



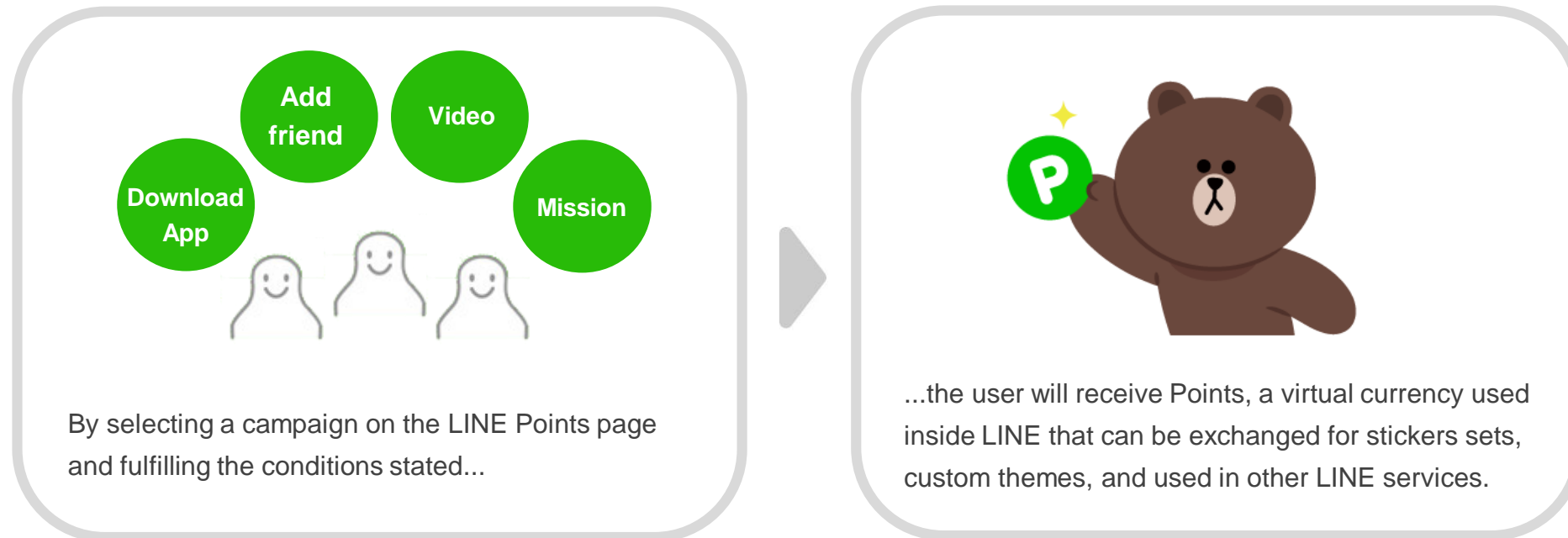
LINE Points AD

Media Guide (2019 Q2)

Taiwan / Thailand / Indonesia

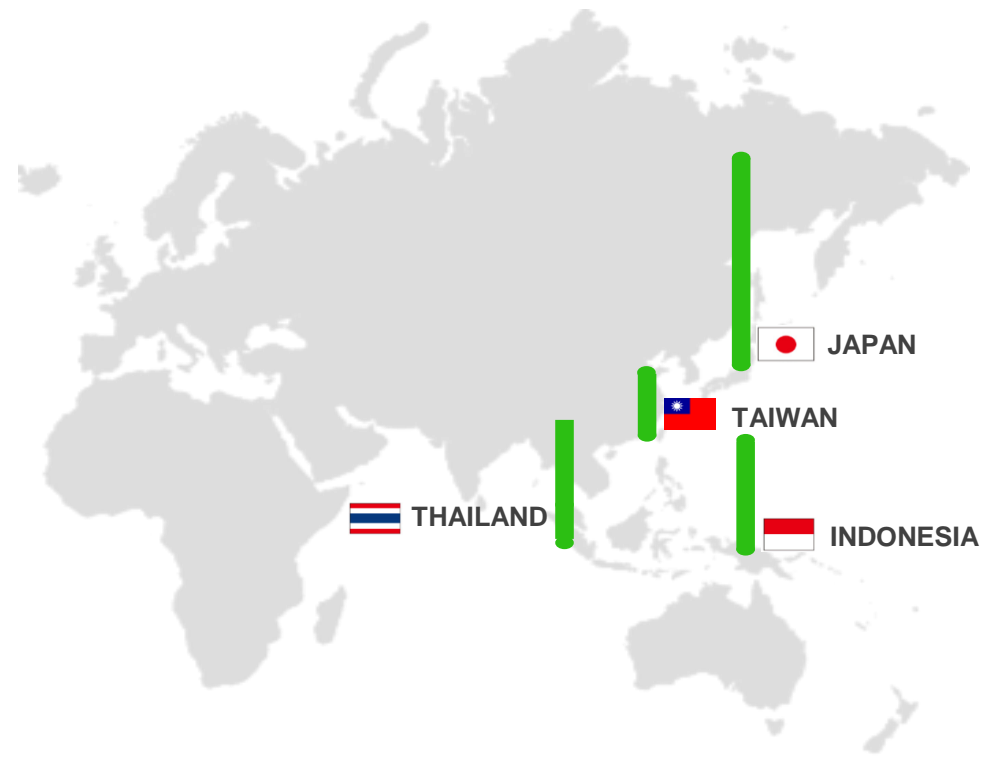
What is LINE Points?

LINE Points is a service that rewards users with Points for fulfilling certain conditions. It provides an effective way to reach out to LINE audience and encourage them to experience the services.



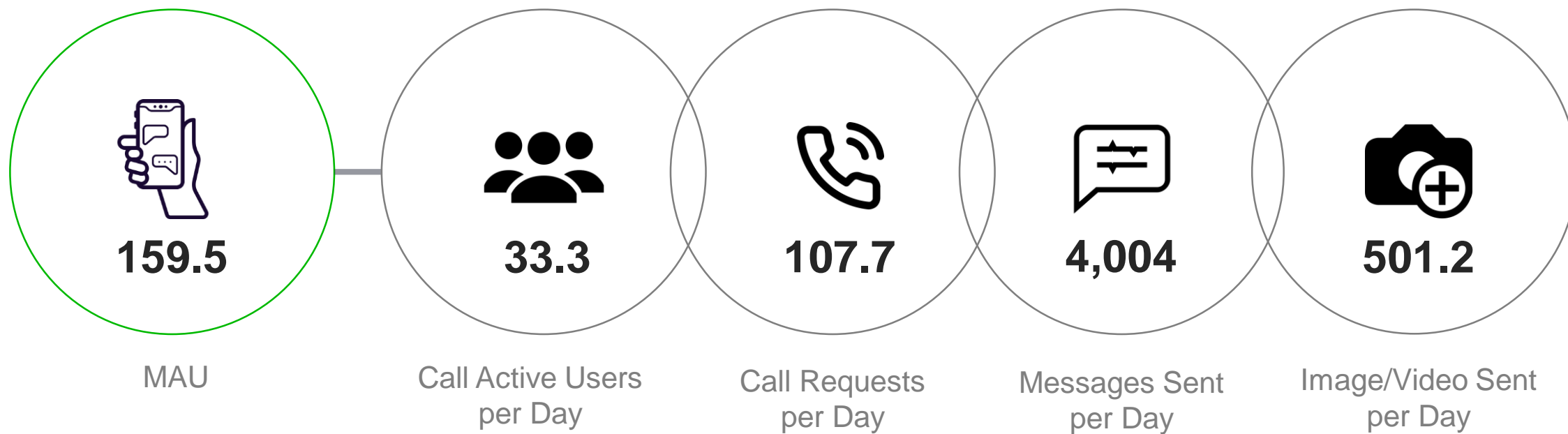
Key Regions

With LINE Points service, it is possible to reach the audience in key markets of Asia;
mainly Japan, Taiwan, Thailand and Indonesia.



