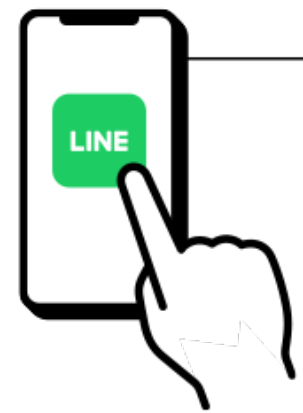


# Business Manager

## User Manual

# How to Register Business Manager

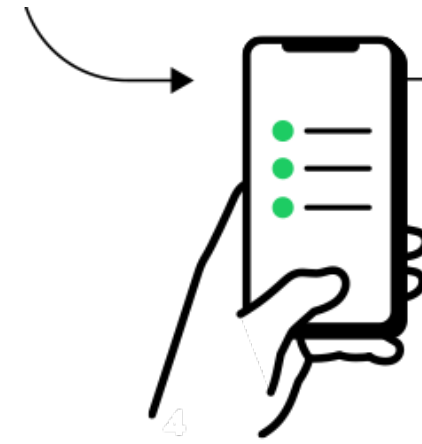
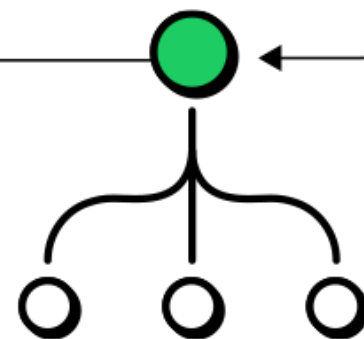
## Business Manager Usage Flow



### 1 Login to Business Manager

Login via LINE account or Business account

### 2 Create Organization



### 3 Input Business Information

Input required Business Information on Business Manager



### 4 Input LINE Official Account

Input LINE Official Account Registered Information on OA CMS



### 5 Edit Provider Name and Account link

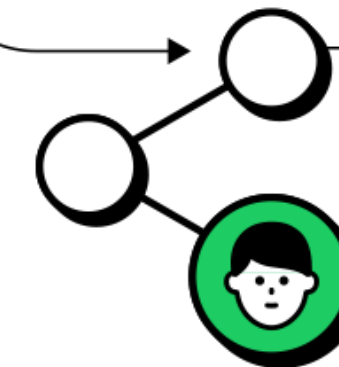
- If your Official Account has been linked with any channels, please check Provider Name in LINE Developer Console to exactly match the same as your company name and Business Manager Organization
- Link account from Official Accounts or LINE Ads



### 6 Business Information and Account Link Verification

LINE to verify Business Manager Organization, Business Information, and account linkage

3 - 5 Working Days



### 7 Share / Create Audiences

- After the status of Business Manager Organization and Official Account or LINE Ads linked to Business Manager is "Verified", the verification process is done
- Start sharing or create resources within Business Manager and linked accounts

# Business Manager

## User Manual

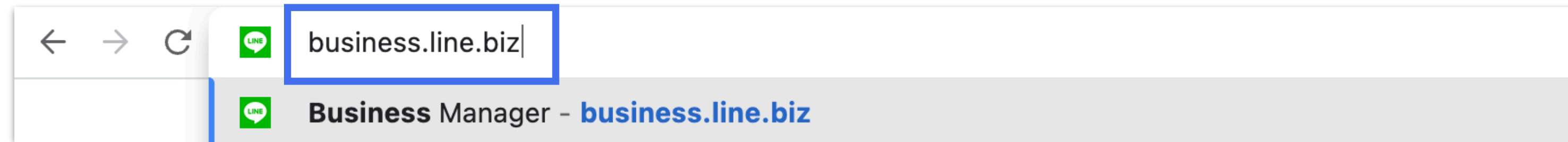
• <b>Login to Business Manager</b>	<b>4</b>
• <b>Organization</b>	<b>7</b>
• Create organization	
• <b>Business Information</b>	<b>11</b>
• Input business information	
• Input registered information	
• Business information verification	
• Input Registered Information in LINE Official Account Manager	
• Verify Provider Name in LINE Developer Console	

• <b>Account Link</b>	<b>17</b>
• Link LINE Official Account	
• Link LINE Ads	
• Account link verification	
• Organization verification	
• <b>Share LINE Tag / Audience</b>	<b>25</b>
• Share LINE Tag and Audience	
• Type of audiences that can be shared	
• <b>Create LINE Tag / Audience</b>	<b>37</b>
• Create LINE Tag	
• Create Audience	
• <b>Users</b>	<b>43</b>
• Roles and permissions	
• Invite user	
• Edit user	
• Remove user	

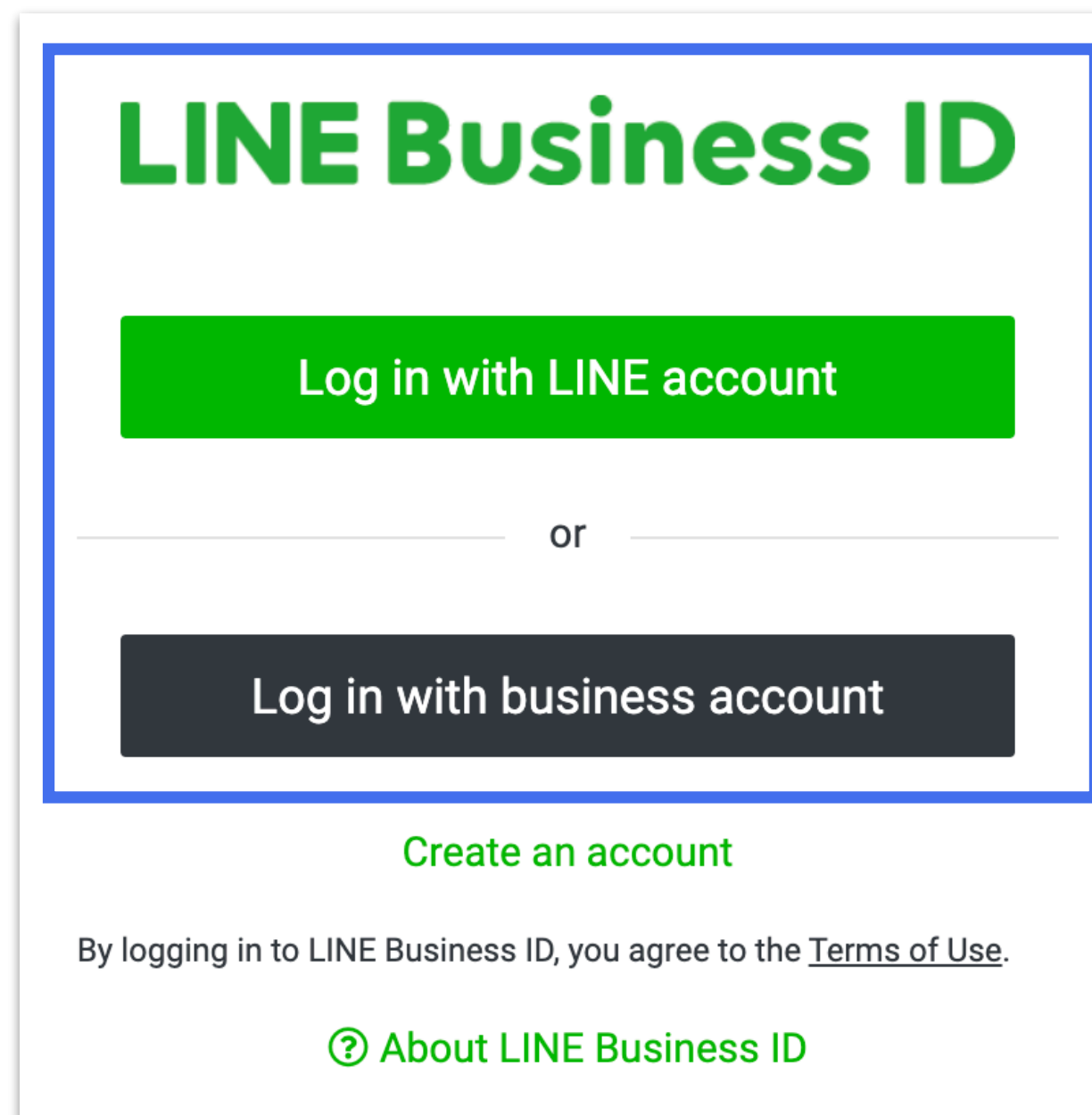
# Login to Business Manager

# Login to Business Manager

- 1 Go to <https://business.line.biz>



- 2 Login with your LINE account or Business account



# Login to Business Manager


3 Select your Organization



**Business Manager** ? Test

## Organizations

Organizations you have permission to access are shown here.

