

# LINE POINT CONNECT

2025 Sales Kit

Update Date : 2024. 12

# Table of Contents

- 01 Introduction to LINE POINTS
- 02 Introduction to POINT Connect
- 03 Use Case
- 04 POINT Connect Usage Guidelines
- 05 POINT Connect Pricing
- 06 Inquiry

# 01. About LINE POINTS

---

## What is LINE POINTS?

- Value Equivalent to Cash: Earn rewards both online and offline, with points widely applicable for discounts and redemption.
- A Bridge Between Brands and Consumers: As a marketing incentive, LINE POINTS encourages consumers to try new products and participate in promotional activities.

# 01. Introduction to LINE POINTS



# About LINE POINTS

---

Valued as cash and widely applicable

The icebreaker between brands and consumers: Used as advertising rewards to encourage consumers to try and engage

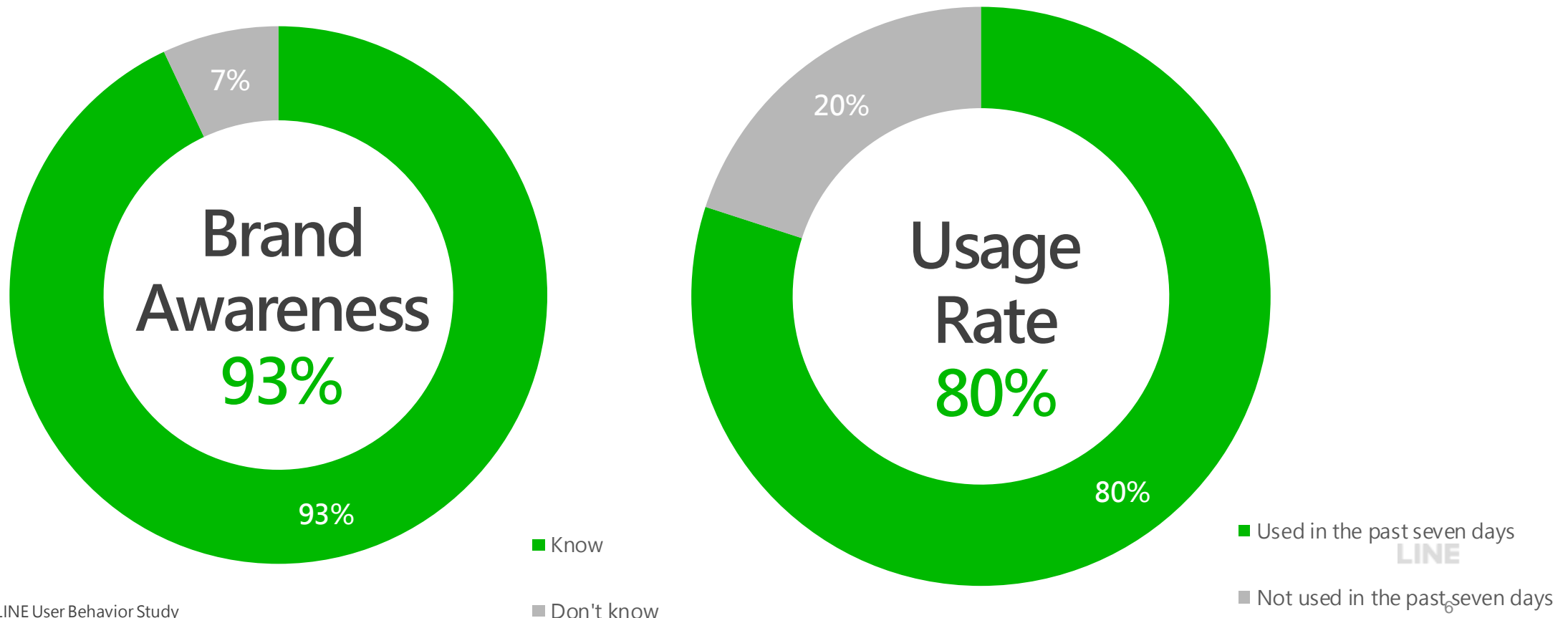


※1. Source: LINE PAY Data, LINE POINTS Users in 2022

※2. Source: LINE PAY Data, September 2023

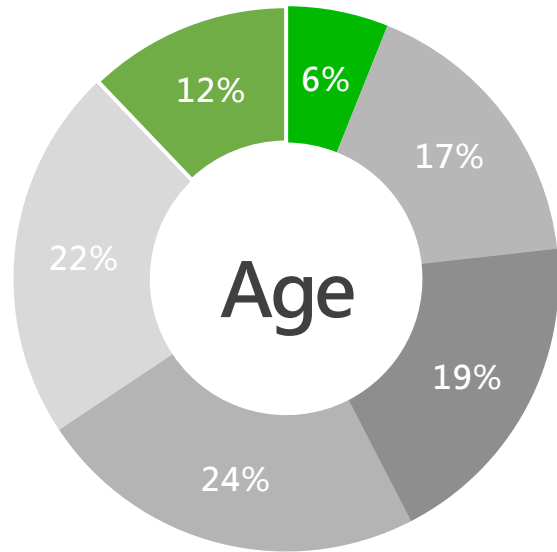
# About LINE POINTS: High brand awareness and high usage rate

LINE POINTS has **over 90%** brand awareness, with **nearly 80%** of users having used LINE POINTS in the past week

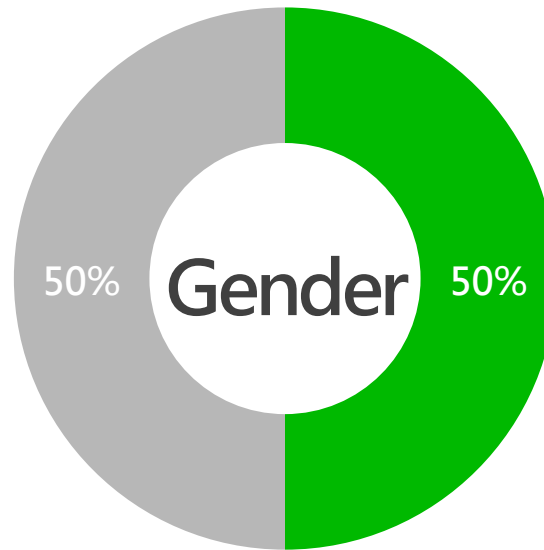


# About LINE POINTS: User Profile

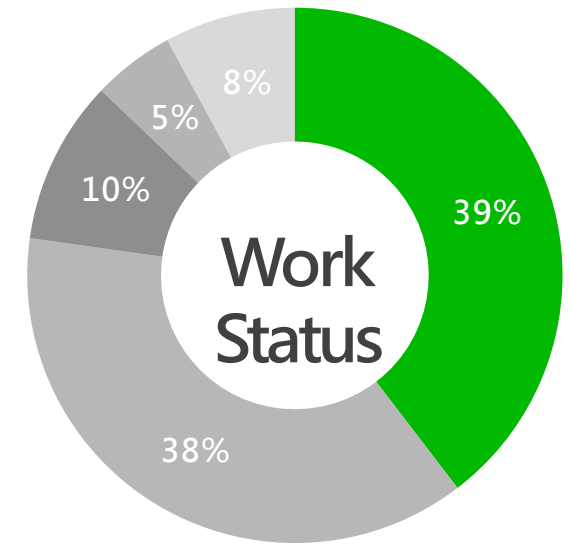
■ 15-19 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-69



■ Male ■ Female



■ Employed male ■ Employed female  
 ■ Student ■ Housewife  
 ■ Retired/Unemployed



※ Source: Nielsen Survey, 2023 LINE Usage Behavior Research Study

※ Base: Individuals aged 15-69 who are aware of LINE Points; N = 741; Weighted sample size: 11,329 thousand

