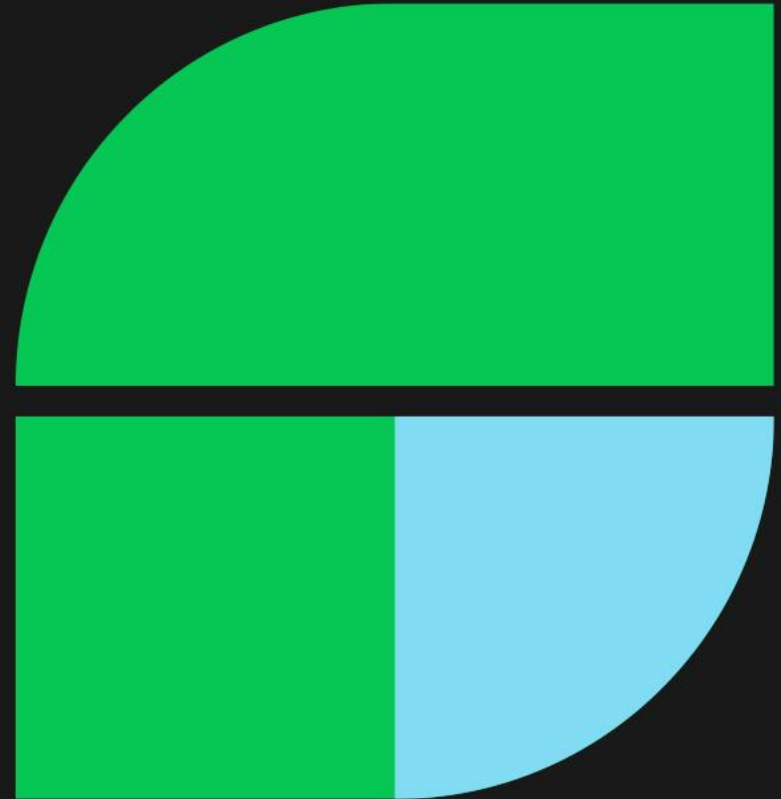


**LINE Biz - Solutions**

# LINE Sampling

The SP event module with infinite possibilities.  
LINE Sales Promotion

Jan. 2025



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# 01. What is LINE Sampling ?



# LINE for Business

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Based on comprehensive marketing, we provide businesses with various advertising and marketing solutions.



**LINE**  
**Ads Platform**



**LINE**  
**Sales Promotion**

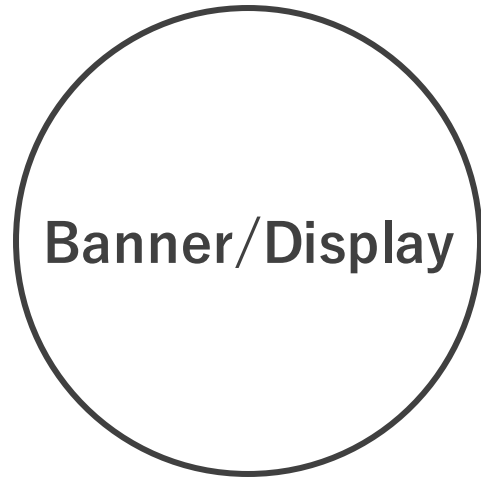


**LINE**  
**Account Connect**

# LINE for Business - **LINE Sales Promotion**

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Based on a comprehensive marketing approach, we provide businesses with a variety of advertising and marketing solutions.



**LINE**  
Ads Platform



**LINE**  
Sales Promotion



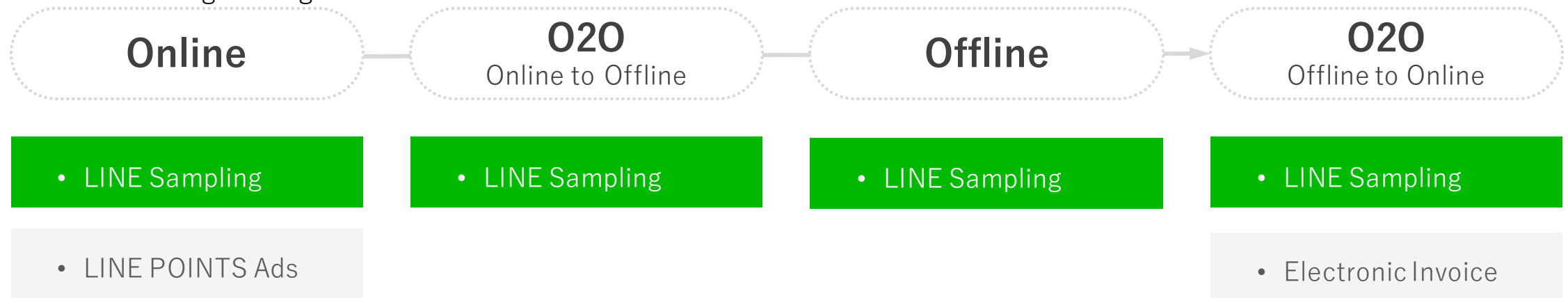
**LINE**  
Account Connect

# What is LINE Sales Promotion?

**LINE Sales Promotion** is an advertising solution specifically designed to "boost product sales." It quickly attracts a large number of consumers to participate in activities by offering prizes, purchase incentives, interactions, and designated tasks. This allows for significant results in a short period of time.

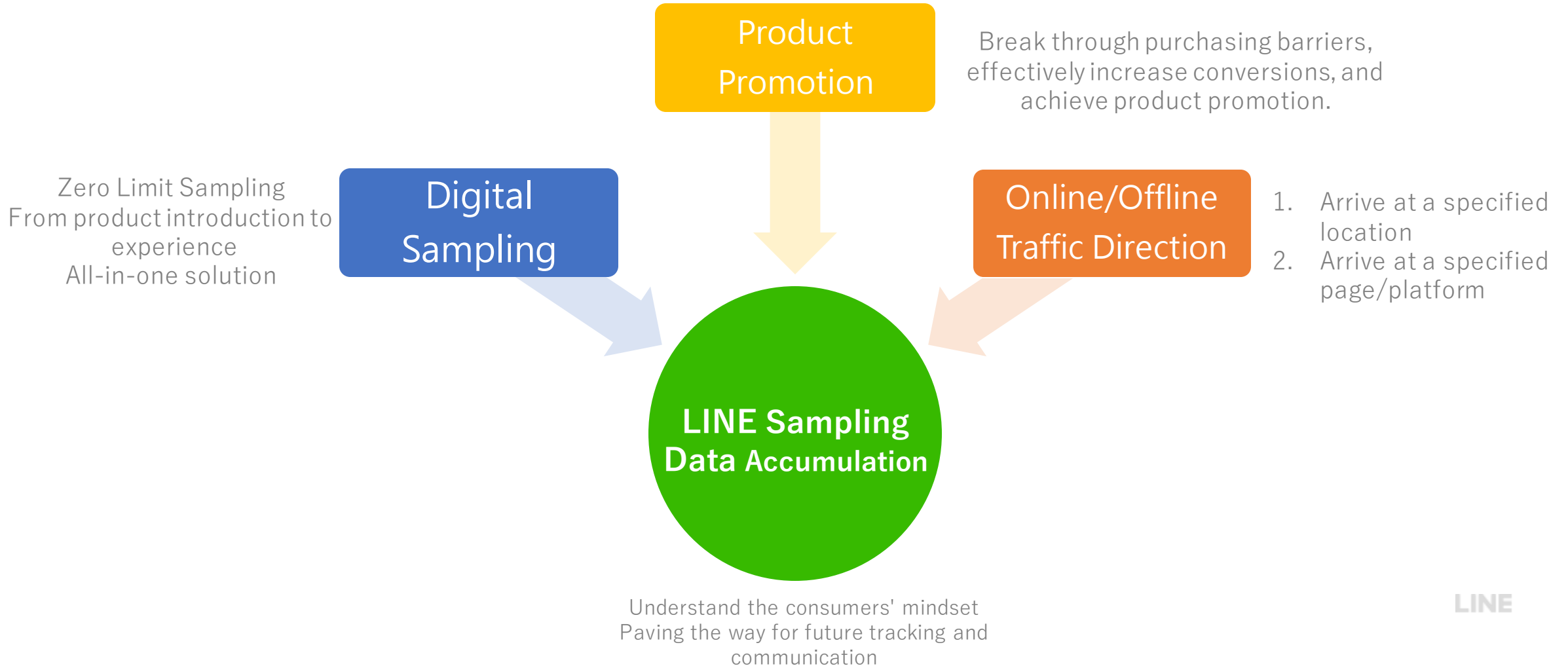
Whether online or offline, **LINE Sales Promotion** covers the entire marketing ecosystem, offering comprehensive promotional campaign solutions.

