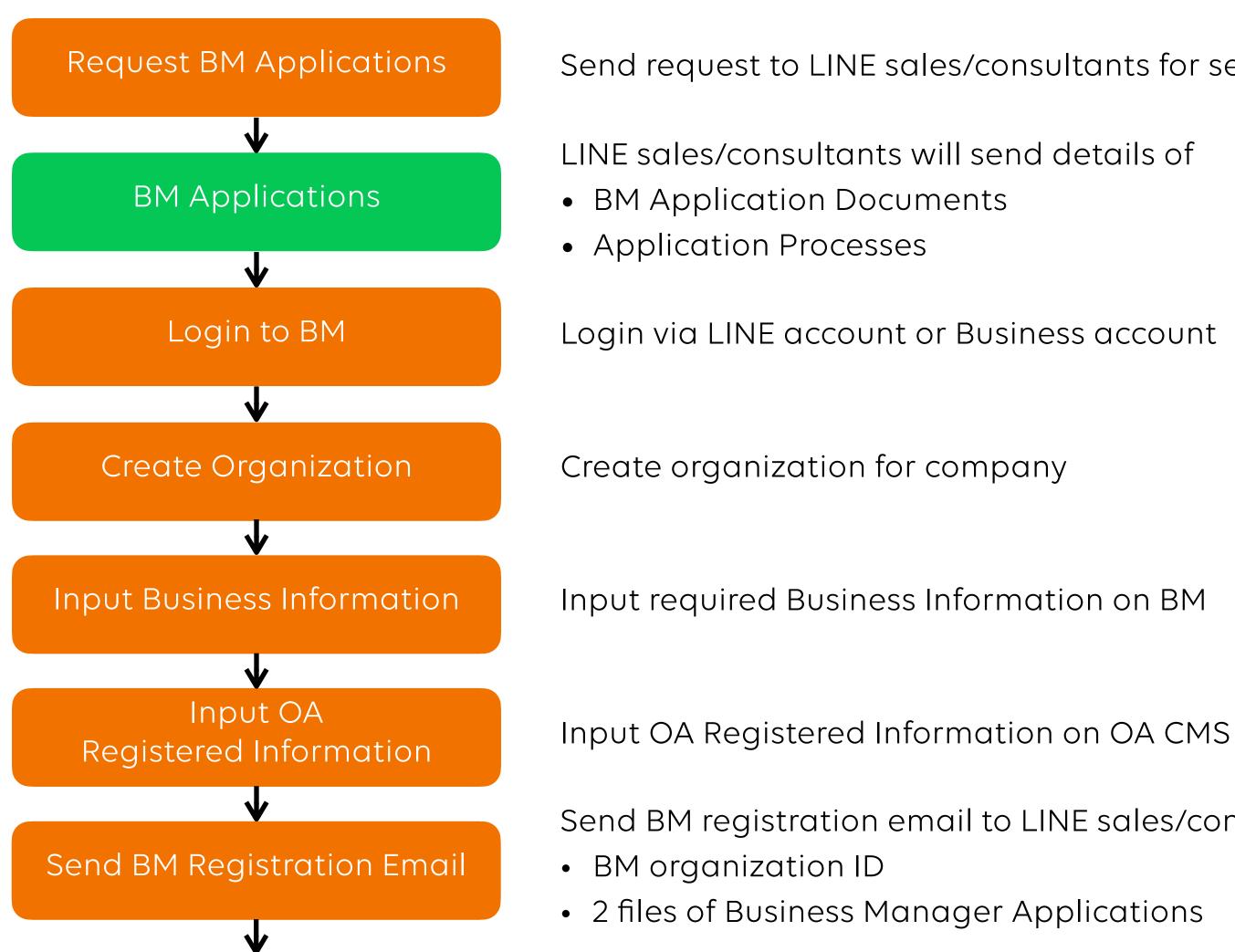
Business Manager User Manual



Business Manager Usage Flow (1/2)



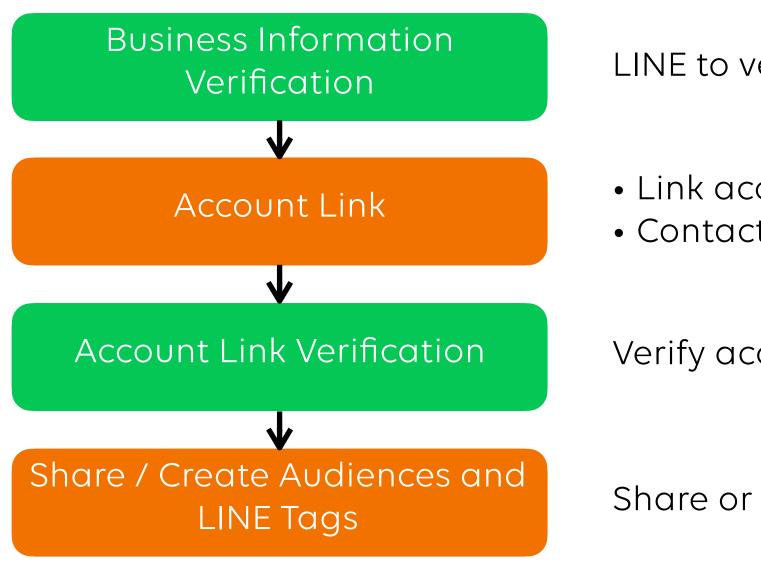
LINE Business Manager

Send request to LINE sales/consultants for service applications



Send BM registration email to LINE sales/consultants with following information:

Business Manager Usage Flow (2/2)



LINE to verify BM Organization and Business Information

Verify account linkage

Share or create resources within Business Manager and linked accounts

LINE Business Manager

• Link account from Official Accounts or LINE Ads Platform • Contact LINE sales/consultants to verify account linkage