Daily Action by LINE Users

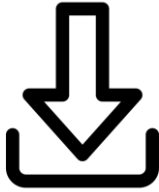
※Scale: Millions



※Source from LINE Annual Highlight, 12.2018

LINE

LINE Points AD Products Overview



App Download

CPI

Cost Per Install

3DM

3 Days Mission

CPE

Cost Per Engagement



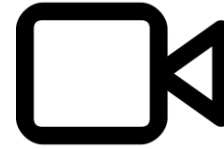
Web Traffic

CPWL

Cost Per Web Launch

CPA

Cost Per Action



Video Ads

CPV

Cost Per View

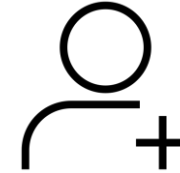
BSP

Brand Spot

FBV

Friends Boost Video

Premium Video



Official Account Friends Boost

CPF

Cost Per Friend

List of Products

	Product Type		TW	TH	ID
App Download	CPI		●	●	●
	3DM		●	-	-
	CPE		●	●	-
Web Traffic	CPWL(CPC)		●	●	●
	CPA		●	●	-
Video Ads	Guaranteed Views	CPV Standard	●	●	●
		FBV	●	-	-
	Guaranteed Period	BSP	●	●	-
		Premium Video	-	●	-
Official Account	CPF		●	●	●

※ '●' on the table means the country where the product is launched

App Download

CPI

3DM

CPE

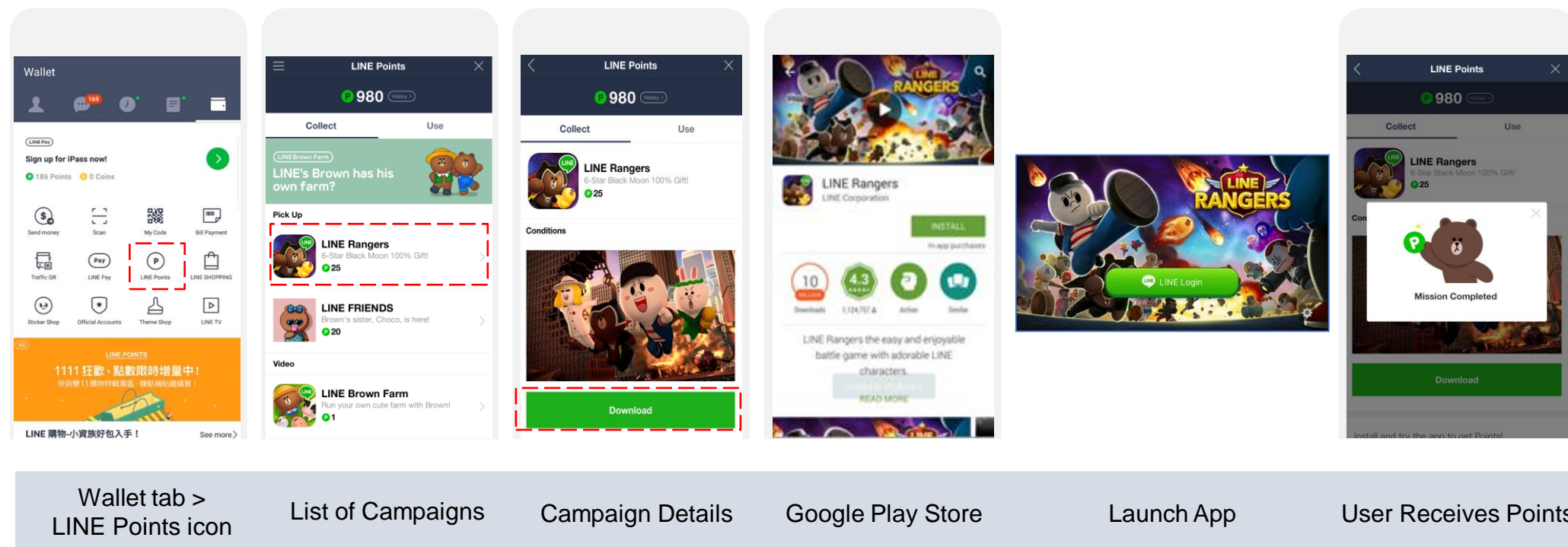
LINE Points CPI

Cost Per Install

What is LINE Points CPI?

LINE Points CPI enables app developers to acquire large numbers of quality users in a short period of time. By installing and trying out the app, users are given Points that can be used to exchange for stickers, custom themes, and LINE Gift Codes, etc..

For the campaign of Pick Up CPI, the ad will be displayed on the top of the campaign list, which possesses the greatest potential on LINE Points.





CPI

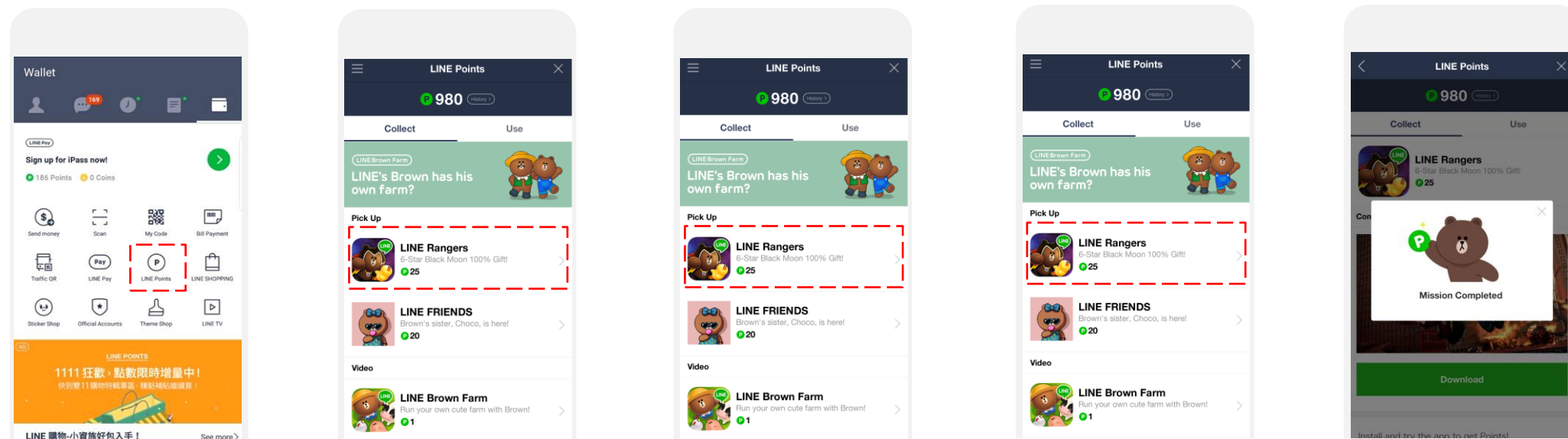
Item	Details		
CV Point	App Install and Launch		
Target Apps	Free apps on Android OS *Each app must pass screening by LINE		
Campaign starting dates	Mon – Sun 11:00 JST *Applicable for 2019/4/1 – 6/30		
Campaign Duration	1 week		
Unit Price (ex. tax)	Taiwan	Thailand	Indonesia
	USD 0.27 USD 0.34 ~ 0.38 (with Gender/Age Targeting) USD 0.26 (for order of 100K~250K CVs) USD 0.24 (for order of more than 250K CVs)	USD 0.54	USD 1.10
Number of DLs	20,000 ~	10,000 ~ 200,000	5,000~
Daily Cap	Min 20,000	Min 10,000	-
User Reward	4 Points	7 Points	3,000 Points
LTV Measurement	Supports 3 rd Party Tracking Tools		
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. Campaigns by LINE may also be running concurrently. If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing. 		

LINE Points 3DM

3 Days Mission

What is LINE Points 3DM?

LINE Points CPI – 3 Days Mission (3DM) is an effective way to incentive users to visit an app in a regular basis and ensure having them experience the content for 3 days. Maximum 9 Points are rewarded to users when they download and launch the app for 3 consecutive days.