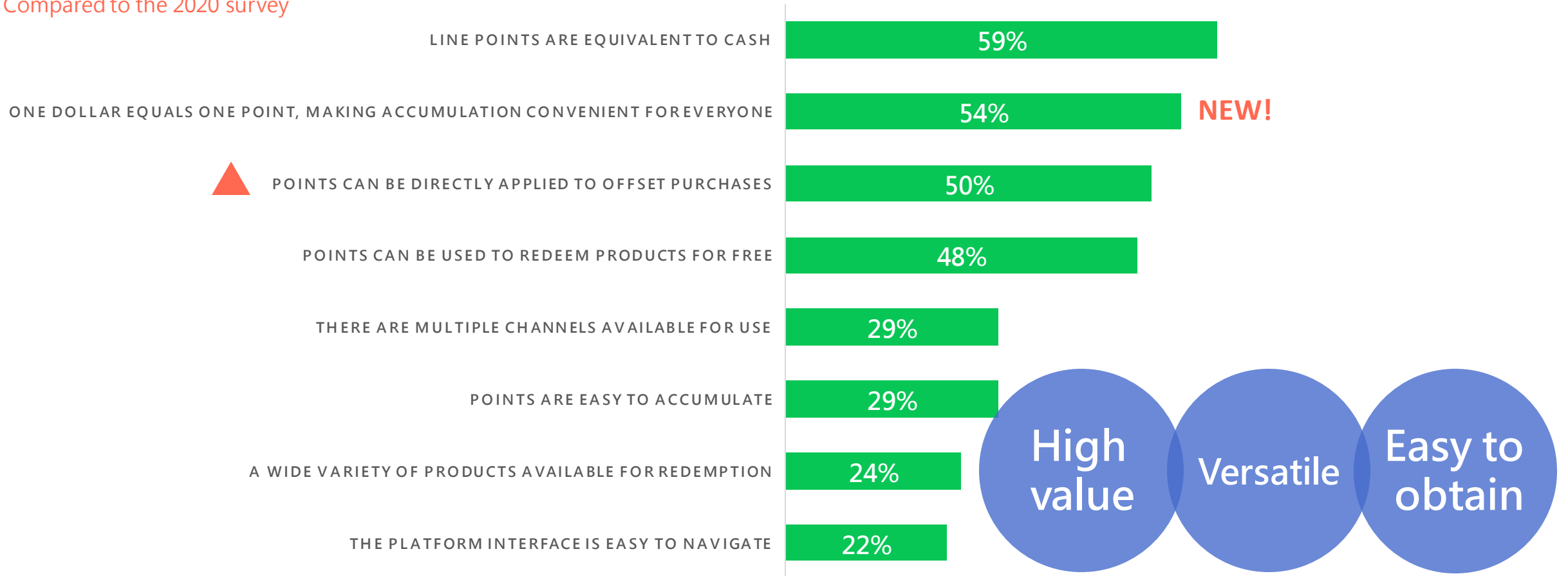
# About LINE POINTS: Usage is not limited to online or offline, and its coverage continues to expand!

百貨購物									
生活周邊									
生鮮量販									
茶飲餐廳									
綜合休閒									
觀光旅遊									
3C 交通									



# About LINE POINTS: Consumers have a better understanding of the value of LINE POINTS

Compared to the 2020 survey



Source: Nielsen Survey, 2023 LINE Usage Behavior Research Study

※ Base: Individuals aged 15-69 who are aware of LINE Points; N = 741; Weighted sample size: 11,329 thousand

LINE

A hand holding a smartphone with the LINE app logo on the screen. The background is a blurred indoor setting with a light fixture.

## 02. Introduction to POINT CONNECT

## 02. Introduction to POINT CONNECT

### Product Positioning

Advertisers can directly issue points to target audiences through the POINT CONNECT API.

It is ideal for long-term marketing campaigns aimed at enhancing customer loyalty.