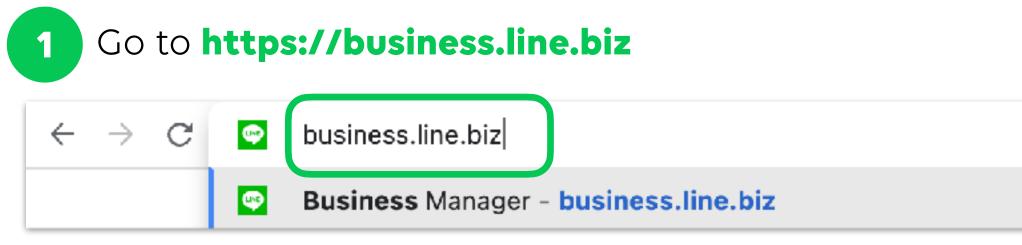


Login to Business Manager





Login to Business Manager

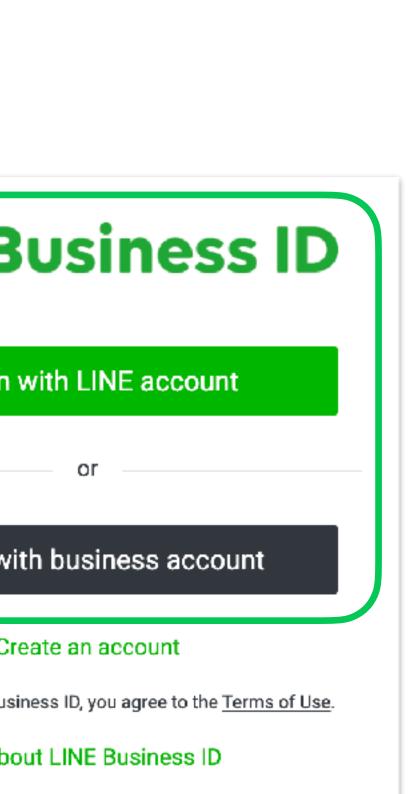




Login with LINE account or Business account

LINE B
Log in
Log in w
C
By logging in to LINE Bus
② Ab

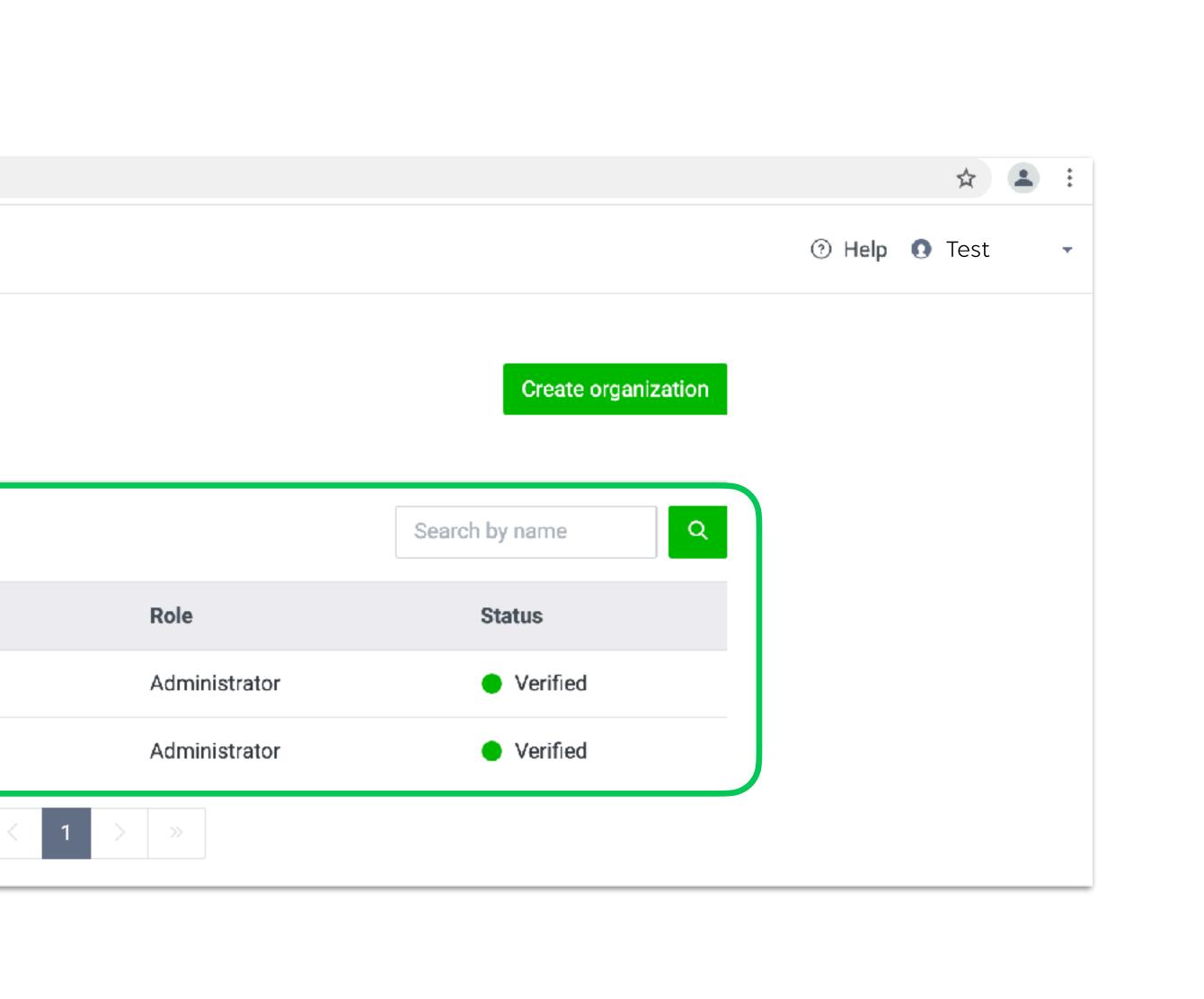




Login to Business Manager

3 Select your Or	rganization
\leftarrow \rightarrow C $$ business.line-be	eta.biz/?status=success
Business Manager	
	Organizations Organizations you have permission to access are shown here.
	Organizations (2)
	Name
	Test
	Test 1

© LINE



Organization Create your Business Manager organization



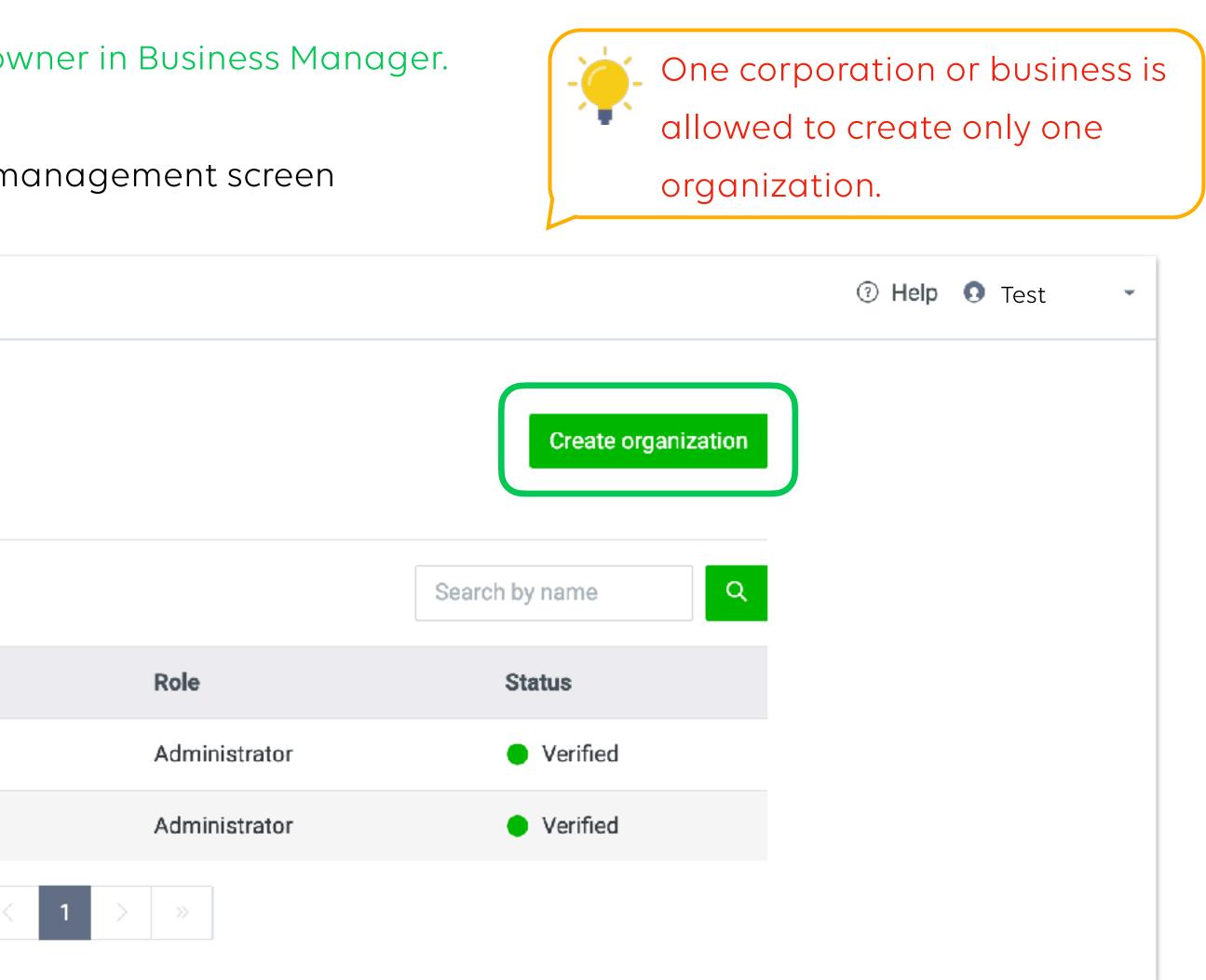
Create Organization

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

Click "Create organization" on the Business Manager's management screen

Business Manager	
	Organizations
	Organizations you have permission to access are shown here.
	Organizations (2)
	Name
	Test
	Test 1



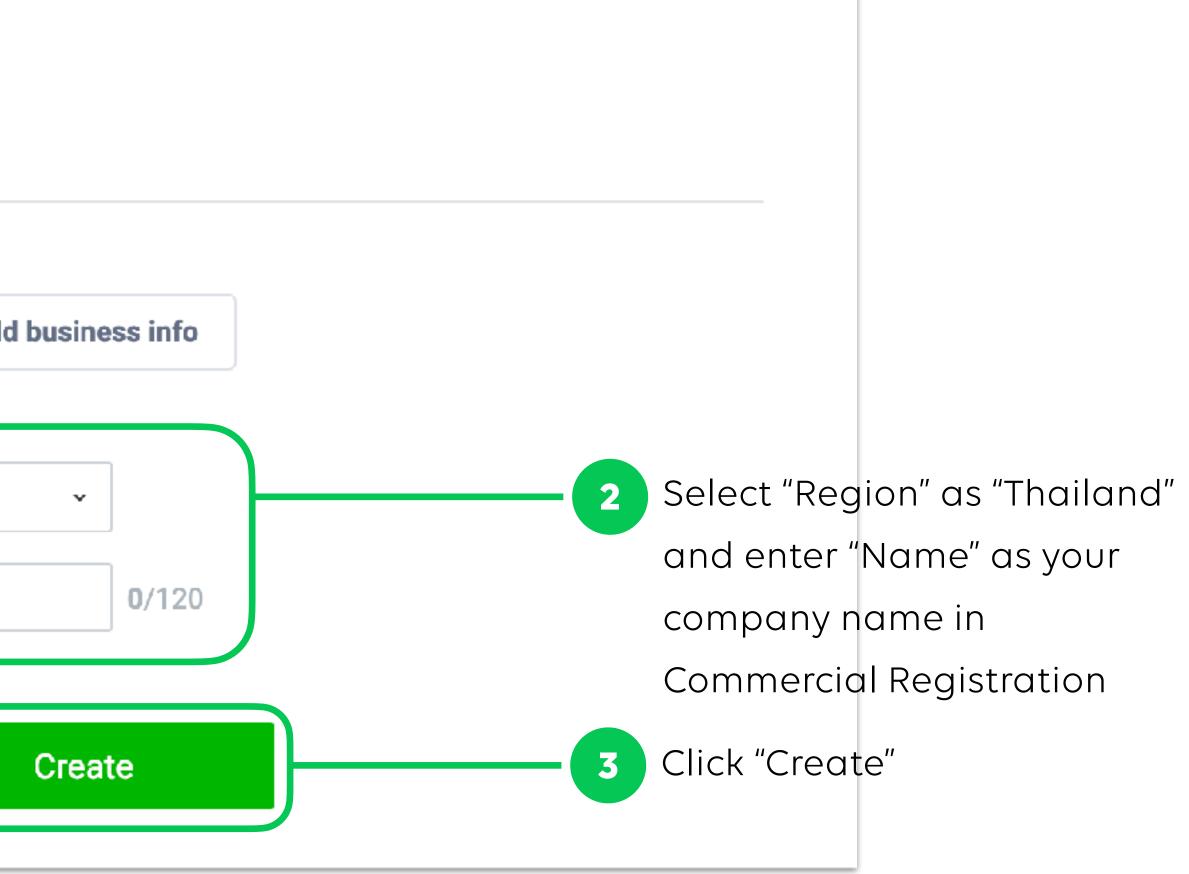




Create Organization

	Create organization >
Region	Thailand
Name	Enter a name for the organization

© LINE



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.