[Create organization](#)

Organizations  

Name	Role	Status
Test	Administrator	 Verified
Test 1	Administrator	 Verified

# Organization

Create your Business Manager organization

# Create Organization

Organization is a representative of corporation or business owner in Business Manager.



One corporation or business is allowed to create only one organization.

- 1 Click “Create organization” on the Business Manager’s management screen

**Business Manager** Help Test

## Organizations

Organizations you have permission to access are shown here.

[Create organization](#)

Organizations (2)

Name	Role	Status
Test	Administrator	● Verified
Test 1	Administrator	● Verified

« < 1 > »



# Create Organization

## Create organization

Create an organization to manage your resources across multiple platforms.

Create organization >

Add business info

Region Thailand

Name Enter a name for the organization 0/120

Cancel

Create

2

Select "Region" as "Thailand" and Enter "Name" as your company name in Commercial Registration

3

Click "Create"

# Create Organization

## Add business info

You can add information to your organization either as a corporation or as a sole proprietor.

Create organization



Add business info

We use your business info to complete your business verification. You'll need business verification to share custom audiences and LINE tags with other organizations. You can always skip this step and add your business info later.

Skip

Region ⓘ Thailand

Business type ⓘ

- Corporation
- Sole proprietor

4

Select your "Business type"

- For company or corporation, select "Corporation"
- For individual business owner, select "Sole proprietor"

Cancel

Create

# Business Information

Add business information to verify your business

# Business Information

Business information can be registered right after opened organization or later for business verification. However, **this verification is required before sharing LINE Tags and Audience** within organization.

**1** Go to “Business Info”

**Business Manager** Test BM11223344556 Help Test

**Accounts**  
LINE official accounts  
LINE ad accounts

**Data**  
LINE tags  
Custom audiences

**Permissions**  
Users  
Associated organizations

**Settings**  
Organizations  
**Business info**

**Business info** Unverified  
Manage the business info for your organization.

No business info added yet.  
[What is business info for?](#)

**Add business info**

**2** Click “Add business info”

# Business Information

- 3 Select your business type and input business information for organization verification
- 4 Click "Create"

## For Corporate

**Add business info** Unverified

Add business info for your organization.

Region <sup>?</sup> Thailand

Business type <sup>?</sup>  Corporation  
 Sole proprietor

Corporate Number <sup>?</sup>  0/13

Corporate name <sup>?</sup>  0/120

Postal code <sup>?</sup>

Address <sup>?</sup>  0/240

Building <sup>?</sup>  0/120

Website URL <sup>?</sup>  0/240

Main phone number <sup>?</sup> +66

Contact name <sup>?</sup>  0/120

Contact department <sup>?</sup>  0/120

Contact phone number <sup>?</sup> +66   
 Same as main phone number

Contact extension number (optional) <sup>?</sup>  0/5

Contact email address <sup>?</sup>  0/240  
We'll use this email address to contact you if we have any questions.

## For Individual Business Owner

**Add business info** Unverified

Add business info for your organization.

Region <sup>?</sup> Thailand

Business type <sup>?</sup>  Corporation  
 Sole proprietor

Business name <sup>?</sup>  0/120

Business owner <sup>?</sup>  0/120

Postal code <sup>?</sup>

Address <sup>?</sup>  0/240

Building <sup>?</sup>  0/120

Website URL <sup>?</sup>  0/240

Phone number <sup>?</sup> +66

Email address <sup>?</sup>  0/240  
We'll use this email address to contact you if we have any questions.

# Business Information

5 Email verification will be sent to the inputted “Contact email address”

**Business verification** Verified  
Manager your business's information

Verification email has been sent to contact email address.  
Please verify the email to go through verification process.

Resend verification email

Country ⓘ Japan  
Business type ⓘ Corporation  
Corporate number ⓘ 5030002081691

Name Dentsu corporation  
Address 東京都 新宿区 四谷 1 丁目 6 番 1 号

Main phone number ⓘ +81 1111-1111-1111 Edit  
Contact name ⓘ Taro Yotsuya Edit  
Contact department ⓘ General affairs Edit  
Contact phone number ⓘ +81 1111-1111-1111 Edit  
Contact email address ⓘ xyz@yotsuya.co.jp Verification in progress Edit

Edit

Contact email address ⓘ xyz@yotsuya.co.jp Verification in progress Edit

Verification Complete

Contact email address ⓘ xyz@yotsuya.co.jp Verified Edit

- ① An e-mail will be sent to the address you've entered on your business information, so check your mailbox to complete your verification.
- ② If you cannot see the e-mail, click the re-send button on top to receive a new verification message.
- ③ When the verification is complete, the notification on the side of your e-mail address will be changed from 'verification in progress' to 'verified'.



# Input Registered Information in LINE Official Account Manager

Go to **LINE Official Account Manager** to input registered information which is required for account verification.

1 Go to <https://manager.line.biz/>

2 Go to "Setting" [Settings](#)

3 Click "Registered info"

4 Click "Edit"

5 Input Company details, Account manager details and Location details

Category	Details	Action
Company details	LINE Company (Thailand) Limited 127 Gaysorn Tower, floor 14th Ratchadamri Rd, Pathum Wan Pathum Wan Bangkok 10330 028415466 <a href="https://lineforbusiness.com/th/">https://lineforbusiness.com/th/</a>	Edit
Account manager details	LINE Thailand / Advertising Technology <a href="mailto:test@linecorp.com">test@linecorp.com</a>	Edit
Location details	ready to wear 028415466	Edit

# Edit Provider Name in LINE Developer Console

If your LINE Official Account has been linked with any channels, please check whether **Provider Name** in LINE Developer Console is **exactly the same as your Company name and Business Manager Organization**.

1 Go to <https://developers.line.biz/console/>

2 Select Provider

The screenshot shows the LINE Developer Console interface. The top navigation bar includes 'LINE Developers', 'News', 'Products', 'Documentation', 'FAQ', 'Glossary', 'Community', and 'Blog'. The main content area is titled 'Test Provider > Settings'. On the left sidebar, 'Providers' is expanded, showing 'Admin' and 'Test Provider'. The 'Test Provider' section has tabs for 'Channels', 'Roles', and 'Settings'. The 'Settings' tab is active, showing 'Provider settings' and 'Basic information'. The 'Provider ID' is 1234567890. The 'Provider name' field is highlighted with a blue box, and an 'Edit' button is visible below it. A callout box on the right contains a lightbulb icon and the text 'Only Provider Admin who can edit the provider name'. Another callout box on the right shows the 'Provider name' field with the value 'Test Provider' and an 'Update' button. The 'Update' button is highlighted with a blue box.