Wallet tab >
LINE Points icon

1st day: Install & Launch
the app and stay for 5 min

2nd day: Launch the app
and stay for 5 min

3rd day: Launch the app
and stay for 5 min

User Receives Points

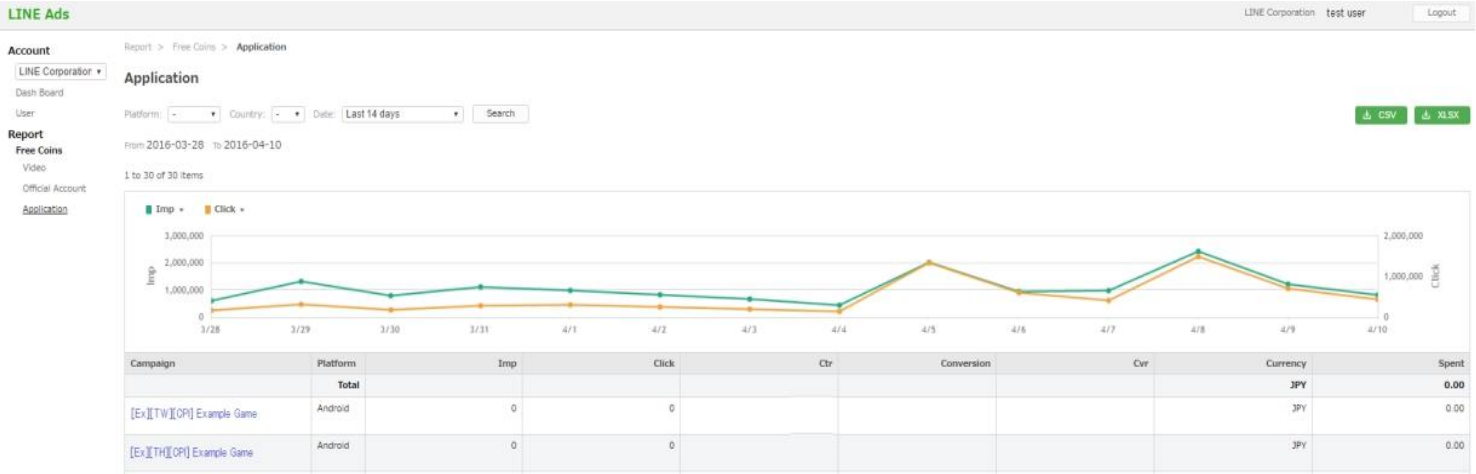


3DM / Taiwan only

Item	Details
CV Point	1st Mission: 5 minutes after the app is downloaded and launched. 2nd and 3rd Missions: 5 minutes after the app is launched.
Target Apps	Free apps on Android OS *Each app must pass screening by LINE
Campaign starting dates (1 st mission)	Mon – Fri 11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>
Campaign Duration	Campaign will end at midnight of the 7 th day. 1st mission will ends when the target DL number is reached. If the target number of DLs is not reached, campaign will end at midnight of each day. If no daily targets are set, campaign will end once all DLs are consumed or at midnight of the 5 th day. 2nd and 3rd Missions last until midnight of each day.
Price (ex. tax)	USD 0.44 USD 0.55~0.58 (with Gender/Age Targeting)
Number of DLs	50,000 – 200,000 (Number of 1 st mission conversions)
Daily Cap	Targets can only be set for 1st mission conversions; Min 10,000 per day
User Reward	3 Points for each mission, maximum 9 points in total.
LTV Measurement	Supports 3 rd Party Tracking Tools
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. Campaigns by LINE may also be running concurrently. If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing. Users who downloads the app and launches it in maximum 2 days for more than 5 minutes will get the reward. Therefore, conversions may occur after the campaign list period ends, which shall be subject to billing.

Report_CPI/3DM

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign’s details page was viewed
click	Click throughs	Number of times users have clicked and been lead to Google Play Store
ctr	Click through rate	Calculated as a ratio of “clicks” from “impressions”
conversion	Conversions – (download + launch)	Number of users who have launched the app and returned to the LINE Points page within 24 hours
cvr	Conversion rate (download + launch)	Calculated as a ratio of “conversions” from “clicks”

FAQ_CPI/3DM

SDK and LTV Measurement

Q. What is “No SDK” tracking?

A. It is a system that enables the tracking of a user's install and launch of an app by using its package name. (i.e. without the need to integrate the LINE Points SDK). Points are awarded to eligible users once they return to the LINE Points page.

Q. Is it possible to measure LTV?

A. From the LINE Points reporting tool (dashboard) only a limited number of metrics can be tracked. (See Report Summary page for more details). If using 3rd party tracking tools, it is possible to use a tracking (redirect) URL in order to measure LTV through the tool. Please understand that since postbacks are not enabled, there is a high chance of disparity in conversion numbers from any 3rd party tracking tool.

Q. Is it possible to perform a test of the tracking URL before the campaign is launched?

A. We ask partners to carry out the tracking test. LINE generally does not carry out the test (excluding special cases). Please note, we do not guarantee the accuracy or performance of any 3rd party tracking tool.

Q. Can we send postbacks to LINE Points?

A. Conversions are measured completely within LINE so there is no need for postbacks.

Q. Are there any limitations on the number of times the tracking URL be redirected?

A. Yes, we strongly recommend that redirecting be limited to a maximum 3 times.

Q. Is it possible to prevent user duplication by using 3rd party SDKs or tracking tools?

A. Conversions are measured completely within the LINE tracking system, and therefore we cannot prevent duplications with other media sources. Therefore, there may be in some cases, some disparity between conversions measured by LINE and a 3rd party SDK. Please note that billing will always be based on conversions measured by LINE.

User Conversion Point

Q. Do you acquire or use personally identifiable information for tracking purposes?

A. No, we do not acquire or use any personally identifiable information, or use tracking data for any secondary purpose.

Q. Can users who have already installed the published apps receive LINE Points?

A. The LINE app will check if the app is already installed, so Points will not be awarded if they already have the app. However, users who have deleted the app before the campaign can still receive the LINE Points.

Q. Can the user receive the Points again when he/she changes to a new device?

A. Duplicate Points will not be awarded if the user is using the same LINE account.

Q. Is there possibility of conversions occurring after the campaign finishes?

A. Yes, there is a 24 hour grace period which allows eligible users the chance to claim their entitled LINE Points. Conversions that occur during this 24 hour grace period are subject to billing.

Campaign Operation

Q. Is it possible to request a specific campaign start date and time?

A. Start date and time is Monday-Friday 11:00 JST (or 16:00 JST in some countries)

Q. Is it possible to cap the daily number of installs?

A. No, however some products allow the splitting up of budget over multiple days. Please check the price list / rate card for more details.