	Marketing Uses	Increase brand awareness Reach potential customers Enhance brand or event visibility	Spark interest Drive customer engagement through segmented marketing campaigns	Boost customer interest Reward Long-term Marketing Activities Enhance customer loyalty and increase brand stickiness
1. LINE POINTS Ads	LINE Advertising Promotion & Reaching New Customers	○	○	
2. LINE POINT CODE	Advertisers can directly reward and retain customers		○	
3. LINE POINT CONNECT	Advertisers Directly Reward and Retain Customers		○	○

# 02. Introduction to POINT CONNECT

## POINT CODE vs. POINT Connect

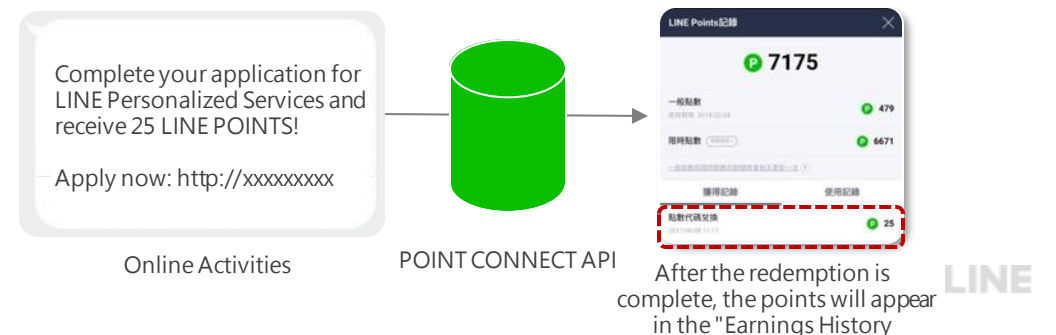
### Through POINT CODE

1. Bulk Purchase & Prepayment
2. Send a fixed number of points, with each serial code starting from at least 5 points.
3. Users need to visit the POINT CODE redemption website to redeem the serial code.
4. Can be used for both online and offline promotions, including electronic or physical marketing materials.



### Through POINT CONNECT

1. Usage with Monthly Billing & Pay-as-you-go
2. Through API integration, businesses can decide the amount of points to be distributed.
3. Points are directly credited to users' LINE POINTS accounts.
4. Ideal for online channels and marketing campaigns.