Brands can gain insights into important marketing data such as consumers' purchasing behavior, preferences, and potential customer groups. This helps understand consumer needs, extend communication with customers, and lay the groundwork for future marketing strategies.



# What is **LINE Sampling**? It supports three common types of SP activities.

LINE Sampling, as part of LSP, supports both Online and Offline, creating an OMO (Online Merge Offline) integrated advertising tool.



# Why is LINE Sampling needed?

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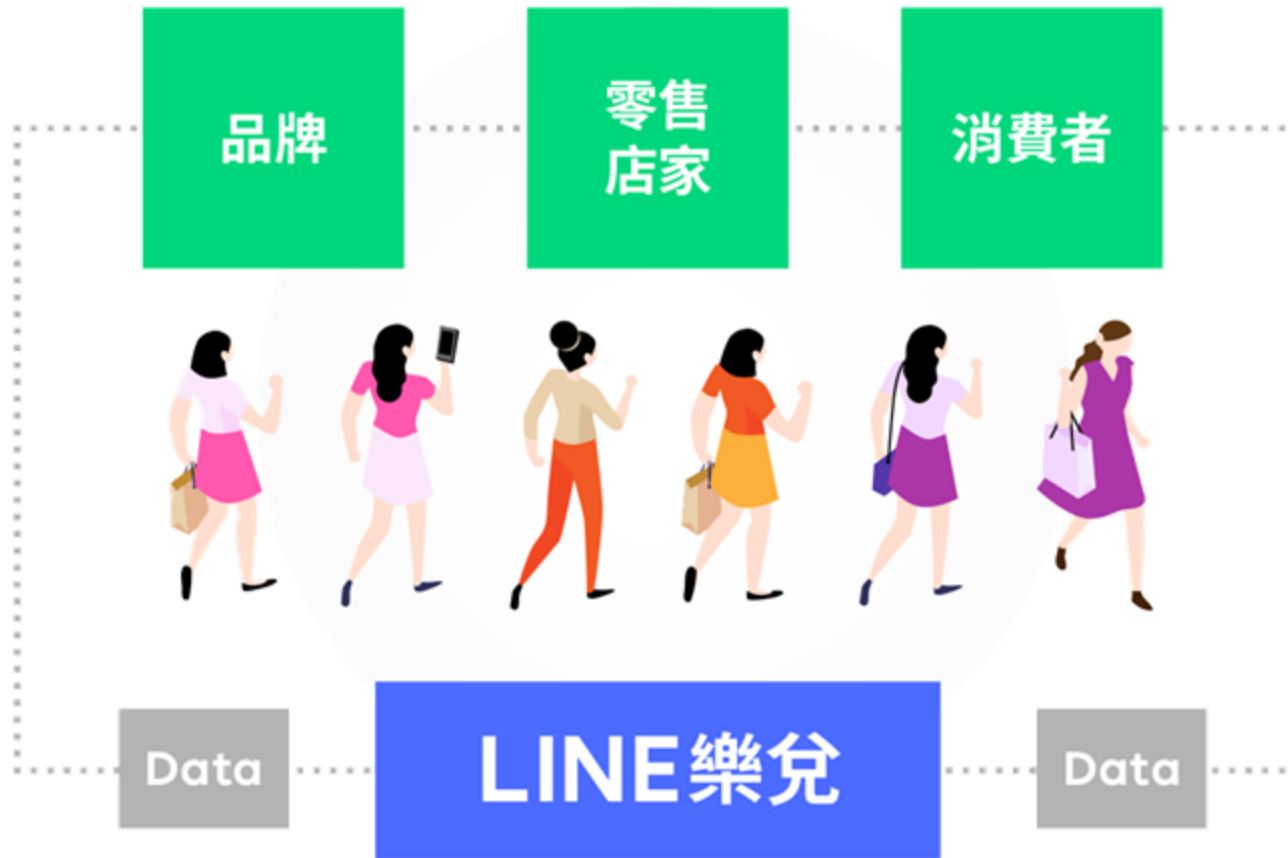
Past: Fragmented marketing methods, making it difficult to track consumers.





# Why is LINE Sampling needed?

**Present:** LINE Rewards connects the final link of marketing activities.



Starting from "data accumulation," execute Sales Promotion marketing activities in a new, fully digital, and comprehensive way, while fully retaining users' consumption footprints.

## 02. Campaign Process

A hand holding a smartphone with a green screen and a white speech bubble containing the word 'LINE'. The background is a blurred indoor setting.

LINE

# LINE Sampling Event Process – User Perspective

※ The illustration is for reference only.  
The actual display may vary based on the live event layout.

Exposure, participation, rewards, redemption – simple and intuitive.

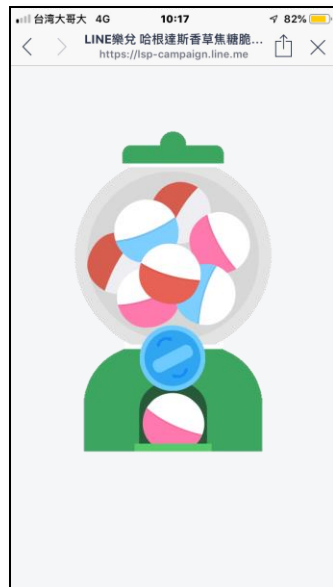
**STEP 1**  
Exposure through various platforms/media.



**STEP 2**  
Attend the event



**STEP 3**  
Prize Drawing Animation



**STEP 4**  
Receive Gift



**STEP 5**  
Exclusive Notification



**STEP 6**  
Traffic Direction and Redemption

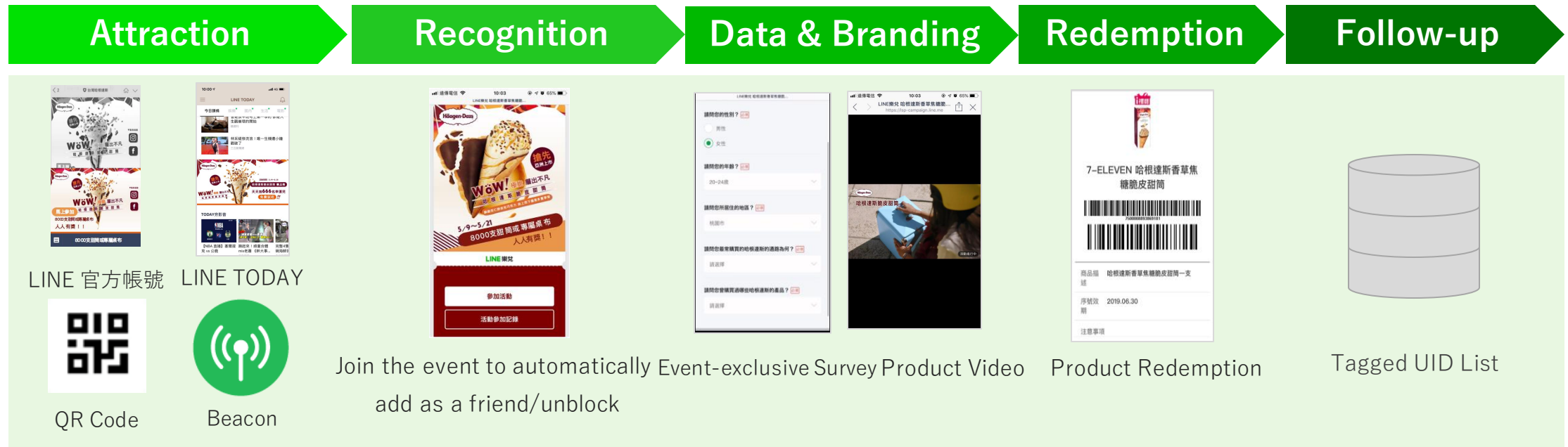


\* Notify via "LINE Rewards Notification" through the Official Account.