Q. Is it possible to stop the campaign before the campaign period ends?

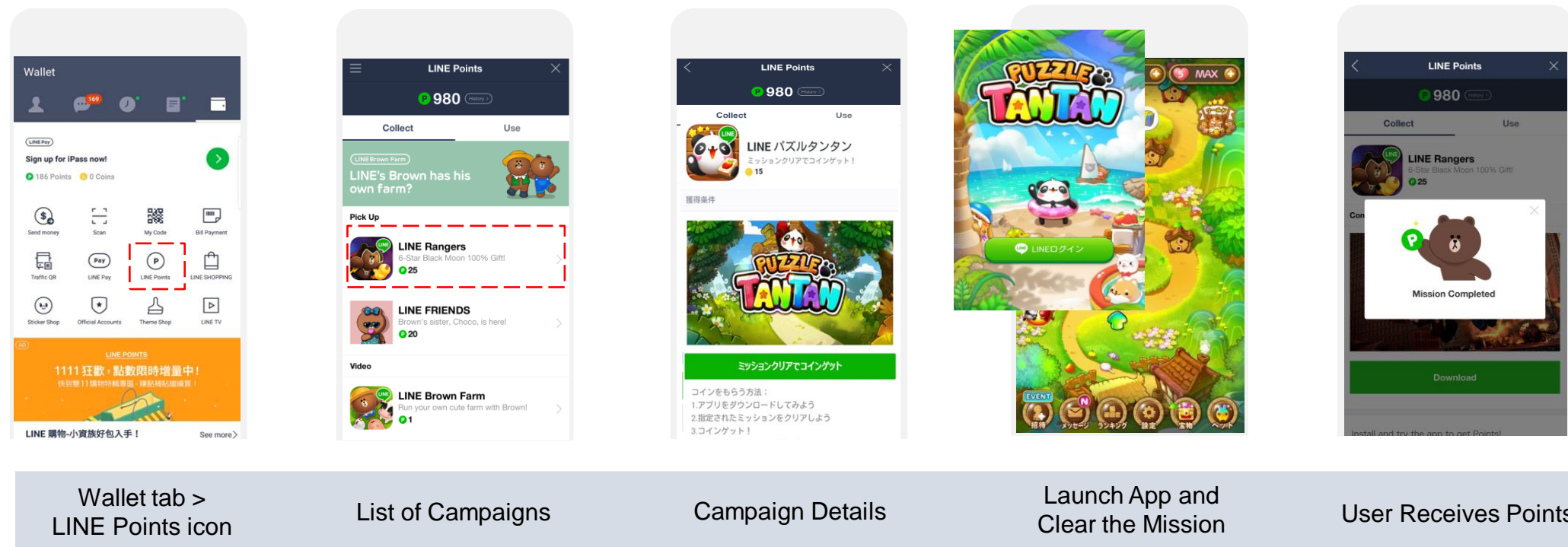
A. In principle, we do not allow the campaign to be stopped short unless under exceptional circumstances. (i.e. server issues, or problems related to the service) Please inform us if you notice any problems with the service or experience unexpected issues.

LINE Points CPE

Cost Per Engagement

What is LINE Points CPE?

LINE Points CPE encourages users to actively engage the apps and clear a certain mission inside the app. (e.g., level 10, completing tutorial, etc.) It allows app developers to guide users to experience the app follow the ideal path as the first experience. Users are given Points that can be used to exchange for stickers, custom themes, and LINE Gift Codes, etc..



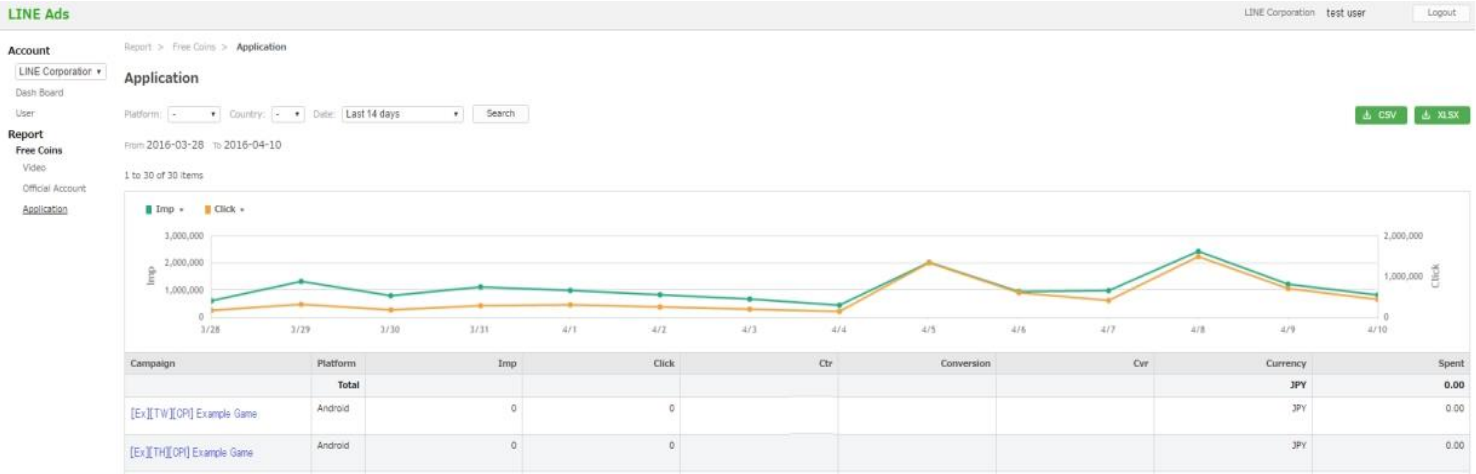


CPE

Item	Details	
CV Point	Download/Launch an APP and clear a mission inside the app	
Target Apps/OS	Free apps on AOS *Each app must pass screening by LINE	
Campaign starting dates	Mon-Fri 11:00 JST *Applicable for 2019/4/1 – 6/30	
Campaign Duration	2 Weeks	
Price (ex. tax)	Taiwan	Thailand
	(game type) USD 1.02 ~ 2.05 (non-game type) negotiable	(game type) USD 0.84 ~ 1.51 (non-game type) negotiable
Minimum Order	20,000 CVs	
Regions	Taiwan / Thailand	
User Reward	10 ~ 25 Points	14 ~ 25 Points
Tracking	Requires to Integrate 3 rd Party Tracking SDK	
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. Supported SDKs: Appsflyer, Adjust, M.A.T(Tune), Party Track, F.O.X, Kochava Campaigns by LINE may also be running concurrently. If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing. 	

Report_CPE

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign's details page was viewed
click	Click throughs	Number of times users have clicked and been lead to app
ctr	Click through rate	Calculated as a ratio of "clicks" from "impressions"
conversion	Conversions	Number of users who clear a certain mission inside the app
cvr	Conversion rate	Calculated as a ratio of "conversions" from "clicks"

FAQ_CPE

SDK and LTV Measurement

Q. Which “3rd party SDK” is needed for CPE?

A. For CPE, 5 types of 3rd party SDK is supported,; MA T. FOX, Kochava, Adjust and AppsFlyer. Developers can integrate one of these 5 SDKs to enable the campaign.

Q. Is it possible to perform a test of the tracking URL before the campaign is launched?

A. We ask partners to carry out the tracking test. LINE generally does not carry out the test (excluding special cases). Please note, we do not guarantee the accuracy or performance of any 3rd party tracking tool.

Q. Can we send postbacks to LINE Points?

A. Conversions are measured completely within LINE so there is no need for postbacks.

Q. Are there any limitations on the number of times the tracking URL be redirected?

A. Yes, we strongly recommend that redirecting be limited to a maximum 3 times.

Q. Is it possible to prevent user duplication by using 3rd party SDKs or tracking tools?

A. Conversions are measured completely within the LINE tracking system, and therefore we cannot prevent duplications with other media sources. Therefore, there may be in some cases, some disparity between conversions measured by LINE and a 3rd party SDK. Please note that billing will always be based on conversions measured by LINE.

User Conversion Point

Q. Do you acquire or use personally identifiable information for tracking purposes?

A. No, we do not acquire or use any personally identifiable information, or use tracking data for any secondary purpose.

Q. Can users who have already installed the published apps receive LINE Points?

A. The LINE app will check if the app is already installed, so Points will not be awarded if they already have the app. However, users who have deleted the app before the campaign can still receive the LINE Points.

Q. Can the user receive the Points again when he/she changes to a new device?

A. Duplicate Points will not be awarded if the user is using the same LINE account.

Q. Is there possibility of conversions occurring after the campaign finishes?

A. Yes, there is a 24 hour grace period which allows eligible users the chance to claim their entitled LINE Points. Conversions that occur during this 24 hour grace period are subject to billing.

Campaign Operation

Q. Is it possible to request a specific campaign start date and time?

A. Start date and time is Monday-Friday 11:00 JST (or 16:00 JST in some countries)

Q. Is it possible to stop the campaign before the campaign period ends?

A. In principle, we do not allow the campaign to be stopped short unless under exceptional circumstances. (i.e. server issues, or problems related to the service) Please inform us if you notice any problems with the service or experience unexpected issues.

Web Traffic

CPWL(CPC)

CPA

LINE Points CPWL(CPC)

Cost Per Web Launch

What is LINE Points CPWL(CPC)?

LINE Points CPWL(CPC) provides a way to encourages users to visit the web page. This will allow users to explore the contents of web page and interact further. Users are given Points that can be used to exchange for stickers, custom themes, and LINE Gift Codes, etc..