3 Click "Settings"

4 Click "Edit"

5 Edit "Provider name" to be **exactly the same as your Company name and BM Organization**

6 Click "Update"



# Account Link

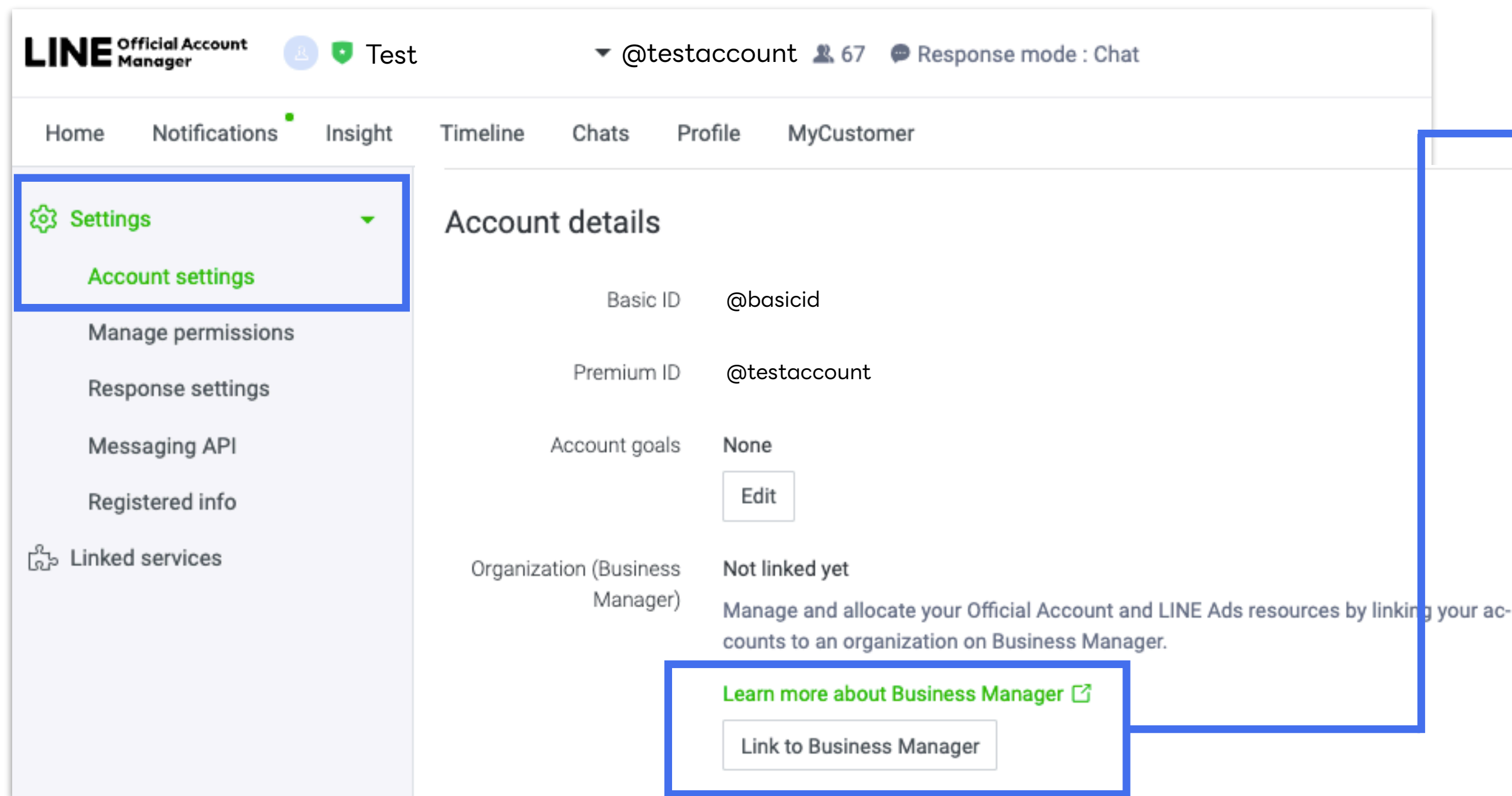
Link and Verify LINE Official Account and LINE Ads  
with Business Manager

# Link LINE Official Account with Business Manager

Login to Official Account Manager and select the account that you would like to link.