Business Manager	Test BM11223344556	Help I Test
Accounts		
LINE official accounts	Business info	Verifi
LINE ad accounts	Manage the business info for your organization.	
Data		
LINE tags	No business inf	fo added vet.
Custom audiences	What is busine	
Permissions		
Users	Add busin	ness info
Associated organizations		
Settings	2 Click "Add	business info"
Organizations		



Business Information

Select your business type and input business information for organization verification

Click "Create"

3

4

© LINE

For Corporate

Add business info Add business info for your organization.			
Region	?	Japan	
Business type	0	 Corporation Sole proprietor 	
Corporate Number	?	Search Corporate Numbers	
Website URL	0		0/240
Main phone number	1	+81]
Contact name	0		0/120
Contact department	1		0/120
Contact phone number	?	+81 Same as main phone number	
Contact email address	0		0/240
		Cancel Create	

For Individual Business Owner

Region	?	Japan	
Business type	?	 Corporation Sole proprietor 	
Business name	?		0/
Business owner	0		0/
Address	0		0/
Building	0		0,
Website URL	0		0/
Phone number	0	+81	
Email address	0	We'll use this email address to contact you if we have any questions.	0/



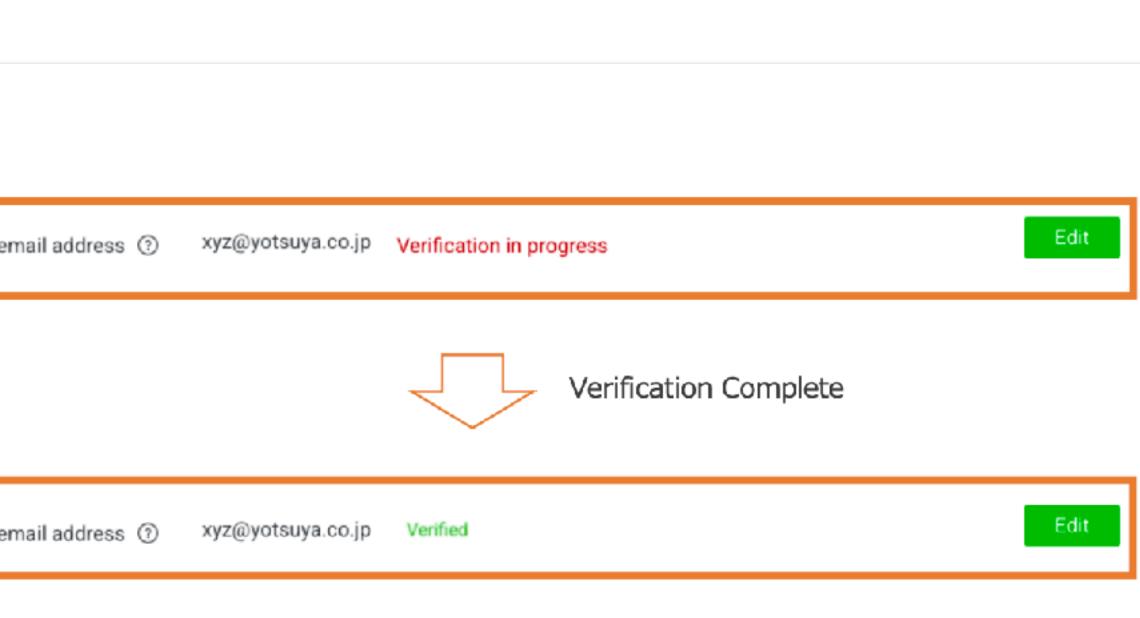
Business Information

Email verification will be sent to the inputted "Contact email address".

	Verfication email has been sent to contact email address. Please verify the email to go through verification process. Resent verfication, email	
Country 💿	Japan	
Business type ③	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 ③	+81 1111-1111-1111	Edit
Contact name ⊘	Taro Yotsuya	Edit
Contact department ③	General affairs	Edit
Contact phone number 💿	81 1111 1111 1111	Edit
Contact email address 🕥	xyz@yotsuya.co.jp Verification in progress	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'.

© LINE





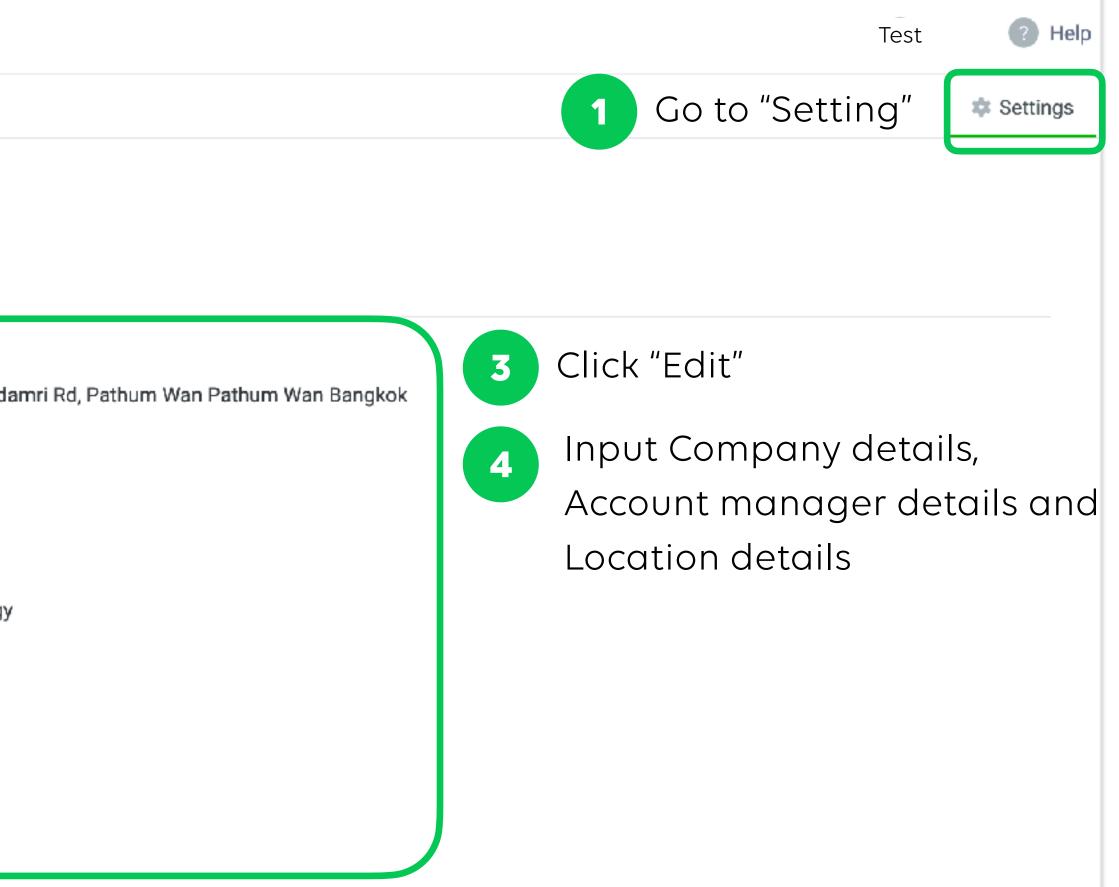
Input Registered Information in LINE Official Account Manager

Go to LINE Official Account Manager to input registered information. Each LINE Official Account that would be linked with organization is required to input this information.

Notifications	Insight	LINE VOOM	Chats	Profile	MyCustomer
S	•	Reai	stered	info	
unt settings		•			
ge permissions		Enter or e	edit details re	elevant to	o your account.
onse settings		\bigcap	Company de	etails	LINE Company (Thailand) Limited
aging API					127 Gaysorn Tower, floor 14th Ratchada
tered info					10330 028415466
ons					https://lineforbusiness.com/th/
					Edit
Registere	ed info)''			
		Account	manager de	etails	LINE Thailand / Advertising Technology
					test@linecorp.com
					Edit
			Location de	etails	ready to wear
					028415466
	s unt settings ge permissions onse settings aging API tered info ons	s • • • • • • • • • • • • • • • • • • •	s Int settings Inse Settings I	s unt settings ge permissions onse settings aging API tered info ons Registered info" Account manager de	s and settings ge permissions onse settings aging API tered info ons Registered info ons Location details

© LINE

2



Send Business Manager Registration Email

After inputted Business Information in Business Manager and LINE Official Account Manager, please send Business Manager registration request to LINE sales/consultants with following information:

• Business Manager Organization ID



- 2 files of Business Manager Applications:
 - 1. BM_Application for Organization Creation_[Organization name]_[Date]
 - 2. BM_Application for Adding Accounts_[Organization name]_[Date]

Business Information verification

When registration is completed, verification status will be display as "On hold". After status has been changed to "verified" then resources can be shared between accounts.