Wallet tab >
LINE Points icon

List of Campaigns

Campaign Details

Visit the Web

User Receives Points
after few minutes

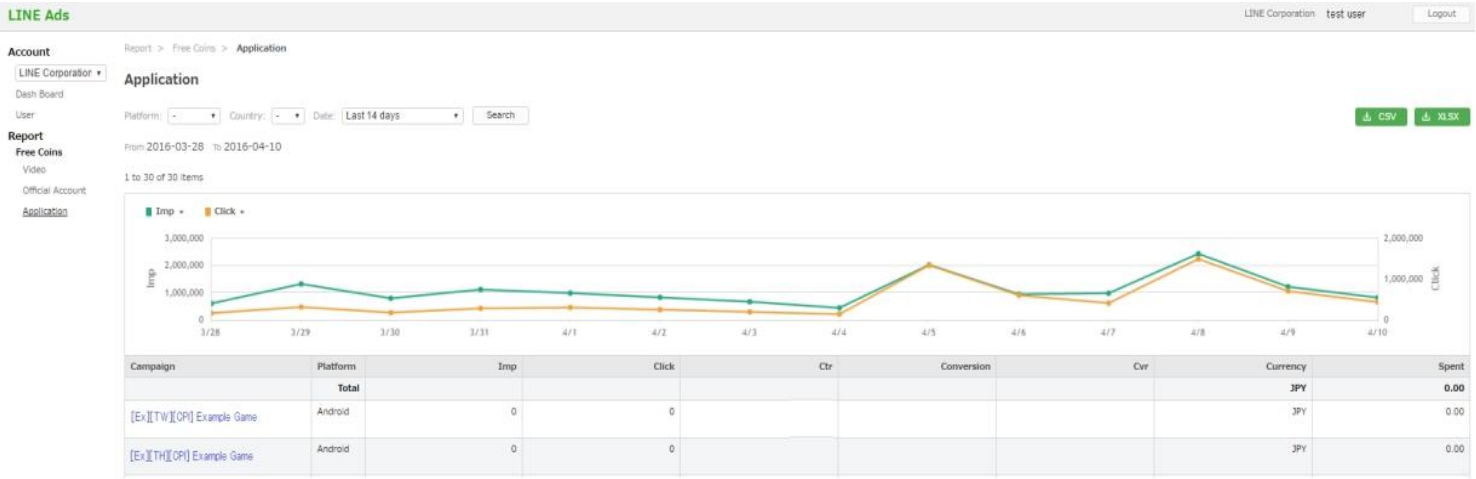
CPWL(CPC)



Item	Details		
CV Point	Launch webpage		
OS	iOS and AOS		
Campaign starting dates	Mon-Fri 11:00 JST *Applicable for 2019/4/1 – 6/30		
Campaign Duration	1 Week or finishes when the target CV is met, which comes earlier.		
Price (ex. tax)	Taiwan	Thailand	Indonesia
	USD 0.10 USD 0.14 ~ 0.15 (with Gender/Age Targeting)	USD 0.06	USD 0.29
Minimum Order	100,000 CVs		25,000 CVs
Daily Cap	Min 20,000		-
User Reward	1 Point		1,000 Points
Notes	<ul style="list-style-type: none">Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above.Campaigns by LINE may also be running concurrently.If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month.A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.		

Report_CPWL(CPC)

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign's details page was viewed.
click	Click throughs	Number of times users have been directed to the webpage.
ctr	Click through rate	Calculated as a ratio of “clicks” from “impressions”
conversion	Conversions	Number of users who have visited the webpage.
cvr	Conversion rate	Calculated as a ratio of “conversions” from “clicks”

FAQ_CPWL(CPC)

SDK and LTV Measurement

Q. Which “3rd party SDK” is needed for CPE?

A. For CPE, 5 types of 3rd party SDK is supported,; MA T. FOX, Kochava, Adjust and AppsFlyer. Developers can integrate one of these 5 SDKs to enable the campaign.

Q. Is it possible to perform a test of the tracking URL before the campaign is launched?

A. We ask partners to carry out the tracking test. LINE generally does not carry out the test (excluding special cases). Please note, we do not guarantee the accuracy or performance of any 3rd party tracking tool.

Q. Can we send postbacks to LINE Points?

A. Conversions are measured completely within LINE so there is no need for postbacks.

Q. Are there any limitations on the number of times the tracking URL be redirected?

A. Yes, we strongly recommend that redirecting be limited to a maximum 3 times.

Q. Is it possible to prevent user duplication by using 3rd party SDKs or tracking tools?

A. Conversions are measured completely within the LINE tracking system, and therefore we cannot prevent duplications with other media sources. Therefore, there may be in some cases, some disparity between conversions measured by LINE and a 3rd party SDK. Please note that billing will always be based on conversions measured by LINE.

User Conversion Point

Q. Do you acquire or use personally identifiable information for tracking purposes?

A. No, we do not acquire or use any personally identifiable information, or use tracking data for any secondary purpose.

Q. Can users who have already installed the published apps receive LINE Points?

A. The LINE app will check if the app is already installed, so Points will not be awarded if they already have the app. However, users who have deleted the app before the campaign can still receive the LINE Points.

Q. Can the user receive the Points again when he/she changes to a new device?

A. Duplicate Points will not be awarded if the user is using the same LINE account.

Q. Is there possibility of conversions occurring after the campaign finishes?

A. Yes, there is a 24 hour grace period which allows eligible users the chance to claim their entitled LINE Points. Conversions that occur during this 24 hour grace period are subject to billing.

Campaign Operation

Q. Is it possible to request a specific campaign start date and time?

A. Start date and time is Monday-Friday 11:00 JST (or 16:00 JST in some countries)

Q. Is it possible to stop the campaign before the campaign period ends?

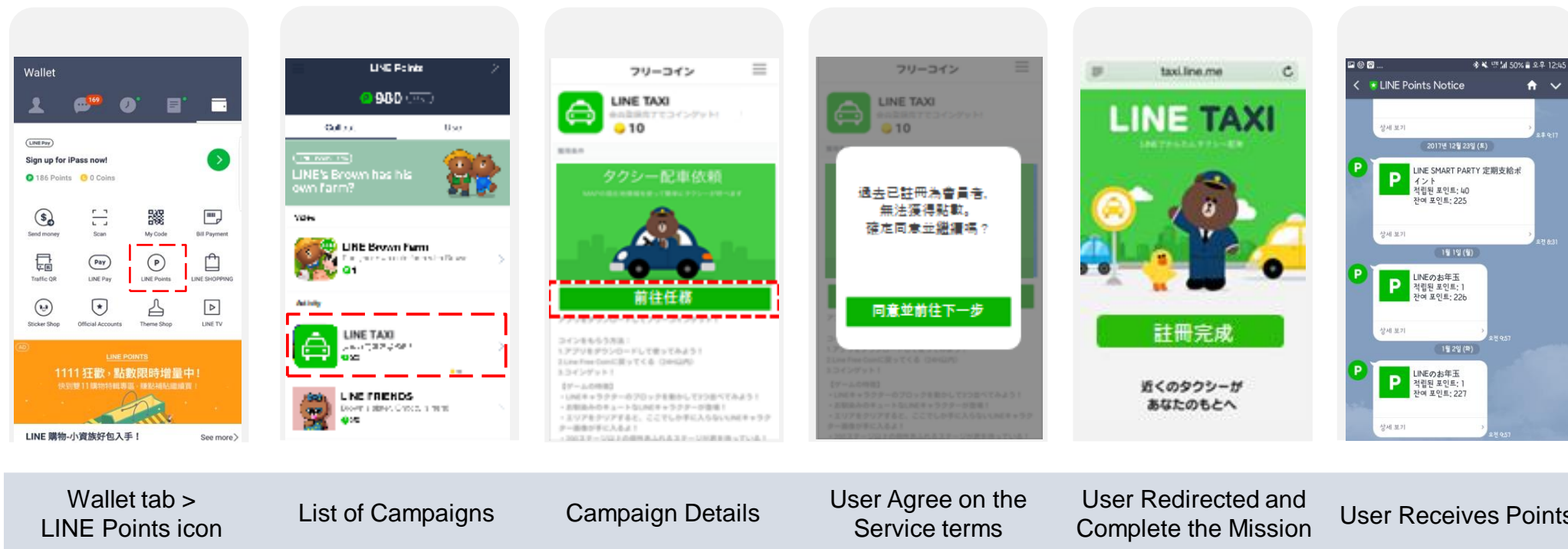
A. In principle, we do not allow the campaign to be stopped short unless under exceptional circumstances. (i.e. server issues, or problems related to the service) Please inform us if you notice any problems with the service or experience unexpected issues.