1 Go to <https://manager.line.biz/>

2 Go to “Account Setting”

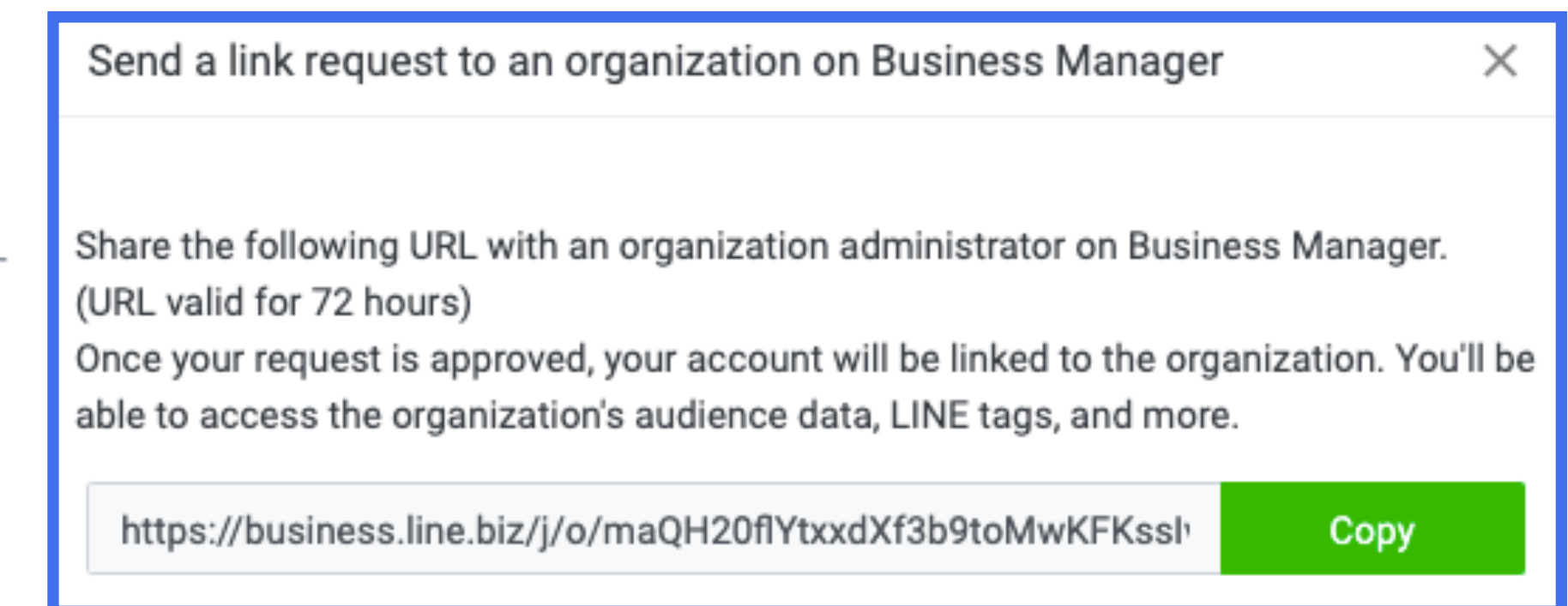


3 Click “Link to Business Manager”

4 Enter Business Manager Organization ID



5 Send the link to Business Manager Admin

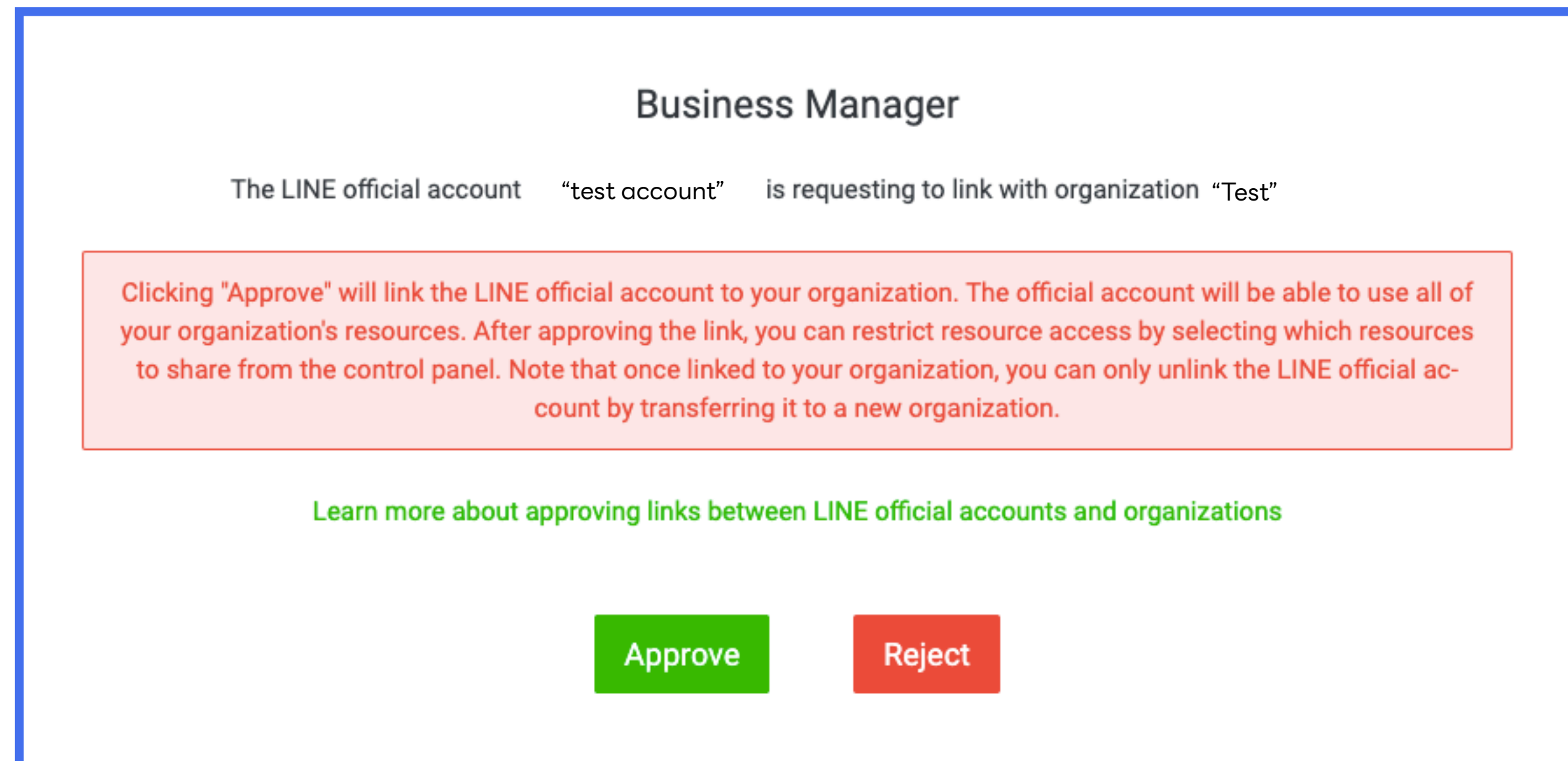


 URL is valid for 72 hours

# Link LINE Official Account with Business Manager

When Business Manager Admin open the account link URL and login to Business Manager, they can approve or deny the request.

- 6 Business Manager Admin to open the URL
- 7 Click “Approve” if you would like to link this official account  
Click “Deny” if it is an unknown request



# Link LINE Official Account with Business Manager

After Business Manager admin has approved, official account will be listed with status “**Verification in progress**”

- 8 LINE will verify your account linkage which takes around 3-5 working days

The screenshot shows the Business Manager interface for a user named 'Test' with ID 'BM11223344556'. The left sidebar contains navigation options: Accounts (with 'LINE official accounts' selected), LINE ad accounts, Data, LINE tags, Custom audiences, and Permissions. The main content area is titled 'LINE official accounts' and includes the text 'Official accounts linked to your organization are shown here.' Below this, a table lists one official account:

ID	Name	Type	Status
@223auanq	Test	Direct link	<input type="radio"/> Verification in progress

- 9 If the verification has passed, “**Verified**” status will be displayed and you can share resources from this account

This screenshot shows the same Business Manager interface as above, but the status of the official account has changed to 'Verified'.

ID	Name	Type	Status
@testaccount	Test	Direct link	<input checked="" type="radio"/> Verified

# Link LINE Ads with Business Manager

Login to LINE Ads Manager and select the account that would like to link.

- 1 Go to <https://admanager.line.biz/>
- 2 Go to “Ad Account Setting”

Ad account settings

LINE Ads Admin Test

To use this organization's resources, you need to send a link request to the organization admin for "Test" on Business Manager. Send the following URL to them for approval. Once they approve it, you'll be able to use this organization's resources.

Copy link

LINE Official Account basic ID or Premium ID @testaccount

General information

Ad account name LINE Ads

Target country Thailand

Time zone (GMT+7) Bangkok

Currency THB

Business Manager(Optional)

Organization ID BM11223344556

3 Click "Edit" Edit Delete

4 Click "Link to Business Manager" button

5 Enter Business Organization ID Send the link to Business Manager Admin

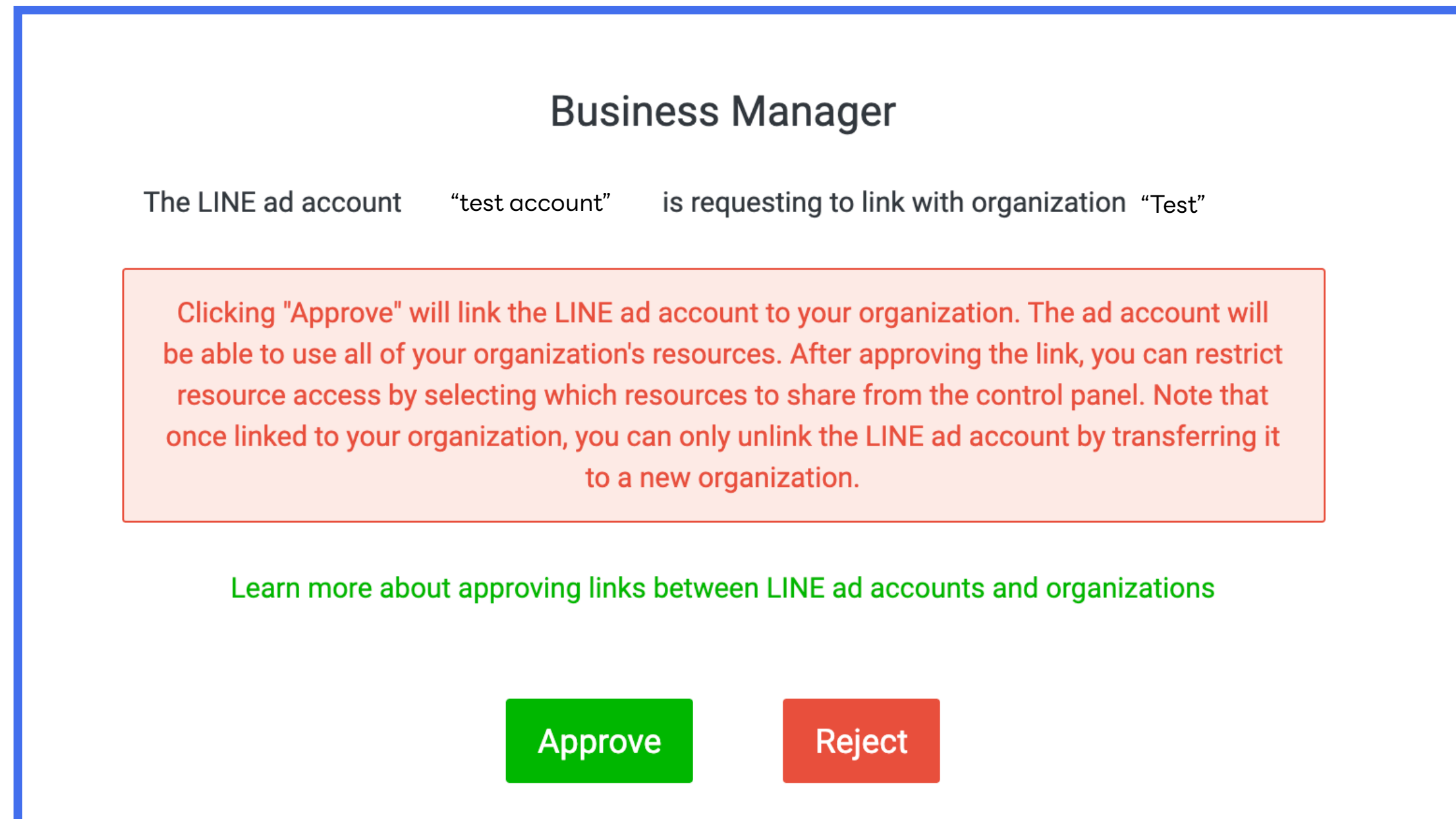
URL is valid for 72 hours



# Link LINE Ads with Business Manager

When Business Manager Admin open the account link URL and login to Business Manager, they can approve or deny the request.