Accounts LINE Official Accounts	Business veri Manager your businesss's i		Verified
LINE Ads LINE Developers		Your business verification request could not been completed — We could not verify correct attachment. Please resubmit your verification by updating correct information.	
Data LINE Tags Custom audiences	Country 💿	Japan	
Custom conversions Permissions	Business type ③ Trade name (yago) ③	Sole proprietor 5030002081691	
Users Associated Organizations	Business owner ③ Address ③	Taro Yotsuya Tokyo to, Shinjuku-ku, Shikujuku 4-1-6	Edit
Settings Organization settings Business Verification	Building ③ Phone number ③	Not set +81 1111-1111-1111	Edit Edit
business verntauch	Email address 💿 Uploaded images 💿	xyz@yotsuya.co.jp 1234567.jpg	Edit
		2345678.jpg Edit	





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	When at least 1 account has been linked, the verification will be processed. 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: Individual Business Owner: unable to change business type, shop name, owner name Corporate: unable to change business type, corporation number, corporation name, address
Denied	Business verification has been denied. If there is error in business information that registered, you can retry to adjust and resubmit.



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





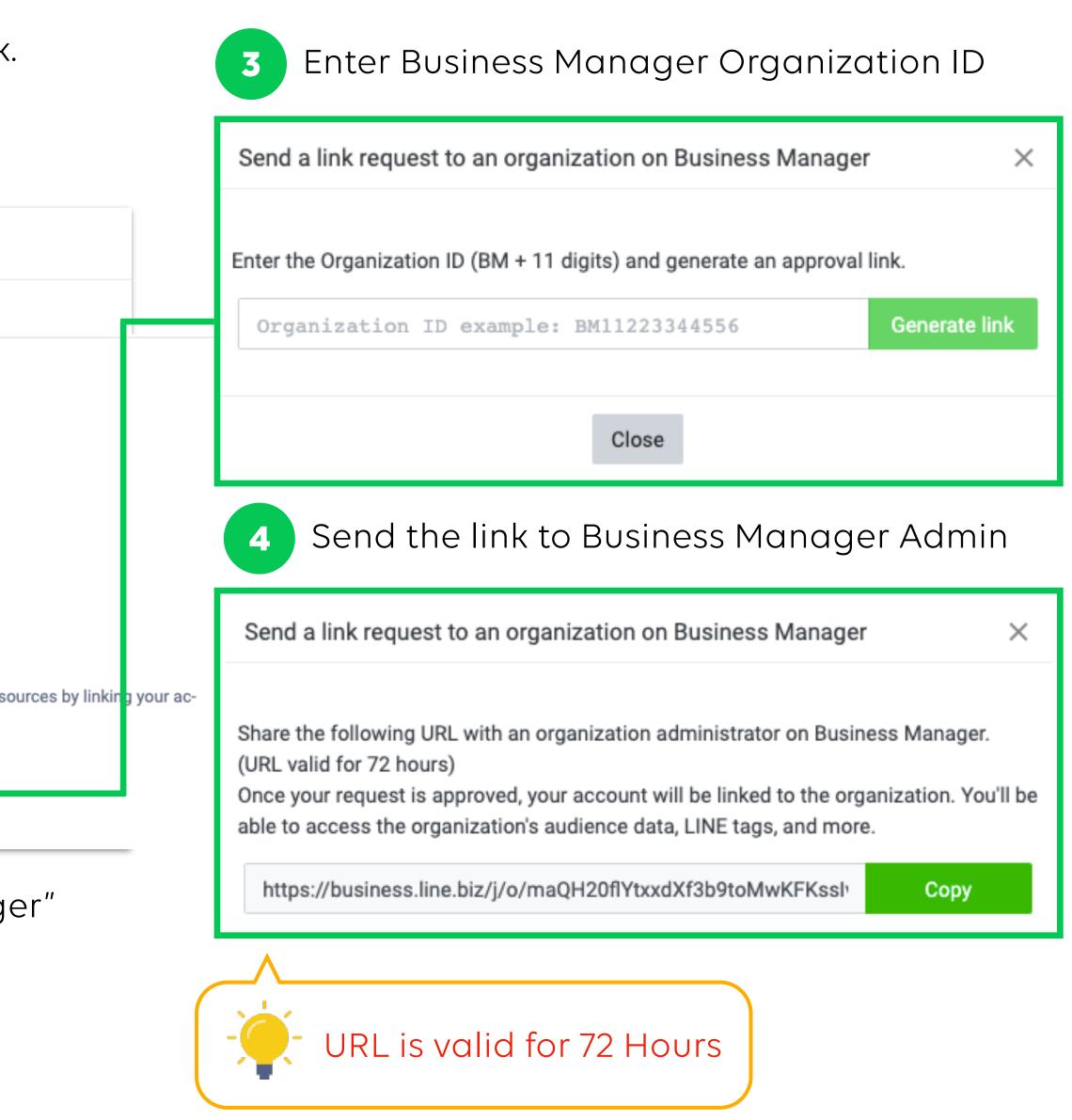
Link LINE Official Account with Business Manager

Login to Official Account Manager that you would like to link.

1 Go to "Account	t Setting"
LINE Official Account 🕘 💽 Test	💌 @testaccount 🎩 67 🛛 🤗 Response mode : Chat
Home Notifications Insight	Timeline Chats Profile MyCustomer
গ্র্টি Settings 🗸	Account details
Account settings	Basic ID @basicid
Manage permissions Response settings	Premium ID @testaccount
Messaging API	Account goals None
Registered info	Edit
දියි Linked services	Organization (Business Not linked yet Manager) Manage and allocate your Official Account and LINE Ads rest counts to an organization on Business Manager.
	Learn more about Business Manager 🖸
	Link to Business Manager

2

Click "Link to Business Manager"



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.

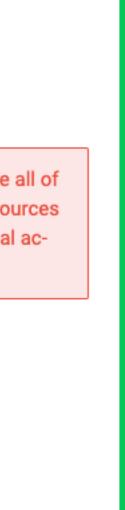
E	
2	

Click "Approve" if you would like to link this official account Click "Deny" if there is an unknown request

		Busine	ess Manager		
The LINE of	official account	Test	is requesting to link	with organization	Test
your organization's	resources. After app control panel. Note	proving the link that once linke	your organization. Th , you can restrict reso d to your organizatior ing it to a new organiz	ource access by sele n, you can only unlin	ecting which reso
Lea	arn more about app	roving links bet	ween LINE official ac	counts and organiza	ations
		Approve	Reject		

Contact LINE sales/consultants to proceed on account linkage verification 6





Link LINE Official Account with Business Manager

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

LINE will verify the account linkage between Business Me 7 Test **Business Manager** BM11223344556 Accounts LINE official accounts LINE official accounts Official accounts linked to your organization are shown here. LINE ad accounts Data Official accounts (1) LINE tags ID Name Custom audiences Test @testaccount Permissions

8 If verification has passed, "Verified" status will be displayed and you can share resources from this account

Official accounts (1)