# LINE Sampling Event Process – Advertiser Perspective

※ The illustration is for reference only.  
Please refer to the actual layout of the live event for the final presentation.

Easily connect online and offline, simple participation, massive spread, data accumulation, and continuous tracking for re-marketing.



- ✓ The event URL is easy to share and spread.
- ✓ Applicable to various online and offline media.
- ✓ Simple and versatile, perfect for creating combinations.

- ✓ Increase friend count, activate blocked friends.
- ✓ Collect user behavior and accumulate data.
- ✓ Automatic tagging and segmentation.
- ✓ Product communication and promotion.

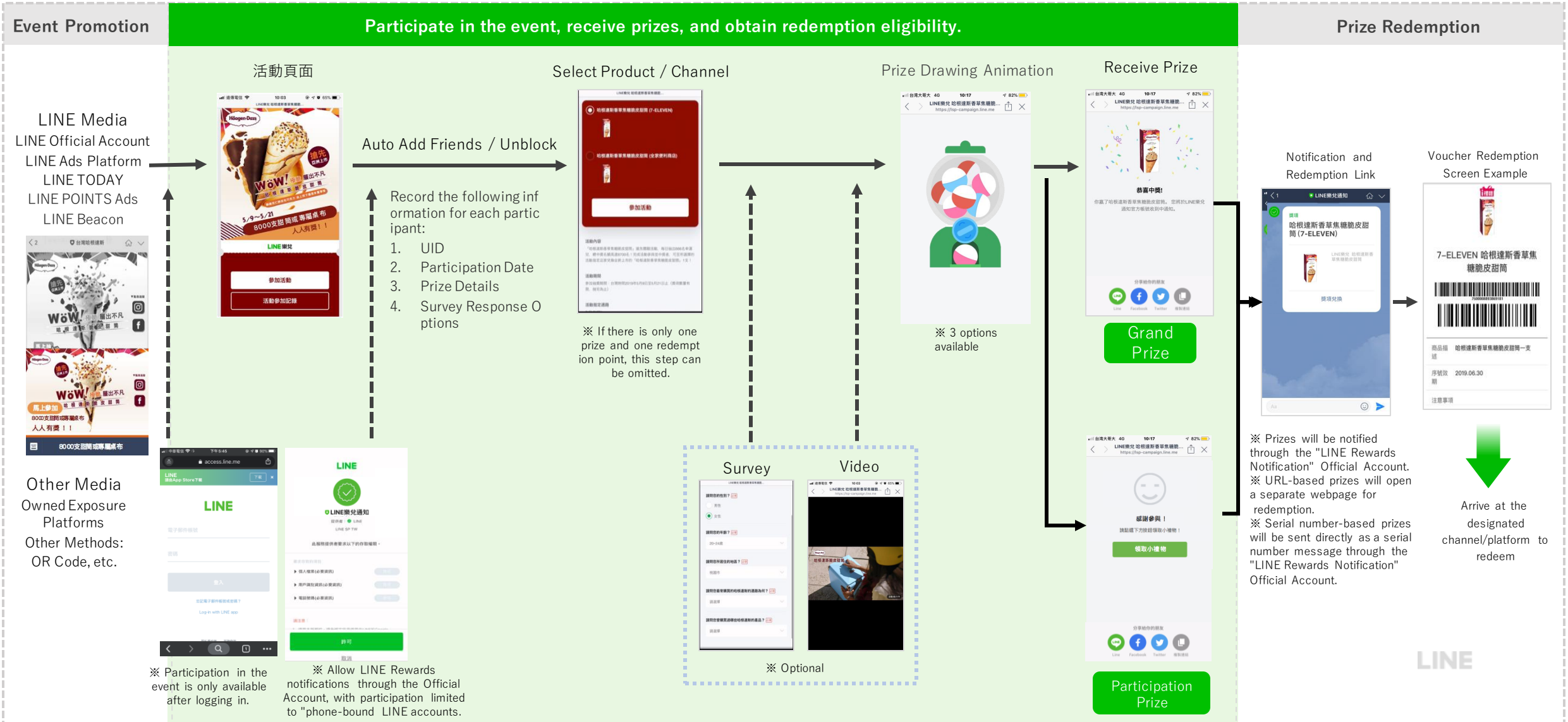
- ✓ Offline channels are connected.
- ✓ Online applicable to official websites and apps.
- ✓ Multiple forms of prizes.

- ✓ A powerful re-marketing tool.
- ✓ Essential for precise marketing.
- ✓ Follow-up tracking and communication.

**LINE Cross-Product Precision Marketing (Cross Targeting), linking LINE Official Account and LAP.**

# LINE Sampling – Detailed Process

※ The illustration is for reference only. Please refer to the actual layout of the live event for the final presentation.



## 03. Showcase

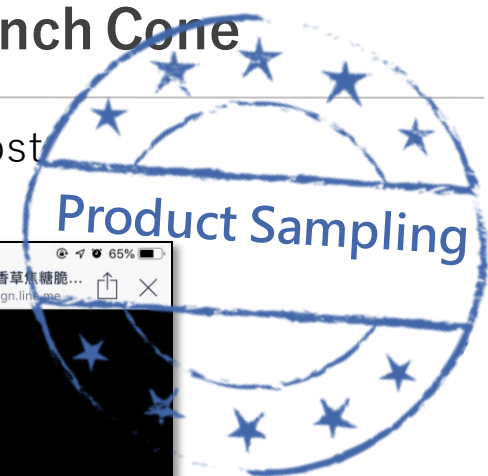
A hand holding a smartphone with a green screen displaying the LINE logo. The logo is a white speech bubble with the word "LINE" in green capital letters inside it. The background is a blurred indoor setting.

LINE



# LINE Sampling Success Story – Häagen-Dazs Vanilla Caramel Crunch Cone

Give away 666 free new products every day, with viral community-driven sharing to boost the hype for the new product launch.



Over **1 million** entries, nearly **400,000** participants, with a **70%** redemption rate.

# LINE Sampling Success Story – IPSA Purifying Zero Pre-Serum

LINE Rewards Data combined with Cross Targeting, IPSA uncovers 100% high-value new customers.



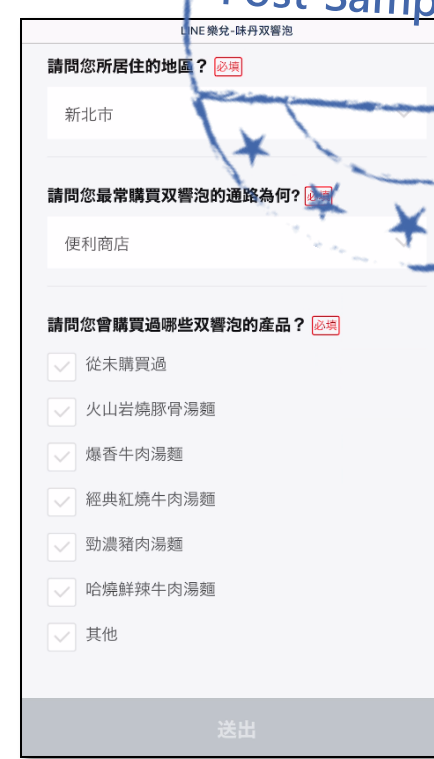
Integrate official accounts of various counters with LINE Sampling to **leverage segmented participant data (gender/age/region/purchasing habits)**, enabling precise marketing.

successfully reduced CPC by **40%**, created higher conversions, increased the average order value by **1.8 times**, and grew the friend count by **3.6 times**.