- 6 Business Manager Admin to open the URL
- 7 Click “Approve” if you would like to link this account  
Click “Deny” if it is an unknown request



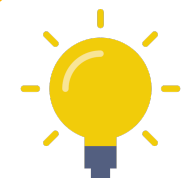
# Account Link Verification

Account link and organization verification will be processed after an account is linked which **LINE takes around 3-5 working days.**

<b>Accounts</b>	<b>LINE ad accounts</b>
LINE official accounts	
<b>LINE ad accounts</b>	
<b>Data</b>	
LINE tags	
Custom audiences	
<b>Permissions</b>	
Users	

<b>LINE ad accounts</b>			
LINE ad accounts linked to your organization are shown here.			
Ad accounts (2)			
ID	Name	Parent organization	Status
A12345678901	Test	Direct link	● Verified
A12345678902	Test1	Direct link	● Verified



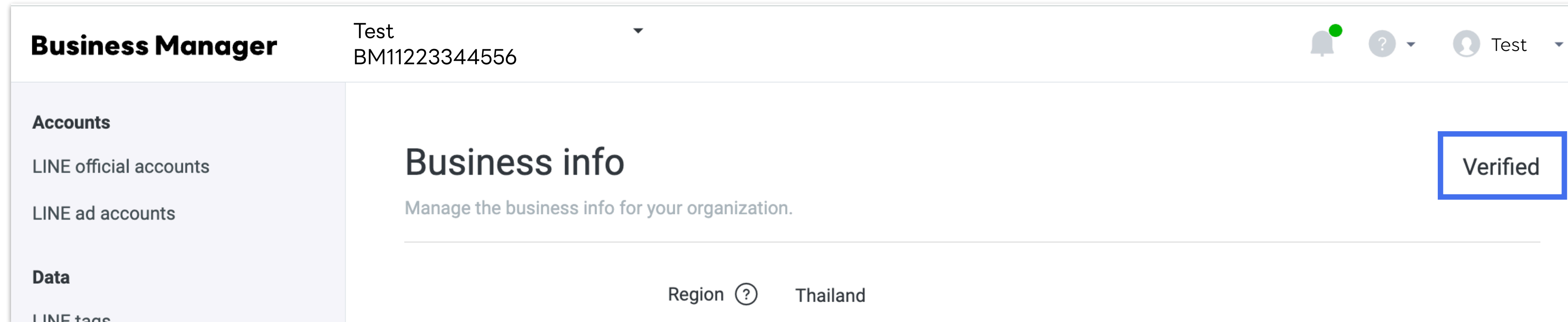
**Only account with “Verified” status can share audiences and LINE tags**

## **Account Status**

- **“Verification in progress”**: Verification is under process.
- **“Verified”**: Verification has been approved. The account can share audiences and LINE tags within organization.
- **“Denied”**: Verification is denied. Please check your business information in Business Information in BM, Registered Information in LINE Official Account Manager and Provider name in LINE Developer Console. Re-verification is required in order to share resources. *\*You can check “Business Information” section for more information.*

# Organization Verification

Account link and organization verification will be processed after an account is linked which **LINE takes around 3-5 working days.**



Organization Status	Detail
On hold	After the registration is completed, verification status will be display as “On hold”. Verification will be started once at least 1 account has been linked.
Verification in progress	<b>When at least 1 account has been linked, the verification will be processed.</b> Inputted business information cannot be change at this stage.
Verified	Your business verification has been verified. After “verified” status, some business information cannot be updated as following: <ul style="list-style-type: none"> <li>- <b>Individual Business Owner:</b> unable to change business type, shop name, owner name</li> <li>- <b>Corporate:</b> unable to change business type, corporation number, corporation name, address</li> </ul>
Denied	Business verification has been denied. If there is an error in business information in Business Manager that you registered, you can retry to adjust and resubmit.



# Share LINE Tag / Audience

# Share LINE Tag and Audience

All LINE Tags and Audiences from linked accounts are listed in Data section after account link has been verified.

**Accounts**  
LINE official accounts  
LINE ad accounts

**Data**  
LINE tags  
Custom audiences

**Permissions**  
Users  
Associated organizations

**Settings**

## LINE tags

LINE tags available to your organization are shown here.

Create tag

Name	ID	Type
LINE Tag:20210915174716	12c106a2-a3a4-4cbc-8fc7-3057b7828e0f	Direct link
配信確認 - 配信確認	31c29edb-2224-40da-b0c0-91638174df43	LINE ad account
LINE Tag: 20210408200550	5a2ce8b3-991a-467c-92c2-ef212ea2577d	Direct link



### Type of data

- “Direct link” : created from BM
- “LINE Ads” : shared from LINE Ads
- “LINE Official account” : shared from LINE Official Account

**Accounts**  
LINE official accounts  
LINE ad accounts

**Data**  
LINE tags  
Custom audiences

**Permissions**  
Users  
Associated organizations

**Settings**  
Organizations  
Business info

## Custom audiences

Manage your custom audiences here.

Create custom audience

ID	Name	Audience type	Estimated size	Type
9989497182806	52	Phone Number Upload	100 or fewer	LINE Ads
9331263058951	95	Phone Number Upload	-	LINE Ads
9304554182268	59	Phone Number Upload	100 or fewer	LINE Ads
9247478141429	Test	Phone Number Upload	-	Direct link

# Share LINE Tag and Audience

Both LINE Tags and Audiences can be shared between linked LINE Official Accounts and LINE Ads.

1 Go to "LINE official accounts" or "LINE ads accounts"

LINE official accounts

Official accounts linked to your organization are shown here.

ID	Name
@428hk1fc	Test


LINE official account details:  
Manage resource sharing with this LINE official account.

Shared resources

Resources shared with this LINE official account are shown here.

2 Click "Add resource"

Select account that you would like to share resources to

 If you manually select audiences / LINE tags to share, the maximum number of resources that **1 account can share is 200-resource**.

If your account has **more than 200-resource** to share, please select sharing "**all resources**" / "**all custom audiences**" / "**all LINE tags**" instead.

Add resource

Organization Custom audiences LINE tags

- All resources in the organization
- All custom audiences in the organization
- All LINE tags in the organization

There are 3 tabs

1. "**Organization**": you can select to share all resources
2. "**Customer audiences**": you can select specific audiences that would like to share with this account
3. "**LINE tags**": you can specific LINE tags that would like to share with this account

# Share LINE Tag and Audience

3 Select resources that you would like to share to the selected account

## Customer audiences tab

The screenshot shows the 'Add resource' dialog with the 'Customer audiences' tab selected. At the top, there are three tabs: 'Organization', 'Custom audiences', and 'LINE tags'. Below the tabs, there is a dropdown menu set to 'All accounts' and a search box labeled 'Search by name or ID' with a magnifying glass icon. A table lists several audience resources. The first row is selected, indicated by a green checkmark in the checkbox column. At the bottom of the dialog, there are 'Cancel' and 'Add resource' buttons. The 'Add resource' button is highlighted with a blue box.

ID	Name
<input checked="" type="checkbox"/>	7795599933067 audience
<input type="checkbox"/>	8115706155941 Navy3-test
<input type="checkbox"/>	4238478520239 phone number test 30
<input type="checkbox"/>	2017983978666 PhoneNumberUpload: 202205101520
<input type="checkbox"/>	4530817668348 PhoneNumberUpload: 202209191035
<input type="checkbox"/>	7516267191712 PhoneNumberUpload: 202209201655
<input type="checkbox"/>	5121618519836 Web Traffic Audience: 202208290941
<input type="checkbox"/>	8332907975032 Web Traffic Audience: 202209011359

In customer audience tab, you can filter audience by account or search by name/id.

## LINE tags tab

The screenshot shows the 'Add resource' dialog with the 'LINE tags' tab selected. At the top, there are three tabs: 'Organization', 'Custom audiences', and 'LINE tags'. Below the tabs, there is a list of LINE tags. Each tag has a checkbox to its left. At the bottom of the dialog, there are 'Cancel' and 'Add resource' buttons. The 'Add resource' button is highlighted with a blue box.