IDName@testaccountTest



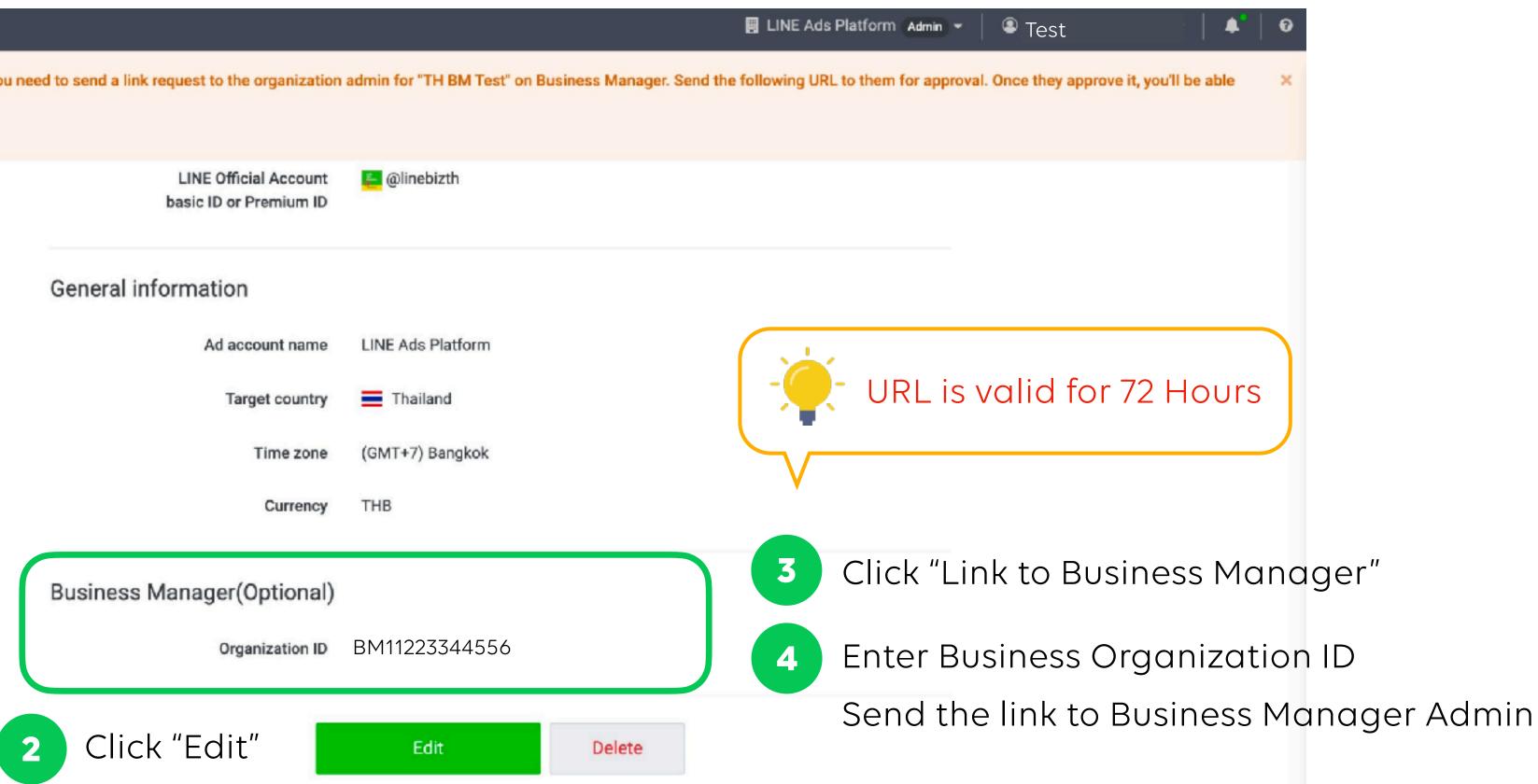
s Manager and requested	d account		
			(
			_
	Туре	Status	
	Direct link	Verification in progress	



Link LINE Ads Platform Account with Business Manager

Login to LINE Ads Manager account that would like to link.

1 Go to "Ad Accour	nt Setting"	
A To use this organization's resources, you need to use this organization's resources. Copy link	d to send a link request to the organization	admin for "TH BM Test" on Business Manager. Sen
	LINE Official Account basic ID or Premium ID	elinebizth @linebizth
	General information	
	Ad account name	LINE Ads Platform
	Target country	Thailand
	Time zone	(GMT+7) Bangkok
	Currency	THB
(





Link LINE Ads Platform Account with Business Manager

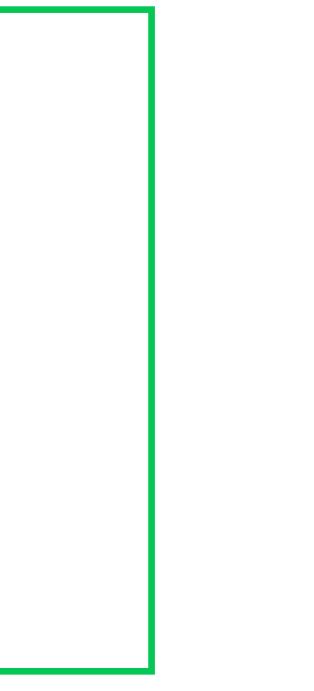
When Business Manager Admin open the account link URL and login to Business Manager, they can approve or deny the request.

E	
\mathbf{D}	

Click "Approve" if you would like to link this official account Click "Deny" if there is an unknown request

	Busir	iess Manager
The LINE ad account	Test	is requesting to link with organization Test
be able to use all of you resource access by sel	r organization's lecting which re anization, you ca	l account to your organization. The ad account will resources. After approving the link, you can restrict sources to share from the control panel. Note that an only unlink the LINE ad account by transferring it new organization.
Learn more about	approving links	between LINE ad accounts and organizations
	Approv	e Reject
Contact LINE s	ales/cor	nsultants to proceed on accou





Int linkage verification

Account Link Verification

Account link verification will be processed after account is linked and contacted to LINE sales/consultants.

Accounts LINE official accounts LINE ad accounts	LINE ad accounts linked to your					
Data LINE tags	Ad accounts (2)					
Custom audiences	ID Name					
Permissions	A12345678901	test ad account shimiuz				
Users	A12345678901	配信確認 - 配信確認				

List of linked accounts which only verified account can share audiences and LINE tags.



Account Link Status

- "Verification in progress": Verification is under process.
- within Business Manager

Parent organization	Status
Direct link	Verified
Direct link	Verified

• "Verified": Verification has been approved. The account can share audiences and LINE tags

• "Denied": Verification is denied. Re-verification is required in order to share resources



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

	Accounts LINE official accounts LINE ad accounts Data	LINE tags available to your Create tag	organization are shown her	8.	
	LINE tags Custom audiences	Name 🌣		ID ÷	
	Permissions	LINE Tag:202109151747	16	12c1	06a2-a
	Users	配信確認 - 配信確認		31c2	9edb-2
	Associated organizations			5.00	-962
	Settinas	LINE Tag: 202104082009	500	5820	e8b3-9
ſ	Accounts LINE official accounts LINE ad accounts Data LINE tags	Create custom audience	ences here.		
	Custom audiences	ID	Name	Audie	ence ty
	Permissions	9989497182806	52	Phon	e Num
	Users Associated organizations	9331263058951	95	Phon	e Num
	Settings Organizations	9304554182268	59	Phon	e Num
	Business info	9247478141429	Test	Phon	e Num



		Type 🗢	Type is source o
a2-a3a4-4cbc-8fc7-3057b	7828e0f	Direct link "	Direct link" : created
db-2224-40da-b0c0-91638	3174df43	LINE ad account	LINE Ads" : shared fro
b3-991a-467c-92c2-ef212	ea2577d	Direct link "	LINE Official account
		fr	rom OA
		fr	om OA
		fr	rom OA
		fr	rom OA
ce type	Estimated size	fr Type	rom OA
ce type Number Upload	Estimated size 100 or fewer		rom OA
Number Upload		Туре	rom OA
Number Upload Number Upload	100 or fewer -	Type LINE Ads LINE Ads	om OA
Number Upload	100 or fewer	Type LINE Ads	om OA

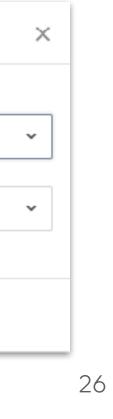


Both LINE Tags and Audiences can be shared between linked LINE Official Accounts and LINE Ads Platform accounts.

INE official accounts	LINE official accounts linked to your organ		n here.	LINE official ac Manage resource sharing with				
Pata	Official accounts (1)			Shared resources				
INE tags				Resources shared with this LIN	NE official account ar	re shown here.		
custom audiences	ID	Name		Add resource 2	Click "Add	rasourca"		
ermissions	@428hklfc	Test		Addresource	CIICK AUU	16300ICE		
Isers				You can se	elect which	LINE Taas or A	Audiences to sha	re withi
ssociated organizations						-		
				Business N	vanager. vo	Su can also sei	lect to share all r	esource
Share a resource		×	Share a resource		×	Share a resource		
Type 🧿	Organization	~	Type 🧿	Custom audiences	~	Type ⑦	LINE tags	
			Resources ⑦		~	Resources ⑦		

Accounts LINE official accounts LINE ad accounts	n here.		E official account det resource sharing with this LINE official ac			
Data LINE tags Custom audiences Permissions Users	Official accounts (1) ID Name @428hklfc Test		Resour		d resource"	Audiences to share withir
Associated organizations					-	ect to share all resources
Share a resource Type ⑦ Orga	nization ~	Share a resource Type ⑦	Custom au	× diences ~	Share a resource Type ⑦	LINE tags
Resources ⑦ 🗸 - All o	sustom audiences in the organization	Resources (?)	-	×	Resources ?	
Cancel	Create		Cancel	Create		Cancel Create





Shared resources will be automatically displayed in LINE Official Accounts and LINE Ads Platform accounts.