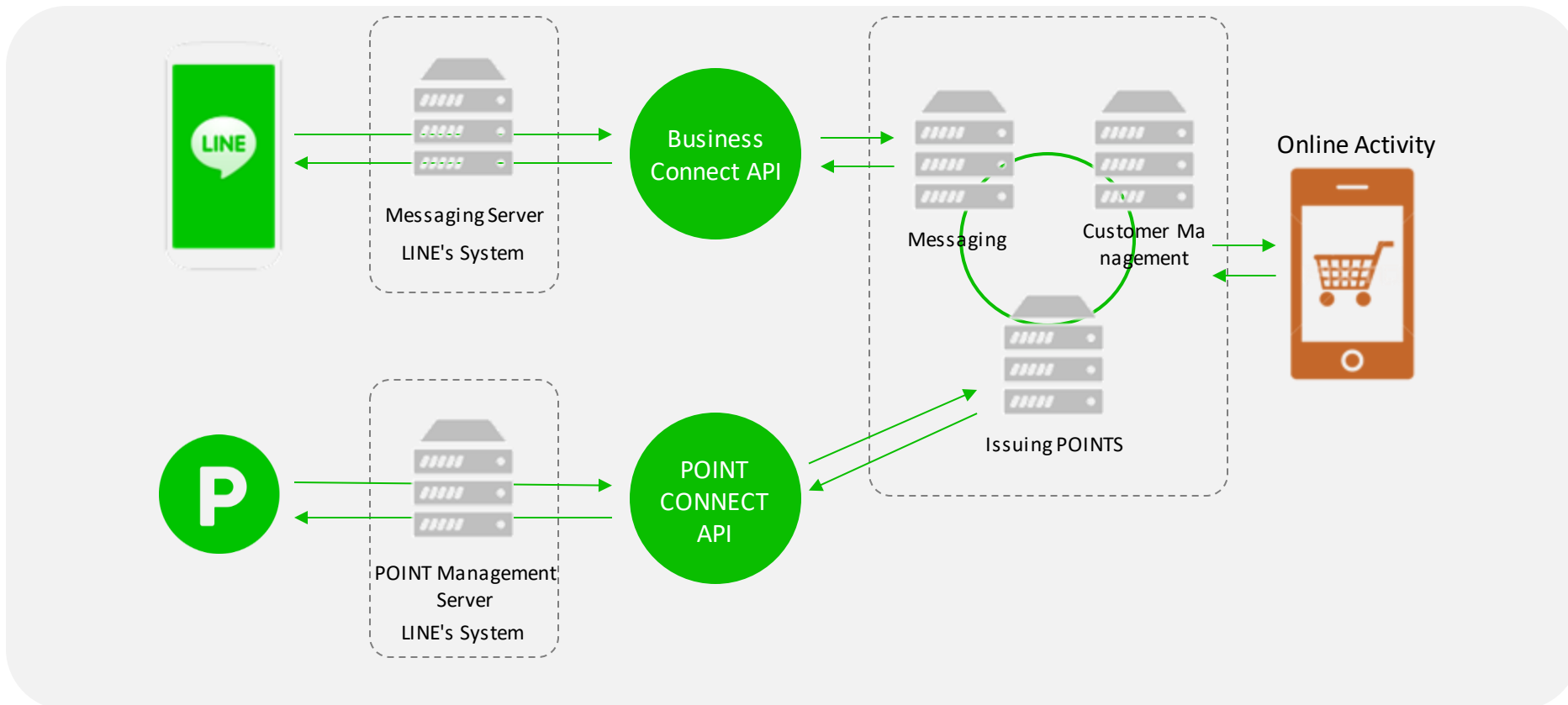


## 02. Introduction to POINT CONNECT

By integrating the LINE POINT CONNECT API, businesses can distribute points more flexibly

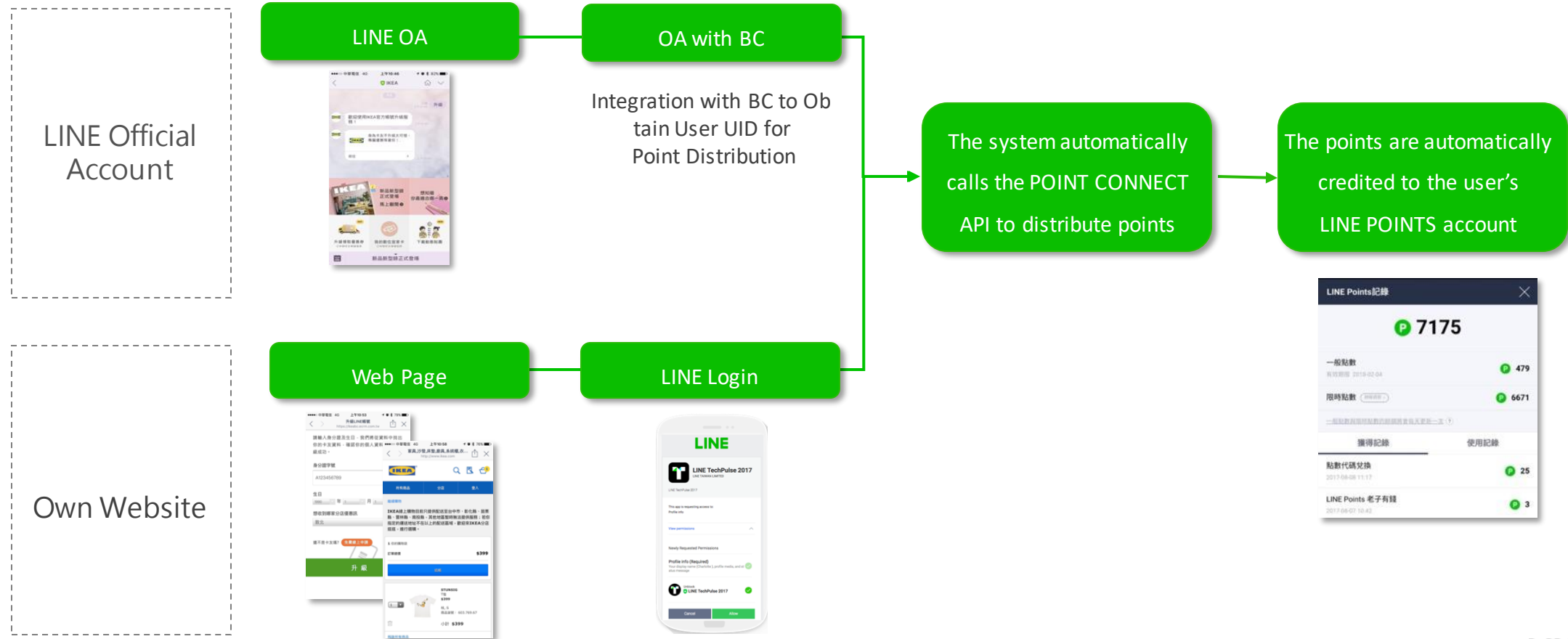
Businesses that integrate the POINT CONNECT API can use it to distribute points online to target audiences.