Name
<input type="checkbox"/> LINE Display Ads
<input type="checkbox"/> Common
<input type="checkbox"/> LINE Tag:20220421094108
<input type="checkbox"/> Test ([Test]
<input type="checkbox"/> [TEST]
<input type="checkbox"/> LINE Tag: MyShop sc-heimdall-prod
<input type="checkbox"/> To display in
<input type="checkbox"/> LINE Tag:20220328175948

4 Click "Add resource" to confirm

# Share LINE Tag and Audience

After shared resources, it will be automatically displayed in the selected LINE Official Accounts or LINE Ads.

## LINE Official Account - Shared audience from Business Manager

LINE Official Account Manager Test @testaccount 67 Response mode : Chat

Home Notifications Insight LINE VOOM Chats Profile MyCustomer

Rich video messages  
Card-based messages  
Outreach  
Coupons  
Reward cards  
Surveys  
Chat screen  
Greeting message  
Rich menus  
On-Air  
Data controls  
Audiences  
Tracking (LINE tags)

### Audiences

Choose specific conditions to categorize the people you want to reach. This will help make your broadcasts more targeted.

LINE Official Account Manager Business Manager

Data source Audience name

Audience name	Type	Volume <sup>?</sup>	Created	Data source
To display	Phone number	0	11/18/2021 17:23	Business Manager

< 1 >



# Share LINE Tag and Audience

## LINE Official Account - Shared LINE tag from Business Manager

The screenshot displays the 'Tracking (LINE tags)' settings page in the LINE Business Manager. On the left is a navigation menu with categories: Rich media messages, Outreach, Chat screen, and Data controls. The 'Data controls' section is highlighted with a blue box and includes 'Audiences' and 'Tracking (LINE tags)'. The main content area is titled 'Tracking (LINE tags)' and includes a subtitle: 'Track conversions from broadcasts and make custom audiences by adding LINE tags to your website.' Below this, there are two toggle settings: 'Tracking status' (set to 'Tracking') and 'Share LINE tags' (set to 'Sharing'). Each has a red 'Pause' button. A blue-bordered box highlights the 'LINE tags shared with you' section, which features two tabs: 'LINE Official Account Manager' (selected) and 'Business Manager'. Under the selected tab, there is a 'Name' field and a 'To display' dropdown. Below this is a 'Tag status' table with columns for 'Name', 'Status', and 'Last activity'.

**Tracking (LINE tags)**  
Track conversions from broadcasts and make custom audiences by adding LINE tags to your website.

Tracking status ⓘ Tracking [Pause tracking](#)

Share LINE tags ⓘ Sharing [Pause sharing](#)

LINE tags shared with you

[LINE Official Account Manager](#) [Business Manager](#)

**Name**

To display

Tag status

Name	Status	Last activity
------	--------	---------------

# Share LINE Tag and Audience

LINE Ads - Shared audience from Business Manager

**Ad manager**

- Manage**
  - Ad manager
  - Bulk upload
  - Change history
- Reports and figures**
  - Performance report
  - Tracking (LINE tag)
  - Custom conversions
- Shared library**
  - Media
  - Audience
  - Product catalogs
  - Resubmit landing page for review
  - Creative Lab
- Settings**
  - Manage permissions
  - Ad account settings

## Audiences

**+ New audience** | Show audience overlap percentage | Delete | **All audience types** |

Audience share status: **Public** | Change share status

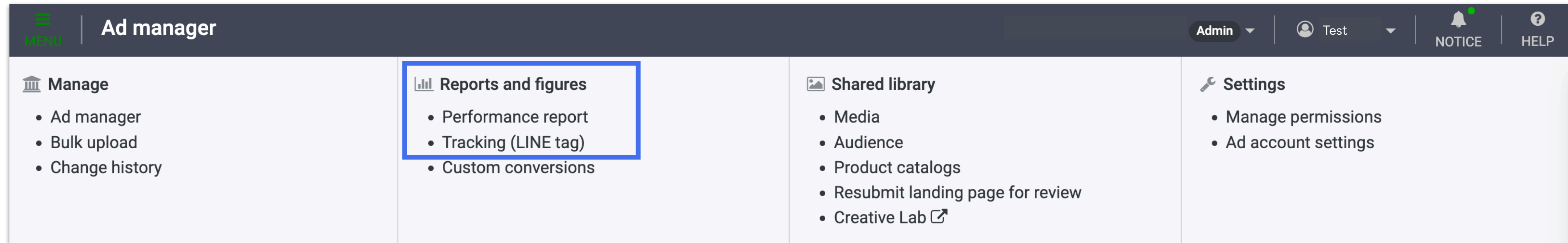
**Ad Manager** | **Business Manager**

1 - 2 / 2

ID	Audience name	Audience type	Estimated size	Audience availability
5584657691541	PhoneNumberUpload: 202111231204	Phone Number Audience shared from Business Manager	100 or fewer	Active

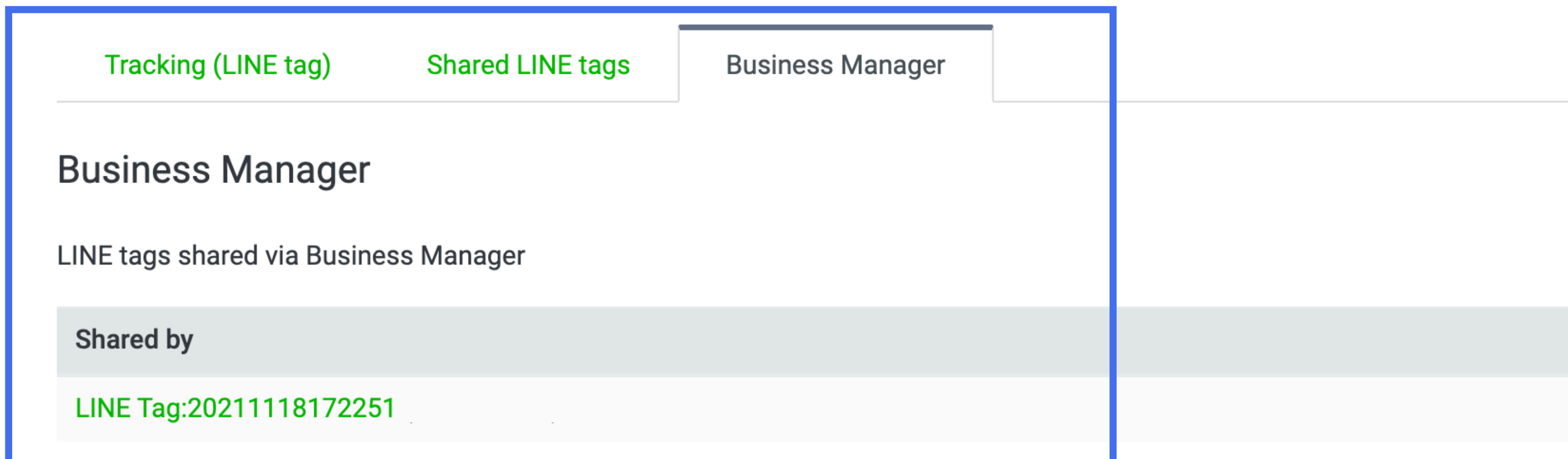
# Share LINE Tag and Audience

LINE Ads - Shared LINE tag from Business Manager



The screenshot shows the 'Ad manager' navigation menu. The 'Reports and figures' section is highlighted with a blue box. The menu items are as follows:

- Manage**
  - Ad manager
  - Bulk upload
  - Change history
- Reports and figures** (highlighted)
  - Performance report
  - Tracking (LINE tag)
  - Custom conversions
- Shared library**
  - Media
  - Audience
  - Product catalogs
  - Resubmit landing page for review
  - Creative Lab
- Settings**
  - Manage permissions
  - Ad account settings



The screenshot shows the 'Business Manager' tab selected in a navigation bar. The main content area displays the following information:

- Business Manager**
- LINE tags shared via Business Manager
- Shared by
- LINE Tag:20211118172251



# Type of audiences that can be shared through Business Manager

Each type of audience from each data source can be delivered to the specified targets.

## Smart Channel

Data Source	Data Type	Content	Delivery Target
Smart Channel	Image click	Audience who clicked image	LINE Ads *2 *3 (Retargeting, Exclude, LAL)  LINE Official Account *1 *2 *4 (Retargeting, Exclude)
	Watching video	Audience who contacted with ads videos	
	Action button click	Number of click on action button (Click here for more)	

\*1 Only verified or premium accounts can use Business Manager.