Official Account - Shared audience from Business Manager

LINE Official Account 📃 👽 [T	EST] -	@testaccount 💄	67 🛛 🗭 Response mod	le : Chat					
Home Notifications Insigh	t LINE VOOM C	hats Profile M	yCustomer						
Rich video messages Card-based messages			orize the people you wa Business Manager	ant to reach. This will help make your b	proadcasts m	ore targeted.			
🖗 Chat screen 👻						Data source	×	Audienc	e name
Greeting message	Audience n	ame		Туре	Volume	0	Created		Data source
Rich menus	To display i	n LAP .		Phone number	0		11/18/2021	17:23	Business Manager
Data controls									
Audiences									
Tracking (LINE tags)				< 1 >					



Official Account - Shared LINE tag from Business Manager

The second se	Tracking (LINE tags) Track conversions from broadcasts and make	e custom audiences by adding LINE ta	ags to your website.	
Rich video messages Card-based messages	Tracking status ③	Tracking Pause tracking		
Coupons Reward cards Surveys	Share LINE tags ③	Sharing Pause sharing		
 Chat screen Greeting message Rich menus 	LINE tags shared with you	LINE Official Account Manager	Business Manager	
On-Air Data controls		To display in LAP		
Audiences Tracking (LINE tags)	Tag status	Name 	Status	Last activity



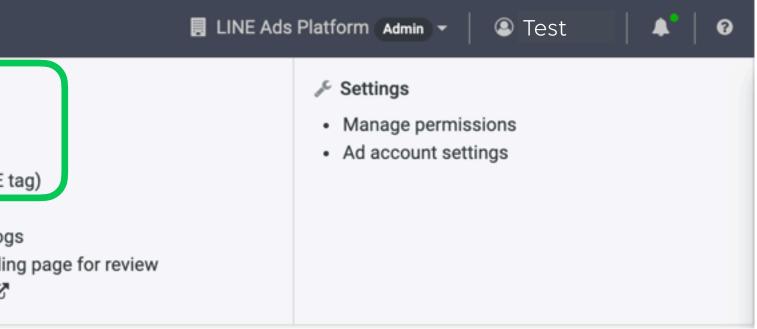
LINE Ads Platform Account - Shared audience from Business Manager

Ad manager		
Manage Ad manager 	 Init Reports and figures Performance report Conversions Change history 	 Shared library Media Audience Tracking (LINE ta Bulk upload Product catalogs Resubmit landing Creative Lab C
Ad a security LINE Ada Distingues		

Ad account: LINE Ads Platform >

Audiences 🕢

+ New audience	- Show audience overlap percentage	1 Delete
Ad Manager	Business Manager	
□ ≑ ID @	Audience name	Audience type
5584657691541	PhoneNumberUpload: 202111231204	Phone Number Audience shared Business Manager



	All audience types -	Search by audience name c
	Audience share st	tatus: Public Change share status
		1 - 2 / 2 < 📏
	Estimated size	e 🚱 Audience availability
d fr	om 100 or fewer	Active

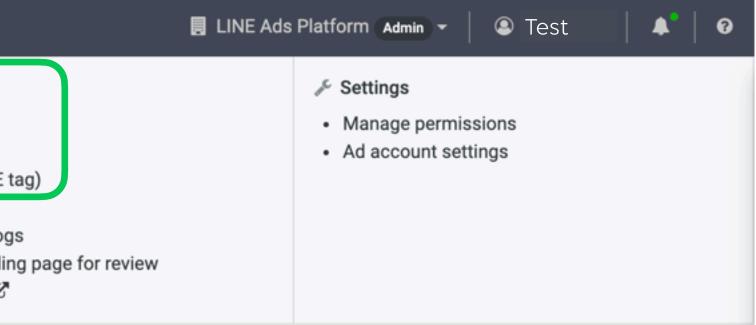
LINE Ads Platform Account - Shared LINE tag from Business Manager

Ad manager		
 Manage Ad manager 	 Reports and figures Performance report Conversions Change history 	 Shared library Media Audience Tracking (LINE Bulk upload Product catalog Resubmit landi Creative Lab 2

Ad account: LINE Ads Platform >

$\left(\right)$	Tracking (LINE tag)	Shared LINE tags	Business Manager	
	Business Manager			
	LINE tags shared via Busine	ss Manager		
	Shared by			
	LINE Tag:2021111817225	1		

© LINE



Create LINE Tags / Audiences



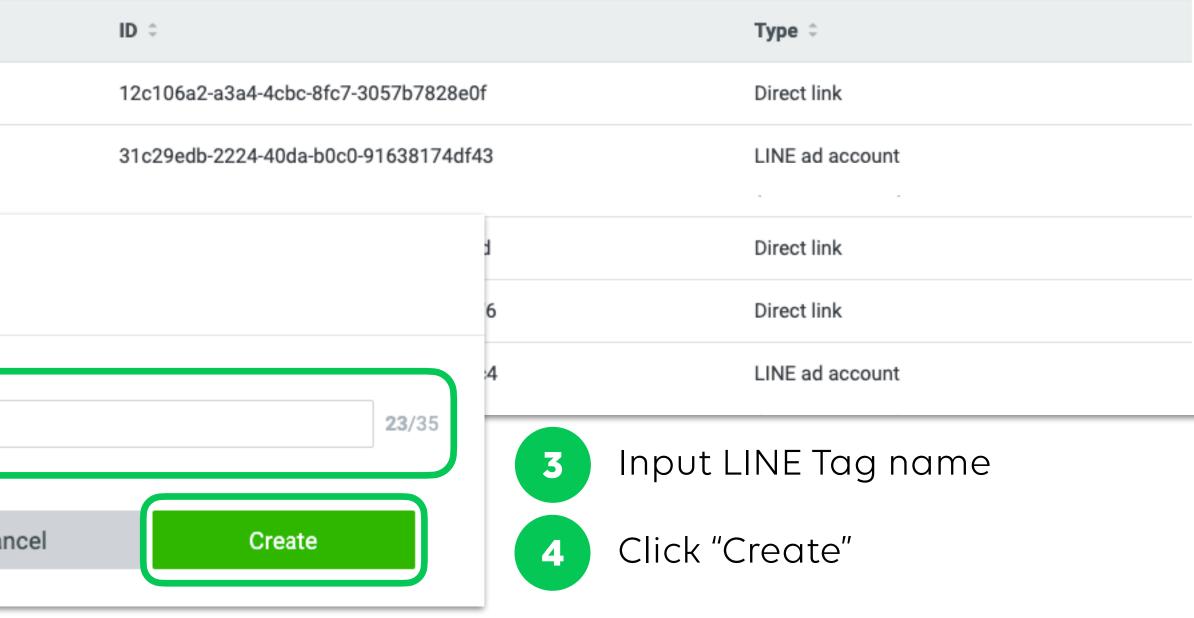
Create LINE Tags

© LINE

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

1 Go to "LINE tag	S″
Accounts LINE official accounts LINE ad accounts	LINE tags available to your organization are shown here.
Data LINE tags	Create tag 2 Click "Create tag"
Custom audiences	Name ÷
Permissions Users	LINE Tag:20210915174716 配信 在認 - 配信確認
Associated organizations	
Settings	eate tag an create up to 10 LINE tags.
Business info	Name LINE Tag:20211117170656
	Car







Create LINE Tags

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

Accounts		
LINE official accounts	LINE tags	
LINE ad accounts	LINE tags available to your organization are shown here.	5 Click on L
Data LINE tags Custom audiences	Create tag	Tag details: LINE Tag:20 View LINE tag details and tracking codes here.
Permissions	LINE Tag:20210915174716	Status
Users	配信確認 - 配信確認	Base code
Associated organizations		Conversion
Settings	LINE Tag: 20210408200550	Track with LINE tags
		Base code You must insert the LINE tags base code into you <i base="" code="" iinf="" tag=""> <i do="" modify="" not=""> <script> (function(g.d.o)(windowIt_conf_host = tr.line beta.me; / Conversion code Add a conversion code to the web page where () <script> _H(send) 'co' { type: 'Conversion')['12e105a2 a3a4 4ebe 8fe7 3057b7828e0f']) Custom event code</td></tr><tr><td></td><td></td><td>Use custom events to categorize your web page less.)</td></tr></tbody></table></script></i></i>

<script>

© LINE

_INE Tag name to see detail

| 0210915174716 | : Setting: |
|---------------|------------|
| 0210915174716 | : Setting |

| Last contact | Status |
|--------------|----------|
| | Inactive |
| | Inactive |

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.

V setting beta domain

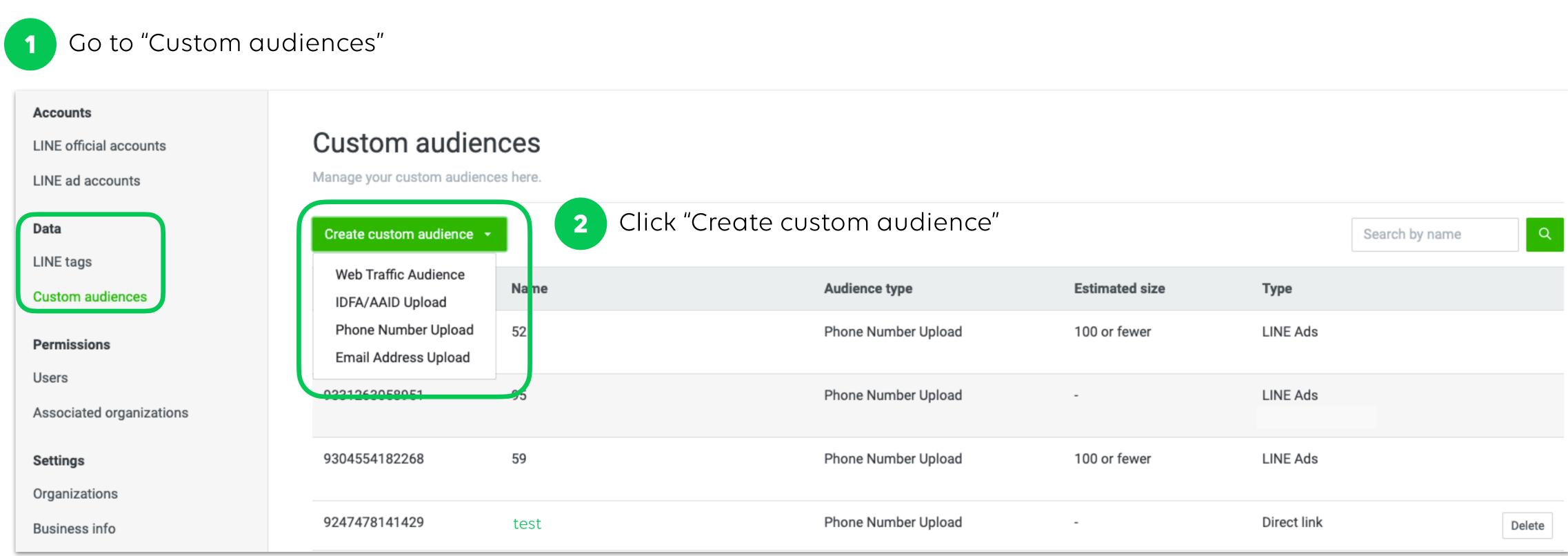
you wish to measure conversions. Place the conversion code immediately after the base code.