Business owners can set their own point distribution conditions and freely apply them to various marketing activities, such as membership registration, survey participation, or purchases.



# 02. Introduction to POINT CONNECT

## Two Main Online Point Distribution Methods

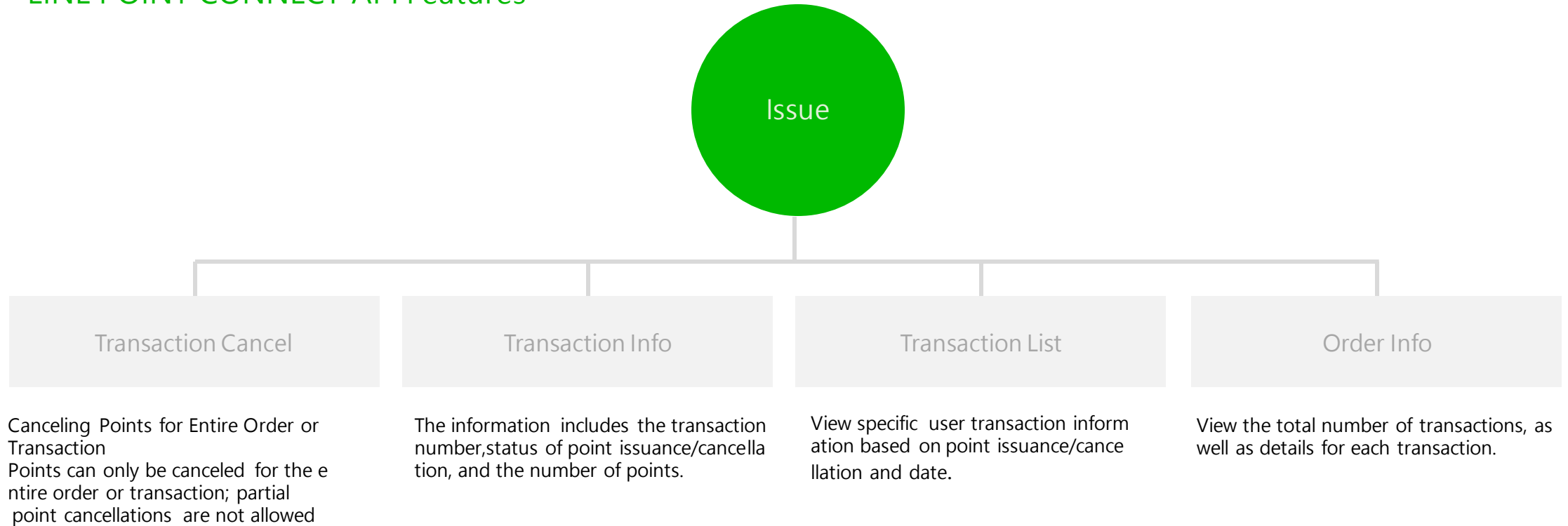


The advertiser's website must integrate the LINE Login API, and the Channel ID must match the LINE official account connected to POINT Connect



# 02. Introduction to POINT CONNECT

## LINE POINT CONNECT API Features



※ For detailed specifications of the API, please refer to the LINE POINT CONNECT API Reference.

## 03. Use Case

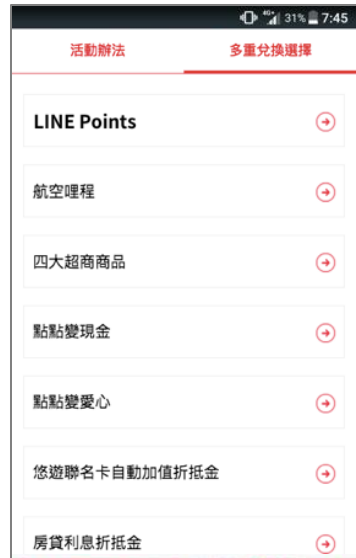




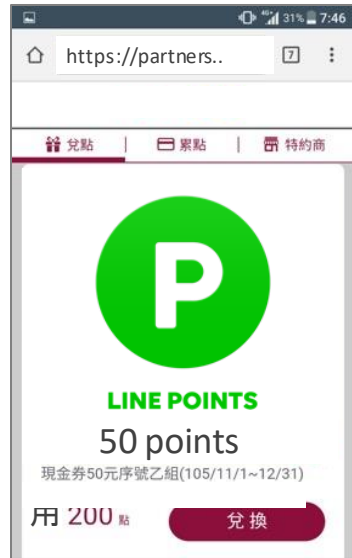
# 03. Use Case

## Financial Industry Applications

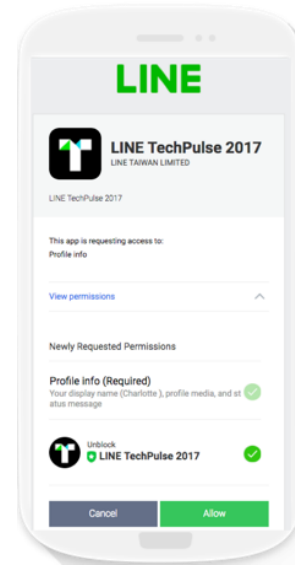
1. User Login for Business Owner Membership



2. Choose to Redeem LINE POINTS

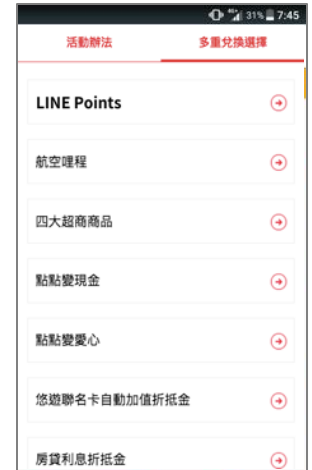
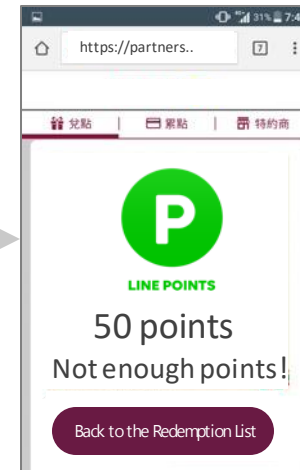
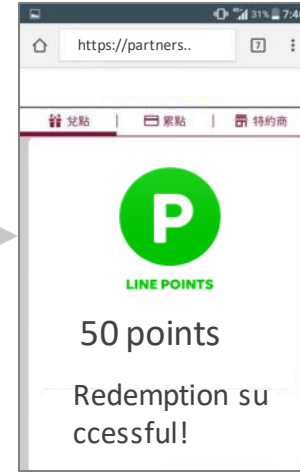


3. User Logs in with LINE Account



※ Login via LINE Login API

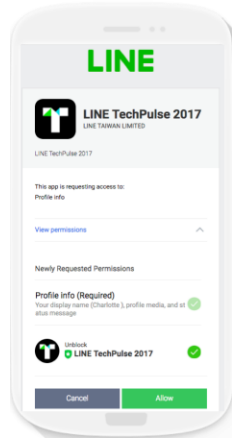
4. Confirm the Deduction of Bonus Points and Redeem LINE POINTS



LINE

# 03. Use Case

## E-commerce Industry Applications



※ Login via LINE Login API



A hand holding a smartphone with the LINE app logo on the screen. The background is a blurred indoor setting with a white ceiling light fixture.