# LINE Sampling Success Story – Double Bubble

Taste first, then survey. Collect the most authentic and accurate feedback to serve as a reference for future marketing and new products.

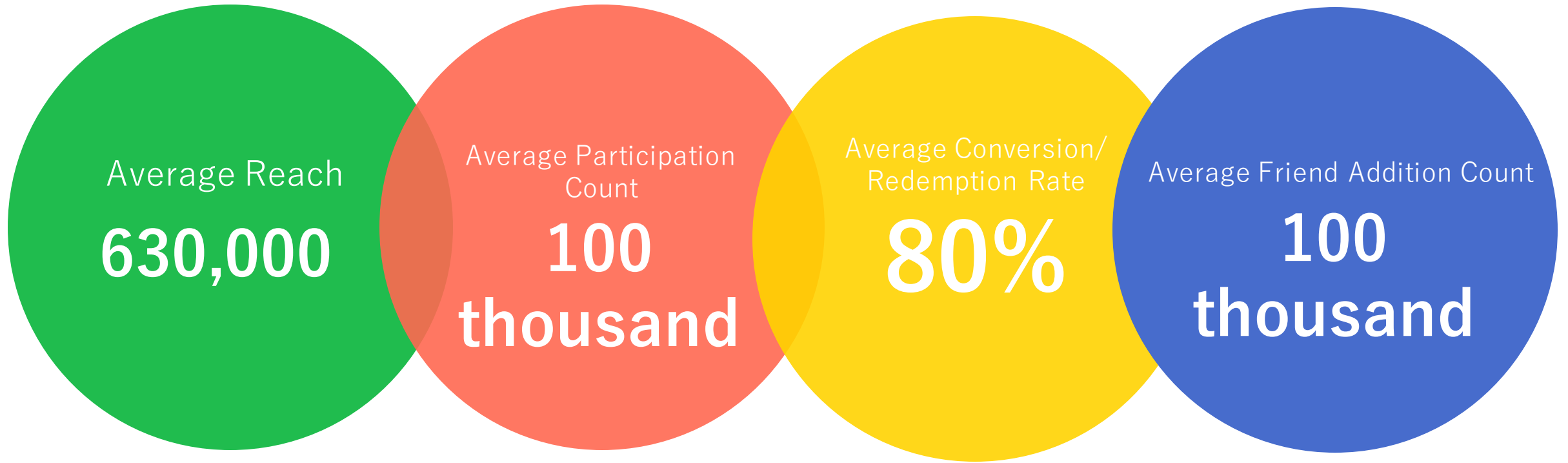


Give away **10,000** new products, heat up social discussions, and create buzz.

Consumer Preferences/Habits Survey Response Rate **100%**, Product Redemption Rate Reached **90%** LINE

# Counter Traffic Generation – Average Performance Sharing

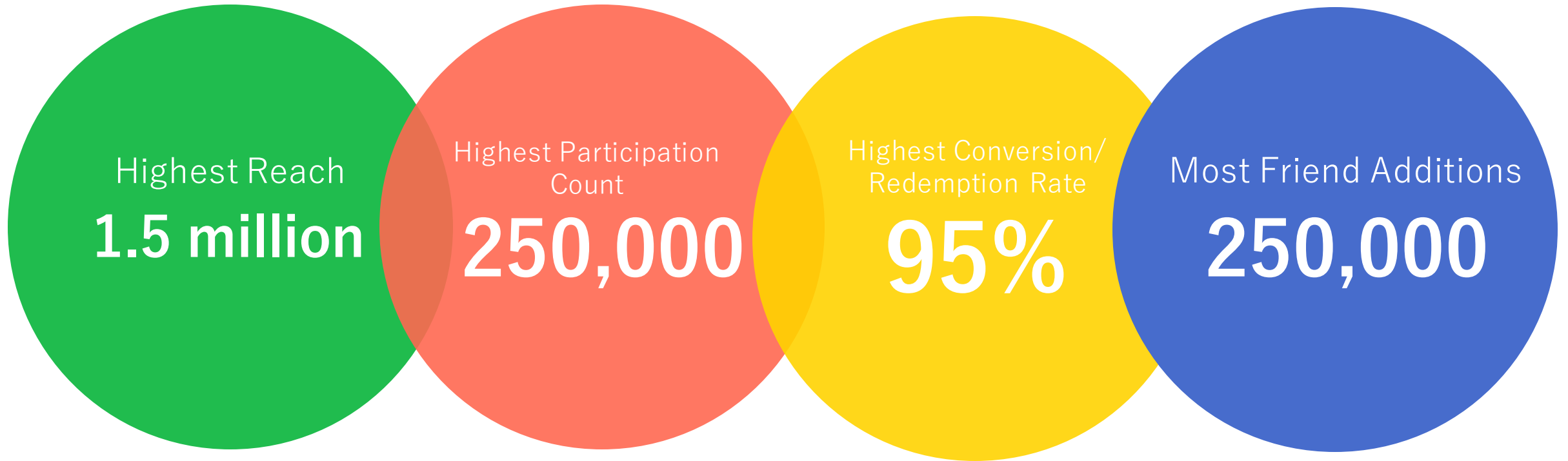
---



- Data Source: LINE Internal Data
- Data Period: 2020
- Average Campaign Duration: 7 Days

# LINE Sampling – Best Performance Sharing

---



- Data Source: LINE Internal Data
- Data Period: 2020
- Each data point is from a different case study

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

# 04. Product Advantages



# LINE High Engagement, High Reach

## 21 million+

Monthly Active Users in Taiwan

High engagement across all age groups on average

## 86.8%

LINE Usage Rate No. 1

Social/Communication Media Used in the Past 7 Days

## 90%

Single Account Proportion

LINE

# LINE 樂兌

## User/Activity Features

- ✓ High loyalty, **continuous** participation
- ✓ **No repeat** participation, new users added
- ✓ Strong product incentives, **high motivation**
- ✓ Effective product **communication**
- ✓ **Accurate** data collection and accumulation

1



40% of participants joined the same event **2** or more times consecutively

2



800 grand prizes snapped up in **8 minutes**

3



Over **1 million** unique participants accumulated

4



Video View Rate: **55%**

5



Survey Accuracy: **88%**

# 04. Product Advantages

1

Innovative Features & Experience



Break the traditional SP model  
Create a brand new user experience  
Wide distribution or precise targeting, both are fine  
Complete digital footprint tracking

2

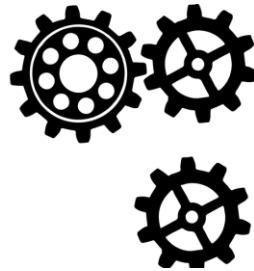
Convenient Execution



No need to create an event page  
No need for technical integration  
No message fee consumption  
No time/location restrictions

3

Flexible Usage



Not just limited to LINE  
Can be combined with other media platforms for exposure  
Layer various LINE products and features  
MGM / Surprise Redemptions  
LINE POINTS  
LINE Beacon  
...