ges 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

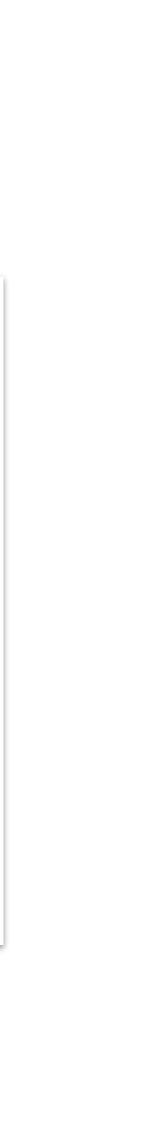


Create Audiences

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

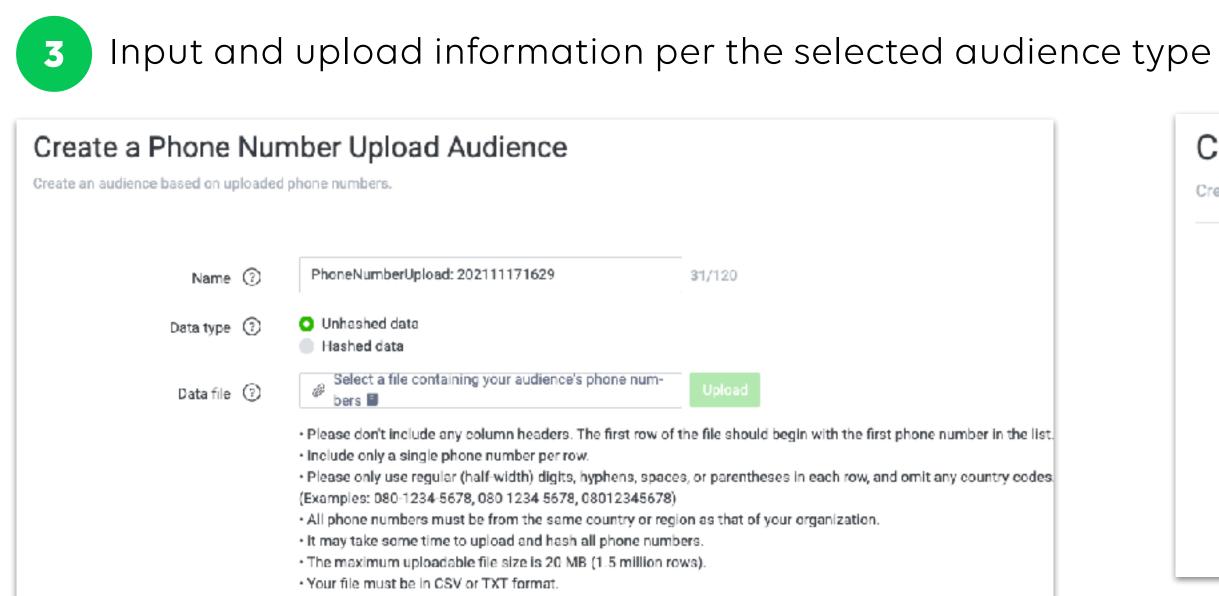


© LINE





Create Audiences



| Create an Email Ad
Create an audience based on uploade | dress Upload Audience |
|---|--|
| Name 🔞 | EmailAddressUpload: 202111171628 32/120 |
| Data type 🕥 | Unhashed data Hashed data |
| Data file 💿 | Select a file containing your audience's email address-
es |
| | 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 (-), per ods (.), 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. |



| reate Web T | | ic Audience
visited your website based on | LINE tag tracking da | a. |
|-----------------------|-----|--|---------------------------------------|--------|
| Name | 0 | Web Traffic Audience: 2021 | 11171632 | 34/120 |
| Name | 0 | | · · · · · · · · · · · · · · · · · · · | |
| LINE tag | ? | - | ¥ | |
| Include people who | ? | Everyone who visited the we | ebsite ~ | |
| Data retention period | (?) | 30 d | ays | |

| Create an IDFA/A
Create an audience based on up | AAID Upload Audience | |
|--|---|----------------|
| Name 🕐 | IDUpload: 202111171631 | 22 /120 |
| Data file | Select a file containing your audience's
IDFAs or AAIDs | Upload |
| | Please don't include any column headers. The f
AAID in the list. Include only a single IDFA or AAID per row. Multiple IDFA or AAIDs separated by commas a The maximum uploadable file size is 60 MB (1.3) Your file must be in CSV or TXT format. | |



Create Audiences

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

| Accounts
LINE official accounts
LINE ad accounts | Custom audiences
Manage your custom audiences here | | |
|--|---|---------------|----------|
| Data
LINE tags | Create custom audience - | | |
| Custom audiences | ID N | lame | Edit |
| Permissions | 9989497182806 5 | 52 | Make cha |
| Users
Associated organizations | 9331263058951 9 | 95 | |
| Settings | 9304554182268 5 | 59 | |
| Organizations
Business info | 9247478141429 tes | st | |
| | 4 Click on | audience name | |
| | | write dete | |

to overwrite data

© LINE

Web Traffic Audience

hanges to your Web Traffic Audience here.

| Name | ? | test | | | 4 /120 |
|-----------------------|---|---------------------|----------------|-----------|---------------|
| LINE tag | ? | test bm tag | | | |
| Include people who | ? | Everyone who visite | ed the website | | |
| Data retention period | ? | 30 | | | |
| | | | | | |
| | | | Cancel | Overwrite | |
| | | | | | |



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:

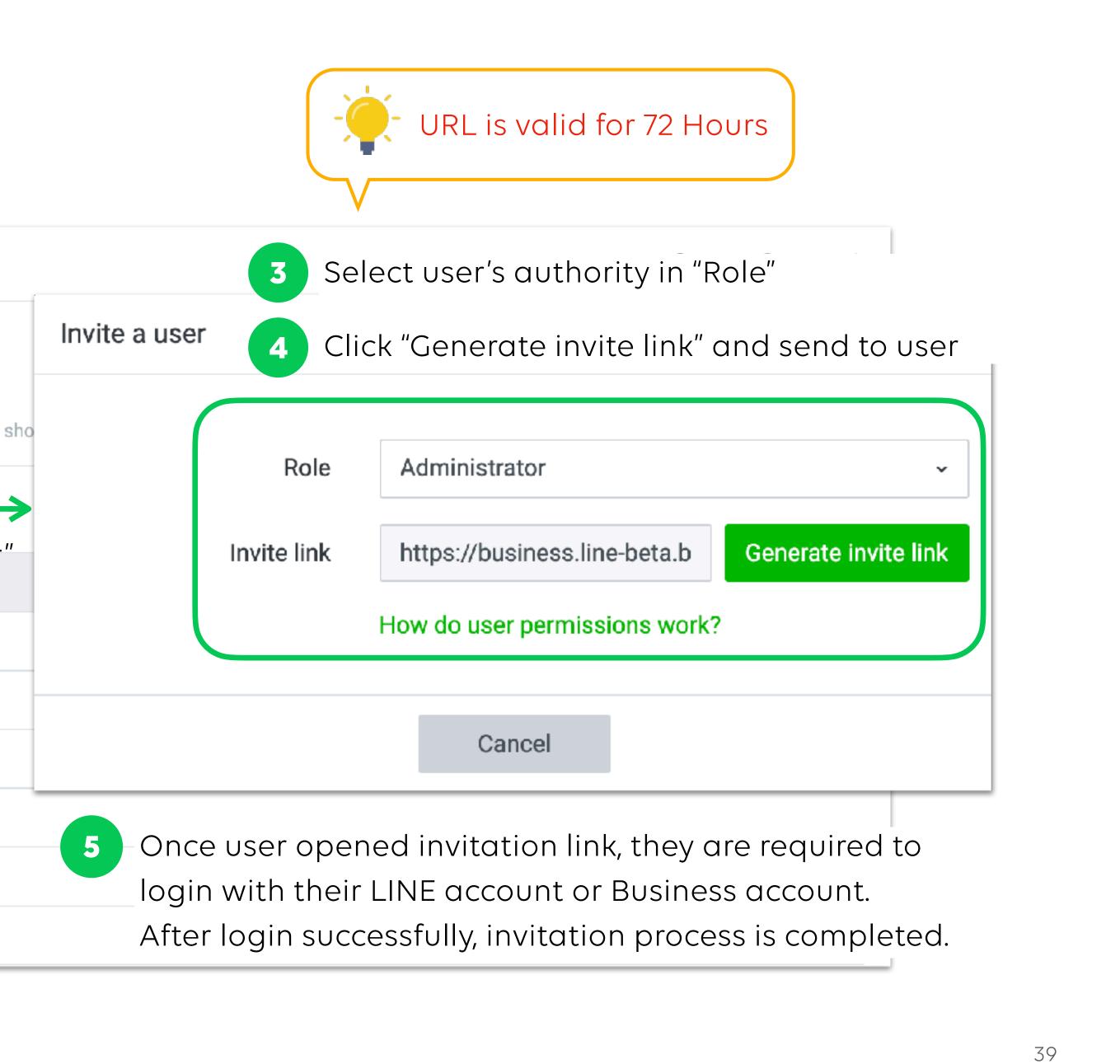
| | Administrator | Operator | Operator (Data only) | User (View only) |
|-----------------------------------|---------------|----------|----------------------|-------------------------------------|
| Manage
Organization | | | | |
| Manage Users | | × | × | × |
| Manage Accounts | | | | |
| Link OA/LAP
Accounts | | X | | (View linked accounts only) |
| Manage LINE Tags
and Audiences | | | | (View LINE Tags and Audiences only) |
| Create LINE Tags
and Audiences | | | | |