LINE Points CPA

Cost Per Action

What is LINE Points CPA?

LINE Points CPA is an efficient way to achieve users attention and behavior which can lead further interactions within the service. Users will be rewarded for moving to a webpage and completion certain missions, such as to purchase products or register memberships. Users' completion of mission can be rewarded in a real-time or after client's approval.



LINE Points CPA

LINE Points CPA has 3 different types; Auto Approval or Post Approval type; and Limited or Unlimited participation, depending on the way of points grant.

- 3 types of CPA

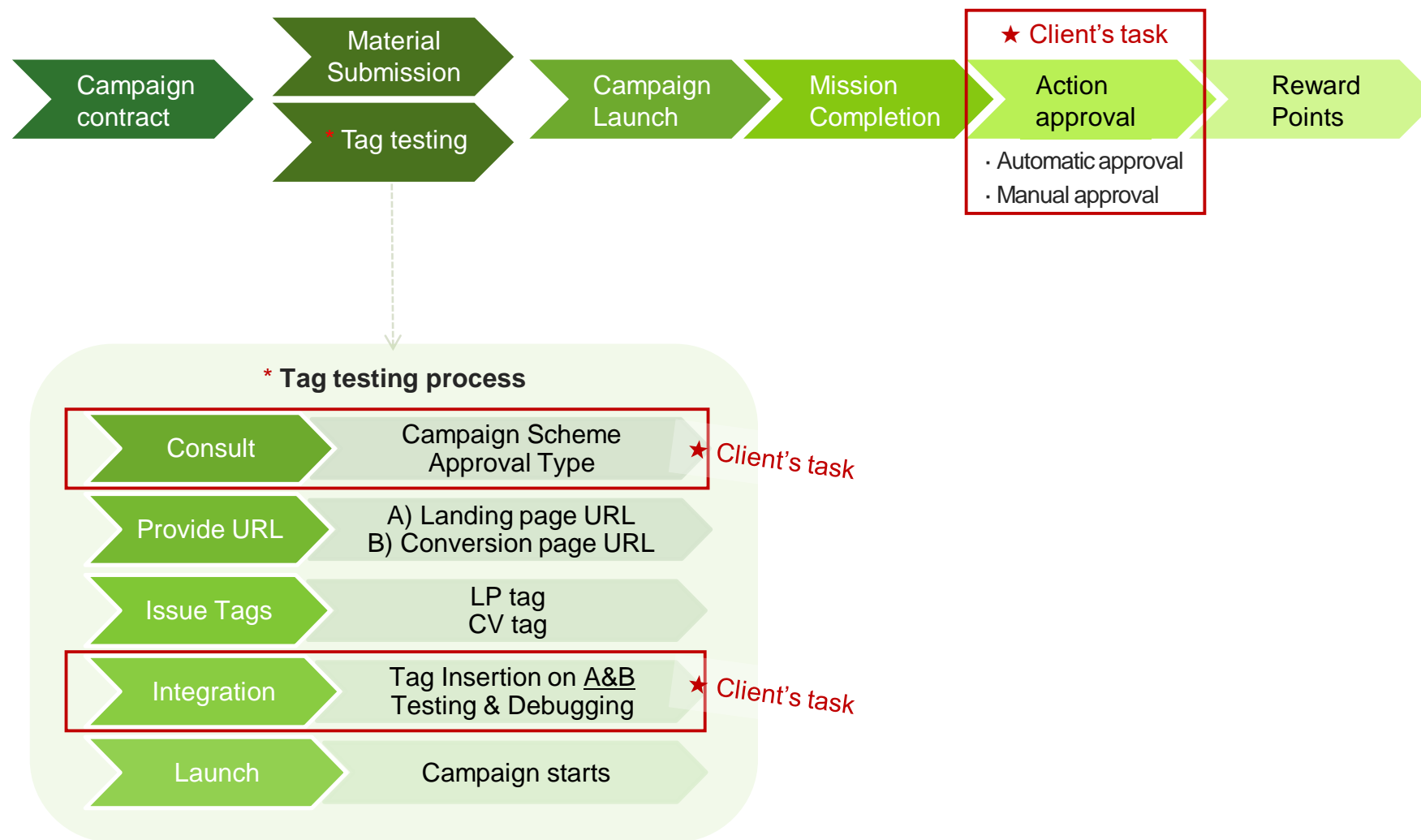
	Auto Approval	Post Approval	
	Limited	Limited	Unlimited
Points grant	• Real-time		• Upon advertiser's approval
JS tags integration	• Needed		• Needed
Number of participations	• 1 time	• 1 time	• Multiple times
Recommended campaign types	<ul style="list-style-type: none">• Membership registration• Mission completion• Survey• Etc.	<ul style="list-style-type: none">• Membership registration• Mission completion• Survey• Etc.	<ul style="list-style-type: none">• Shopping• Etc.

※ For 'auto-approval', 'unlimited' type is not available.

※ In case of 'Post Approval', user's action can be rejected by advertiser.

