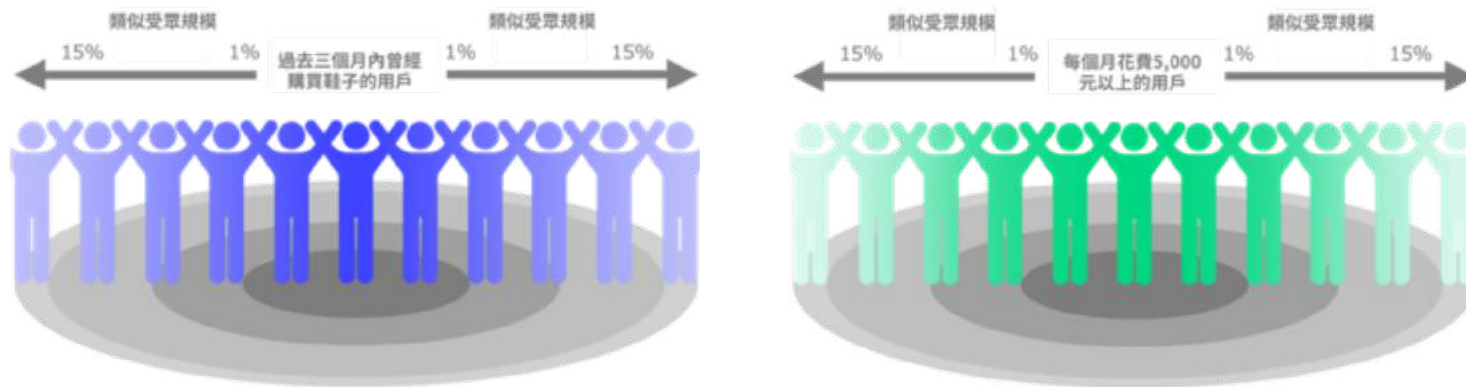
Similar Ads Audience (Lookalike)

The Similar Ad Audience feature is used to search for LINE users similar to the source audience (Conversion audience and uploaded customer information) for Ad Delivery.

The expanded range of Similar Ad Audiences can be selected between 1 to 15%.

The higher the similarity, the higher the accuracy of the action, but the audience size is small and the amount of people that can be reached is limited.

Conversely, the lower the similarity, the lower the accuracy of the action, but the larger the audience size and the total amount of deliveries is increased.



[List of Audiences for Similar Ads]

Delivery Audience

- Web traffic audience
- Official LINE Account Audience
- IDFA/AAID upload
- Mobile App Audience
- Cross Targeting Shared Audience
- Video View Audience
- Upload phone numbers/e-mail addresses

※After establishing a Similar Advertising Audience, it may take up to 24 hours to use it.

※Similar Ad Audiences will exclude users included in the source audience.

※A upper limit of 10 Audiences for Similar Ads can be established (Please delete or establish new ones when over the maximum limit).

※When the audience amount is less than 100, the system cannot establish audiences and similar audiences normally due to insufficient learning targets (Please increase the number of audiences).

Reach & Frequency [application needed]

Deliver advertisements when users visit the post, **lock the amount of reach of the target audience, and enhance the brand's mind share!**



※The captured image is a schematic diagram

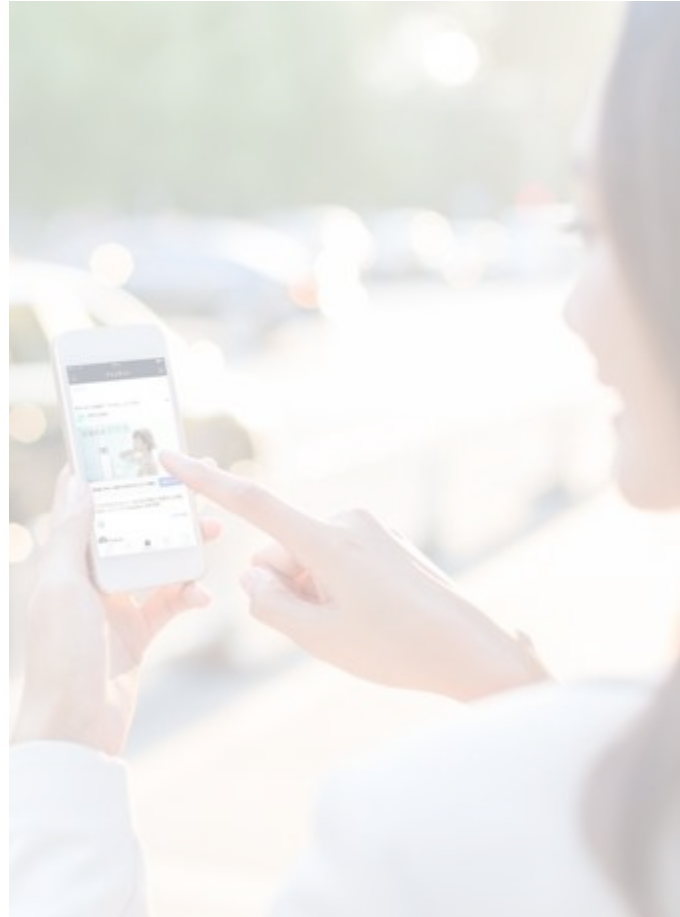
[Feature of Item]

Details	Reach & Frequency
Advantages	The Reach & Frequency feature allows you to control the number of people you want to reach and the display frequency of the target audience of your Ad with more precision. Various audience settings and flexible budget adjustment space allow you to achieve brand influence and enhance the brand's mindshare through the LAP Platform.

[Product Details]

Product Details	Content
Operating Platform	LAP
Lock Conditions	Age/Gender/Region/Interest/OS OA Targeting / Lookalike / IDFA/AAID, etc.,
Delivery Format	Videos/Images
Delivery Slot	LINE Timeline
Minimum Budget	Minimum Campaign Budget \$2,500
Billing Method	CPM
Delivery Restrictions	<ul style="list-style-type: none">• User Reach Limit: 2 - 10 times• The start date of the Ad Duration must be within 14 days of the set date• The total Ad Duration must be within 3 - 31 days
Material Specifications	<ul style="list-style-type: none">• It must comply with the LAP Platform Advertising Specifications• Materials can be replaced without limit• Supports "Nielsen Digital Ad Ratings" third-party impression tracking.

02 Ad Material Specifications



Ad Specification: Ad Level (Website, App)

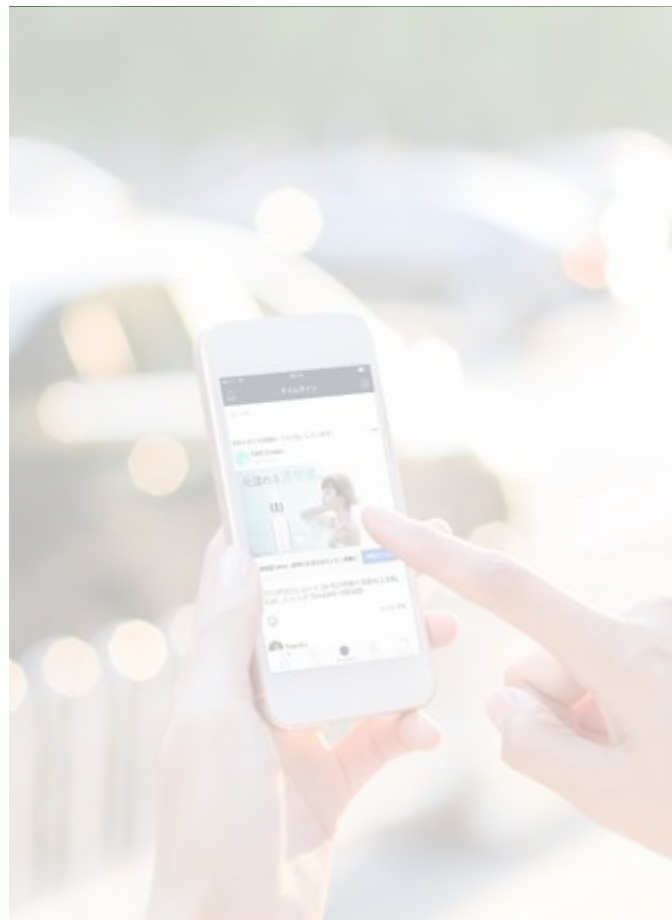
Advertisement Format	List of Materials	Material Specifications
Website	Image / Video Title Description Button (Action Button) Final URL URL (Optional)	<ul style="list-style-type: none"> ■ Image / Video ※1 → Select the uploaded Image / Video from “Media” ■ Title → Under 20 characters (Not limited to halfwidth or fullwidth) ■ Description → Under 75 characters (Not limited to halfwidth or fullwidth) ■ Button (Action Button) → select from the options on the Management Screen ■ Landing Page → Fill in the Landing Page URL ■ URL (Optional) → URL with parameters generated when using analysis tools
App	Image / Video Title Description Button (Action Button) App Final Link Position URL (Optional)	<ul style="list-style-type: none"> ■ Image / Video ※1 → Select the uploaded Image / Video from “Media” ■ Title → Under 20 characters (Not limited to halfwidth or fullwidth) ■ Description → Under 75 words (Not limited to halfwidth and fullwidth) ■ Button (Action Button) → select from the options on the Management Screen ■ App → Select the uploaded App from “Media” ■ Website URL (App Store / Landing Page) → The page displayed to users who clicked on the Ad, select the App Store or Landing Page ■ URL (Optional) → URL with parameters generated when using analysis tools

※1 When selecting “Charge: CPC” in the Ad group, video format won’t be able to selected.

Ad Specifications: Media Level (Images, videos, Apps)

Advertisement Format	List of Materials	Material Specifications
Image / Video	Images Videos	<p>■ Image</p> <ul style="list-style-type: none"> • Size → 1200×628pixel / 1080×1080pixel • Format → jpg/png • File Size → under 5MB <p>■ Video</p> <ul style="list-style-type: none"> • Video → Recommend H.264, Main/ High Profile, square pixels, fixed frame rate, progressive scan • Audio → AAC, 128kbps or higher, mono or stereo is recommended • Frame Rate → up to 30fps • Format → mp4 • Aspect ratio → 16: 9 (Width: above 240px, under 1920px, height: above 135px, under 1080px) → 1: 1 (Width: above 600px, under 1280px, height: above 600px, under 1280px) • Resolution → Up to 1080p (up to 720p during delivery of Ad) • Bit rate → up to 8Mbps • Length of Video → up to 120 seconds (the shortest being longer than 5 seconds) • Size of File → Maximum 100MB
App	Platform Name of App Store URL	<p>■ Platform → Select iOS/Android</p> <p>■ Name of App → Enter the official name of the App</p> <p>■ Store URL → Enter the App Store URL for iOS, and Google Play URL for Android.</p>

04 About the Tracking Code



LINE Tag

Please use LINE Tag for remarketing and conversion measurement. LINE Tag has 3 kinds of codes, which can be set in specific web pages according to the purpose, and create the required audience and customized conversion.

[LINE Tag Code Content]

LINE Tag	Item	Measurement Description	Points of Attention
	Basic Code	To measure user behavior on all pages, each Advertising Account must set up an individual Basic Code.	Please set it in the <head>~</head> of all the tracked webpages.
	Conversion Code	Set on the webpage you want to measure conversion, the Conversion Code of each Advertising Account is different.	Please set it with the basic code. ※When writing web code, please be sure to set it to read the basic code first and then read the conversion code.
	Custom Incident Code	Advertisers can mark users' Custom Incident Codes according to their needs, and the Custom Incident Codes of each advertising account are different.	Please set it with the basic code. ※When writing web codes, please be sure to set it to read the basic code first and then read the Custom Incident Codes.

[LINE Tag Measurement Content]

Item	Measurement Method
Re-targeting	LINE Tag: Basic code (Required Setting), Conversion Code (Optional Setting), Custom Incident Code (Optional Setting)
Conversion Measurement	LINE Tag: Basic Code (Required Setting), Conversion Code (Required Setting), Custom Incident Code (Optional setting)
Custom Conversion Measurement	LINE Tag can be used to measure the conversion of multiple and different Incidents.
Conversion Validity Period (Attribution Period)	The Attribution Period for Custom Conversions can be set from 1 to 180 days after the Ad is clicked.

※It is recommended that you turn on the first-party Cookie/local storage setting on the "Tracking (LINE Tag)" page to improve the accuracy of tracking and avoid affecting the tracking performance due to browser policy updates.

※Other Codes can be inserted between the Basic Code and the Conversion Code (or Custom Incident Code), but it must be set to read the Basic Code first and then the Conversion Code (or Custom Incident Code).

※The Validity Period (Attribution Period) of the Conversion Code of LINE Tag is fixed at 30 days, and the Validity Period (Attribution Period) of the Custom Conversion can be set from 1 to 180 days.

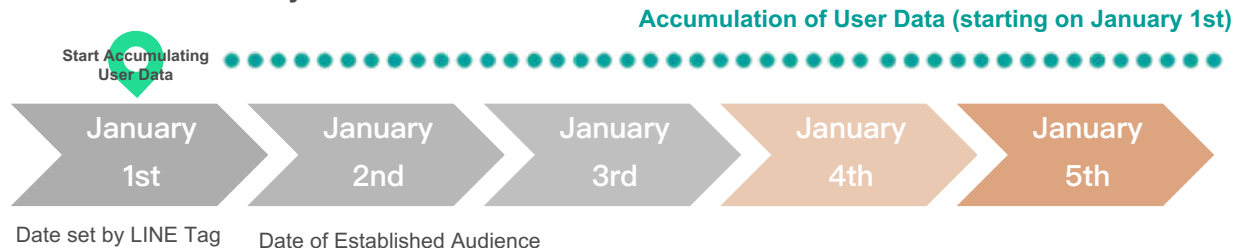
※If you want to perform the Conversion (CV) Optimization Setting, you must install the Conversion Code on the web page to be measured and converted. (Customized Conversions cannot perform Conversion Optimization Settings)

LINE Tag Audience Description

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

Example 1)

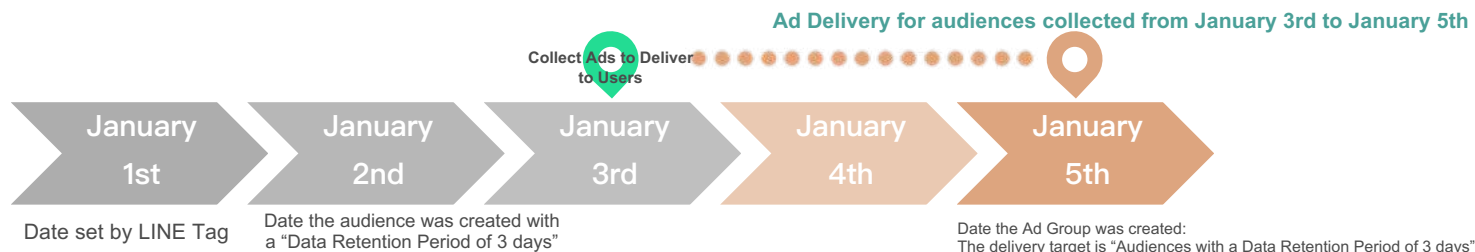
After LINE Tag is set on January 1st, the audiences created on January 2nd can still collect user data accumulated since January 1st.



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

Example 2)

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



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

Application Conversion Measurement

When using a third-party SDK for App conversion measurement, the following 3 “Ads Measurement Partner” SDKs can be used. The measurement URL and SDK settings of each SDK are different, please confirm before using them.



[List of Corresponding SDK Measurement URLs]

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

[List of Corresponding SDK IDs]

Name of LAP Back Side	adjust	AppsFlyer	Kochava
Advertising Account ID	AdvertiserID	Account_ID	ADVERTISER ID
App ID※	AppID	Postback_ID	MOBILE APP ID

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

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

List of Performance Report Items

Please refer to the table below for the data that can be viewed and downloaded in the performance report.

Name of Item	Content	Name of Item	Content
Adaccount name	Name of Advertising Account	currency	Selected currency (NTD, USD)
Adaccount id	Advertising Account ID	Install	Amount of App Installs
Impression※1	Impression	Open	Amount of App Starts
Viewable impression※2	Viewable Impression	View home	Browse Homepage
Clicks	Clicks	View category	Browse Categories
CTR	Click Rate	View item	Browse Items
CPC	Cost per Click	Search	Inquire
CV	Conversion	Add to cart	Add to Cart
CVR	Conversion Rate	Purchase	Purchase
CPA	Cost per Conversion	Level achieved	Level Achieved
Cost	Cost	Tutorial complete	Complete Tutorial
Reach	Amount of Unique Reach (Estimated)	Video View Metrics	The number of times the video was watched for 3 seconds/25%/50%/75%/95%
		Video completion	Amount of Full Views

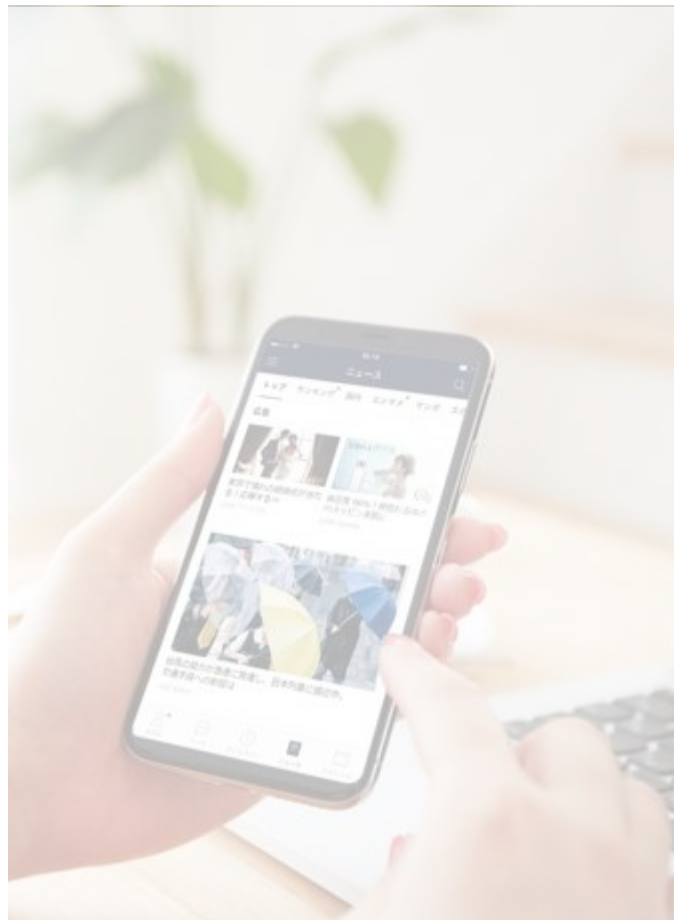
※1 impression = image/video displayed is larger than 1 pixel, and is regarded as 1 impression.

※2 viewable impression= image/video displayed is more than 100%, which is regarded as 1 viewable impression.

※When the statistical unit of the performance report is "Interest," a user may have multiple interests, the number of impressions and clicks in the report may not match the amount on the system screen.

※When a specific "statistical unit" is selected, the report data will be updated once a day. If you want to confirm the information on that day, please confirm again after 8 AM on the following morning.

05 Guideline



Ad Publishing Standards

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

For more information about the aforementioned terms and conditions, please refer to the following URL. https://terms.line.me/line_terms_tlt?lang=en

■ The Correctness of Ad Contents

In order to avoid situations where the Ad is irrelevant to the Product or inconsistent with the facts and causing user confusion, the content of the Ad must use the correct and latest information. The image of the Ad must be legible. The creative content used in the Ad must obtain legal authorization and clearly state the relationship between the copyright owner and the advertised item or services.

■ It is prohibited to use expressions that may be misidentified or become confused with the expression of the company's information.

It is prohibited to use trademarks, characters, and services provided and owned by the company that may cause users to misidentify (recognize) or become confused with the expression of the company's information.

Since the company and affiliated companies retain the rights of the LINE Characters, the use of creative content is prohibited in principle. If you use LINE-related trademarks, LINE icons, and LINE Social Plugins, please comply with relevant usage regulations. The specific regulations include but are not limited to the following:

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

https://social-plugins.line.me/zh_TW/how_to_install

■ Linked websites must comply with Ad Regulations

The content of the linked websites must be directly related to the Ad. Linked sites must comply with the same specifications as the Ad Materials, providing users with a consistent and good Ad experience.

✱ For more detailed LINE Ads Platform Advertising Standards and review specifications, please refer to the "LINE Ads Platform-Advertising Standards."

Standards for Advertising on Smart Channel

In addition to the specifications mentioned on the previous page, **Ads that do not fall under the following prohibitions/restrictions** may be shown on Smart Channel slots:

Prohibited Industries/Products

- Liquor
- Livestream
- Election
- Sensitive Issues
- Dating Websites, Apps, or Marriage Matching services
- Products and services that require policies and regulations along with warnings (Example: credit cards, and daily disposable contact lenses)

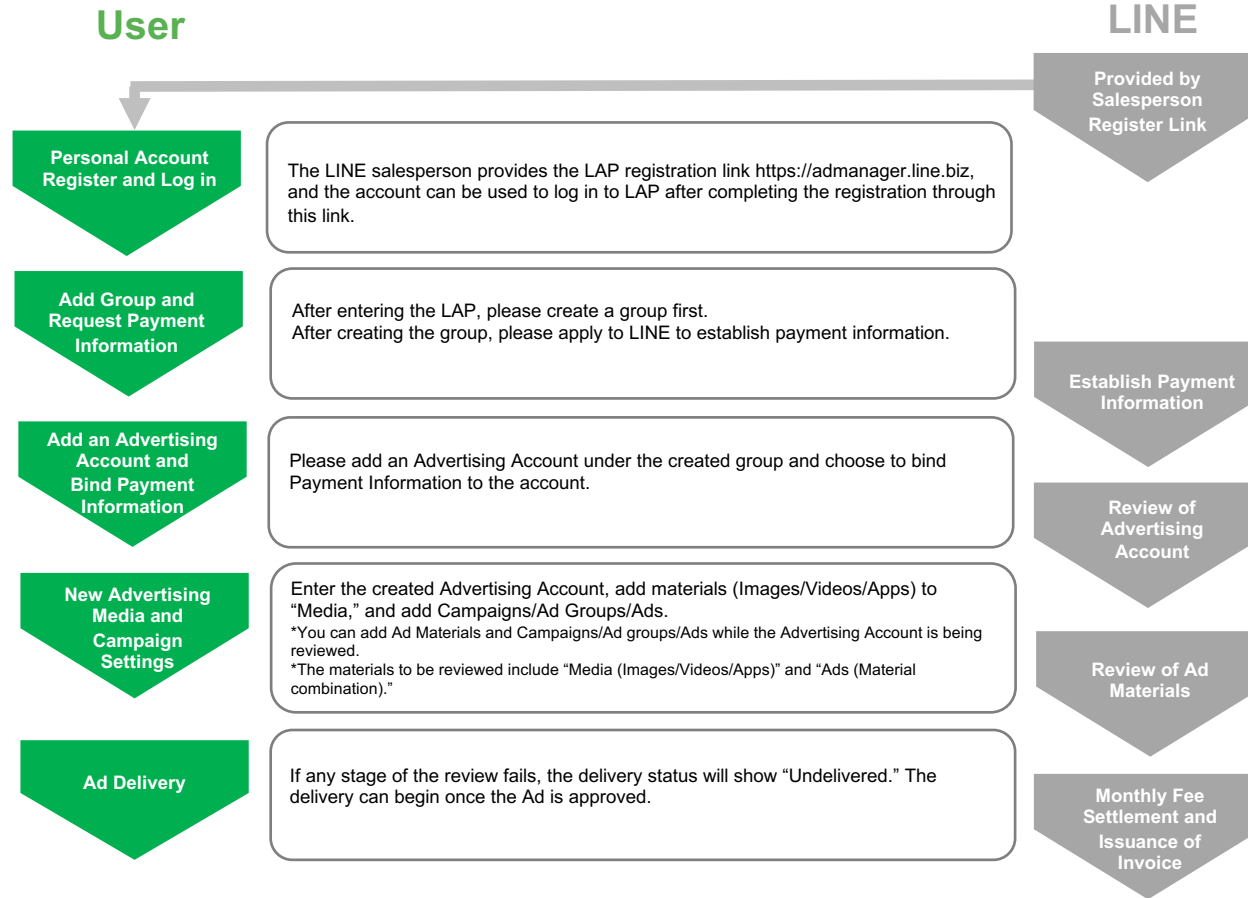
Restricted Industries/Products

- EC: uses an application system. Underwear products and manufacturers that have not registered in Taiwan cannot deliver Ads in this slot.
- Gaming: Game Ads beyond (and including) PG15 rating cannot be delivered in this slot. And must comply with the Gaming Industry's Ad Material Specifications.



06 Application Process

Ad Application Process



THANK YOU

LINE reserves the right to change the aforementioned Advertising Specifications and Sales Methods. Please contact your salesperson or partner agents for the latest version of the regulations.