\*2 Delivery of messages that implies targeting an individual or delivery of LINE ads are prohibited.

\*3 You can use Talk Head View Custom as one of the campaign types for LINE ads.

\*4 The minimum audience size that is able to be shared to another LINE Official Account is 100, and the minimum size for delivery is 50.

# Type of audiences that can be shared through Business Manager

Each type of audience from each data source can be delivered to the specified targets.

## LINE Ads

Data Source	Data Type	Content	Delivery Target
LINE Ads	IDFA upload	Audience list of uploaded IDFAs ※3	LINE Ads ※2 (Retargeting, Exclude, LAL)  LINE Official Account ※1 ※2 (Include, exclude delivery)
	Phone number upload	Audience list of uploaded phone number	
	Email upload	Audience list of uploaded email address	
	Web Traffic	Audience based on the tracking data from a LINE tag	
	Watch video	Audience who have contact with ads videos	
	App event	Audience of app events	
	Friends / Blocked users	Audience of friends / blocked users engaged in Ads	
	LAL	Audience similar to the source audience	LINE Ads (Retargeting, Exclude)

※1 Only verified or premium accounts can use Business Manager.

※2 Delivery of messages that implies targeting an individual or delivery of LINE ads are prohibited.

※3 Use of Audience Match is needed.

# Type of audiences that can be shared through Business Manager

Each type of audience from each data source can be delivered to the specified targets.

## LINE Official Account

Data Source	Data Type	Content	Delivery Target
LINE Official Account	Impression	Audience of users who opened your messages in the past	LINE Ads *2 (Retargeting, Exclude, LAL)  LINE Official Account *1 *2 *4 (Include, exclude delivery)
	Click	Audience of users who clicked on a link in your messages in the past	
	User ID upload	Audience list of uploaded user IDs *5 *6	
	Chat tag	Audience list of people tagged with a tag of your choice in one-on-one chats *6	
	IDFA upload	Audience list of uploaded IDFAs *3	
	Friend Path	Audience who friended your account via select paths	
	Web Traffic	Audience based on the tracking data from a LINE tag	

\*1 Only verified or premium accounts can use Business Manager.

\*2 Delivery of messages that implies targeting is prohibited.

\*3 Use of Audience Match is needed.

\*4 The minimum audience size that is able to be shared to another LINE Official Account is 100, and the minimum size for delivery is 50.

\*5 Use of Messaging API is needed.

\*6 For Audience type that requires only 1 for deliver on CMS, if the audience is shared via BM, the minimum size for delivery will be 50.

# Type of audiences that can be shared through Business Manager

Each type of audience from each data source can be delivered to the specified targets.

## Business Manager

Data Source	Data Type	Content	Delivery Target
LINE Business Manager	IDFA upload	Audience made up of IDFAs that you upload ※3	LINE Ads ※2 (Retargeting, Exclude, LAL)
	Phone number upload	Audience list of uploaded phone number	
	Email upload	Audience list of uploaded email address	LINE Official Account ※1 ※2 ※4 (Retargeting, Exclude)
	Web traffic	Audience based on the tracking data from a LINE tag	

※1 Only verified or premium accounts can use Business Manager.

※2 Delivery of messages that implies targeting an individual or delivery of LINE ads are prohibited.

※3 Use of Audience Match is needed.

※4 The minimum audience that can be shared to LINE Official account is 100, and the minimum size for delivery is 50.

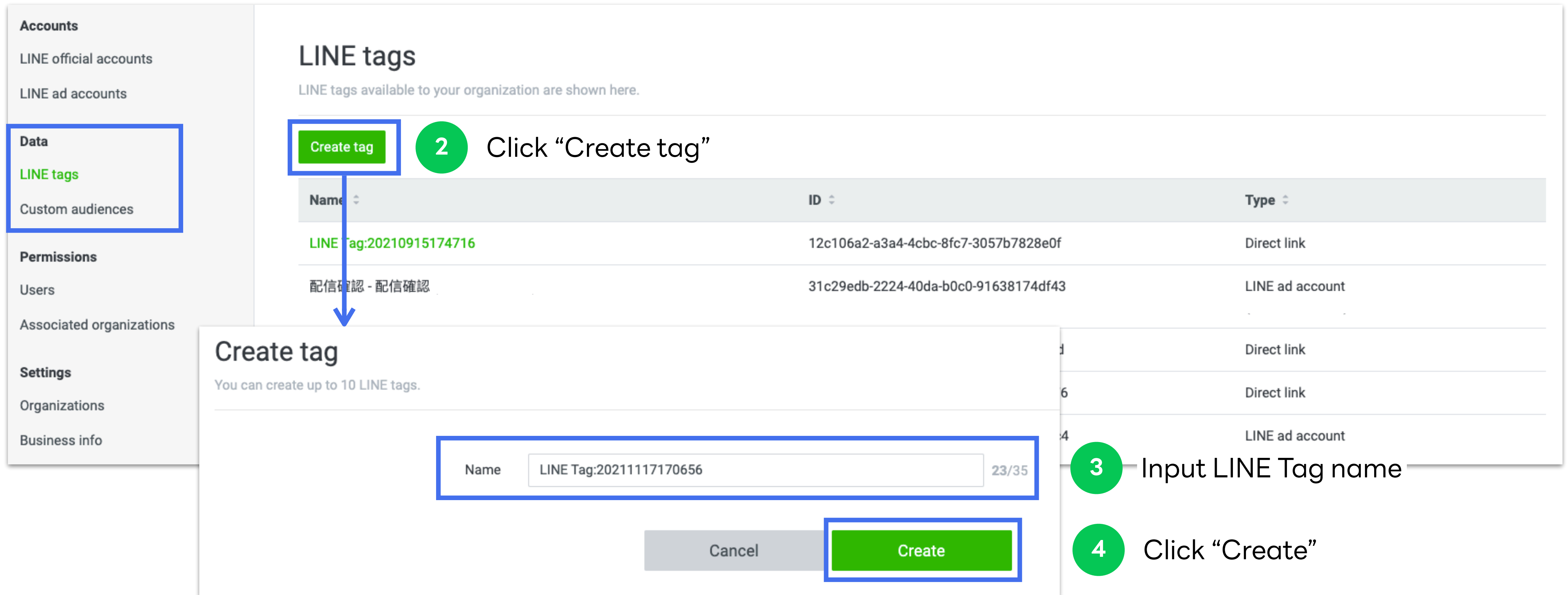
# Create LINE Tags / Audiences

# Create LINE Tag

LINE Tags can be created in Business Manager for sharing to linked accounts under organization.

 You can create up to 10 LINE Tags in 1 organization

1 Go to “LINE tags”



The screenshot shows the 'LINE tags' management page. On the left is a navigation sidebar with sections: Accounts (LINE official accounts, LINE ad accounts), Data (LINE tags, Custom audiences), Permissions (Users, Associated organizations), and Settings (Organizations, Business info). The 'LINE tags' section is highlighted in blue. The main content area shows a 'Create tag' button (highlighted in green) and a table of existing tags. A modal window titled 'Create tag' is open, showing a text input field for the name 'LINE Tag:20211117170656' (with a 23/35 character count) and a green 'Create' button (highlighted in green). A blue arrow points from the 'Create tag' button in the main area to the modal.

Name	ID	Type
LINE Tag:20210915174716	12c106a2-a3a4-4cbc-8fc7-3057b7828e0f	Direct link
配信確認 - 配信確認	31c29edb-2224-40da-b0c0-91638174df43	LINE ad account
		Direct link
		Direct link
		LINE ad account

2 Click “Create tag”

3 Input LINE Tag name

4 Click “Create”



# Create LINE Tag

After created LINE Tag, list of available tags and details will be displayed in Data section.

The screenshot displays the LINE Tag management interface. On the left is a navigation sidebar with sections: Accounts (LINE official accounts, LINE ad accounts), Data (LINE tags, Custom audiences), Permissions (Users, Associated organizations), and Settings. The main content area is titled "LINE tags" and includes a "Create tag" button and a list of tags. One tag, "LINE Tag:20210915174716", is highlighted with a blue box and a line pointing to its details. A green circle with the number "5" and the text "Click on LINE Tag name to see detail" points to this tag. The details panel for "LINE Tag:20210915174716" shows a table with columns "Name", "Last contact", and "Status". The table lists "Base code" and "Conversion" as "Inactive". Below the table are sections for "Track with LINE tags", "Base code" (with a code block and "Copy" button), "Conversion code" (with a code block and "Copy" button), and "Custom event code" (with a code block and "Copy" button).