LINE Points CPA

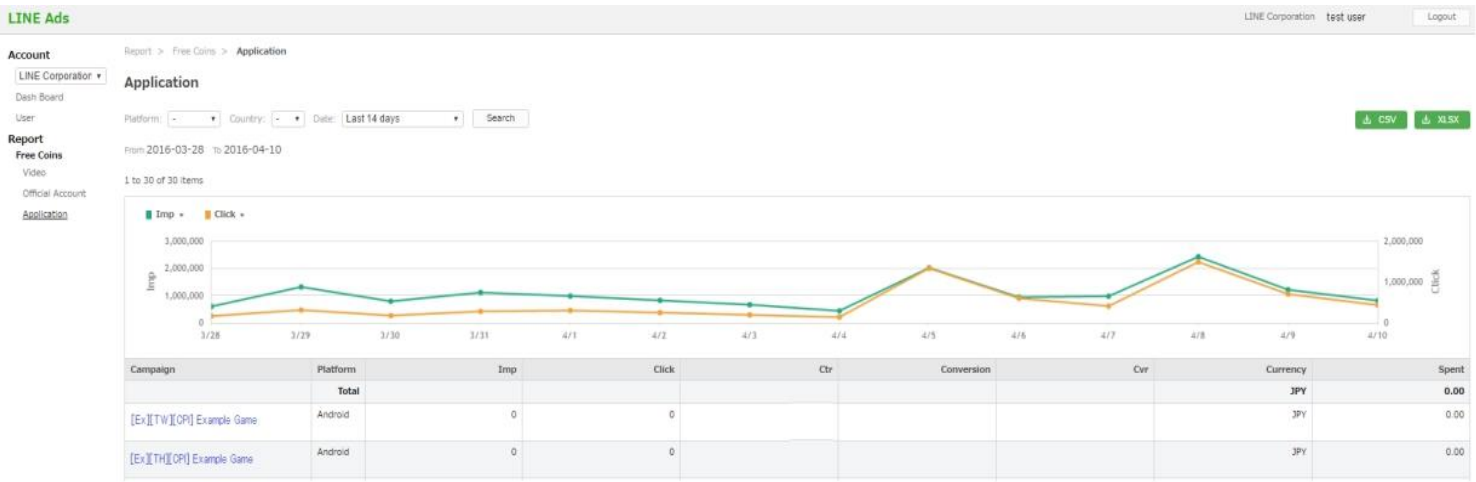
- CPA Process



Item	Details
CV Point	Move to a webpage and complete the mission (e.g., free registration, purchase products)
OS	iOS and AOS (no OS selection is permitted)
Campaign starting dates	Mon-Fri 11:00 JST (only 3 campaigns per week available) <i>*Applicable for 2019/4/1 – 6/30</i>
Campaign Duration	Min. 4 weeks
Price (ex. tax)	Negotiable (Gender/Age Targeting available)
Regions	Taiwan / Thailand
Minimum Order	10,000 CVs
User Reward	Depends on the mission type
Tracking	Requires to integrate JS tag that LINE provides
Notes	<ul style="list-style-type: none">• Mission type is only limited to 'acquiring leads'. 8 information could be asked to users; name, gender, age, telephone number, address, email, to set an ID and PW. Asking Personal identifiable information (include but not limited to national ID numbers) and 3rd party login information (include but not limited to emails or authentication via text) is not allowed.• Supported OS versions: Android OS 4.0.4 or iOS4.3 and above.• Campaigns by LINE may also be running concurrently.• LINE will give advance notice if any start times or maximum number of slots change.• If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows.• A certain amount of excess conversions may or may not occur after the campaign listing period ends. In the case where the target number of conversions has not been reached during the campaign period, excess conversions as the result of allowing end-users who have started a campaign, time to complete the required task and receive their reward from the campaign shall be subject to billing.

Report_CPA

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign's details page was viewed.
click	Click throughs	Number of times users have clicked and been redirected to the webpage
ctr	Click through rate	Calculated as a ratio of “clicks” from “impressions”
conversion	Conversions	Number of users who have completed the mission in the webpage
cvr	Conversion rate	Calculated as a ratio of “conversions” from “clicks”

FAQ_CPA

JS tag setting and LTV Measurement

Q. What is the technical requirement to run LINE Points CPA campaign?

A. To enable a CPA campaign, Java Script tag needs to be embedded in the designated webpage(s). The top level domain of landing page and thank you page must be same. LINE will support for the detailed guide.

Q. For how long a Cookie will be valid? Each Cookie is valid for 24 hours, which requires users to complete the mission within 24 hours. In mobile devices, the block cookie function for the web browsers has be 'Always Allow'.

A. Each Cookie is valid for 24 hours, which requires users to complete the mission within 24 hours. In mobile devices, the block cookie function for the web browsers has be 'Always Allow'.

Q. Is it possible to prevent user duplication by using 3rd party SDKs or tracking tools?

A. Conversions are measured completely within the LINE tracking system, and therefore we cannot prevent duplications with other media sources. Therefore, there may be in some cases, some disparity between conversions measured by LINE and a 3rd party SDK. Please note that billing will always be based on conversions measured by LINE.

User Conversion Point

Q. Do you acquire or use personally identifiable information for tracking purposes?

A. No, we do not acquire or use any personally identifiable information, or use tracking data for any secondary purpose. Also asking Personal identifiable information (include but not limited to national ID numbers) and 3rd party login information (include but not limited to emails or authentication via text) is not allowed.

Q. Can the user receive the Points again when he/she changes to a new device?

A. Duplicate Points will not be awarded if the user is using the same LINE account.

Q. Is there possibility of conversions occurring after the campaign finishes?

A. Yes, there is a 24 hour grace period which allows eligible users the chance to claim their entitled LINE Points. Conversions that occur during this 24 hour grace period are subject to billing.

Campaign Operation

Q. Is it possible to request a specific campaign start date and time?

A. Start date and time is Monday-Friday 11:00 JST.

Q. How many campaigns are available for one day?

A. For the time being, only maximum two campaigns are available for one day.

Q. Is it possible to stop the campaign before the campaign period ends?

A. In principle, we do not allow the campaign to be stopped short unless under exceptional circumstances. (i.e. server issues, or problems related to the service) Please inform us if you notice any problems with the service or experience unexpected issues.

Video Ads

CPV

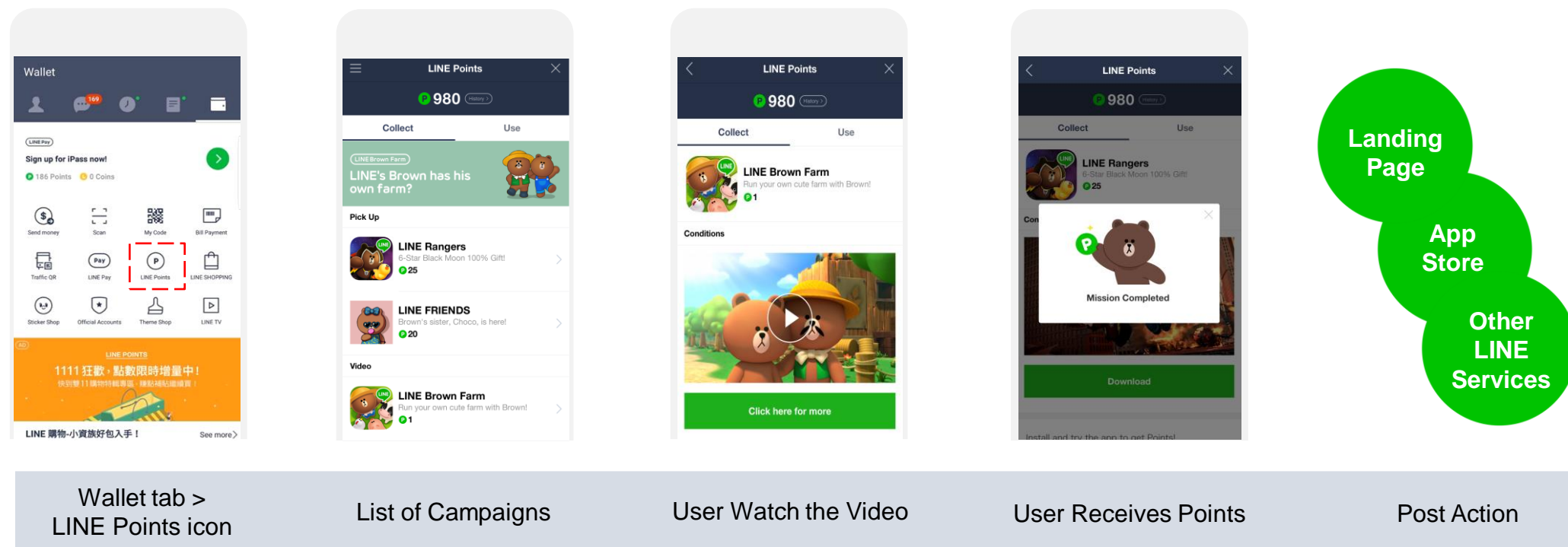
BSP

FBV

Premium Video

What is LINE Points Video?

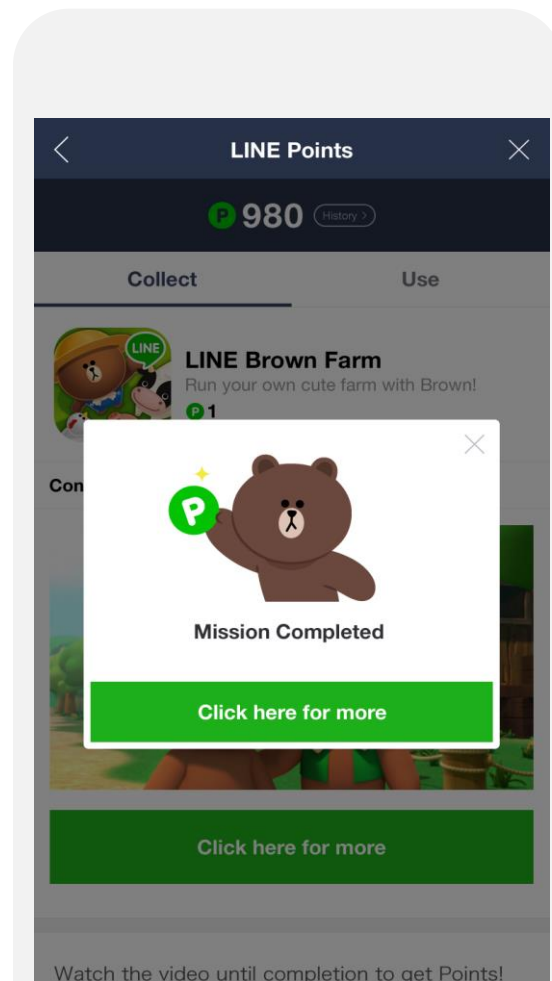
LINE Points Video allows services and brands to show video ads to LINE users. Users will be rewarded by completing viewing the video. With the Post Action function, users can be redirected for a further interaction, which encourages the higher viewer engagement. The average view completion rate is 85% and 80%* in Taiwan and Thailand respectively.