Invite User



| ▼ |
|---|
| |
| |
| s permissions for your organization are s |
| |
| 2 Click "Invite user" |
| |
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| |
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| |
| |

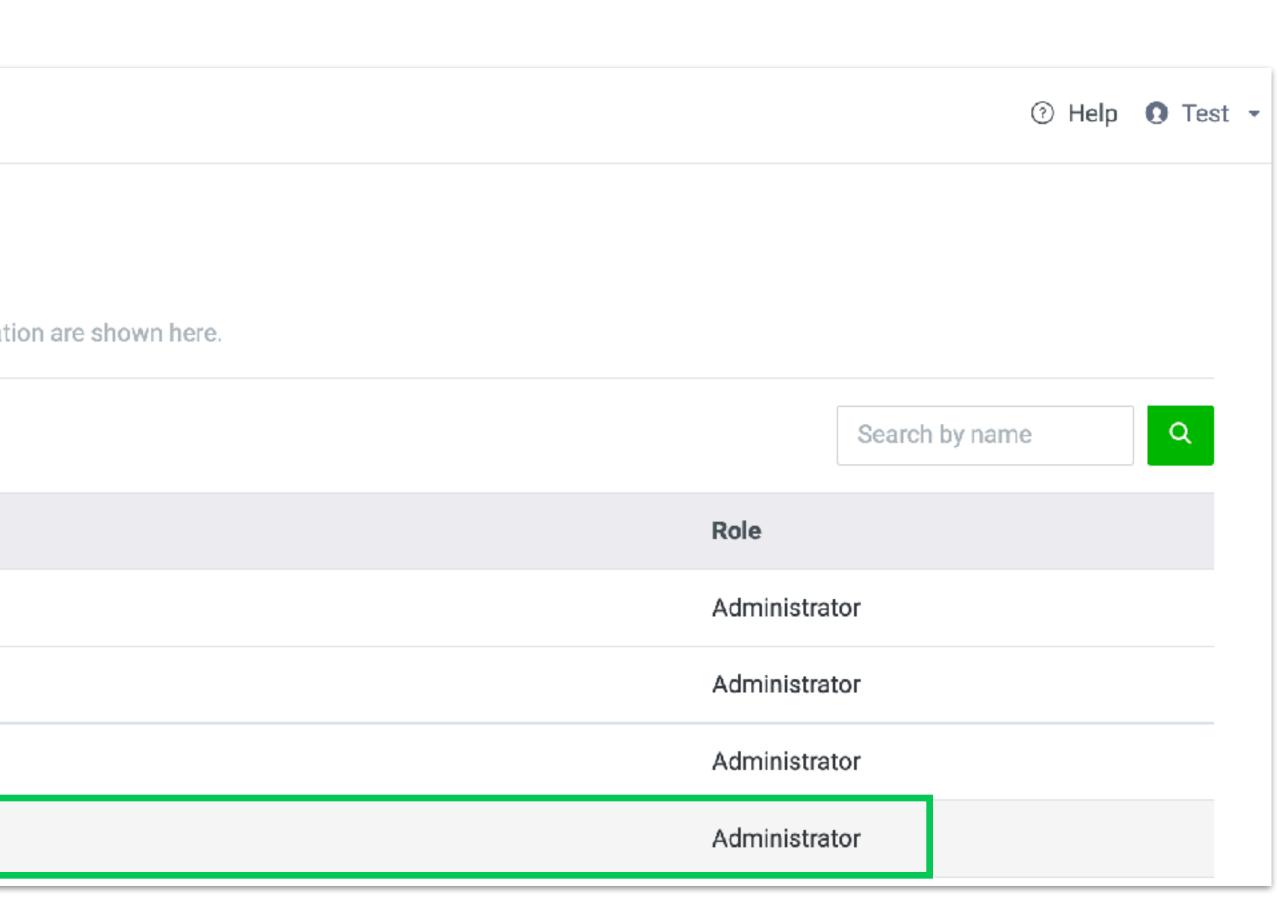


Manage User

Edit User Role

1 Select user

| Business Manager | Test •
BM11223344556 |
|------------------------------------|---|
| Accounts
LINE official accounts | Users |
| LINE ad accounts | Users with access permissions for your organization |
| Data | Invite user |
| LINE tags
Custom audiences | Name |
| Permissions | Test 1 |
| Users | Test 2 |
| Associated organizations | Test 3 |
| Settings | Test |



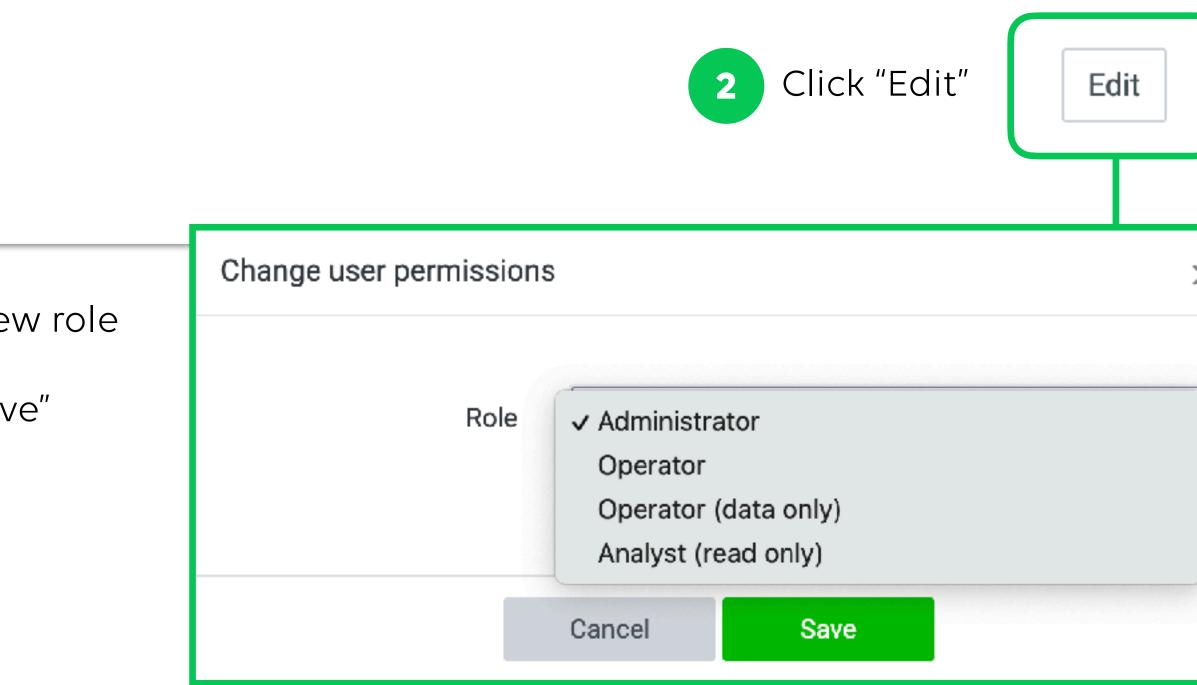




Edit User Role

| User details: Test
Edit this user's permissions here. | | |
|--|---------------------|--|
| Organization permission | ገS
Role ⑦ | Administrator |
| | | 3 Select new r 4 Click "Save" |











Remove User

| User details: Test
Edit this user's permissions here. | | |
|--|--------|---------------|
| Organization permissio | ns | |
| | Role ? | Administrator |