# 04. POINT CONNECT Usage Guidelines

## 04. POINT CONNECT Usage Guidelines

---

Please be aware of and adhere to the following restrictions and rules when distributing points through POINT CONNECT:

1. This feature is only available for approved businesses.
2. LINE POINTS cannot be sold, resold, or transferred
3. In accordance with Android and iOS app store policies, rewards that impact app rankings are prohibited. Therefore:
  - LINE POINTS cannot be used as a reward for downloading the app.
  - LINE POINTS cannot be used as rewards for pure in-app purchases, unless the purchase does not affect app download traffic or ranking, or if the reward points also apply to mobile web platforms or physical goods.
4. If the business issues two or more types of points, LINE POINTS cannot be used as an exchange medium between these two types of points.
5. The purpose and format of point distribution must not violate public moral standards.
6. For LINE POINTS marketing activities conducted via Point Connect, do not use "point recovery" as a rule for the marketing campaign.
7. The Point Connect point recovery mechanism is limited to the following three scenarios:
  1. Incorrect Distribution (The user must be informed and provided with an explanation regarding the erroneous point distribution)
  2. Detection of Fraudulent Point Accumulation (such as point laundering, point theft, use of third-party software, etc.)
  3. Purchase and reward-type marketing activities, where the user no longer qualifies for points due to actions such as chargebacks or returns.
8. If the above point recovery rules are violated, the monthly settlement of points will include the cost of both issued points and canceled points.

# 05. POINT Connect Pricing



# 05. POINT CONNECT Pricing Model

LINE POINT Connect Specifications	
Application Threshold	For the first three months, the official account must invest at least NT\$150,000 per month in messaging (for new accounts, special cases will be discussed).
Price (Excluding Tax)	<ul style="list-style-type: none"> <li>Annual Subscription Product</li> <li>API Platform Fee: NT\$100,000 (paid annually).</li> <li>LINE POINTS : <del>NT\$1.2</del> <b>NT\$1.1</b> (Actual payment, monthly settlement)</li> </ul>
Application Process	<ul style="list-style-type: none"> <li>Point Distribution Scenario Review (Submit point distribution scenario description and Hearing Sheet for headquarters approval): Please allow 10 business days.</li> <li>Test Environment Application: Please allow 10 business days.</li> <li>POINT ID Application, Production Environment Application: Please allow 10 business days.</li> </ul>
Important Notes	<ul style="list-style-type: none"> <li>Please apply for a test account in advance (a grey shield is acceptable), and fill out the relevant information in the Test Account application document. Do not use the official channel account for testing.</li> <li>For detailed specifications, please refer to the API Technical Documentation (API Standard Reference).</li> <li>For LINE POINTS marketing activities executed via Point Connect, do not use "point recovery" as a rule for the marketing campaign.</li> <li>The API point recovery mechanism is limited to the following three scenarios: :               <ol style="list-style-type: none"> <li>Incorrect Distribution (Advertisers must inform users and explain the details of the erroneous point distribution).</li> <li>Fraudulent Point Accumulation (e.g., point laundering, point theft, third-party software exploitation, etc.).</li> <li>Purchase and Reward-Type Marketing Activities (When users perform actions such as chargebacks or returns, making them ineligible for points).</li> </ol> </li> <li>If the above point recovery rules are violated, the monthly point settlement will include the cost of both issued points and canceled points.</li> </ul>

# 06. Inquiry



## 06. Inquiry

---

### Q1. How to Apply?

A : Please send an email to [dl\\_twab@linecorp.com](mailto:dl_twab@linecorp.com), and a dedicated representative will contact you.

### Q2. How long does it take to apply for POINT CONNECT?

A : From the submission of the application form, including testing and development time for the business owner, the estimated time required is at least 30 business days. However, the actual time required may vary depending on factors such as document review, development, and testing processes.

### Q3. What documents need to be prepared in advance?

First, you must have a certified account and enable the messaging API. Next, please prepare a plan that includes which marketing activities will use POINT CONNECT, the conditions for point distribution, and the System Data Flow.

### Q4. Why is the point distribution not successful during the testing phase?

A : The most common reason is that the IP address used differs from the one provided in the Test Account application document. Please confirm that both are consistent.

※LINE reserves the right to make changes to the specifications and sales methods of the above advertising products. For the latest version, please contact your account manager or authorized partner.



**THANK YOU**