*Average figure for July to Dec 2015 for CPV ads in Taiwan & Thailand

Choice of Post-View Actions

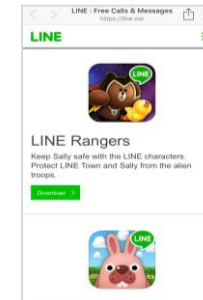
Users will be redirected for the post actions once the video is completely viewed, which enriches user experience of the service in an ideal way.



Landing Page

App Market

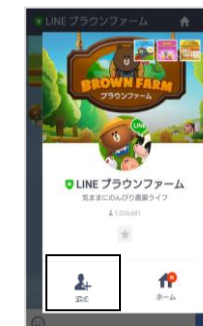
LINE service



Redirection to a designated website



Direct link to App Market
(Install Referrer tracking is not supported)



Link to a sticker download,
Official Account or an Add Friend page

LINE

LINE Points CPV

Cost Per View

CPV (Guaranteed Views)



Item	Details		
CV Point	Complete View		
OS	iOS and AOS		
Campaign starting dates	Mon-Fri 11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>		
Price (ex. tax)	Taiwan	Thailand	Indonesia
	USD 0.14 USD 0.17 ~ 0.19 (with Gender/Age Targeting) USD 0.10 (over 1M views)	USD 0.10	USD 0.29
Campaign Duration	1 week		
Minimum Order	25,000	50,000	25,000
Daily Cap	25,000		-
User Reward	1 Point	2 Points	1,000 Points
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above. Campaigns by LINE may also be running concurrently. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) Promoting multiple items in single video is not allowed. Due to the policy of Apple, lucky-draw promotion is not allowed in iOS. Only a single product can be promoted in one video. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing. 		

LINE Points FBV

Friends Boost Video

Friends Boost Video (Guaranteed Views) / Taiwan only

Item	Details
CV Point	Complete View (this product does NOT guarantee # of OA friends, but # of video views)
OS	iOS and AOS (services with LINE OA, LINE@)
Campaign starting dates	11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>
Campaign Duration	1 week
Pricing (ex. tax)	USD 0.14 USD 0.17 ~ 0.19 (with Gender/Age Targeting)
Point	1 Point
Minimum Order	50,000
Region	Taiwan
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above. Campaigns by LINE may also be running concurrently. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) Promoting multiple items in single video is not allowed. Due to the policy of Apple, lucky-draw promotion is not allowed in iOS. Only a single product can be promoted in one video. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing

LINE Points BSP

Brand Spot

Brand Spot (Guaranteed Period)

Item	Details	
CV Point	When campaign period ends	
OS	iOS and AOS	
Campaign starting dates	11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>	
Campaign Duration	1 week	
Pricing (ex. tax)	Taiwan	Thailand
	USD 20,000 (both OS) USD 17,000 (AOS only) / USD 10,000 (iOS only) USD 10,000 (AOS only with Gender Targeting) USD 8,500 (iOS only with Gender Targeting) USD 13,600 (AOS with Gender Targeting + iOS)	USD 25,000 (both OS) USD 17,000 (AOS only) USD 10,000 (iOS only)
Point	iOS 1 Point AOS 50 Points (Lottery basis) AOS targeting 1,600 users AOS all 3,200 users	1 Point
Region	Taiwan / Thailand	
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above. Campaigns by LINE may also be running concurrently. The Apple App Store or Google Play Store cannot be set as the landing page for "Brand Spot" campaigns. Thumbnail and Video can be changes once during the campaign period. All materials must be submitted before campaign begins. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) Promoting multiple items in single video is not allowed. Due to the policy of Apple, lucky-draw promotion is not allowed in iOS. The advertiser is responsible for any fees related to the use of copyrighted music within videos. If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing. 	

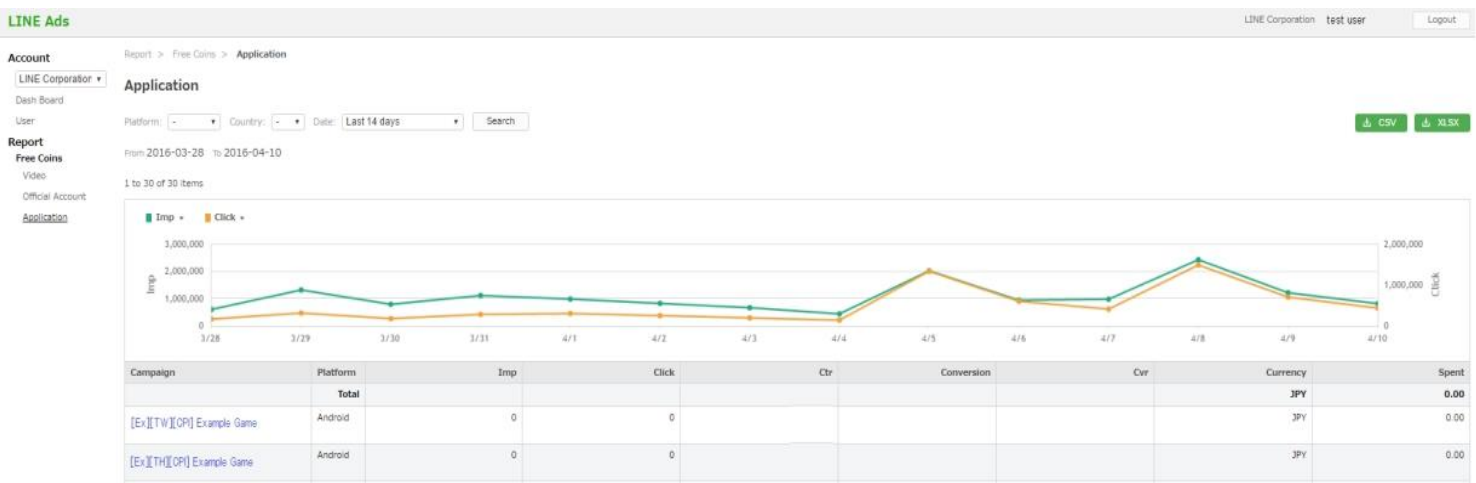
LINE Points Premium Video

Premium Video (Guaranteed Period) / Thailand only

Item	Details
CV Point	When campaign period ends
OS	iOS and AOS
Campaign starting dates	Mon-Fri 11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>
Campaign Duration	1 Week
Unit Price (ex. tax)	USD 26,000 (both OS) USD 18,000 (AOS) USD 11,000 (iOS)
User Reward	1 Point
Region	Thailand
Notes	<ul style="list-style-type: none"> Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above. Campaigns by LINE may also be running concurrently. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) Promoting multiple items in single video is not allowed. Due to the policy of Apple, lucky-draw promotion is not allowed in iOS. Only a single product can be promoted in one video. Video must be mp4 formatted, with the length of minimum 5 seconds ~ maximum 60 seconds. (less than 50MB) If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows. A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.

Report_Video Ads

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign’s details page was viewed
play	Video views	Number of times users have viewed the video
ctr	Video view rate	Calculated as a ratio of “plays” from “impressions”
complete view	Completed views (unique)	Number of unique users who viewed video to completion
cvr	Completed view rate	Calculated as a ratio of “complete views” from “plays”
transition	Number of transitions	Number of users redirected to the post-action landing page

FAQ_Video Ads

Tracking and LTV measurement

Q. