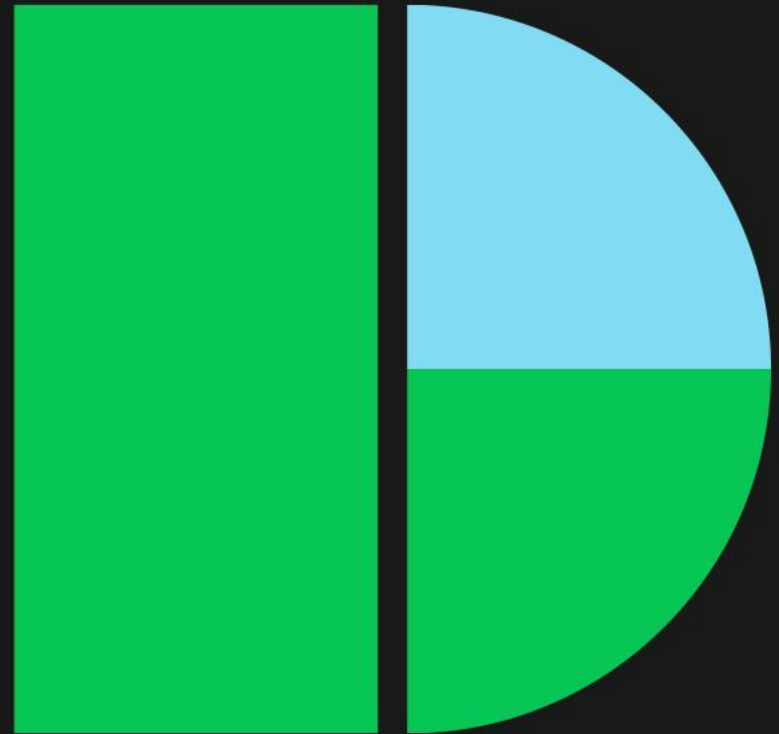


LINE Biz - Solutions

LINE Ads Platform (LAP、LINE Performance Ads)

Media Information

Last Updated : 2026.09.30



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LINE Ads Platform Media Overview

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LINE Ads Platform

Media Features



LINE Ads Platform

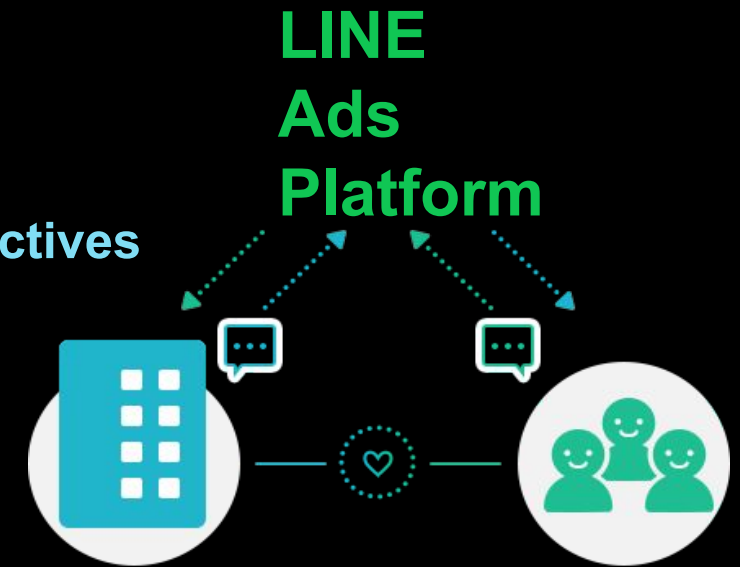
Combining the high traffic and unique user profiles of diverse services across the LINE ecosystem with extensive audience targeting options helps advertisers maximize ad conversion performance on a limited budget! It supports a range of marketing objectives, including friend acquisition ads, website visits, and website conversions.

01 LINE : 22 Million Monthly Active Users

02 Diverse Audiences, Flexible Budget Management

03 Optimized Advertising Performance for Different Marketing Objectives

04 Seamless Integration with Official LINE Accounts

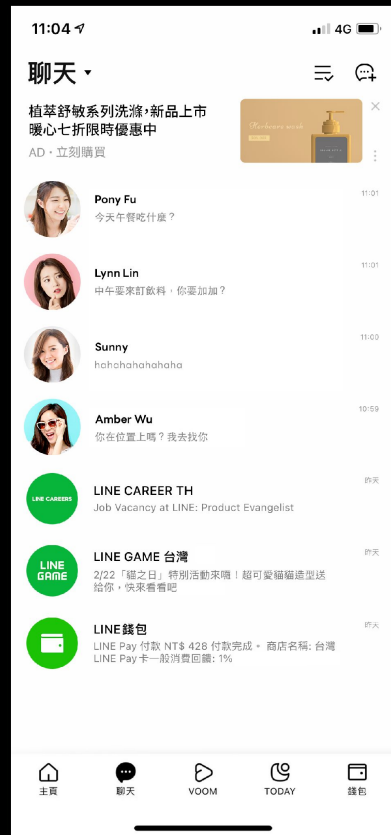


Advertisements appear within LINE's premium content environment

LINE Ads Platform enables ads to be displayed naturally across high-visibility placements frequently viewed by LINE users, including the “Smart Channel” at the top of the chat screen, LINE TODAY, LINE OpenChat, LINE Friends Tab, LINE Home, LINE Wallet, LINE POINTS, LINE Notes, and Albums. This helps advertisers connect more effectively with LINE users. Through a real-time bidding model, advertisers can set their own budgets and target audiences to optimize campaign performance and maximize advertising effectiveness.



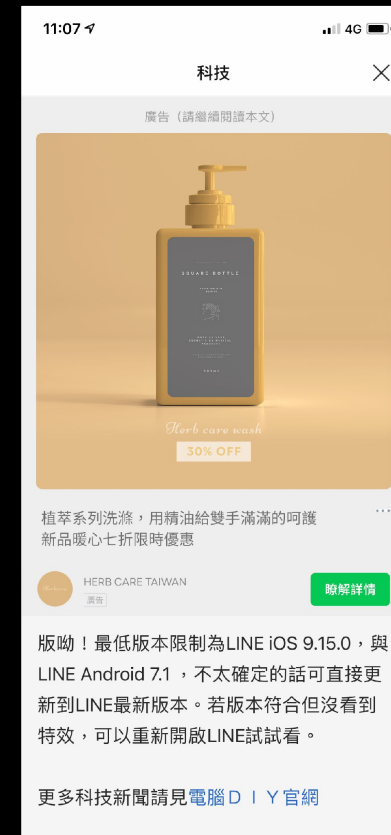
LINE Home Tab



Smart Channel



LINE Friends Tab



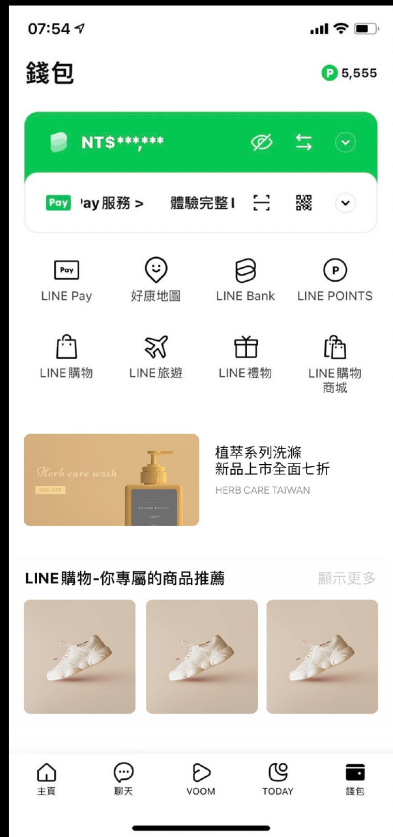
LINE TODAY



LINE TODAY
Official Accounts

Advertisements appear within LINE's premium content environment

LINE Ads Platform enables ads to be displayed naturally across high-visibility placements frequently viewed by LINE users, including the “ Smart Channel ” at the top of the chat screen, LINE TODAY, LINE OpenChat, LINE Friends Tab, LINE Home, LINE Wallet, LINE POINTS, LINE Keep, and Albums. This helps advertisers connect more effectively with LINE users. Through a real-time bidding model, advertisers can set their own budgets and target audiences to optimize campaign performance and maximize advertising effectiveness.



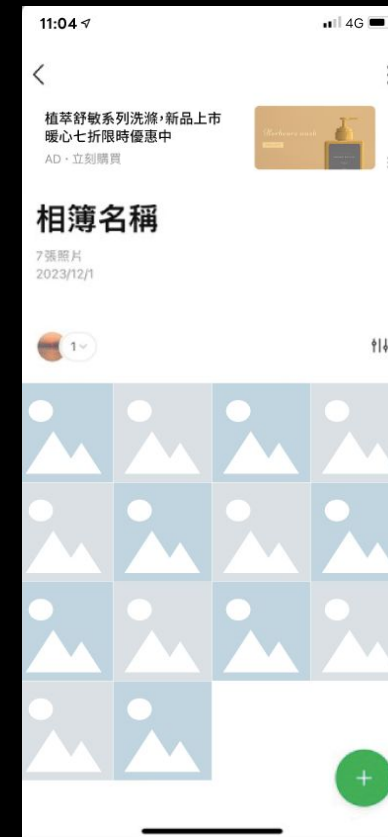
LINE Wallet



LINE POINTS



LINE Notes



Albums



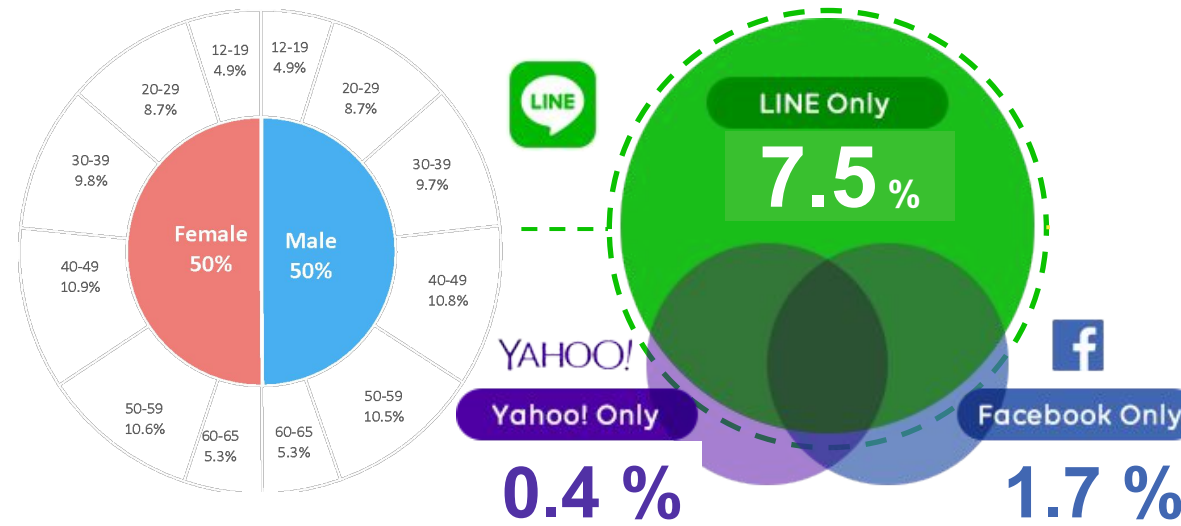
LINE OpenChats

LINE Taiwan has **over 22 million** monthly active users

In the past seven days, 93% of the population aged 12–65 in Taiwan used LINE (compared to 88% for Facebook and 35% for Yahoo), with 7.5% representing users reachable only through LINE.

LINE Taiwan has a balanced gender ratio, widely used by ages 10-60+, and **reaches more high-value users aged 40+ compared to Facebook and Yahoo.**

Overall LINE user demographics



01

Advertising Delivery Environment



Smart Channel The Most Eye-Catching Premium Placement in LINE Chat List !

Have you used LINE today? The personalized “Smart Channel” feed at the top of the chat screen rotates a variety of content and ads—it’s the LINE ad placement with the widest reach. Your ad could also be featured on this high-visibility LAP placement!

LINE Smart Channel Ad Format

聊天 ▾

植萃舒敏系列洗滌,新品上市
暖心七折限時優惠中

AD · 立刻購買



Pony Fu

今天午餐吃什麼?

11:04 4G

聊天 ▾

植萃舒敏系列洗滌,新品上市
暖心七折限時優惠中

AD · 立刻購買



LINE 錢包

LINE Pay 付款 NT\$ 428 付款完成 · 商店名稱: 台灣
LINE Pay 卡一般消費回饋: 1%



主頁

聊天

VOOM

TODAY

錢包

◆ High Awareness: More than 60% of those who are aware of LINE’s pinned messages click.

◆ 65 percent of users are aware that this is personalized content.

◆ 3 Principles for Attracting Clicks! ① Push notifications with content I’m interested in or that’s relevant to me.

◆ ② The headline caught my attention. ③ It provided information about a special offer.

Source: Nielsen 2023 LINE Usage Behavior Study

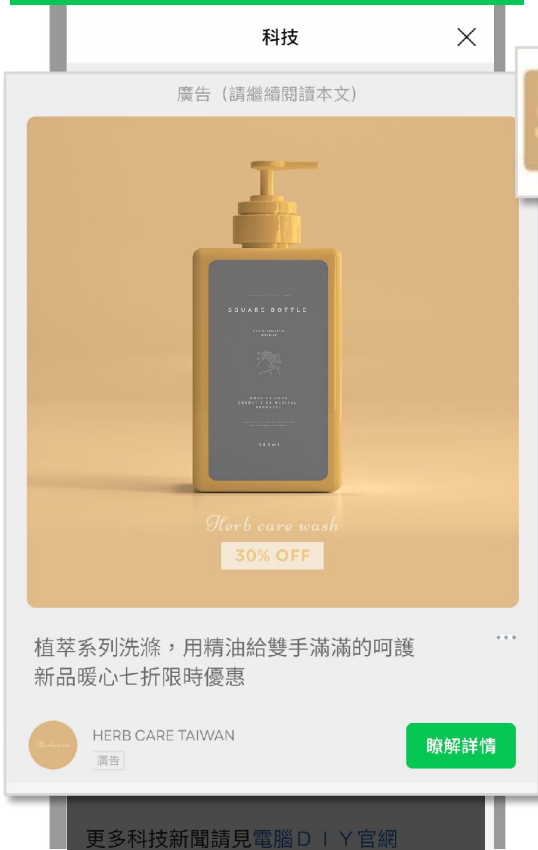
Base: Individuals aged 15–69 who used LINE in the past seven days; N=1,000; weighted sample size: 15,287,000

The images above are for illustrative purposes only. LINE reserves the right to make final adjustments to the design.

LINE TODAY Reaches 18M Monthly Active Users, Equivalent to 95% Reach among LINE Users

LINE TODAY works with 600 content partners and updates over 3,000 pieces of content daily, allowing ads to blend naturally into a premium content environment.

LINE TODAY Channel Ad Format



LINE TODAY Official Account



◆ Extremely High Awareness, Usage, and Stickiness!

Among LINE users, nearly 82% are aware of LINE TODAY, and 66% use LINE TODAY; nearly half of users use it every day; among daily LINE TODAY users, more than half open it 2–4 times per day.

◆ 75% of respondents agree: “LINE TODAY is my first stop for daily news.”

◆ 68% of respondents agree: “I pay attention to advertisements on LINE TODAY.”

◆ Over 60% of respondents agree: “Seeing information on LINE TODAY triggers my shopping ideas.”