4

Product Communication



Main Visual  
Survey  
Video  
Prize Draw Animation  
Product Redemption

5

Promotions & Store Traffic



Gain a second-touch opportunity  
Increase conversion rate  
Turn online users into foot traffic  
Convert friends into customers

6

Complete UID



Data accumulation for reapplication  
Clear profiling and identification  
Can collect gender/age/purchasing habits/product preferences/personal information

# 05. Product Features





# LINE Sampling – Eight Key Features

---

1



Invisible friend addition/unblocking

2



Share event URL freely

3



Survey to collect user information and preferences

4



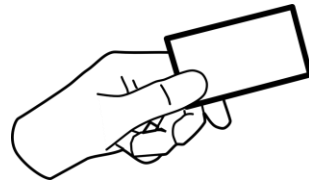
30-second skippable/non-skippable videos

5



Exclusive Prize Notification

6



5 Prize Options

\*reward type

7



Supports 5 types of prize formats

\*reward form

8



3 Types of Prize Draw Animations



# Feature Description – Survey

感謝您參加雀巢健康科學-立攝適均康雙益粉試用包兌換活動。請填寫下方問券，完成活動參與囉！

**基本問卷**

請問您的性別？ **必填**

男性  
 女性

請問您的年齡？ **必填**

請選擇

請問您所居住的地區？ **必填**

請選擇

請問您通常吃甚麼來保養身體？ **必填**

請選擇

請問您兌換立攝適均康雙益粉試用包後會拿給誰使用呢？ **必填**

請選擇

送出

## Automatic Tagging, Segmentation Helper

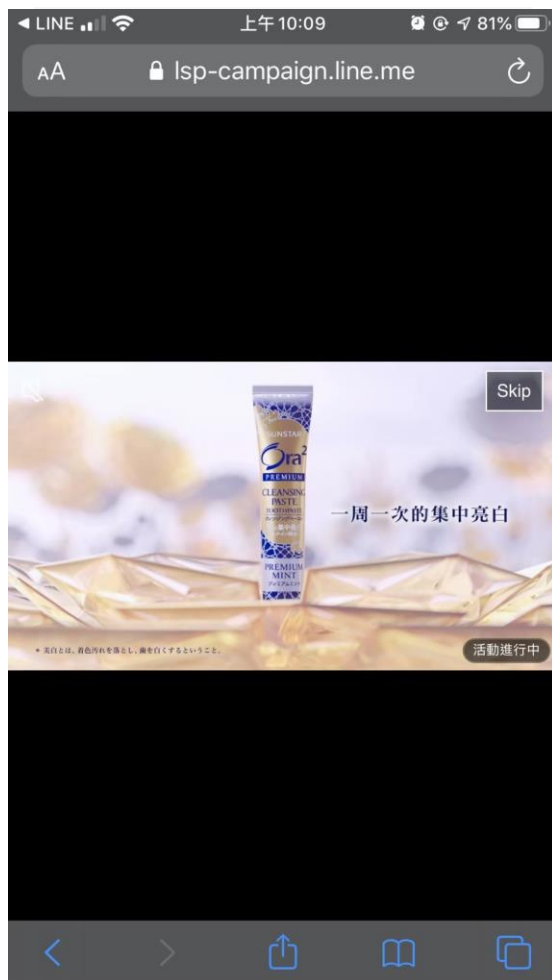
- The survey only appears the first time a consumer participates in the event.
- The survey consists of 5 questions, including 2 standard questions regarding basic participant information: gender/age, and 3 customizable questions.
- The survey question types include multiple-choice (single or multiple answers) and open-ended questions.
- For open-ended questions collecting personal identifiable information (PII), only the following are allowed: phone number, email address, and membership number.

Survey Completion Rate: **100%**

### Notes

1. This is an add-on feature. Please refer to the "LINE Rewards – Add-On Feature Pricing" for the cost.
2. The sample image is for reference only; please refer to the live event version for the actual presentation.
3. The number of options for multiple-choice questions is limited to 10 or fewer.
4. LINE does not guarantee the accuracy of collected data.
5. In accordance with personal data protection laws, personal data must be deleted within 90 days after the event period. Customers are advised to properly archive the data and not provide it again.

# Feature Description – Video



## Powerful Tool for Product and Event Promotion

- Video options: Skippable or Non-Skippable
- Video length limit: 30 seconds or less

Full Video View Rate: **55%**

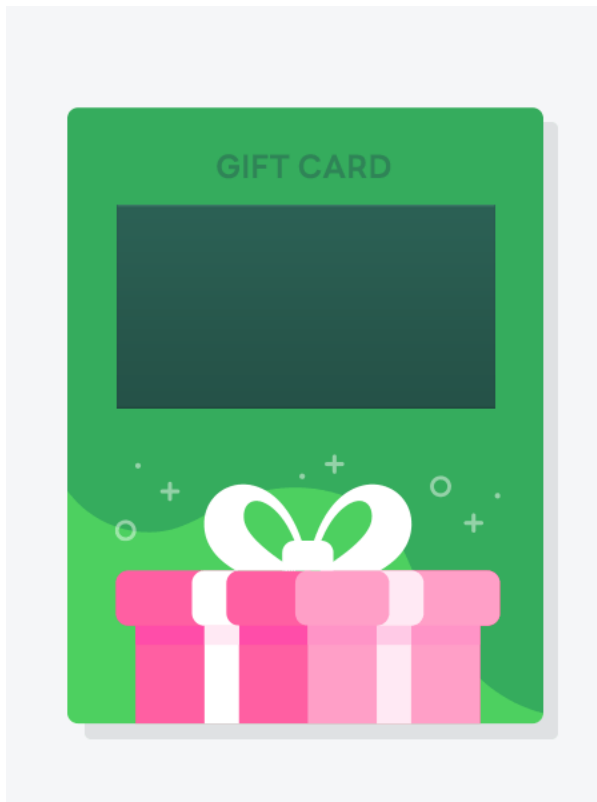
### Notes

1. This is an add-on feature. Please refer to the 'LINE Rewards – Add-On Feature Pricing' for the cost.
2. The sample image is for reference only; please refer to the live event version for the actual presentation.
3. For the actual video specifications, please refer to the upload data sheet.

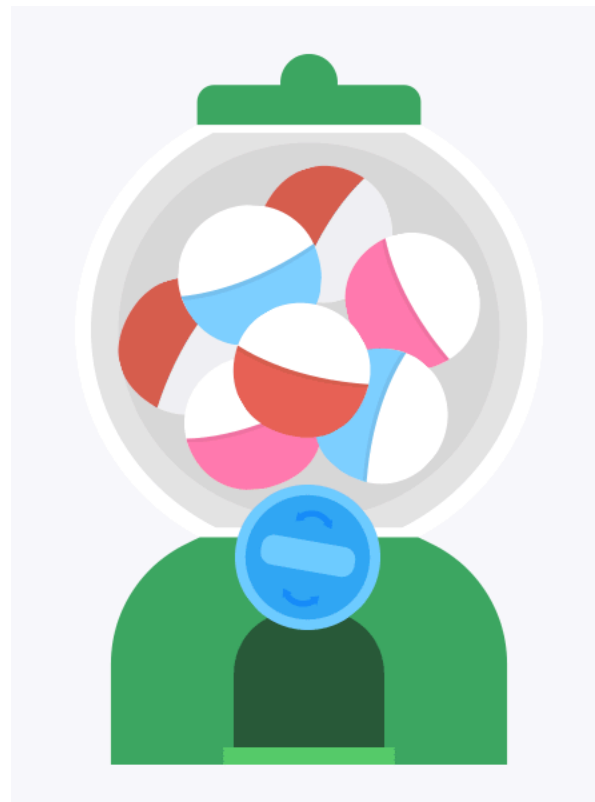
# Feature Description – Three Types of Prize Draw Animations

Add fun, anticipation, and interactivity to the prizes.

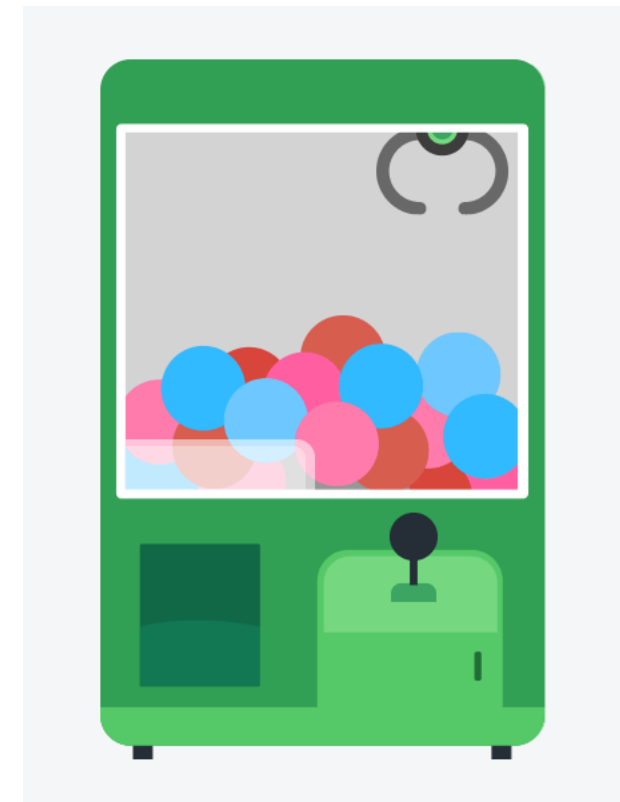
Scratch Card



Gacha machine



Claw Machine



# Feature Description – Reward Type

※ The sample image is for reference only.  
Please refer to the live event version for the actual presentation.