**5** Click on LINE Tag name to see detail

**Tag details: LINE Tag:20210915174716** Settings

View LINE tag details and tracking codes here.

Name	Last contact	Status
Base code	-	<input type="radio"/> Inactive
Conversion	-	<input type="radio"/> Inactive

**Track with LINE tags**

**Base code**  
You must insert the LINE tag's base code into your web page's header code to allow the tag to measure your conversions. Either insert the code in the <head>...</head> section of your page yourself or use the tag manager.

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
  window.__l_t_conf_host = 'tr.line-beta.me'; // setting beta domain
  ...
})
</script>
```

**Conversion code**  
Add a conversion code to the web page where you wish to measure conversions. Place the conversion code immediately after the base code.

```
<script>
_l_t('send', 'cv', {
  type: 'Conversion'
}),[12c106a2-a3a4-4cbc-8fc7-3057b7828e0f]);
</script>
```

**Custom event code**  
Use custom events to categorize your web pages and track events of your choice. Change the tag's "CustomEvent" to any custom name and add it to your website. You can then select your custom event when creating a custom audience. (Your custom event name must be 20 characters or less.)

```
<script>
_l_t('send', 'ev', {
  type: 'CustomEvent'
});
</script>
```

# Create Audience

Audience can be created from uploading Web Traffic Audience, IDFA/AAID, Phone Number or Email Address.

1 Go to “Custom audiences”

Custom audiences

Manage your custom audiences here.

search by name

Name	Audience type	Estimated size	Type
9331263058951	Phone Number Upload	100 or fewer	LINE Ads
9304554182268	Phone Number Upload	100 or fewer	LINE Ads
9247478141429	Phone Number Upload	-	Direct link

Delete

# Create Audience

## 3 Input and upload information per the selected audience type

### Create a Phone Number Upload Audience

Create an audience based on uploaded phone numbers.

Name ?  31/120

Data type ?  Unhashed data  
 Hashed data

Data file ?

- Please don't include any column headers. The first row of the file should begin with the first phone number in the list.
- Include only a single phone number per row.
- Please only use regular (half-width) digits, hyphens, spaces, or parentheses in each row, and omit any country codes (Examples: 080-1234-5678, 080 1234 5678, 08012345678)
- All phone numbers must be from the same country or region as that of your organization.
- It may take some time to upload and hash all phone numbers.
- The maximum uploadable file size is 20 MB (1.5 million rows).
- Your file must be in CSV or TXT format.

### Create Web Traffic Audience

Create an audience of people who visited your website based on LINE tag tracking data.

Name ?  34/120

LINE tag ?

Include people who... ?

Data retention period ?  days

### Create an Email Address Upload Audience

Create an audience based on uploaded email addresses.

Name ?  32/120

Data type ?  Unhashed data  
 Hashed data

Data file ?

- Please don't include any column headers. The first row of the file should begin with the first email address in the list.
- Include only a single email address per row.
- Email addresses must be 120 characters or fewer and include only letters, numbers, underscores (\_), hyphens (-), periods (.), and @ marks. Any other characters, including commas or "+" marks are unsupported.
- It may take some time to upload and hash all email addresses.
- The maximum uploadable file size is 20 MB (1.5 million rows).
- Your file must be in CSV or TXT format.

### Create an IDFA/AAID Upload Audience

Create an audience based on uploaded IDFA or AAID data.

Name ?  22/120

Data file ?

- Please don't include any column headers. The first row of the file should begin with the first IDFA or AAID in the list.
- Include only a single IDFA or AAID per row.
- Multiple IDFA or AAIDs separated by commas are not supported.
- The maximum uploadable file size is 60 MB (1.5 million rows).
- Your file must be in CSV or TXT format.

# Create Audience

Created audience will be displayed in the list. **In order to overwrite data, you can edit or re-upload data.**

The screenshot shows the 'Custom audiences' management interface. On the left is a navigation sidebar with categories: Accounts, Data, Permissions, and Settings. The main content area is titled 'Custom audiences' and includes a 'Create custom audience' button and a table of existing audiences. The table has columns for ID and Name. The name 'test' in the last row is highlighted with a blue box. A modal window titled 'Edit Web Traffic Audience' is open, showing fields for Name (test), LINE tag (test bm tag), Include people who... (Everyone who visited the website), and Data retention period (30). The 'Overwrite' button is highlighted with a blue box.

ID	Name
9989497182806	52
9331263058951	95
9304554182268	59
9247478141429	test

**4** Click on audience name to overwrite data

**5** Click "Overwrite" to save

# Users

Invite and Manage Users under Business Manager



# Roles and Permissions

There are 4 types of Business Manager roles which each role has different privileges as following:

	Administrator	Operator	Operator (Data only)	User (View only)
Manage Organization	✓	✗	✗	✗
Manage Users	✓	✗	✗	✗
Manage Accounts	✓	✓	✗	✗
Link OA/LAP Accounts	✓	✗	✗	✗ (View linked accounts only)
Manage LINE Tags and Audiences	✓	✓	✓	✗ (View LINE Tags and Audiences only)
Create LINE Tags and Audiences	✓	✓	✓	✗



# Invite User

1 Go to "Users"



URL is valid for 72 hours

## Business Manager

Test  
BM11223344556

### Accounts

LINE official accounts

LINE ad accounts

### Data

LINE tags

Custom audiences

### Permissions

Users

Associated organizations

### Settings

Organizations

Business info

## Users

Users with access permissions for your organization are shown here.

Invite user

2 Click "Invite user"

Name

Test

Test 1

Test 2

Test 3

Test 4

Test 5

3

Select user's authority in "Role"

Invite a user

4

Click "Generate invite link" and send URL to user

Role

Administrator

Invite link

https://business.line-beta.b

Generate invite link

How do user permissions work?

Cancel

5

Once user open the invitation link, they are required to login with their LINE account or Business account.

After login successfully, the invitation process will be completed.

# Manage User

## Edit User Role

1 Select user

**Business Manager** Test BM11223344556 Help Test

**Accounts**  
LINE official accounts  
LINE ad accounts

**Data**  
LINE tags  
Custom audiences

**Permissions**  
**Users**  
Associated organizations

**Settings**

**Users**  
Users with access permissions for your organization are shown here.

[Invite user](#)

Name	Role
Test 1	Administrator
Test 2	Administrator
Test 3	Administrator
<b>Test</b>	Administrator

# Manage User

## Edit User Role

The screenshot shows a user management interface. At the top, the title is "User details: Test" with a "Settings" link on the right. Below the title is the instruction "Edit this user's permissions here." The main section is titled "Organization permissions" and contains a table with one row: "Role" (with a help icon) and "Administrator". An "Edit" button is located to the right of the "Administrator" role. A blue box highlights the "Edit" button, with a green circle containing the number "2" and the text "Click 'Edit'". Below the main interface, a "Change user permissions" dialog box is open. It has a title bar with a close button. The dialog contains a "Role" label and a dropdown menu with four options: "Administrator" (checked), "Operator", "Operator (data only)", and "Analyst (read only)". At the bottom of the dialog are "Cancel" and "Save" buttons. A green circle containing the number "3" and the text "Select new role" points to the dropdown menu. Another green circle containing the number "4" and the text "Click 'Save'" points to the "Save" button.

User details: Test ⋮ Settings

Edit this user's permissions here.

Organization permissions

Role <span>?</span>	Administrator	<b>2</b> Click "Edit" <span>Edit</span>
---------------------	---------------	---

**3** Select new role

**4** Click "Save"

Change user permissions ×

Role

- ✓ Administrator
- Operator
- Operator (data only)
- Analyst (read only)

Cancel Save

# Manage User

## Remove User

**User details: Test**  
Edit this user's permissions here.

---

**Organization permissions**

Role ? Administrator Edit

- 1 Select user
- 2 Click "Settings"
- 3 Click "Remove user"