◆ LINE TODAY Diverse Official Accounts: Timely Updates, Nothing Missed

LINE Hotspot / LINE TODAY / LINE TODAY Sports / LINE TODAY Entertainment / LINE TODAY Finance / LINE TODAY Movies / LINE TODAY Horoscope

◆ Exclusive audience characteristics: sports enthusiasts and food & travel video lovers.

Over 80% of users who want to watch international or local sporting events think of LINE TODAY first for live streaming; among LINE TODAY users, the proportion watching food and travel videos has risen to nearly 40%.

Source: Nielsen 2023 LINE Usage Behavior Survey

Base: LINE users aged 15–69 who used LINE in the past 7 days; N=1,000; weighted population: 15.287M

Source: Nielsen 2023 LINE Usage Behavior Survey

Base: LINE TODAY users aged 15–69; N=545; weighted population: 8.331M

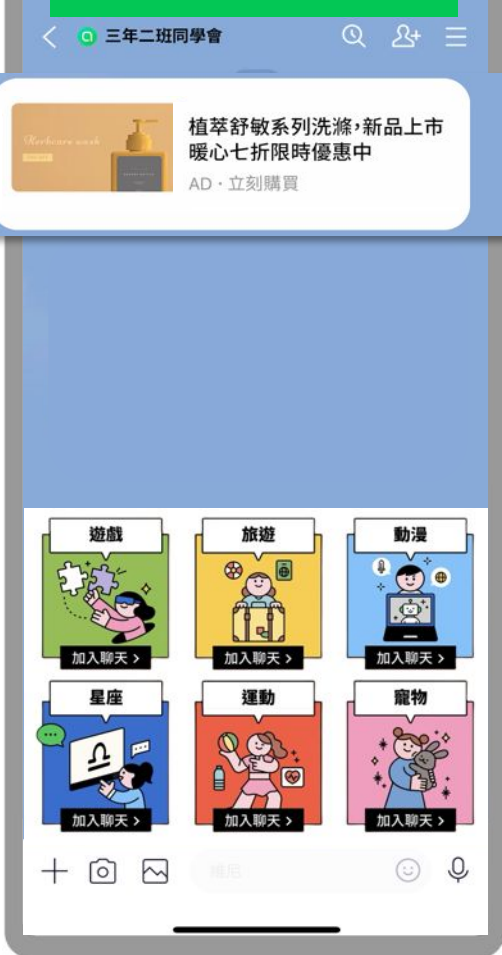
All content shown is for illustration only. LINE reserves the right to make final format adjustments.

Concept image only. LINE reserves the right to make final format adjustments.

LINE OpenChats — A Chat Hub for Users with All Kinds of Interests!

LINE OpenChat is one of LINE's most popular new services in recent years. As a public online chat room service, users can join chat rooms with customized nicknames to protect their privacy and freely interact with like-minded people. It has become highly popular among LINE users. Advertisers can use this placement to reach target audiences whose interests are relevant to their services or products, bringing ads closer to consumers.

LINE OpenChat Ad Format



LINE OpenChat Official Account



◆ Awareness is rising rapidly: About 60% of LINE users are aware of LINE OpenChats.

◆ LINE OpenChats resonates more strongly with younger users, who are also more likely to use

According to Nielsen's latest 2023 survey, awareness of LINE OpenChats among users aged 15–19 and 30–39 is significantly higher than among users aged 40 and above.

◆ Motivations for using LINE OpenChats: ① Matches interests and needs

② Access to information / special offers

◆ In 2023, more than 450,000 OpenChats communities were created, with nearly 20 million users across Taiwan using LINE OpenChat

Finance / Business, Food, Group Buying / Organizations, Fashion / Beauty, Work, Games, Entertainment, Interests, Family / Parenting, Learning, Travel, Mood, Sports / Fitness, Pets, Companies / Enterprises, Technology, Health, School / Alumni, Animation / Comics, Other

Source 1: Nielsen 2023 LINE Usage Behavior Study

Base: LINE users aged 15–69 who used LINE within the past seven days; N=1,000; weighted population: 15.287 million

People aged 15–69 who are aware of LINE OpenChats; N=609; weighted population: 9.308 million

Source 2: LINE 2023 Year-End OpenChats Event Log Campaign

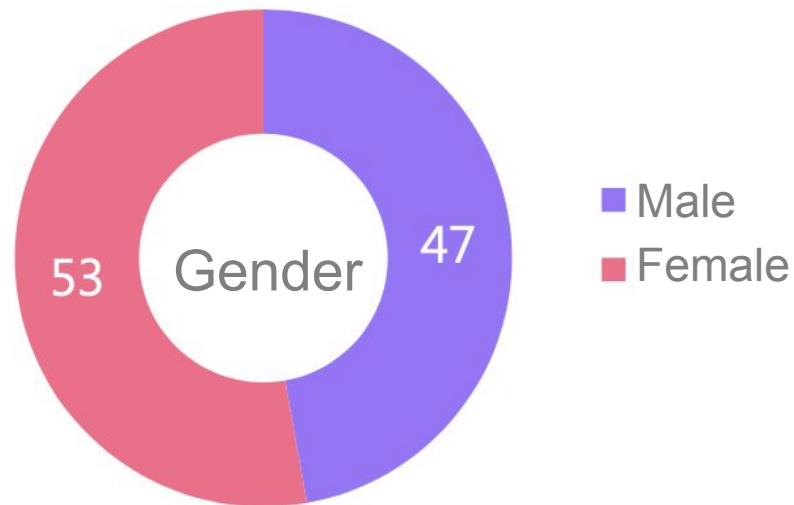
All images shown are for illustrative purposes only. LINE reserves the right to make final adjustments to the display format.

LINE Wallet The First Stop Before Shopping! With Over 15 Million Monthly Active Users.

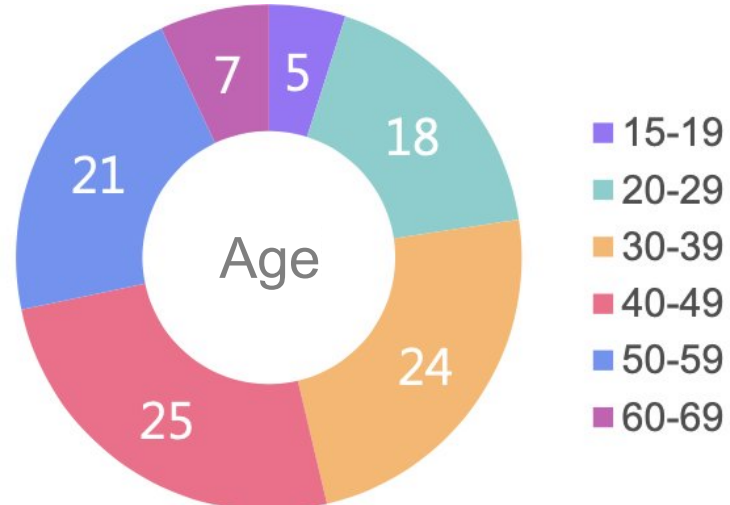
LINE Wallet focuses on mobile payment and consumer information services. Its users show strong purchase intent across services such as LINE Shopping, LINE Gift, LINE Stickers, and travel, as well as strong demand for financial services such as LINE Pay and LINE Bank. Through this placement, advertisers can reach users with clear intent to engage in digital spending. Around 70% of LINE Wallet users are aged 20–49, representing a key consumer segment.



User Gender Profile



User Age Profile



Source: Nielsen 2023 LINE Usage Behavior Study
Base: People aged 15–69 who are familiar with LINE Wallet; N=904; Weighted sample size: 13,819 thousand
All content shown is for illustration only. LINE reserves the right to make final format adjustments. 12

LINE Home / POINTS / Notes / Albums / LINE Friends Stay Connected to Every Moment of Information Discovery, Shared Interests, and Daily Life

Advertisers can use these placements to reach users interested in finding friends and service information on LINE Home, connecting with like-minded people in chats, and engaging with everyday life content.



LINE App personal Home page provides an at-a-glance view of the friend list and allows users to customize their favorite services. The personalized Home page helps users easily find the information they need.



LINE POINTS is a highly engaging rewards service within the LINE ecosystem. The Mission Wall is a campaign page where users browse featured missions, allowing advertisers to reach users interested in rewards and marketing campaigns.



LINE Notes is a note-taking feature integrated into LINE chats, allowing users to easily record important information and to-do items, as well as share notes, leave comments, and view content together with friends.



Personalized LAP ad recommendation placements will gradually be introduced within LINE Albums. Ads may appear on the Albums page, accessible via the album icon in the top-right corner of a chat, as well as within individual albums in one-on-one and group chats.



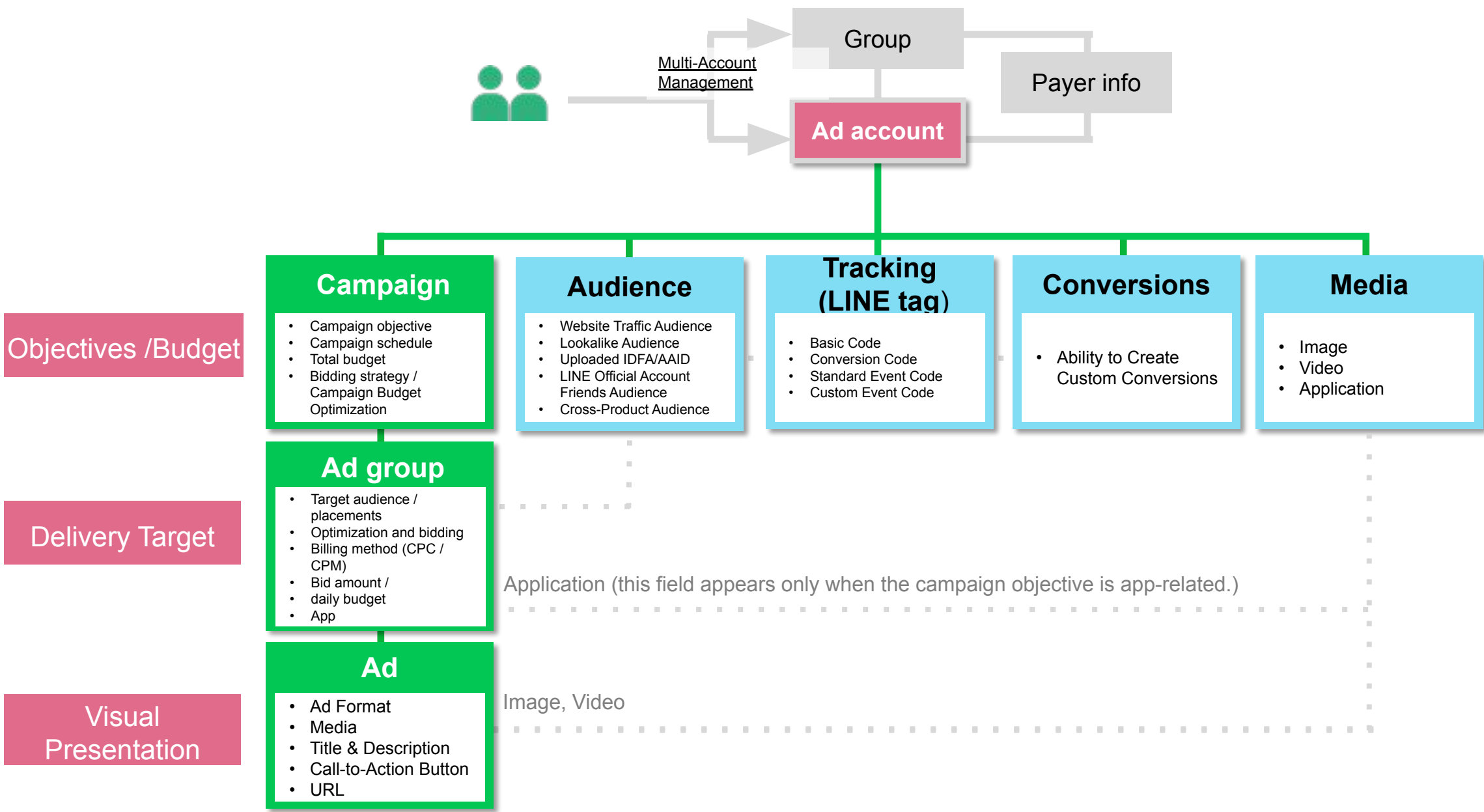
The new LINE Friends page integrates the friend list, shared calendars, and shared albums. Users can quickly find friends' contact information, easily coordinate shared schedules, and revisit memorable moments in their albums at any time.

02

Ad Delivery Functions



LINE Ads Platform System Architecture Overview



Flexible Ad Delivery Modes: Automatic Placement & Manual Placement

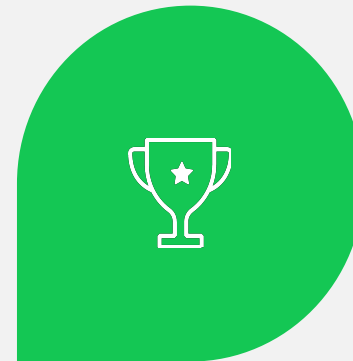
LINE offers two ad delivery modes: “Automatic Placements” and “Selective Placements.” When you select the “Automatic Placements” mode. The system will utilize placements across the entire platform to achieve optimal ad delivery results. Because this mode covers a wide range of available placements, it allows clients to make the most of their budget and control overall ad costs by delivering ads to different placements simultaneously. If you wish to delve into specific ad placements and use custom creative assets to align with different ad strategies and creative concepts for each placement, you can use the “Select Placements” mode. If your product has specific brand safety concerns, the “Select Placements” mode allows you to manually choose ad placements that better align with your brand image.



Advanced Ad Optimization

For advertisers aiming to segment audiences based on ad placement and test ad optimization and placement strategies.

we have observed that
advertisers using the Manual
Placement feature achieved
significantly stronger
performance on average, a **20%**
increase in click-through rates.



Brand Safety Considerations

If your brand has specific Brand Safety policies, we recommend using this feature to manually select placements that align with those policies.

Use Manual Placement for specific brand-safety policies. LINE continuously reviews and optimizes content. For concerns about ads beside particular news topics:

- ① LAP : exclude TODAY traffic with this feature.
- ② TODAY Guaranteed Ads: target categories or filter sensitive topics.

*Source: LAP system data, August-November 2023.

Flexible Ad Delivery Modes: Automatic Placement & Manual Placement

LAP CMS System Settings

Ad placement

Target placement ☐ Auto-placement (recommended) ?

☒ Edit target placement

☒ LINE TODAY

☒ LINE Smart Channel

☒ LINE Friends Tab

☒ LINE OpenChat

☒ LINE Wallet

☒ Album

☒ LINE POINTS

☒ LINE Home tab ?

☒ LINE Note

Campaign Objectives

Supports all campaign objectives (including Add Friend Ads & Dynamic Ads (DPA)).

Set up “LAP Manual Placement: Configured at the **Ad Group** level

- Automatic Placement: delivery across all placements (default).
- Manual Placement: nine options, including TODAY, Smart Channel, OpenChat and Home tab (see illustration on the left).
- If a service such as Smart Channel or OpenChat is grayed out, the ad account does not meet that service's review criteria.
- LINE VOOM ended its service on September 30, 2026.

Flexible Ad Delivery Modes: Automatic Placement & Manual Placement

LAP CMS - Downloading Performance Reports

Report settings

Level ? Ad account ▼

Report interval ? Total ▼

Report unit size ? Total ▼

Placement breakdown ? By target placement (detailed) ▼

File format CSV CSV - Excel

Deleted items ☐ Include deleted items

Delivery Target (Placement Breakdown)

- Select this report under the reporting breakdown settings.

Supported Levels for “Delivery Target (Placement Breakdown)” Performance Report:

- Supported: Ad Account, Campaign, Ad Group
- Not Supported: Ad Level

※App tracking note:

When SKAdNetwork (SKAN) is enabled, installation-related metrics are not included in reports broken down by delivery target. Other metrics, including impressions and clicks, remain available.

Flexible Ad Delivery Modes: Automatic Placement & Manual Placement

No.	Q & A
1	Q. Does the LAP ad placement selection feature, which supports all ad objectives, also include CPF “Add Friend” ads and DPA product summary sales ads? A. Yes, this feature supports all ad objectives.
2	Q. Will using the ad placement selection feature affect the system’s learning process? How many events are needed to complete the system’s learning process? A. It will not affect the system’s learning process; the specifications remain the same as the existing system. For general ad campaigns, at least 40 target events are required within the past 30 days; (for app campaign tracking) for SKAN events, at least 150 events are required within 30 days.
3	Q. If I don’t use “Select Placements” to serve ads, can performance reports still be displayed by delivery target? A. Yes. Whether you use “Automatic Placements” or “Select Placements,” you can download performance reports based on “Delivery Targets.”
4	Q. Why are some placements grayed out and unavailable for selection in certain ad accounts? A. The placements available for each ad account are subject to LAP ad account and industry-specific restrictions. Due to industry-specific limitations, some ad accounts may find that certain placements are unavailable for selection.
5	Q. Why can some ad accounts still view the supported ad creative formats (at the ad level) for certain placements even though they cannot select or have not selected those placements for delivery? A. Yes. The list of ad creative formats at this level is presented based on the overall range of specifications supported by the placement and is not adjusted based on a single account’s placement delivery selections.
6	Q. Why doesn’t the estimated audience data (at the ad group level) change when ad placements are adjusted? A. Estimated audience data is provided based on different “audience” targeting criteria. Since ad placement selection is not an audience criterion, the estimated audience data will not reflect changes resulting from this adjustment.

LAP Provides Diverse Targeting Options

Advertisers can specify age, gender, mobile operating system, region, interests, and user behaviors to reach suitable audiences.

The system can predict user attributes and interests to target ads toward users more likely to click or convert, thereby improving ad performance.

Age

Age targeting ranges from 14 and under to 65+, with segmented delivery options:

Examples: 14 and under; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 64+.

Gender / Mobile OS

Target by gender and mobile operating system version.

Region

Select a city/county or a map point with a radius in kilometers. Reach people who live, work or have recently been in the area.



Detailed Targeting

Ads can be delivered by specifying interests, user status, or purchase intent behavior categories.

【Interests】

Games / electronics and home appliances / sports / career and business/ fashion / home and gardening / TV and movies / music / education and certification / finance / health and fitness / automotive / books and comics / food / beauty and cosmetics / travel / entertainment / shopping.

【Behaviors】

Various types of game players / LINE service users / Financial behavior preferences / Types of followed official accounts / Preferred news categories / Common leisure activities / Commuting methods / Lifestyle status / Precise location-based interactions / Topics of interest / Sticker enthusiasts / Users currently considering purchases

【Personal Status】

Commuting patterns / Lifestyle status

【Purchase Intent】

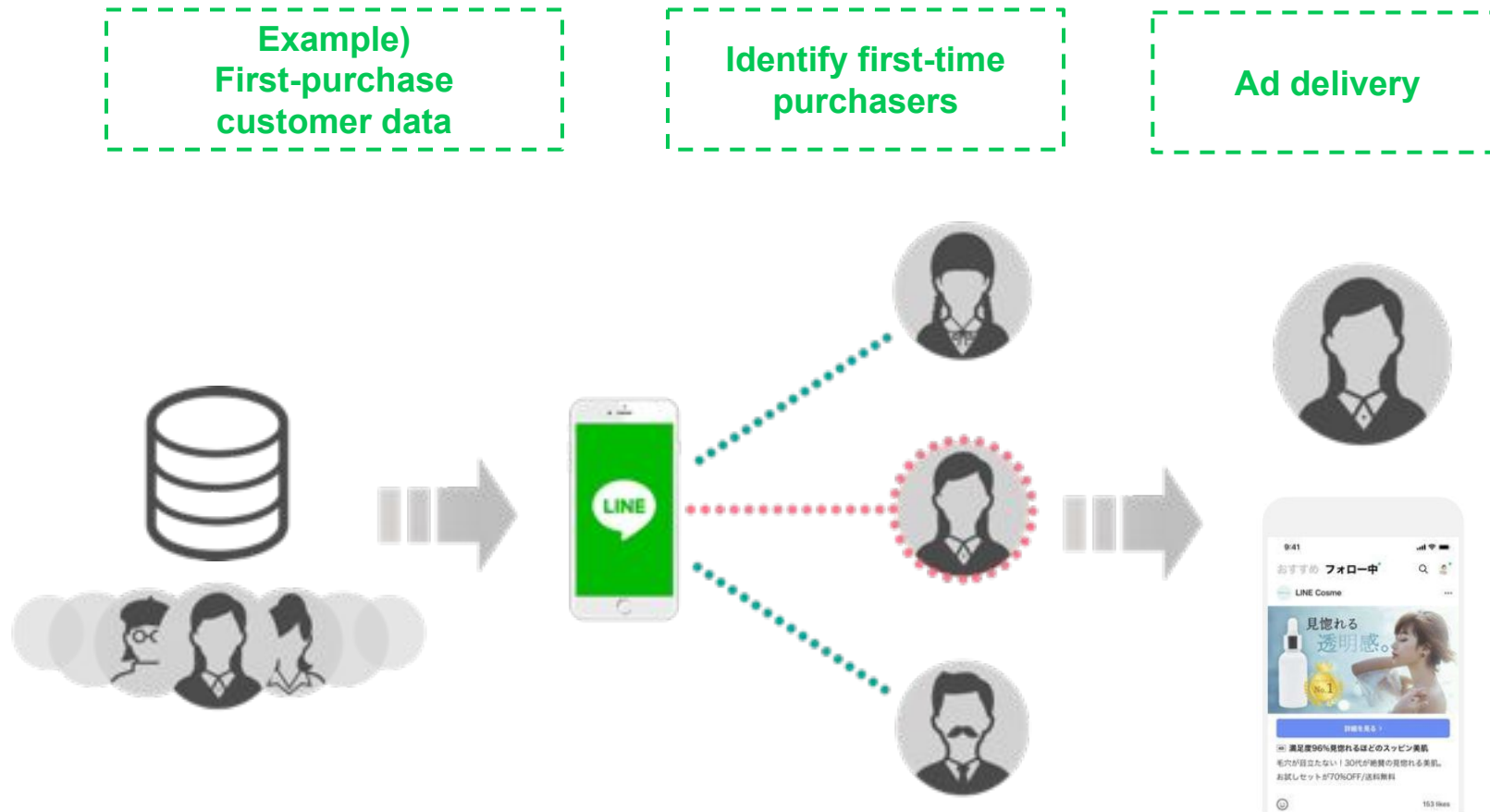
Recent consumers **NEW**/ purchasing power **NEW** /payment preferences / product-level online shopping behavior / preferred shopping channels / predicted consumer audiences.

*Audience attributes are inferred from registered gender, age, location and LINE service activity (e.g., sticker purchases and Official Account friendships).

*Categories are updated periodically; actual options in the platform prevail. See the Target Audience appendix for details.

Advertiser First-Party Audiences

Use your own customer data to deliver ads. For example, upload first-time purchasers' device IDs (IDFA/AAID) to encourage repeat purchases, or use the same data to exclude purchasers. Audiences can also be created from website traffic, video views, image clicks, mobile apps, LINE Official Account friends, phone numbers and email addresses. Lookalikes can expand reach from existing customer lists.



Available Advertiser-Owned Audiences

Website traffic audiences

Mobile app audiences

Phone numbers / Email address uploads

IDFA/AAID uploads

LINE Official Account friend audiences

LINE Business Manager shared audiences

Video view audiences

Image Click audiences

Lookalike audiences

*Maximum 500 custom audience lists.

*With fewer than 100 users, audience and lookalike creation may fail because of insufficient learning data; increase the audience size.

*Video view audience validity: up to 30 days.

*Image click audience validity: up to 180 days.

Advertiser Exclusive Audiences – LINE Business Manager

LINE Business Manager lets advertisers extend data from LINE Official Accounts, LINE POINTS Ads, MVP Ads and LINE Desktop Ads to LAP and OA. Connect audience touch points across the marketing funnel and maximize the lifetime value of 22 million customers.

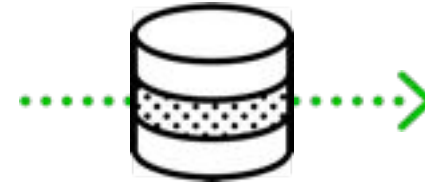
Data Sources

Delivery Platform

LINE POINTS Ads



LINE Official Account



LAP



Data Type	Audience
LINE POINTS	Campaign Clicks / Campaign Conversions / Campaign External Link Clicks (CPV/REV)

Data Type	Audience
Impressions	Users who opened messages
Clicks	Users who clicked message links
UID upload	Uploaded user UID lists
IDFA/AAID upload	Uploaded IDFA/AAID lists
Chat tags	Users tagged in 1:1 chats
Friend-add path	Users who added via different paths
Web traffic	Audiences collected Line Tag

Delivery Method	Use
Lookalike Audiences	Reach users with similar interests and attributes
Cross-use	Combine with other audiences
Exclusion Targeting	Exclude audience from delivery

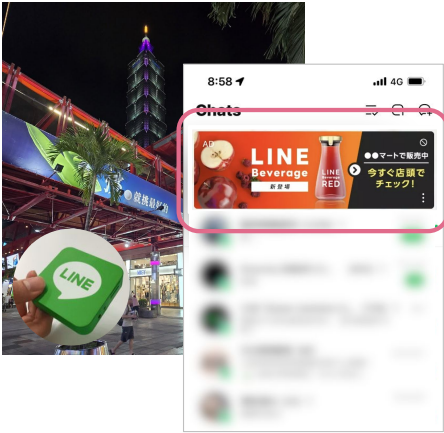
Advertiser Exclusive Audiences - LINE Business Manager

Use LINE Business Manager to extend data from LINE Official Accounts, LINE POINTS Ads, LINE Beacon Network(LBN)Ads, MVP Ads and Line Desktop Ads to LAP and OA, connecting every stage of the marketing funnel and maximizing the lifetime value of 22 million customers.

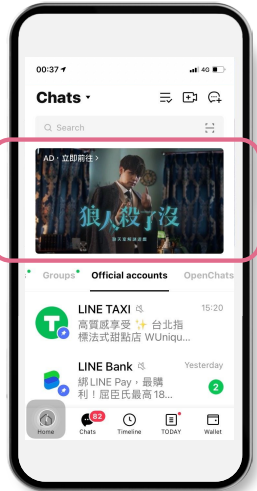
Data Sources

Delivery Platform

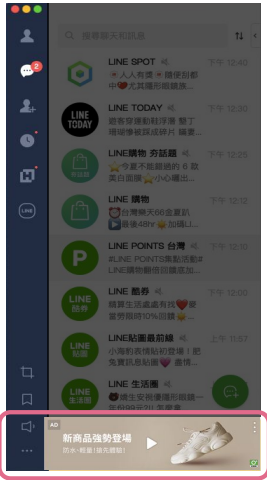
LBN Ads
LINE Beacon Network



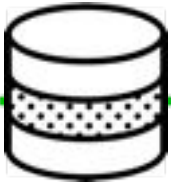
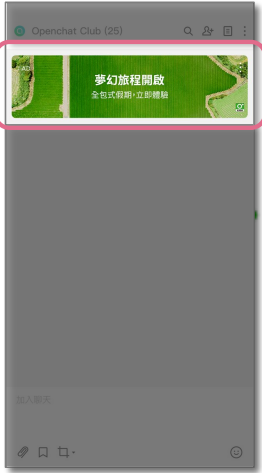
MVP Ads



Desktop MVP
Ads



Desktop
OpenChat Ads



LAP



Data Type	Audience
Image impressions	Users who saw the ad
Image clicks	Users who clicked the image

Data Type	Audience
Video views	Users who clicked the image / started autoplay
	Users grouped by viewed proportion
Image clicks	Users who clicked the image

Data Type	Audience
Image clicks	Users who clicked the image

Delivery Method	Use
Lookalike	Reach similar interests / attributes
Cross-use	Combine with other audiences
Exclusion	Exclude from delivery

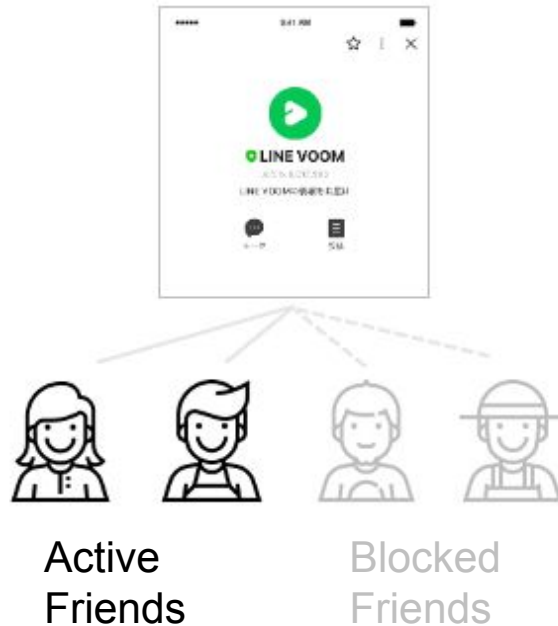
* MVP Ads and Desktop MVP Ads support image-click audiences for both image and video creatives.
* Desktop OpenChat Ads support images only, so only image-click audiences can be shared.
*For details and supported audiences, refer to the LINE Business Manager media guide.

Advertiser Exclusive Audiences – LINE Official Account Friends

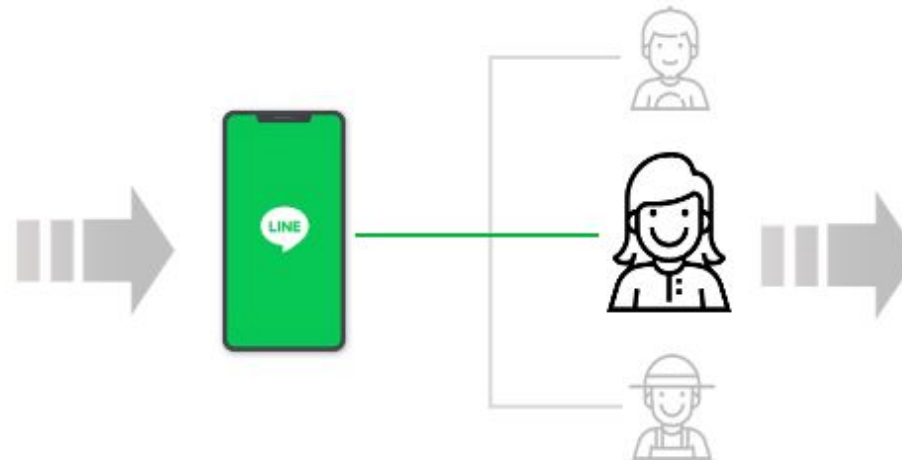
Advertisers can create audiences from LINE Official Account friends and deliver ads to these audiences. When creating audiences, two types can be established: “Active friends of this account” and “Blocked friends of this account.”

Additionally, lookalike audiences can be created based on these audiences to reach potential users who have not yet been engaged.

LINE Official Account Friends



Create active friend/block friend audiences on the LAP



Deliver ads to the target audience



Only the Official Account linked to the ad account can be used. Create active-friend and blocked-friend audiences separately. If the linked LINE OA ID changes, rebuild the friend audiences and update any running campaigns. Deleted friends and users inactive on LINE for a long period are excluded, so audience size may differ from total friend count.

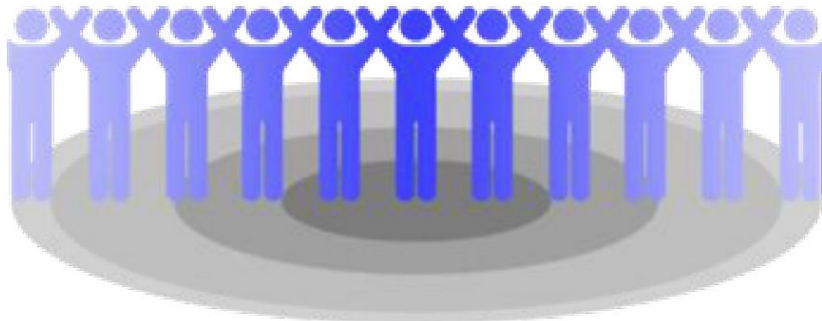
Lookalike Ad Audiences

Deliver ads to LINE users similar to a source audience. Choose an expansion size of 1-15%, or Automatic to let the system optimize audience size. Higher similarity means greater action accuracy but a smaller audience; lower similarity expands reach but reduces action accuracy.

Users who purchased shoes in the past three months

15% <--- 1% 1% ---> 15%

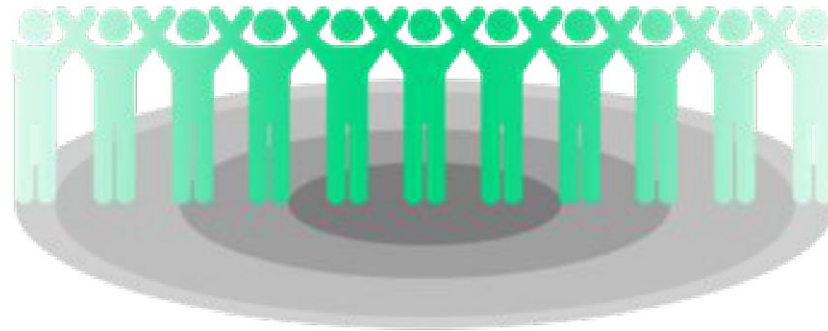
Lookalike audience size



Users spending over NT\$5,000 per month

15% <--- 1% 1% ---> 15%

Lookalike audience size



Source Audience Types

Delivery audiences

Website traffic; LINE Official Account friends; IDFA / AAID uploads; mobile apps; cross-product audiences; video views / image clicks; phone numbers / email address uploads

- *Creation may take up to 24 hours.
- *Source users are excluded.
- *Up to 10 lookalikes may be created; delete or recreate lists when the limit is reached.
- *At least 100 source users are needed.
- *Automatically sized lookalikes cannot be excluded at ad group level; use a manually sized lookalike when exclusion is required.

Audiences >

New Lookalike Audience

Lookalike Audiences have similar interests and characteristics as your best existing customers, allowing you to further expand your reach. To create a Lookalike Audience, first create a source audience.
You can create up to 10 Lookalike Audiences. It can take up to 24 hours for your new Lookalike Audiences to be ready.
Note: When creating Lookalike Audiences from a shared audience, you must have shared audiences enabled for your Lookalike Audiences to update properly.

General information

Audience size ⓘ

Manual ▾

5% ▾

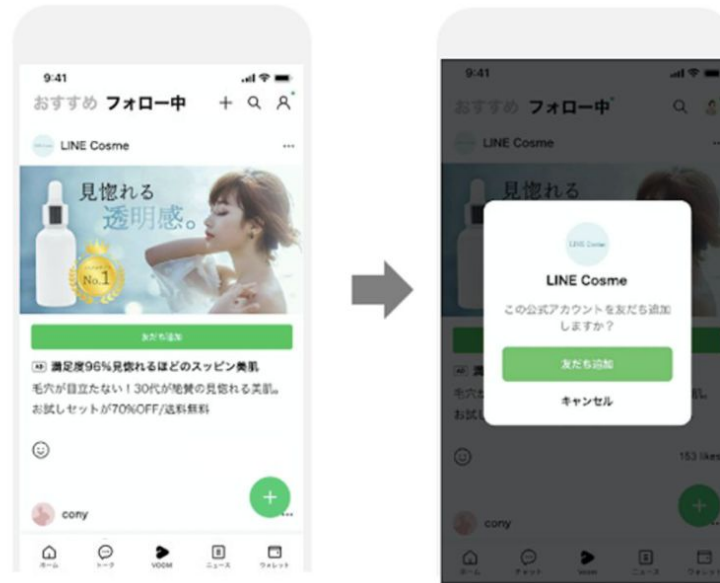
Setting your audience size to "Manual" allows you to select an audience size between 1% and 15%.

Add-Friend Ads (CPF) - A Unique LAP Campaign Objective

Charged by Cost per Friend.

Add-Friend Ads help advertisers acquire LINE Official Account friends through LAP.

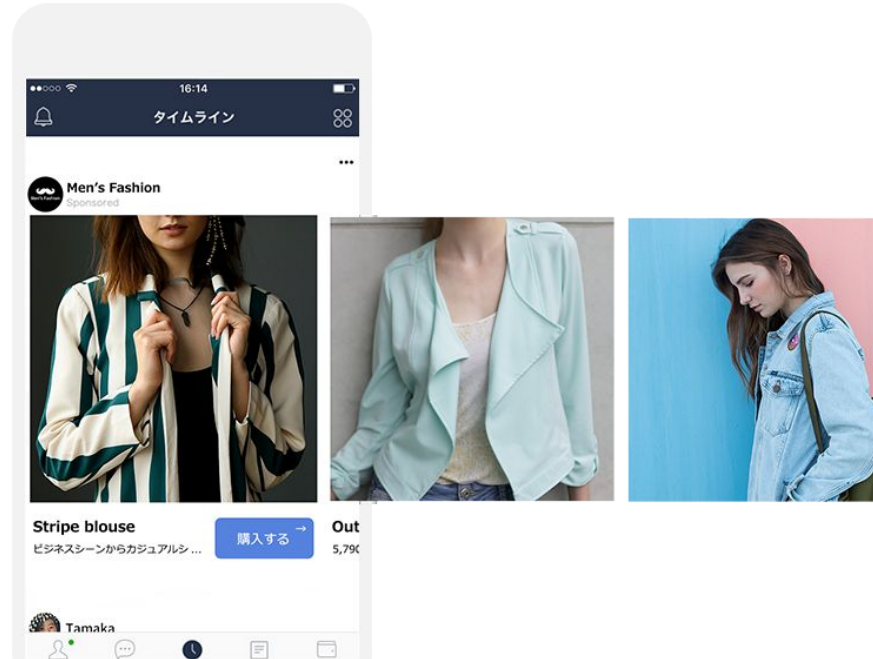
Users who actively click an ad to add the account are high-quality friends with genuine interest in the brand.



Item	Details
Ad audience	Same as other LINE Ads Platform ads; advertisers define the audience.
Delivery price	Manual bidding: CPF from NT\$11 / CPM from NT\$40. Automatic bidding: CPF from NT\$16. *Fees are charged when the Add Friend button is clicked.
Eligible Official Accounts	Verified LINE Official Accounts only.

Dynamic Ads (Product Feed Sales) - A Unique LAP Campaign Objective

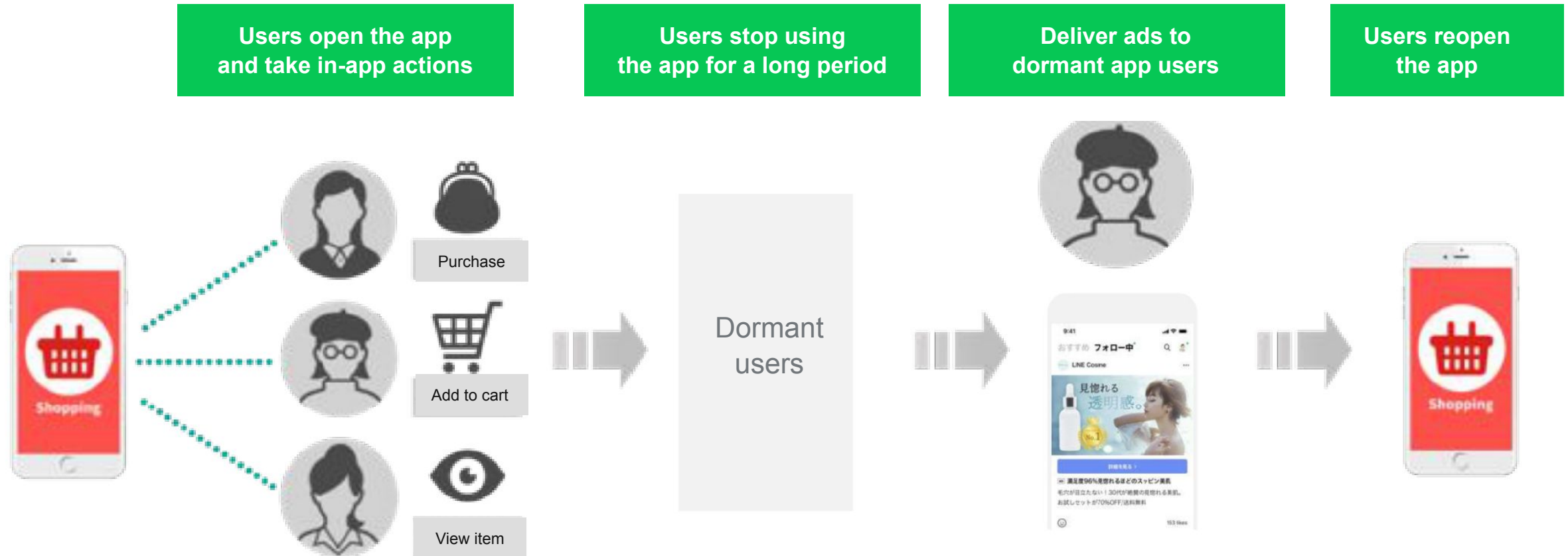
Deliver personalized dynamic product recommendations based on each user's browsing history on your website. Set different destination links for individual products to encourage return visits and improve product-driven sales performance.



Item	Details
Ad audience	Same as other LINE Ads Platform ads; advertisers define the audience.
Delivery price	Manual CPC from NT\$4; automatic CPC from NT\$8; automatic CPA from NT\$100.
Ad creatives	Upload a product catalog (Data Feed / product feed) via FTP or the LAP console. For details, refer to the LINE Dynamic Ads Media Guide.

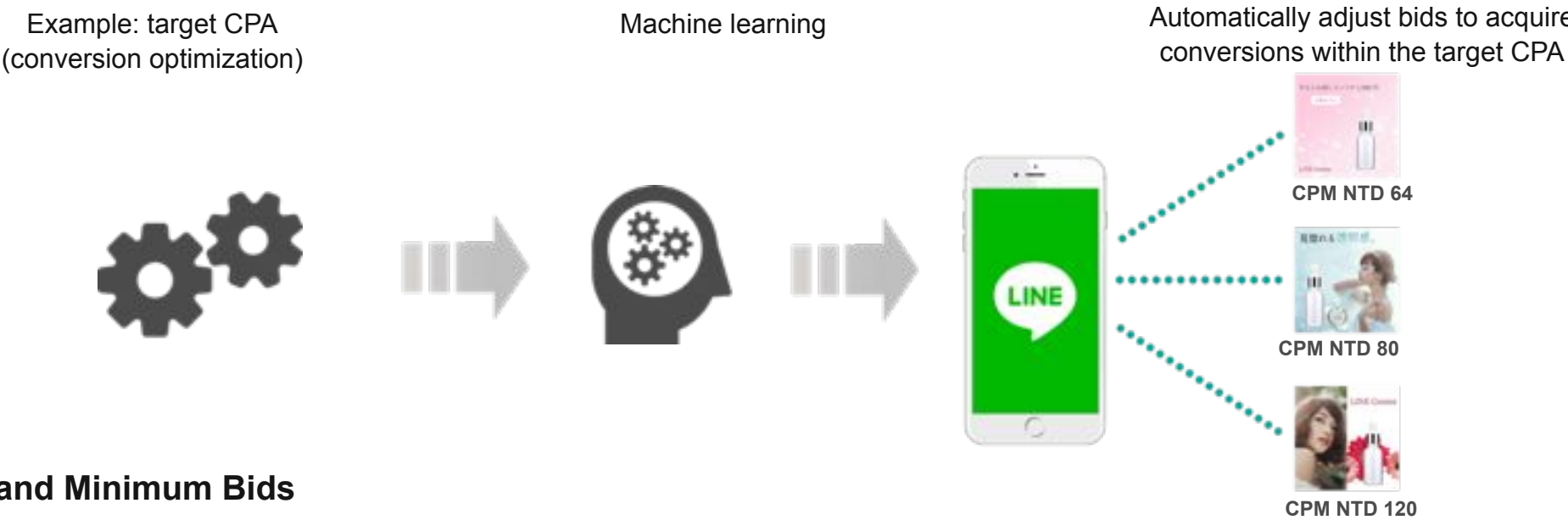
App Retargeting (App Engagement) - A Unique LAP Campaign Objective

Deliver ads to users who have installed the app but have not used it for a long time, encouraging them to relaunch the app. Ads can also be targeted based on users' in-app behaviors, allowing more precise ad delivery.



LAP Supports Manual and Automatic Bidding

Automatic bidding uses machine learning to optimize toward the selected campaign objective, reducing manual effort. Bids are adjusted during delivery based on results to move performance closer to the target.



Bid Settings and Minimum Bids

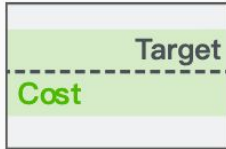
Campaign objective	Website visits	Website conversions	App installs	App engagement	Add friends	Dynamic ads	Video views	Reach
Manual bidding	CPC NT\$4 / CPM NT\$40	CPC NT\$4 / CPM NT\$40	CPC NT\$4 / CPM NT\$40	CPC NT\$4 / CPM NT\$40	CPF NT\$11 / CPM NT\$40	CPC NT\$4	CPM NT\$40	CPM NT\$40
Automatic bidding (maximize clicks)	CPC NT\$8	CPC NT\$8	CPC NT\$8	X	X	CPC NT\$8	X	X
Automatic bidding (maximize objective)	X	CPA NT\$100	CPI NT\$50	CPE NT\$25 (app-open event)	CPF NT\$16	CPA NT\$100	CPV NT\$0.15 (3-sec / full view)	CPM NT\$40

For Website Conversions, Maximize Conversion Value is available with No Bid Limit or Target ROAS.

*All amounts are in NTD, excluding tax.
*Automatic-bidding units are optimization goals, not final billing units. LAP bills in CPC or CPM only; video creatives use CPM only.

LAP Supports Controllable Automatic Bidding Strategies

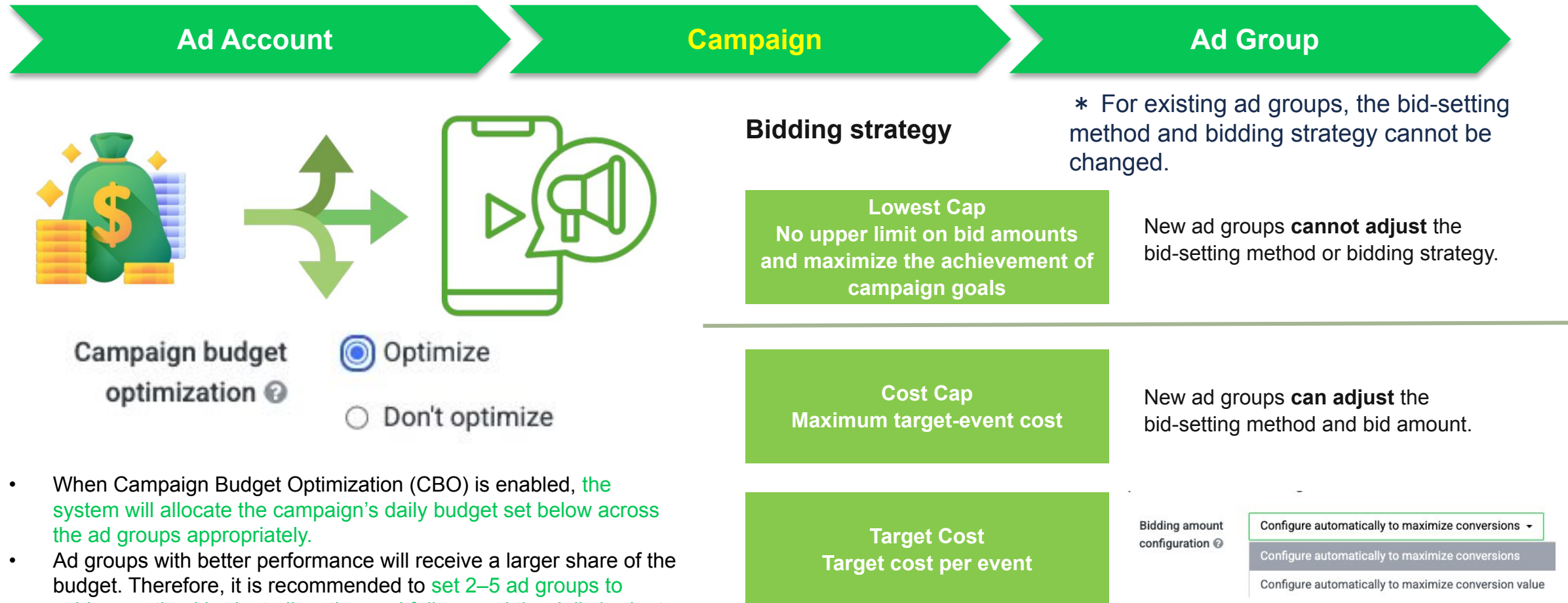
Choose a strategy based on the desired level of control over budget pacing and conversion costs.

Bidding strategy	Cost Cap Maximum cost per target event	Target Cost Target cost per event	Lowest Cap No bid limit; maximize the objective	Target ROAS
Recommended use	Spend the daily budget and acquire target events while setting a maximum cost per event. <u>A cap that is too low may prevent the budget from being spent.</u>	Maximize event volume around the target event cost while spending the daily budget. <u>Actual event cost may be within +/-10% of the target; this is not guaranteed.</u>	Spend the daily budget as quickly as possible.	Website Conversions objective; Maximize Conversion Value; at least 40 conversions and 30-day average ROAS data available in LAP.
Bid amount	Lowest 	Second highest 	Highest (subject to market bidding)	Set a reasonable target using the past 30-day average ROAS in LAP.
Daily budget spend level	3 Third closest to the daily budget	2 Second closest to the daily budget	1 Closest to the daily budget	-
Control over lowering conversion cost	1 Strictest	2 Stability-oriented (lower is not always better)	3 No restriction	-

The Set Bid Cap strategy option was removed in January 2024.

Campaign Budget Optimization (CBO)

Automatically allocate budget to the best-performing ad group combinations.



- When Campaign Budget Optimization (CBO) is enabled, the system will allocate the campaign's daily budget set below across the ad groups appropriately.
- Ad groups with better performance will receive a larger share of the budget. Therefore, it is recommended to set 2–5 ad groups to achieve optimal budget allocation and fully spend the daily budget.
- If the advertiser has an overall budget limit, it is recommended to set a total campaign budget cap.

03

Performance Tracking



LINE Tag

LINE Tag helps advertisers track website performance after ad clicks. It can also collect visitor data, which can be packaged into “Website Traffic Audiences” for further use.



Component	Measurement	Key Points
Base code	Measures user behavior across pages. Each ad account has its own base code.	Place it inside <head>...</head> on every webpage to be tracked.
Conversion code	Implement on pages where conversions are measured. Each ad account has its own conversion code.	Use with the base code. ※Load the base code before the conversion code.
Standard event code	LINE provides predefined event names. Standard event code is specific to each ad account.	Use with the base code. ※Load the base code before the standard event code.
Custom event code	Advertisers can define custom events to tag user actions. Custom event code is specific to each ad account.	Use with the base code. ※Load the base code before the custom event code.

【 LINE Tag Features 】

Function	Usage
On-site conversion tracking	• Conversion: Refers to the most important visitor actions for the advertiser, such as purchases or lead submissions. Conversion codes have a fixed 30-day attribution period. In LAP, “Conversions +1” means a user clicked the LAP ad and triggered the conversion code once within 30 days. • Standard Conversion: Uses LINE predefined events to measure user conversion behaviors, such as viewing product details, adding to cart, or making a purchase. Attribution period: 30 days. • Custom Conversion: Allows measurement of multiple types of conversion behaviors. Advertisers can define a custom conversion based on pages containing LINE Tag codes that meet custom event or URL conditions. Attribution period can be set from 1–90 days..
Website Traffic Audiences	To remarket to specific audiences, use the “Website Traffic Audience” function. Data retention (lookback period) can be set from 1–180 days. Visitors can be defined as audiences based on pages containing LINE Tag codes that meet event or URL conditions.

- It is recommended to enable first-party cookie / local storage in the “Tracking (LINE Tag)” settings to improve tracking accuracy and avoid being affected by browser policy updates.
- Other code can be inserted between the Basic Code and Conversion Code (or Custom Event Code), but the loading order must be: Basic Code → Conversion Code / Custom Event Code.
- All LINE Tag implementations must use the same Tag ID; do not mix different sources (e.g., using another OA’s Basic Code + LAP account Conversion Code is incorrect).

Shared LINE Tag

In addition, LAP provides a Shared LINE Tag feature across LAP, LINE Official Accounts, and the Business Manager platform. This eliminates the need to install multiple LINE Tags across different systems or multiple LAP ad accounts. **The same LINE Tag (Tag ID must be identical) can be used across products and LAP accounts for on-site performance tracking and building Website Traffic Audiences.**

Tag Type	Definition	Key Points
Original account LINE Tag	Each Official Account CMS, Business Manager Platform, or LAP backend has its own LINE Tag code.	Refer to the previous page for details.
Shared LINE Tag	Instead of installing a new tag, the existing LINE Tag from the same Official Account / Business Manager ID / dedicated ID or other LAP ad accounts is reused for tracking and audience creation . This tag is considered a Shared LINE Tag.	• On-site Conversion Tracking: If the source LINE Tag is installed and sharing is enabled, you must define conversions via Custom Conversions in LAP to record conversions. • Website Traffic Audience: When using a Shared LINE Tag, only the LINE Tag tracking function is shared, not platform data. Performance data is not shared across Official Accounts or ad account

【Example Scenarios for Using Shared LINE Tag】

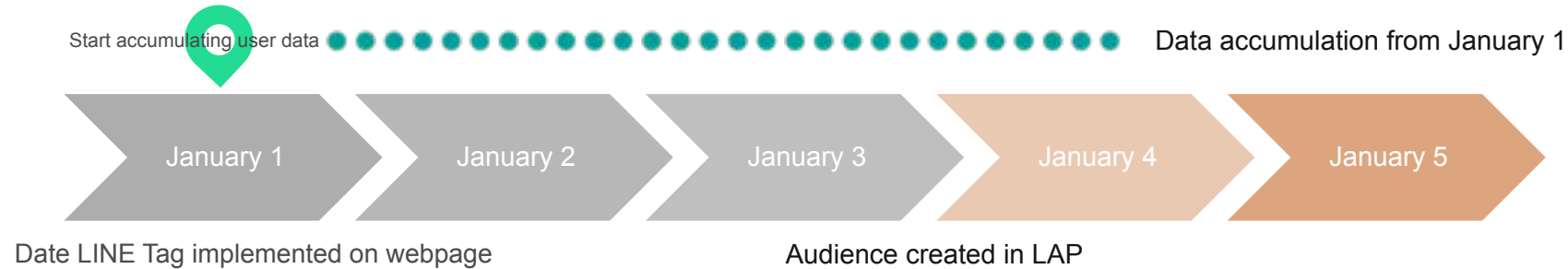
	1. LAP LINE Tag shared with an Official Account	2. Use a Shared LINE Tag from another LAP account	3. Use a Shared LINE Tag from an Official Account
Suitable Clients	Official Account advertisers that already have an LAP account	Advertisers with multiple LAP accounts	LAP advertisers whose webpages already contain the Official Account's tag
Requirement	Bound to the same Official Account Basic ID / Dedicated ID and sharing enabled*		

- If the source disables the Shared LINE Tag function, the LINE Tag tracking will stop. Please ensure the source remains available for long-term use to avoid data interruption.
- **To use a Shared LINE Tag for collecting events as input for automated optimization, Custom Conversion Events must be used. For automated optimization using Conversions or Standard Events, the LAP account's own LINE Tag must be used.**

LINE Tag - Website Traffic Audience Data Collection

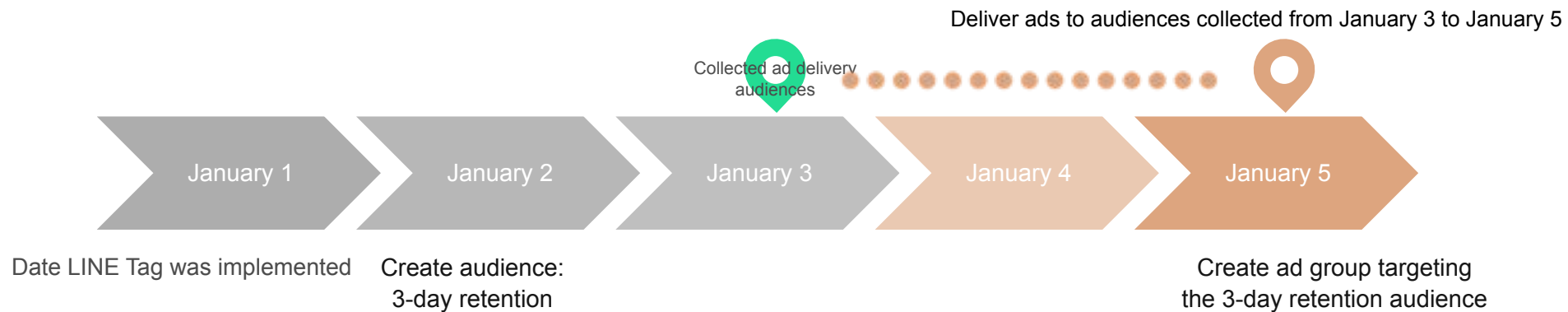
Audience data starts accumulating when LINE Tag is installed on the webpage.

Example 1: Install LINE Tag on January 1. An audience created on January 3 can still include user data collected since January 1.



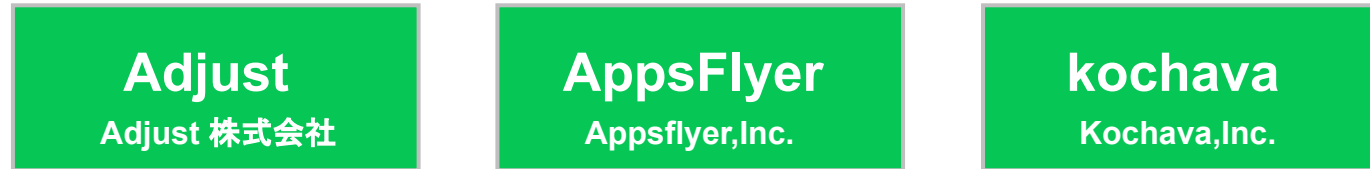
Retarget users within the retention period, counted back from the delivery date.

Example 2: Install LINE Tag on January 1, create an audience with a 3-day retention period on January 2, then create an ad group targeting that audience on January 5. Ads can reach visitors from January 3-5 (the current date).



App Conversion Measurement

LAP's app conversion performance measurement is achieved through collaboration with the following three third-party SDK measurement partners, enabling conversion tracking and app audience collection. As the measurement URLs and SDK configurations vary by partner, please confirm specifications and usage methods with the third-party SDK measurement partner before implementation.



【 List of Corresponding SDK Measurement URLs 】

SDK Partner	Corresponding Measurement URL
Adjust	It is necessary to modify part of the measurement URL string. When the SDK issues the measurement URL, the URL will contain the string [% ADVERTISING_ID %]; please replace it with {ADVERTISING_ID} before submission. Example: Before : https://app.adjust.com/xxxxxxxxx&idfa=[% ADVERTISING_ID %]&xxxxxxxxx After : https://app.adjust.com/xxxxxxxxx&idfa={ADVERTISING_ID}&xxxxxxxxx
AppsFlyer	
kochava	No need to handle URL modification issues.

【 ID Mapping 】

LAP Console	Adjust	AppsFlyer	Kochava
Ad Account ID	Advertiser ID	Account_ID	ADVERTISER ID
App ID*	AppID	Postback_ID	MOBILE APP ID

*The App ID here refers to the ID obtained in LAP after adding the app under “Media,” and not the App Store App ID or package name.

*For configuration issues in the third-party SDK console, please contact the corresponding SDK service provider.

LAP Supports Apple iOS Attribution - SKAd Network (SKAN)

- SKAN tracking is a framework provided by Apple to support app advertising campaigns with the objective of “App Installations.” By integrating SKAN, advertisers can track conversion performance for iOS users, enabling more precise performance measurement for iOS audiences.
- LAP supports SKAN data postbacks to SDK partners’ dashboards, Adjust and Appsflyer. SKAN data from LAP can be viewed in both the LAP CMS and the dashboards of partnered MMPs.
- When using SKAN tracking, due to Apple’s specification limitations, the number of ad groups that can be linked per app is subject to the following restrict

	With SKAdNetwork tracking (e.g., iOS apps)	Without SKAdNetwork tracking (e.g., Android apps)
Ad groups per app	• Up to 50 ad groups can be used, shared across all country ad accounts. (Note: In Japan, the limit remains 25.) • Definition of one app: distinguished by whether the App Store URL ID is different. Example: the following are considered the same app. https://apps.apple.com/jp/app/line/id443904275 https://apps.apple.com/tw/app/line/id443904275	No limit.
SKAd Network tracking	No application required. Enable tracking on the ad group to be linked.	No application required.
Campaign / ad group setup	Campaign: choose App Install. Ad group: enable SKAdNetwork tracking (shown only for iOS apps). 	No configuration required.
Install types measured	SDK-reported installs tracked via IDFA, plus SKAN-reported installs. SKAN installs require the advertiser app to support SKAdNetwork, LINE version 12.12.0 or later, and iOS 14.0 or later.	SDK-reported installs.
Automatic bidding	Available: Maximize Clicks or Maximize SKAN Events.	Available.
Reports	SDK-reported installs and SKAN-reported installs. SKAN installs are shown at campaign and ad group level only, without ad / region / age / gender breakdowns. Impressions, clicks and other standard metrics retain their breakdowns.	Standard LAP reporting.

- LINE SKAN data postbacks cannot be turned on or off. Once the SDK partner integration is completed, LAP data postbacks will start automatically.
- The time at which LINE SKAN data appears in the SDK partner dashboard may vary depending on each SDK partner’s system update schedule. For any questions regarding data updates in the SDK partner dashboard, please contact your SDK service provider.
- Once 50 ad groups are bound, the 51st ad group cannot be linked. If one ad group is unlinked, a new ad group can only be bound after 14 days. We recommend that advertisers wait at least 150 days before binding a new ad group. Due to SKAN framework limitations, if ad groups are reassigned within 150 days, conversions from the unlinked old ad group may be incorrectly attributed to the newly bound ad group. Note: the limit in Japan remains 25 ad groups. For example, if 25 ad groups are bound in Japan, the remaining 25 ad groups can be allocated to other country accounts.
- Installs reported by SDK partners and installs reported via SKAN may overlap in counting.
- SKAN data postbacks may experience delays. According to SKAN specifications, to protect user privacy, there may be a delay of at least 72 hours up to 150 days (SKAN 4.0).

Performance Report Overview (1-1)

The data available for viewing and downloading in the performance report are as follows:

Item Name	Description	Item Name	Description
Ad account name	Ad Account Name	CV (product details viewed)	Standard Event – View Product Details Includes total conversions tracked via CTCV + EVCV
Ad account ID	Ad Account ID	CV (product details viewed – Click)	Standard Event – View Product Details Only CTCV conversions
Impressions	Impressions *1	CV (LINE Tag Click)	Conversions tracked via LINE Tag Only CTCV conversions
Viewable impression	Viewable Impressions *2	CV (CV API Click)	Conversions tracked via CV API Only CTCV conversions
CPM (cost per thousand impressions)	Cost per Thousand Impressions (CPM)	CV (Click)	Conversions Only CTCV conversions
Clicks	Clicks	CVR (LINE Tag Click)	Conversion Rate (LINE Tag) CTCV conversion rate tracked via LINE Tag
CTR (click-through rate)	Click-Through Rate (CTR)	CVR (Click)	Conversion Rate (Click) Conversion rate tracked via CTCV
CPC (cost per click)	Cost per Click (CPC)	CPA (LINE Tag Click)	Cost per Conversion (LINE Tag) CTCV cost per conversion tracked via LINE Tag
CV (All)	Conversions (All) – Includes total conversions tracked via CTCV + EVCV	CPA (Click)	Cost per Conversion (Click) CTCV cost per conversion tracked via click
CVR (All)	Conversion Rate (All) – Total conversion rate tracked via CTCV + EVCV	ROAS (Click)	Advertising Return on Investment (Revenue Generated by Ads ÷ Advertising Cost) × 100% CTCV Conversion Tracking via LINE Tag
CPA (All)	Cost per Conversion (All) – Total cost per conversion tracked via CTCV + EVCV	Reach (estimated)	Unique Reach (Estimated)
ROAS	Advertising Return on Investment Tracking Total Conversion Advertising Return on Investment Through CTCV+EVCV	Frequency	Average Frequency per User
Cost	Ad Spend	Reach start date	Reach Start Date
Currency	Currency	Reach end date	Reach End Date

*1 Impression: An image or video is counted as one impression when at least 1 pixel is displayed.

*2 Viewable impression: An image or video is counted as one viewable impression when 100% or more of it is displayed.

*When “Detailed Objectives” is selected as the reporting unit in performance reports, a single user may have multiple detailed objective tags, which can result in duplicate counting of corresponding impressions and clicks. Therefore, the number of impressions and clicks in the report may not match the total values at other levels.

*When a specific “Reporting Unit” is selected, report data is updated once per day. If you wish to view data for the current day, please check after 8:00 a.m. the following day.

* ROAS is calculated only for web pages with purchase events tracked via the LINE Tag; ROAS calculation for “apps” is not currently supported.

※ Existing conversion metrics will be updated to the “○○ (All)” metric, which includes “Click-to-Conversion (CTCV)” and “Engaged View-to-Conversion (EVCV).”

Performance Report Overview (1-2)

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description
Video starts	Video Starts Play
Video (viewed for at least three seconds)	3-Second Video Plays
Cost per 3-second playback	Average Cost per 3-Second Video Play
Video (25%/50%/75%/95%/100% watched)	Video Plays at 25% / 50% / 75% / 95% / 100%
Cost per complete video view	Average Cost per Complete Video Play

*1 Impressions – An impression is counted when an image or video is displayed by at least 1 pixel.

*2 Viewable Impressions – A viewable impression is counted when an image or video is displayed by 100%.

*When the reporting unit is set to “Detailed Objective,” a single user may have multiple detailed objective tags, which can result in repeated counting of corresponding impressions/clicks. Therefore, the number of impressions and clicks in the report may not match totals at other levels.

*When a specific reporting unit is selected, the report data is updated once per day. To check data for the current day, please review the report after 8:00 AM the following day.

Performance Report Overview (2-1) – App Tracking Related Data

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description	Item Name	Description
Installs	App Installs – Includes installs tracked via CTCV + VTCV + EVCV	Installs (SKAN clicks)	App Installs (SKAN Click) – Only counts CTCV installs
Install rate	App Install Rate – Total install rate tracked via CTCV + VTCV + EVCV	Install rate (SKAN clicks)	App Install Rate (SKAN Click) – Only counts CTCV install rate
Cost per install	Cost per App Install – Cost per install tracked via CTCV + VTCV + EVCV	Cost per install (SKAN clicks)	Cost per App Install (SKAN Click) – Only counts CTCV cost per install
Installs (SKAN)	App Installs (SKAN Click + SKAN View) – Includes installs tracked via CTCV + VTCV	Installs (SKAN views)	App Installs (SKAN View) – Only counts VTCV installs
Cost per install (SKAN)	Cost per App Install (SKAN Click + SKAN View) – Cost per install tracked via CTCV + VTCV	Open	App Opens – Includes CTCV + EVCV
Installs (clicks)	App Installs (Click) – Only counts CTCV installs	Open rate	App Open Rate – Includes CTCV + EVCV
Install rate (clicks)	App Install Rate (Click) – Only counts CTCV install rate	Cost per open	Cost per App Open – Includes CTCV + EVCV
Cost per install (clicks)	Cost per App Install (Click) – Only counts CTCV cost per install	View home screen	App Home Page Views
Installs (views)	App Installs (View) – Only counts VTCV installs	Cost per view (category)	Cost per Category View (App)
Installs (clicks and views)	App Installs (Click + View) – Includes total installs tracked via CTCV + VTCV	Category view	Category Views (App)
Cost per install (clicks and views)	Cost per App Install (Click + View) – Includes total cost per install tracked via CTCV + VTCV	Category view rate	Category View Rate (App)
		Cost per view (category)	Cost per Category View (App)

* All of the above data require coordination with LAP’s partnered SDK providers to properly track the corresponding in-app behavior data. **Please note that SKAN data postbacks are only supported for the SDK partners Adjust and Appsflyer.**
App Conversions: “Installs” include Click-to-Conversion (CTCV), Engaged View-to-Conversion (EVCV), and View-to-Conversion (VTCV).

Performance Report Overview (2-2) – App Tracking Related Data

The data available for viewing and downloading in the performance report are listed in the table below.

Item Name	Description
Search	App Searches – Includes CTCV + EVCV
Search rate	App Search Rate – Includes CTCV + EVCV
Cost per search	Cost per App Search – Includes CTCV + EVCV
Add-to-cart	Add-to-Cart Actions (App) – Includes CTCV + EVCV
Add-to-cart rate	Add-to-Cart Rate (App) – Includes CTCV + EVCV
Cost per add-to-cart	Cost per Add-to-Cart (App) – Includes CTCV + EVCV
Purchase	Purchases (App) – Includes CTCV + EVCV
Purchase rate	Purchase Rate (App) – Includes CTCV + EVCV
Cost per purchase	Cost per Purchase (App) – Includes CTCV + EVCV

Item Name	Description
Level achieved	Level Completions (App) – Includes CTCV + EVCV
Level achieved rate	Level Completion Rate (App) – Includes CTCV + EVCV
Cost per level achieved	Cost per Level Completion (App) – Includes CTCV + EVCV
Tutorial complete	Tutorial Completions (App) – Includes CTCV + EVCV
Tutorial percent complete	Tutorial Completion Rate (App) – Includes CTCV + EVCV
Cost per tutorial completion	Cost per Tutorial Completion (App) – Includes CTCV + EVCV

- All of the above data require coordination with LAP’s partnered SDK providers to properly track the corresponding in-app behavior data.
- Please note that SKAN data postbacks are only supported for the SDK partners Adjust and Appsflyer.

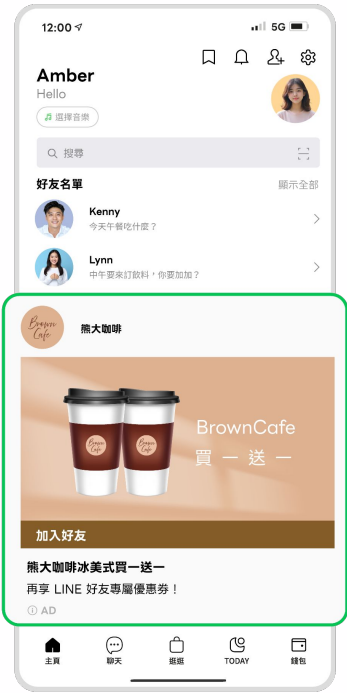
04

Ad Creative Specifications



Ad Creative – Images

1200*628px



1080*1080px



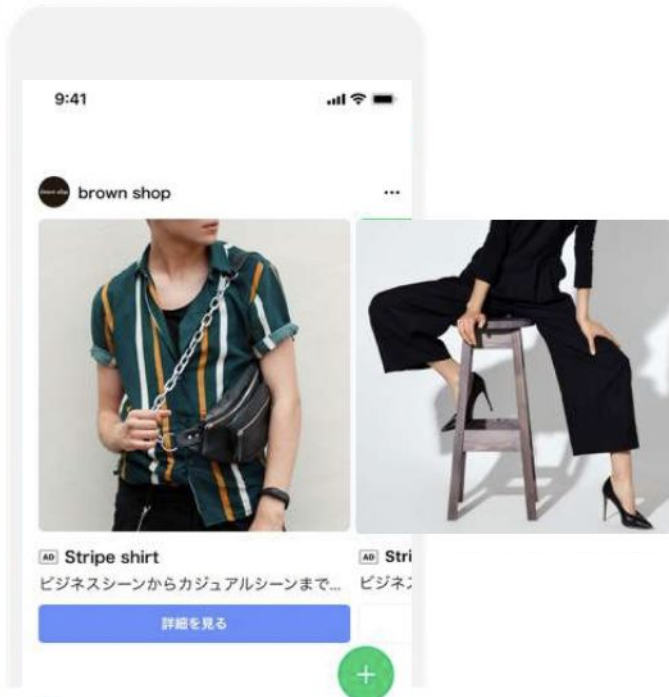
Single Image:
600*400px



Animated Image:
600*400px



Carousel Format: 1080*1080px



*Ad Sample Image
(clickable during presentation mode)

*Carousel format supports 2–10 images when uploaded via LAP backend.
*When selecting the objective 【Dynamic Product Ads (DPA)】, image creatives must instead be uploaded as “Product Feed (Datafeed)” via FTP. Please refer to the Dynamic Ads Media Guidelines for details. In this case, up to 20 carousel images can be displayed.

*The captured images are for reference only. Actual display may vary depending on the LINE app version, ad placement, and mobile device.

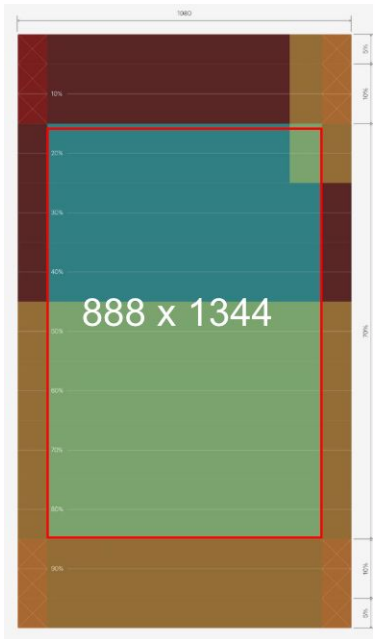
Ad Creative – Videos

16:9

1:1

Single Video (1:1 & 16:9)

Vertical format 9:16



Keep important information within the safe area.

*The captured images are for reference only. Actual display may vary depending on the LINE app version, ad placement, and mobile device.

Ad Placement Specifications Table: Standard Ads (excluding Add-Friend Ads and Dynamic Ads)

	Creative Format	Smart Channel	Open Chats	Home	TODAY	LINE Friends	Wallet	POINTS	Notes	Album
Image	1200*628px	V	V	V	V	V	V	V	V	V
	1080*1080px	V	V	V	V	V	V	V	V	V
	Single Image : 600*400px	V	V	X	V	V	X	X	V	V
	Animated Image* : 600*400px	V	X	X	X	X	X	X	X	X
	Carousel Format : 1080*1080px	X	X	V	V	X	V	V	X	X
Video	16:9	X	V	V	V	X	V	V	X	X
	1:1	X	V	V	V	X	V	V	X	X
	9:16 (Vertical Format)	X	V	V	V	X	X	X	X	X
	Single Video (1:1 & 16:9)	V	X	X	X	X	V	X	X	V

*LINE reserves the right to make the latest adjustments; testing plans may be changed at any time.

Note:

The “small video” (1:1 & 16:9) here refers to the “single video” supported ad slots in the LAP interface, as shown in the image on the right.

When the ad objective is “Video Views,” clicking the video will display “Enlarge Video”; for other ad objectives, clicking the video will take the user to the landing page.



Ad Placement and Creative Specs Comparison Table: Friend-Adding Ads

	Creative Format	Smart Channel	Open Chats	Home	TODAY	LINE Friends	Wallet	POINTS	Notes	Album
Image	1200*628px	V	V	V	V	V	V	X	X	V
	1080*1080px	V	V	V	V	V	V	X	X	V
	Single Image : 600*400px	V	V	X	V	V	X	X	X	V
	Animated Image* : 600*400px	V	X	X	X	X	X	X	X	X
Video	16:9	X	X	X	V	X	X	X	X	X
	1:1	X	X	X	V	X	X	X	X	X
	9:16 (Vertical Format)	X	X	X	V	X	X	X	X	X
	Single Video (1:1 & 16:9)	V	X	X	X	X	X	X	X	X

*LINE reserves the right to make the latest adjustments; testing plans may be changed at any time.

Ad Placement and Creative Specs Comparison Table: Dynamic Ads (DPA)

	Creative Format	Smart Channel	Open Chats	Home	TODAY	LINE Friends	Wallet	POINTS	Notes	Album
Image	1200*628px	X	V	X	V	X	X	X	X	X
	1080*1080px	V	V	V	V	V	V	V	X	X
	Single Image: 600*400px	X	V	X	V	V	X	X	V	V
Carousel Format	Any compliant format	X	X	V	V	X	V	V	X	X

*LINE reserves the right to make updates at any time; the testing program is subject to change at any time.

*Please note that Dynamic Ads (DPA) require images to be within a specific aspect ratio. When displayed in the actual ad space, these images may be scaled proportionally to fit the various ad sizes listed above, which may result in some white space appearing on either side of the creative.

Specifications for Submitting Materials

Final Landing Link	Ad Assets	Creative Specifications
Website	- Image / Video - Title - Description - Button Option - Tags (Optional) - Landing Page URL - Link URL (Optional) - Impression Tracking URL (Optional)	■ Image / Video: Select from uploaded media in the “Media” section. ■ Title: Up to 20 characters (full-width or half-width allowed). ■ Description: Up to 75 characters (full-width or half-width allowed). ■ Tags (Optional): Up to 3 tags; total characters within 17; each tag 1–15 characters. ■ Button Option: Select from system dropdown menu, e.g., “Learn More,” “Buy Now.” ■ Landing Page: URL of the final landing page displayed to users who click the ad. ■ Link URL (Optional): URL with parameters generated by analytics tools; system does not guarantee data consistency. ■ Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. Supports Flashtalking and Nielsen Digital Ad Ratings.
Application	- Image / Video - Title - Description - Button Option - Application - App Store / Landing Page - Link URL (Optional) - Impression Tracking URL (Optional)	■ Image / Video: Select from uploaded media in the “Media” section. ■ Title: Up to 20 characters (full-width or half-width allowed). ■ Description: Up to 75 characters (full-width or half-width allowed). ■ Button Option: Select from system dropdown menu, e.g., “Learn More,” “Buy Now.” ■ Application: Select registered app from the “Media” menu. ■ App Store / Landing Page: Page displayed to users who click the ad. ■ Link URL (Optional): URL with parameters generated by analytics tools; system does not guarantee data consistency. (Avoid special characters; see P35 for details.) ■ Impression Tracking URL (Optional): Enter the URL provided by third-party tracking tools. Supports Flashtalking and Nielsen Digital Ad Ratings.

Currently, LAP only supports CPC or CPM billing units; video creatives are only supported for CPM billing. When selecting “Charge: CPC” in the ad group, only images will be displayed. To run Dynamic Product Ads (DPA), a separate DPA-dedicated ad account must be created. For creative settings, please refer to the LINE Dynamic Ads Media Guide.

Detailed Creative Specifications

Creative Format	Creative Specifications
Image	■ Size: 1200×628 px / 1080×1080 px / 600×400px ■ Format: jpg/png ■ File size: up to 10MB ■ Can also use LAP’s built-in “Creative Lab Editor” templates for quick image creation
Video / Short Video	■ Codec: H.264, Main/High Profile, square pixels, fixed frame rate, progressive scan ■ Audio: AAC, recommended 128 kbps or higher, mono or stereo ■ Frame rate: up to 30fps ■ Format: mp4/mov ■ Aspect ratio: - 16:9 (width: 240px–1920px, height: 135px–1080px) - 1:1 (width: 600px–1280px, height: 600px–1280px) - 9:16* (width: 135px–1080px, height: 240px–1920px) <i>*Short videos do not support 9:16 ratio</i> ■ Resolution: up to 1080p (up to 720p during ad delivery) ■ Bitrate: up to 8Mbps ■ Video length: minimum 5 seconds, maximum 600 seconds ■ File size: up to 1GB
App	■ Platform: select iOS or Android ■ App name: enter the official name of the app ■ Store URL: iOS – App Store URL, Android – Google Play URL

*To run Dynamic Product Ads (DPA), you must create a separate DPA-dedicated ad account. For creative setup, please refer to the “LINE Dynamic Product Ads Media Guide.”

*If you select “App Installs” or “App Engagement” as your campaign objective and the ad’s link contains special characters, we cannot guarantee that the ad content will be delivered properly. (App stores and landing pages are not affected; URLs containing special characters may be entered.)

Special characters as defined by LAP (including but not limited to): Chinese (Traditional/Simplified), Japanese Hiragana, Korean, and emojis.

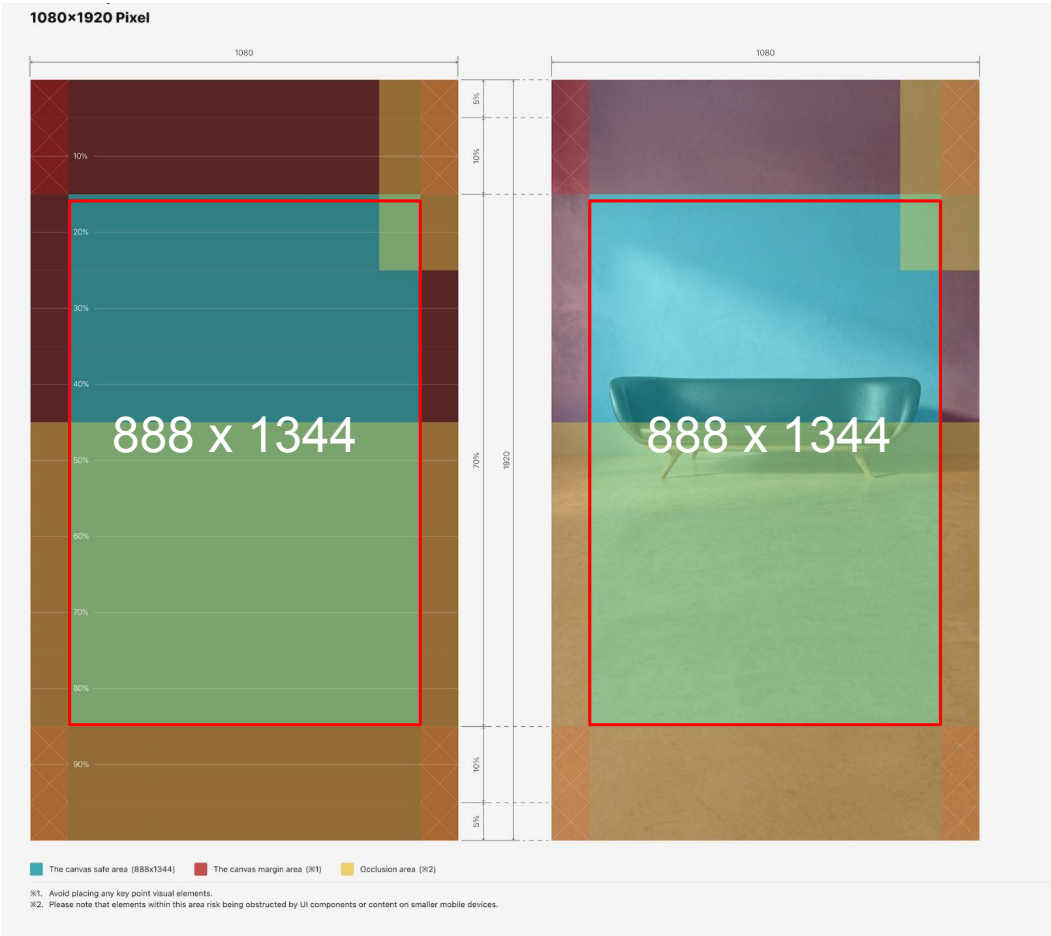
Creative Detailed Specifications

Creative Format	Creative Specifications
Animated Image	■ Dimensions: 600×400px ■ Format: APNG ■ File extension: .png ■ Animation length: 1–4 seconds ■ Number of frames: 5–20 ■ Loop count: 1–4 times ■ File size: up to 300KB ■ Except for dimensions, other specifications follow the “Animated Sticker” production guidelines. For details, refer to: https://creator.line.me/zh-hant/guideline/animationsticker/

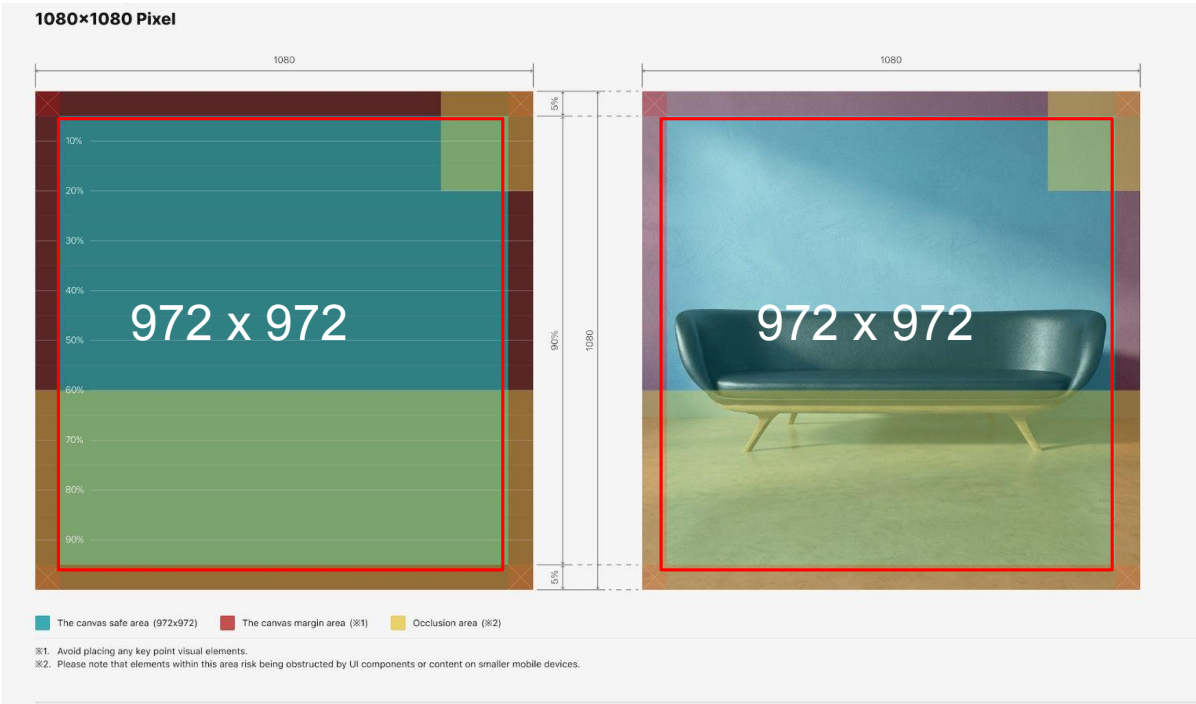
Detailed Creative Specifications - Safe Areas

Keep important information within the safe area.

1080 x 1920 (9:16 Vertical)



1080 x 1080 (1:1)



Appendix

Advertising Guidelines



Advertising Standards

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

For details of the terms and conditions above: https://terms.line.me/line_terms_ltl?lang=en

→ Accuracy of Advertising Content

Use accurate, up-to-date information to avoid confusing users with ads that are unrelated to the product or inconsistent with the facts. Ad images must be clear and recognizable. Creative content must be legally licensed, and the relationship between the rights holder and the advertised product or service must be clearly explained.

→ Do Not Create Content That Could Be Mistaken for LINE Information

Do not use LINE-owned trademarks, characters or services in a way that could cause users to mistake or confuse an ad for information from LINE. LINE and its affiliates hold the rights to LINE characters; in principle, these characters may not be used in creatives. When using LINE trademarks, icons or LINE Social Plugins, follow the relevant usage rules, including:

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

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

→ Linked Websites Must Follow the Advertising Guidelines

Landing-page content must relate directly to the ad and meet the same standards as the creative, providing a consistent, positive advertising experience.

For detailed advertising standards and review requirements, refer to [LINE Ads Platform - Advertising Guidelines](#).

LAP Target Audience Overview



LAP allows advertisers to target audiences at different stages of the consumer decision journey.

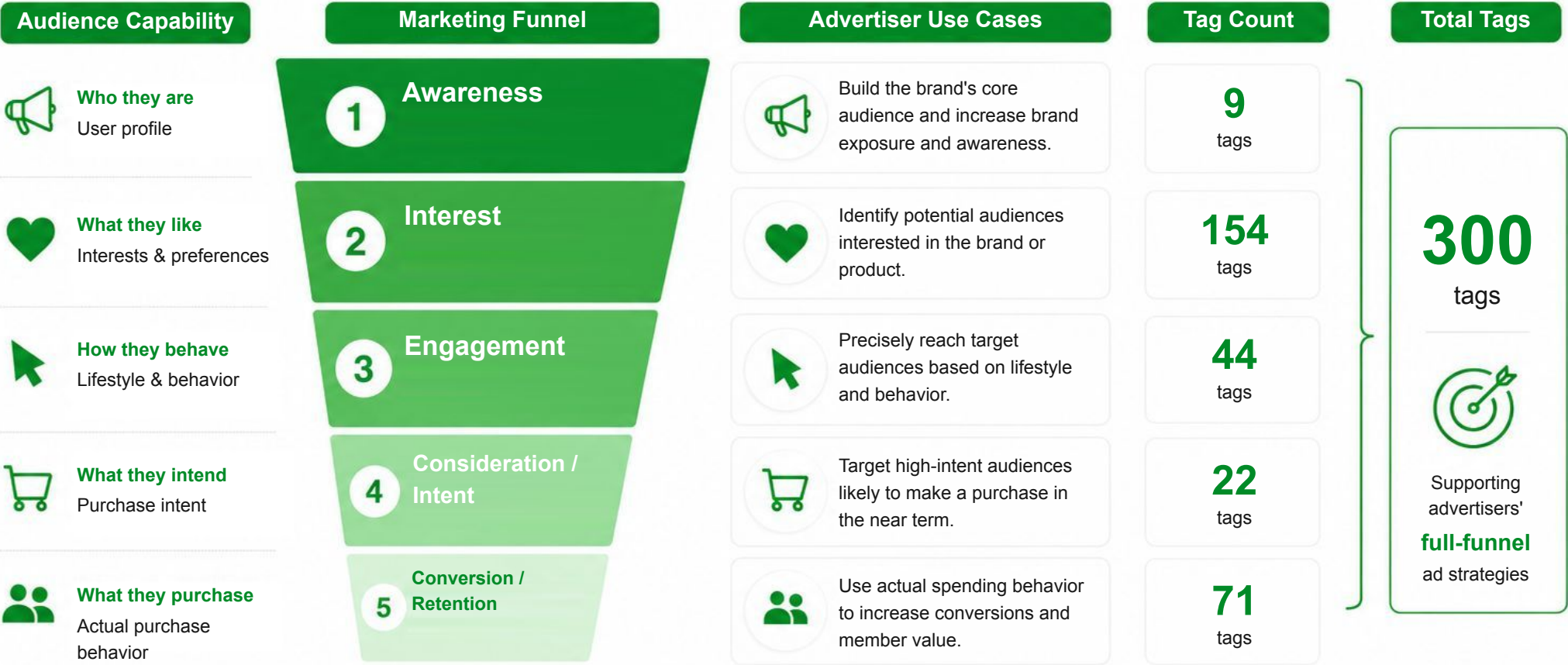


	Demographics	Interests / Thoughts / Browsing	Intent / Actions	Actions / Purchase
System Audience/Data from LINE	Age / Gender / Region / OS	Interests	Games / Electronics & Home Appliances / Sports / Career & Business / Fashion / Home & Gardening / TV & Movies / Music / Education & Certification / Finance / Health & Fitness / Automobiles / Books & Comics / Food & Dining / Beauty & Cosmetics / Travel / Entertainment / Shopping	
		Behavior/ Demographics/Purchase Intent	Types of Game Players / Online Shopping Behaviors by Product Category / LINE POINTS Users / Preferred Shopping Channels / Purchasing Power / Preferred Payment Methods / Financial Behavior Preferences / Types of Followed Official Accounts / Preferred News Categories / Common Leisure and Entertainment Activities / Commuting Methods / Lifestyle Status / Recent Consumers / Sticker Enthusiasts / Predicted Consumer Segments / In-Market Consumers	
Custom Audience/Data from Advertisers		Official Account – Impression Retargeting	Official Account – Friends/Click Retargeting	Website Traffic Audience /Mobile App Audience
		MVP ads– Video View/Image Click Retargeting	Official Account – Join Path / Chat Tags	Upload Phone Number / Email / AAID / IDFA
		LAP – Video View/Image Click Retargeting	LAP – Retargeting via Image Clicks	
		LBN – Impression/Click Retargeting	POINTS Ad (Click / Earn Points / External Link)	
		Official Account – Upload User ID (UID)		

Lookalike Audiences: Create lookalike audiences based on custom audiences to expand your reach and increase the rate of new customer acquisition.

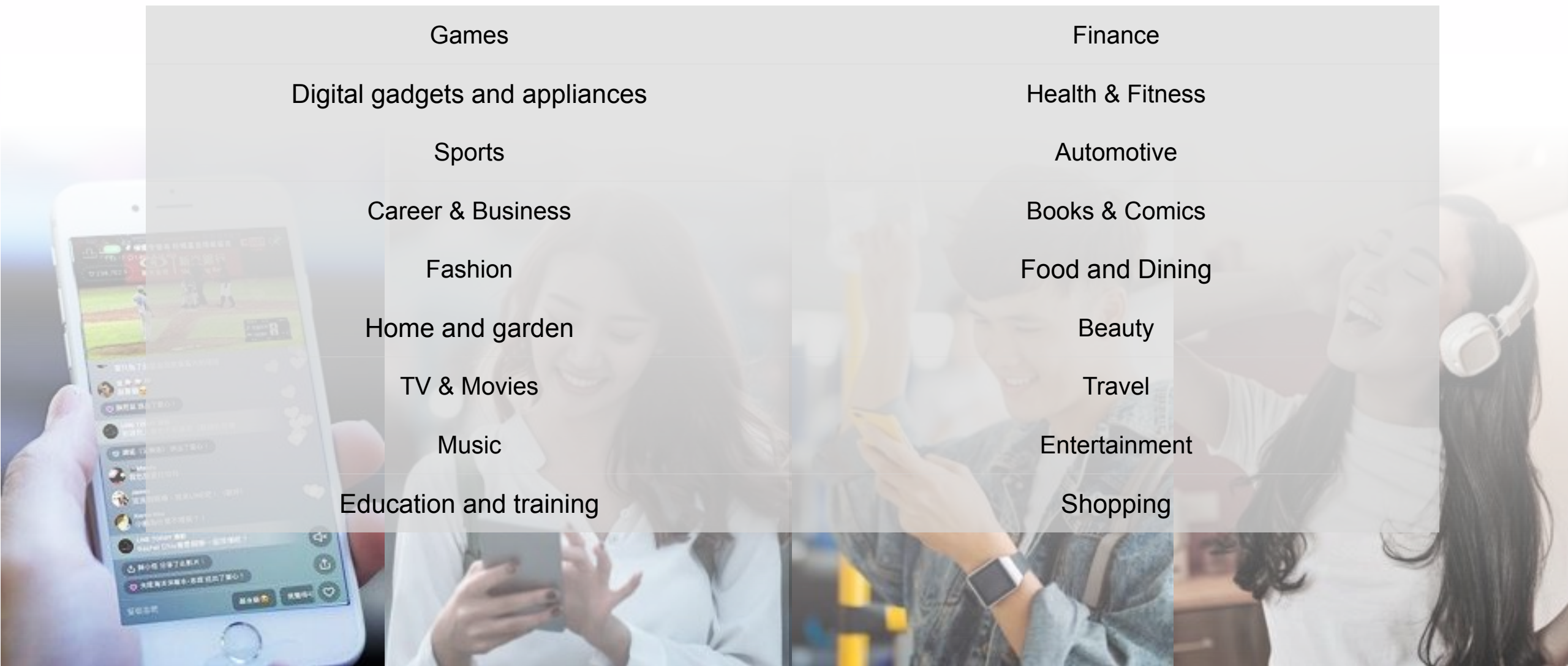
LAP Target Audiences | The Role of Tags in the Marketing Funnel

Continuously improving persona capabilities to support advertisers across the full marketing funnel.



Detailed Audience Categories				
User Profile	Interests & Preferences	Lifestyle & Behavior	Purchase Intent	Actual Purchase Behavior
Lifestyle status	- Interests - Discussion topics of interest - Types of followed Official Accounts - Preferred news categories - Sticker enthusiasts - Common leisure activities	- Gamers - Precise location-based interactions - Financial behavior preferences - Commuting methods - LINE service users	- In-market users - Predicted consumer audiences	- Recent consumers - Online shopping behavior - Shopping channels - Payment preferences - Purchasing power

LAP Target Audience Overview – Detailed Interests:



LAP Target Audience Overview – Detailed Targets: Behavior/Personal Status/Purchase Intent (1)

Gamers

- Users who frequently interact with game ads
- Users who frequently do in-app-purchase
- Gamer RPG
- Gamer card
- Gamer board
- Gamer casino
- Gamer action
- Gamer puzzle
- Gamer adventure
- Gamer parkour
- Gamer developing
- Gamer stimulation
- Gamer racing
- Gamer shooting
- Gamer sport
- Gamer music
- Gamer strategy
- Gamer social

Online Shopping Behavior

- Online Shopping Interest
- Recent Online Shoppers – General E-commerce
- Frequent Online Shoppers – General E-commerce
- Online Shopping Interest – Sports & Outdoors
- Online Shopping Interest – Beauty & Skincare
- Online Shopping Interest – Food & Slimming
- Online Shopping Interest – Home & Living
- Online Shopping Interest – Electronics & Gaming
- Online Shopping Interest – Fashion & Apparel
- Online Shopping Interest – Home Appliances & Audio-Visual

LINE Service Users

- Heavy Users of LINE POINTS
- Users of LINE POINTS
- Enthusiasts of LINE POINTS Promotions
- Gift Givers
- Travel Enthusiasts

Purchasing Power

- Above-average purchasing power
- Strong purchasing power
- Strong purchasing power - Electronics **NEW**
- Strong purchasing power - Apparel / accessories **NEW**
- Strong purchasing power - Beauty / skincare **NEW**
- Strong purchasing power - Desserts / snacks **NEW**
- Strong purchasing power - Beverages **NEW**
- Strong purchasing power - Leisure / entertainment **NEW**
- Strong purchasing power - Dining out **NEW**
- Strong purchasing power - Fresh food / groceries **NEW**
- Strong purchasing power - Medical / healthcare **NEW**
- Strong purchasing power - Home / living **NEW**
- Strong purchasing power - Stationery / printing **NEW**
- Strong purchasing power - Subscriptions **NEW**
- Strong purchasing power - Transportation **NEW**
- Strong purchasing power - Bill payments **NEW**

Purchasing-Power Audiences - Industries and Advertisers

Expanded from a single spending-power segment to 14 industry-specific tags to reach high-spending audiences more precisely and improve advertising results.

Audience Tag	Suggested Industries	Suitable Advertisers
Strong purchasing power - Dining out	Food service; food delivery	Chain restaurants, fine-dining brands and food-delivery platforms
Strong purchasing power - Desserts / snacks	Desserts; bakery	Dessert shops, bakeries, snack brands and food group-buying services
Strong purchasing power - Beverages	Beverages; coffee; alcohol	Tea shops, coffee chains, alcohol brands and functional drinks
Strong purchasing power - Electronics	E-commerce; technology	Phone / laptop brands, telecom operators and electronics retailers
Strong purchasing power - Apparel / accessories	Fashion; retail	Designer labels, fast fashion, luxury brands and department stores
Strong purchasing power - Beauty / skincare	Beauty; health and personal care	Premium / mass-market skincare, aesthetic clinics and drugstores
Strong purchasing power - Leisure / entertainment	Gaming; film and TV	Game developers, ticketing platforms and subscription streaming services
Strong purchasing power - Fresh food / groceries	Hypermarkets; retail	Hypermarkets, supermarket chains and fresh-produce e-commerce
Strong purchasing power - Medical / healthcare	Medical services; supplements	Supplement brands, fitness centers, clinics and pharmacies
Strong purchasing power - Home / living	Home furnishings; appliances	Furniture brands, smart-home appliances and home-decor retailers
Strong purchasing power - Stationery / printing	Education; gifts	Tutoring, educational institutions, stationery retailers, design boutiques and back-to-school e-commerce
Strong purchasing power - Subscriptions	Digital services	SaaS, online learning and content-subscription platforms
Strong purchasing power - Transportation	Automotive; mobility	Car brands, car rentals, shared mobility and travel agencies
Strong purchasing power - Bill payments	Financial services	Credit-card issuers, digital finance and fintech providers

LAP Target Audience Overview – Detailed Targets: Behavior/Personal Status/Purchase Intent (2)

Types of Followed Official Accounts

- Slimming Brands
- Fitness Brands
- Affordable Lingerie Brands
- Mid- to High-Priced Lingerie Brands
- Department Stores
- Automobiles
- Beauty Retail Channels
- Fast Food Restaurants
- Pet Information
- Video Games / Mobile Games / Board Games
- Travel / Hotel Reservations
- Classes / Experience Tickets
- Outdoor Activity Brands
- Parenting / Baby & Toddler Products
- Pop Culture & Entertainment
- General E-commerce
- Home Appliances
- Electronics
- Baby & Toddler Products
- Trendy Clothing
- Beauty & Skincare - Department Store Brands
- Beauty & Skincare - Drugstore Brands
- Home & Living
- Daily Necessities
- Luxury Goods
- Books/Reading
- Personal Finance Information
- COVID-19 Prevention Information
- Tutoring Services
- Services for Seniors

Preferred News Categories

- People News
- Horoscope News
- Trends & Fashion News
- Pet News
- Gaming & Anime News
- Movie News
- Music News
- Geek Culture News
- Parenting News
- Health News
- Basketball News
- Baseball News
- Sports News
- Tech News
- Auto News
- Food News
- Business News
- Entertainment News
- Travel News
- Political News
- Local News
- International News
- Entertainment News - Taiwanese Drama News
- Entertainment News - Chinese Drama News
- Entertainment News - Japanese Drama News
- Entertainment News - Korean Drama News

Shopping-Channel Enthusiasts

- Home Goods Retail Channel Enthusiasts
- Beauty Retail Channel Enthusiasts
- Hypermarket and Supermarket Enthusiasts
- Convenience Store Enthusiasts
- Northern Department Store Shopping Enthusiasts
- Central Department Store Shopping Enthusiasts
- Southern Department Store Shopping Enthusiasts
- Fans of traditional markets
- Fans of furniture stores
- Fans of car showrooms
- Fans of brick-and-mortar bookstores
- Fans of brick-and-mortar electronics stores

Payment Preferences

- Convenience Store Payment
- Credit Card Payment
- Mobile Payment
- Cash Payment

Interests and Leisure Activities

- Watch live streams
- Watch movies
- Exercise
- Sing
- Binge-watch TV shows
- Gardening
- Cooking
- Enjoy massages, hair services, manicures, and spa treatments

Lifestyle Status

- Marital Status: Single
- Marital Status: Married
- Parenting Status: Expecting a Newborn
- Parenting Status: Has a child under 3 years old
- Parenting Status: Has a child between 4 and 12 years old
- Parenting Status: Has a child between 13 and 17 years old
- Parenting Status: Has a child 18 years or older
- People Who Have Recently Moved
- People With Upcoming Birthdays

LAP Target Audience Overview – Detailed Targets: Behavior/Personal Status/Purchase Intent (3)

Financial Behavior Preferences	➤ Prefers financial-advisor services ➤ Habitual credit-card user ➤ Prefers bank Official Account features ➤ Prefers digital-banking app features		
Commuting Patterns	➤ Drives to work ➤ Commutes by public transport ➤ Taipei MRT commuter ➤ Shared-mobility user	Recent Consumers NEW	➤ General E-commerce Consumers ➤ Food Delivery Platform Consumers ➤ Fast-Food Restaurant Consumers ➤ Taxi Users ➤ High-Speed Rail Commuters ➤ Coffee Lovers ➤ Car Owners ➤ Audio-Visual Entertainment Subscribers ➤ Chain Restaurant Consumers ➤ Fitness Enthusiasts ➤ Chain Beverage Shop Consumers ➤ Travel-Related Service Consumers ➤ Kitchen Appliance Consumers ➤ Home Appliance Consumers ➤ Audio-Visual Entertainment Appliance Consumers ➤ Pet Supply Consumers ➤ Water Sports Equipment Consumers ➤ Hiking and Camping Gear Consumers ➤ Maternity and Baby Product Consumers ➤ Car Maintenance Consumers NEW ➤ Green Energy and Smart Driving Enthusiasts NEW ➤ Japanese Brand Consumers NEW ➤ Home Cooking Enthusiasts NEW ➤ 3C Technology Product Consumers NEW ➤ Entertainment Experience Consumers NEW ➤ Department Store Enthusiasts NEW ➤ Luxury Goods Consumers NEW ➤ Gourmet Food Enthusiasts NEW Personal Care Product Categories: ➤ Household Cleaning Product Consumers ➤ Toilet Paper and Wet Wipes Consumers ➤ Hand Soap Consumers ➤ Oral Care Product Consumers ➤ Feminine Hygiene Product Consumers ➤ Body Cleansing and Exfoliation Product Consumers ➤ Facial Cleansing Product Consumers ➤ Shampoo and Hair Care Product Consumers Makeup Product Categories: ➤ Foundation Product Consumers ➤ Lip Product Consumers ➤ Eye Makeup Product Consumers ➤ Eyebrow Product Consumers ➤ Contouring Product Consumers ➤ Skincare and Makeup Remover Product Consumers

LAP Target Audience Overview – Detailed Targets: Behavior/Personal Status/Purchase Intent (4)

Topics of Interest

- Cats
- Dogs
- Aquatic pets
- Food categories
- Cooking
- Seafood
- Vegetables and fruit
- Snacks and groceries
- Coffee
- Food group buying
- Hypermarkets / supermarkets
- Animation / comics
- Entertainment
- Movies
- Online video streaming
- TV drama
- Sports categories
- Basketball
- Baseball
- Badminton
- Fitness
- Water / underwater sports
- Hiking / camping
- Yoga / indoor fitness
- Health categories
- Massage
- Weight loss / slimming
- Fashion / beauty
- Aesthetic medicine / beauty
- Nail art
- Luxury / shoes / bags / cosmetics shopping agents
- Stock investing
- Real-estate investing
- Cryptocurrency
- Technology categories
- Cars and motorcycles
- Domestic car brands
- Imported car brands
- Motorcycles / heavy motorcycles
- Photography
- Rental housing
- Interior decoration
- Family / parenting
- Infants and toddlers
- Preschool / kindergarten
- Elementary school / after-school care
- Junior / senior high school / tutoring
- School / alumni
- Learning categories
- Language learning
- Work categories

Precise Location Interactions - Visitors

- Visitors to cultural hotspots
- Gyms / indoor sports centers
- Yoga / dance studios
- Art / cultural exhibition venues
- Cinemas
- Hiking sites / campsites
- Nightclubs / bars
- Amusement parks / zoos
- Karaoke venues
 - Overseas travel within the past year
 - Japan / Korea travelers
 - Southeast Asia travelers
 - US / Canada / NZ / Australia travelers

Sticker enthusiast

Free Sticker Enthusiasts

IP Style Preferences:

- Comics
- Animation
- Cats
- Dogs
- Rabbits
- Birds
- Bears
- Seals
- Family / kids animation
- Unique / dialect / funny
- Special effects
- Foreign animation
- Humorous / funny
- Male characters
- Female characters
- Family / couples
- Cute / comforting

LAP Target Audience Overview – Detailed Targets: Behavior/Personal Status/Purchase Intent (5)

Consideration-Stage User

- Automotive products - Interested audience
- Beauty product interest audience
- Daily consumer goods interest audience
- Education-related services interest audience
- Entertainment media platform interest audience
- Telecom services interest audience
- Fashion product interest audience
- Luxury goods interest audience
- Financial services interest audience
- Health & aesthetic products interest audience
- Food & beverage interest audience
- Video game interest audience
- Delivery service interest audience
- Real estate interest audience
- E-commerce platform interest audience
- 3C tech interest audience
- Travel services interest audience

Predicted Consumer

- Foundation product potential buyers audience
- Lip color product potential buyers audience
- Eye makeup product potential buyers audience
- Eyebrow product potential buyers audience
- Contour product potential buyers audience

Data Source: Inferred and categorized based on user interests and attributes within LINE family services. For more details, please refer to the advertising [optimization guidelines](#) and [LINE Privacy Policy](#).

THANK YOU



LINE reserves the right to change the advertising specifications and sales methods listed above. Please contact your account manager or partner agency for the latest information.