Advertisers can choose different prizes based on their marketing objectives to serve as event rewards.

## 1. Genuine Products



High Incentive: Suitable for product sampling activities for new product launches or revitalizing evergreen products.

## 2. Samples



Low Incentive: Ideal for small packaging trials or samples in low-budget activities.

## 3. Cash Vouchers



High Incentive: Suitable for both online and offline activities, effectively boosting conversion rates and driving foot traffic.

## 4. Discount Coupons



Low Incentive: Suitable for both online and offline activities, easily increasing conversions and attracting more foot traffic.

## 5. LINE POINTS



High Incentive: Ideal for brands with no physical products or high-priced items, as it encourages organic social sharing.

# Feature Description – Reward Form

※ The sample image is for reference only.  
Please refer to the live event version for the actual presentation.

Prize formats include: LINE POINTS, Links, Serial Numbers

Format

1. LINE POINTS

2. Unique Serial Number

3. Unique Link

Sample Image



Points are directly issued by LINE to users, with the number of points adjustable.  
Easy to control quantity, ideal for grand prizes.  
Cost: 1.2 TWD per point.

Description



Alphanumeric serial numbers, each can only be redeemed once.  
Widely applicable in various environments: APP, official website, kiosks, retail chains, proprietary channels, etc.  
Easy to control quantity, ideal for grand prizes.  
Example: POINT CODE serial type, virtual goods redemption code.



Each prize is a unique link, and each link can only be redeemed once.  
Easy to control quantity, ideal for grand prizes.  
Example: POINT CODE URL type / LINE-generated e-vouchers.





# Feature Description – Reward Form

※ The sample image is for reference only.  
Please refer to the live event version for the actual presentation.

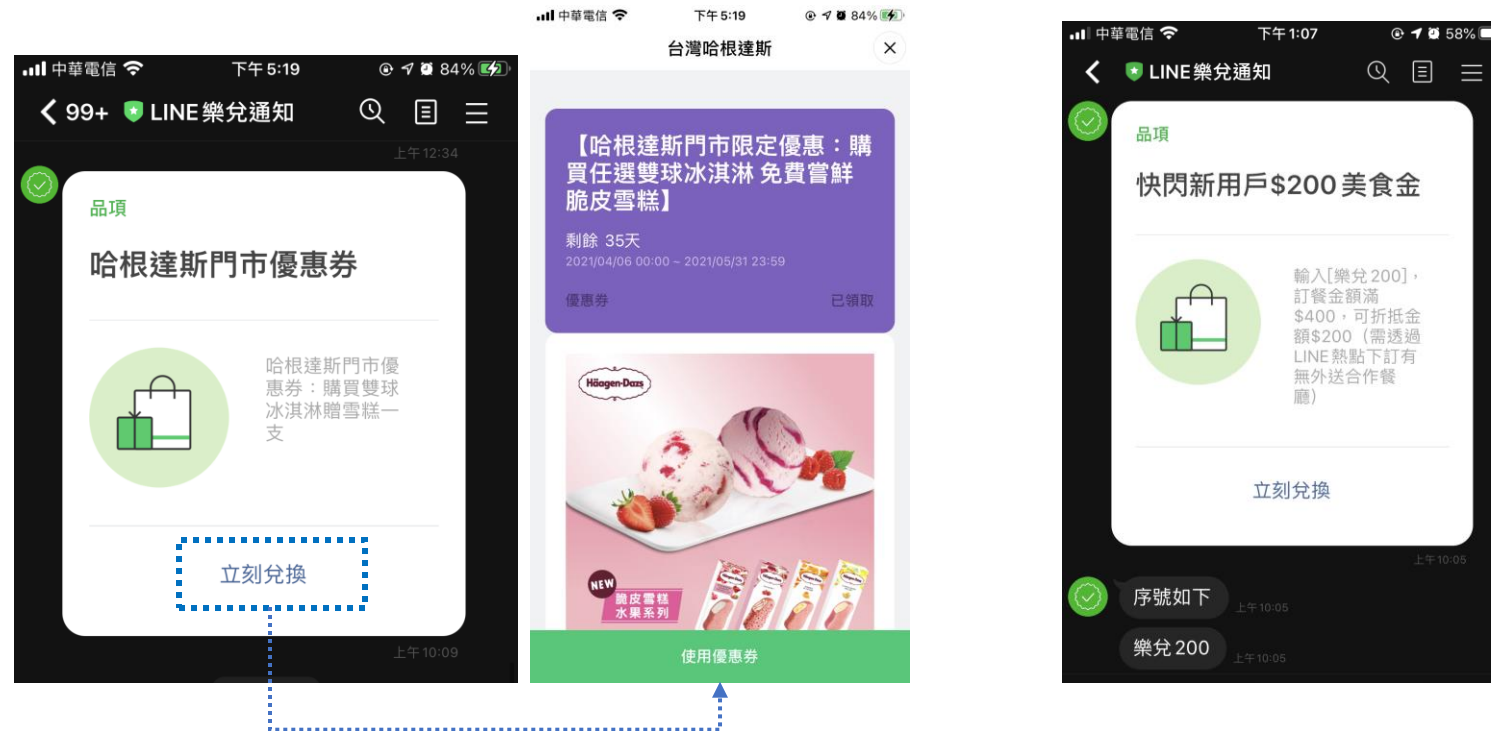
Prize formats include: LINE POINTS, Links, Serial Numbers

Format

## 4. Single Link

## 5. Single Serial Number

Sample Image



Description

The prize is a single unified link, making it harder to control the quantity.  
Ideal for second and third prizes or participation prizes.  
Example: Designated webpage, hidden storefront.

The prize is a single serial number, making it harder to control the quantity.  
Ideal for participation prizes.  
Example: APP discount code.



# Feature Description—MGM

※ The sample image is for reference only.  
Please refer to the live event version for the actual presentation



## Member Get Member

On average, participation can effectively expand the user reach by 2 to 4 times or more.

### 2021 Q2 Add-on Feature: Smart Channel Push Notifications

Precisely recommend the event to users based on their interests.

#### Notes

1. This feature is only available for use with the specific LINE Rewards event package and must align with the event timeline.
2. The effectiveness of this add-on feature is an estimate, not a guarantee of spreading effects. The content of the materials and prizes may impact the spreading effect and participation rate.
3. Smart Channel is an additional resource, and exposure frequency is not guaranteed. Specific materials or copy cannot be requested, and no performance reports are provided.
4. For detailed product specifications of MGM, please refer to the 'MGM Product Specifications' page.

# Feature Description– LINE Rewards + MGM User Flow

※ The sample image is for reference only.  
Please refer to the live event version for the actual presentation



Sharer:



Shared User



# 06. Price Scheming

A hand holding a smartphone with a green screen and a white speech bubble containing the word 'LINE'. The background is a blurred indoor setting.

LINE

# LINE Sampling – Basic Plan

This plan is applicable for projects executed before June 30, 2025

Service	Item	Description	Quantity	Project Price (Excluding Tax)
LINE Sampling	Marketing Tools	Platform Fee	One Set	<b>\$300,000</b>
	Marketing Placement (Choose One of Three)	REV Ad	3 days	
		In-read Ad	4 Million Exposures	
		Billboard	1.25 Million Exposures	
	Event Prizes	LINE POINTS	50,000 Points	

Add-On: Purchase the basic plan to apply for the following LINE Family Service media resources.

Service	Item	Description	Quantity	Additional Notes
LINE POINTS Wall	Marketing Placement	LINE POINTS Promotions – Pinned Banner	2 weeks	-
MGM		LINE Smart Channel	Recommended based on user preferences	LINE Sampling + MGM Exclusive Resources



- The 50,000 LINE POINTS included in the above project must be used within the event period. Unused points will not be refunded or deducted from the project fee.
- The above project price does not include ticket fees, product costs, or other prize expenses. If you wish to purchase additional LINE POINTS, please refer to the 'LINE Rewards – Prize Costs' for detailed pricing.
- For more details, please refer to the 'LINE Rewards – Product Specifications' page.

# LINE Sampling – Award Fees

Item	Description	Quantity	Unit Price	Amount	Application Threshold
LINE Customization E-ticket	<ul style="list-style-type: none"> <li>Electronic vouchers for specified channels and products generated with assistance from LINE.</li> </ul>	Number of Grand Prizes Given	12 NTD per ticket	- Number of Grand Prizes Given x \$12	<ul style="list-style-type: none"> <li>Limited to a single product</li> <li>Chain channel genuine products: 3,000 or more units</li> <li>Own channel genuine products/samples: 2,500 or more units</li> </ul>
	<ul style="list-style-type: none"> <li>The selling price of the product at the designated channel will be paid to the channel.</li> </ul>	Actual Number of Grand Prizes Redeemed	Channel Price	- Actual Number of Grand Prizes Redeemed x Channel Price	
Award Special Regulations	<ul style="list-style-type: none"> <li>Add one grand prize item</li> </ul>	One item	\$15,000	- \$15,000	-
	<ul style="list-style-type: none"> <li>Add one grand prize item</li> </ul>	One item	\$15,000	- \$15,000	-
LINE POINTS	<ul style="list-style-type: none"> <li>Assisted by LINE in distributing points</li> </ul>	-	1.2 TWD per point	-	-

## Notes

- The above LINE custom-made e-voucher pricing is limited to one item. If multiple prizes are to be implemented, additional grand prizes must be purchased.
- LINE custom-made e-vouchers vary in format depending on the channel. Please contact a LINE sales representative for more information.
- There are two types of LINE custom-made e-vouchers: POS barcode vouchers and electronic stamp vouchers.
  - POS barcode
    - Applicable Channels: 7-Eleven, FamilyMart, Hi-Life, Carrefour, Watsons, Mego, Ding Ding Pharmacy
    - If multiple channels are to be implemented, additional redemption channels must be purchased (convenience stores are considered as the same channel).
    - For new products to be redeemed at chain channels, it must first be confirmed whether the product has been assigned a product code in the channel's system. Redemption can only proceed once the product code is active, and LINE's redemption process can then begin.
    - Convenience store channels must confirm cooperation five weeks before going live.
  - Electronic Stamp Voucher
    - Applicable Channels: Own channels, e.g., department store counters
    - Each project includes up to 40 electronic stamps. Electronic stamps must be properly stored. If lost or damaged, the compensation fee for each electronic stamp is \$3,000 (excluding tax).
- The redemption period for grand prizes is up to 30 days after the end of the event.

# LINE Sampling – Add-on Purchase Feature

Item	Marketing Purpose	Add-on Price (Excluding Tax)
Customization Requirements	Variant Gameplay	\$50,000
MGM	Viral Spread	\$80,000
Survey	Automatic Labeling	\$50,000
Video	Communication & Promotion	\$50,000

For item details, please refer to the individual "Feature Description" pages.

# 07. Bundle Promotion

A hand holding a smartphone with a green screen and a white speech bubble containing the word 'LINE'. The background is a blurred indoor setting with a light fixture.

LINE

# Project Discount : POINT CODE

- LINE Sampling Project Add-On POINT CODE: For purchases exceeding 300,000 LINE POINTS in a single transaction, a discount on the point unit price will be provided based on the following thresholds (the original unit price is NT\$1.2 excluding tax).

Single Purchase Points	Discounted Unit Price
300,000 ~ 599,999 points	NT\$ 1.18
600,000 ~ 999,999 points	NT\$ 1.16
1,000,000 ~ 1,500,000 points	NT\$ 1.14

## Notes

1. The above discounted prices are only applicable for LSP product add-ons. Customers must submit a single, consolidated order for LINE POINT CODE and cannot apply for or receive points in batches.
2. These discounted prices for POINT CODE cannot be combined with other offers or promotions.
3. This promotional resource is only applicable for projects executed before June 30, 2025.



# 08.Product Specifications



# LINE Sampling – Product Specifications

Event Period	No specific duration limit; event periods can overlap, with a maximum of 15 days per event.
Launch Time	The first day of the event must fall on a Monday to Friday (excluding national holidays). The event is set to start at 10:00 AM on the first day and end at 10:59 PM on the last day.
Event Rules	Each user can participate in the event once per day, and each person is eligible to win only one grand prize. If you wish to change the event rules, please purchase additional customization options.
Prize Items & Quantities	The official prize can be up to two items, with no quantity limit. Participation prizes are limited to one item and must have no quantity limit. The grand prize redemption period is up to 30 days after the event ends.
Platform	Basic Features: No-trace friend adding/unblocking (must be a verified account), UID list provision, Prize notification message fee, One of three animation options, Video/Questionnaire/MGM are available as add-on features.
Questionnaire	The questionnaire contains 5 questions: 2 questions are fixed (basic participant information: gender/age), and 3 questions are customizable. The questionnaire format includes multiple-choice (single or multiple) and open-ended questions. The questionnaire can have a maximum of 10 options. Open-ended questions involving personally identifiable information (PII) are limited to: phone number, email, or member ID.
Video	Video can be skipped or cannot be skipped. Video length is limited to 30 seconds.
Notes	<ul style="list-style-type: none"><li>※ Basic plan pricing applies only to orders signed by June 30, 2025.</li><li>※ Does not include prize costs or ticket fees, product fees, and prize fees associated with prize redemption. Please refer to "LINE Rewards – Prize Fees" for details.</li><li>※ Does not include event promotion or follow-up promotional efforts.</li><li>※ Marketing placements must be executed within the event period and exclusively for the promotion of that specific event. Booking and submission processes must comply with privacy guidelines.</li><li>※ When inquiring, please provide the channel and prize format for verification of feasibility and redemption methods.</li><li>※ Promotional materials and copy must state "Everyone wins a prize," and terms like "raffle" or "winner" should not be used.</li><li>※ The submission period for LINE Rewards projects is 4 weeks, and adjustments may be made depending on the prize content. Please consult with your LINE account manager for confirmation.</li><li>※ LINE reserves the right to change the product specifications and sales methods. Any changes will be based on the official version announced.</li><li>※ This Sales Kit is for reference only and is not legally binding. For contractual purposes, the actual signed agreement shall prevail.</li></ul>

# MGM – Product Specifications

Event Period	Must be the same as the LINE Sampling activity
Launch Time	Must be the same as the LINE Sampling activity
Prize Items & Quantities	<p>The official prize can be up to two items, with no quantity limit.</p> <p>Participation prizes are limited to one item and must have no quantity limit.</p> <p>The grand prize redemption period is up to 30 days after the event ends.</p>
Event Rule	If A shares with B and B successfully enters the LINE Rewards event page, A will receive one lottery ticket. A can use the lottery ticket for a chance to win either the official prize or the participation prize.
Notes	<ul style="list-style-type: none"><li>※ MGM activities are a separate link, and clients can choose to expose them independently.</li><li>※ MGM activities are an add-on option for LSP products. The shared activity content is limited to the original LSP activity purchased, and cannot be used for other links, such as directing traffic to official websites.</li><li>※ The lottery tickets and prize notification messages generated by the MGM activity will be sent by the "LINE Life Circle" official account, not the client's official account.</li><li>※ During the MGM activity period, each UID can earn up to ten lottery tickets through the sharing mechanism.</li><li>※ Since MGM activities are an add-on option for LSP products, both will be executed simultaneously after the contract is signed. It is not possible to pause or cancel one without affecting the other. If the activity needs to be paused or canceled, please refer to the product specifications of the LSP product. Fees will be calculated by combining the original LSP product price with the MGM add-on price.</li><li>※ LINE reserves the right to change product specifications and sales methods. Any adjustments will be based on the official version announced.</li><li>※ This Sales Kit is for reference only and is not legally binding. In case of a contract, the actual signed agreement shall prevail.為準</li></ul>

# 09. Inventory

A hand holding a smartphone with a green screen. In the center of the screen is a white speech bubble containing the word "LINE" in green capital letters. The background is a blurred indoor setting with a white ceiling light fixture.

LINE

# Marketing Placement : LINE POINTS Task Wall REV (Review Ad)

※ The diagram is for reference only. The actual presentation will follow the layout of the live event.

## LINE POINTS Task Wall REV (Review Ad)

Estimated clicks: 40,000 to 45,00

Placement  
Value  
: \$100,000

1. Enjoy 3 days of free exclusive ad placement "REV" on the LINE POINTS Task Wall.
2. Clicking on the "REV" ad task will directly redirect you to the LINE Rewards event page.

### Notes

1. The REV ad format is a direct external link, with no LINE POINTS rewards offered.
2. The estimated number of clicks is not guaranteed and should be based on actual performance. The content of the material may affect the click-through rate and the number of clicks.
3. This marketing placement will appear in the "Coupons" section of the LINE POINTS Task Wall.
4. This marketing placement is only applicable to projects executed before June 30, 2025. and is limited to promotion of the specific LINE Rewards event.
5. The REV placement must be scheduled within the campaign period of the LINE Rewards event, and will be available only from Monday to Friday.
6. The submission process and guidelines for the REV placement must follow the product specifications. Please contact a LINE sales representative for the related documents.



# Marketing Placement : LINE TODAY In-read Ad Ad Placement

※ The diagram is for reference only. The actual presentation will follow the layout of the live event.

## In-read Ad: 4 million impressions

High-visibility placement within articles  
Ride the news wave to create brand buzz and influence consumer decisions.

Placement Value : \$100,000

Estimated clicks: 4,000 to 8,000!\*

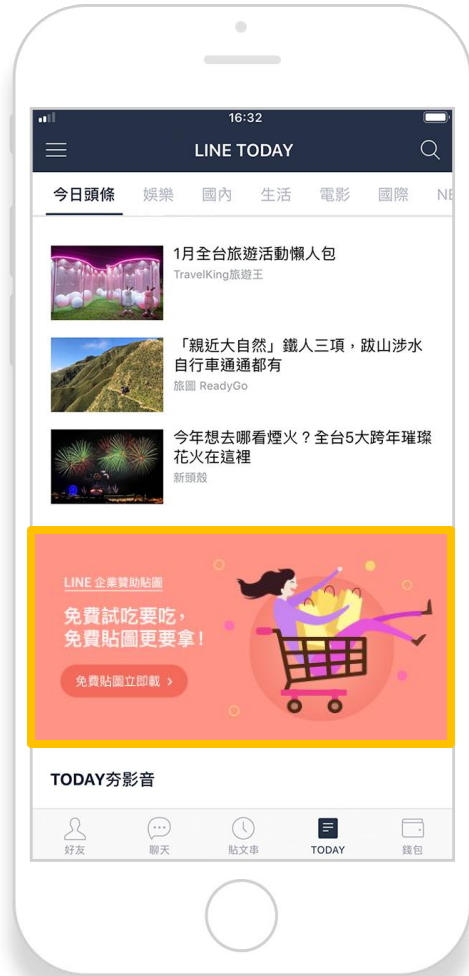
In-read  
High visibility

Scaled  
Precision  
Exposure

1. The estimated number of clicks is not guaranteed and should be based on actual performance. The content
2. of the material may affect the click-through rate and the number of clicks.
3. This promotional resource is only applicable to projects executed before June 30, 2025. and is limited to the promotion of the specific LINE Rewards event.
4. This promotional resource placement does not include condition locking. If additional locking conditions are required, an extra charge will apply. For more details, please refer to the TODAY In-read Ad Sales Kit.
5. The submission process and guidelines for the In-read Ad must follow the product's Sales Kit. Please contact a LINE sales representative for the related documents.



# Marketing Placement : Bonus **LINE TODAY Homepage Billboard** to increase exposure and clicks!



## Image-based material

- \$100,000 (excluding tax) ► Guaranteed 1.25 million impressions, with an estimated 2,500 to 3,000 clicks!

(If condition targeting is desired, an additional charge will apply. Adding one condition will incur a 20% surcharge.)

### Notes

1. This promotional resource is only applicable to projects executed before June 30, 2025, and is limited to the promotion of the specific LINE Rewards event.
2. The estimated number of clicks for this promotional resource is not guaranteed, and the content of the material may affect the number of clicks and click-through rate.
3. The submission process and guidelines for the Billboard must follow the product's Sales Kit. Please contact a LINE sales representative for the related documents.

LINE



# Project Add-on : LINE POINTS Special Offers Banner for 2 weeks



**Fixed Entry for the Event!**

Approx. 20 million weekly impressions through the LINE POINTS Task Wall, driving traffic to the "LINE POINTS Special Offers" event section for effective exposure.

## Notes

1. This marketing placement has limited slots and is not a guaranteed advertising product. The booking process follows the existing guidelines.
2. This marketing placement uses default materials (such as sample images). If custom materials are needed, please refer to the media resource guidelines and submission time requirements.
3. This marketing placement is only applicable to LINE Rewards projects executed before June 30, 2025, and is limited to the promotion of that specific LINE Rewards event.
4. The broadcast period for this marketing placement aligns with the LINE Rewards event, with a maximum duration of 2 weeks.
5. This marketing placement does not provide performance reports.



# LINE Sampling Frequently Asked Questions (FAQ)

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- What channels can currently collaborate with LINE Rewards?

There are no restrictions on channels. As long as the advertiser provides a feasible method for prize collection/redemption, there are no channel limitations.

If LINE is required to negotiate or assist, LINE only supports the following channels:

- For chain retail channels, these include 7-11, FamilyMart, Hi-Life, Carrefour, Watsons, Matsusei, and Ding Ding Pharmacy. As for the brand's own channels, there are no restrictions, but the redemption mechanism must be confirmed by the brand.
- Do the prizes for LINE Rewards have to be "genuine products"?  
No. Currently, LINE Rewards supports multiple prizes and can be flexibly selected and matched based on marketing goals. However, for redemption in chain retail channels, only genuine products are allowed.
- Why is there a product fee?  
If LINE is responsible for negotiating with the channel, a ticket fee and product fee will be charged. The ticket fee is paid to the ticket manufacturer, while the product fee is paid to the channel, collected and paid on behalf of LINE. Since users will pick up the product for free from the retail store, the product fee must be paid at the retail price to the channel.
- Does the brand need to have an official account to use LINE Rewards?  
LINE Rewards can be used with a single URL, even without an official account. However, features such as adding friends and obtaining UID lists are only available when the brand has an official account.

# LINE Sampling Event Report

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- Campaign Report
  - LINE will provide an event report within 15 business days after the event period ends, which will include the following information:
    - Number of event participants
    - Unique participants (UU)
    - Homepage page views (PV)

Action Time	User Id	Reward Type	
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	PRIZE	https://poin
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	PRIZE	https://poin
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	INCENTIVE	https://liff.li
2020/10/26	Uxxxxxxxx	PRIZE	https://poin

※ The report items are subject to change without prior notice.

※According to the Personal Data Protection Act, personal data must be deleted within 90 days after the event period. Customers are advised to properly archive the data, as reports will not be provided again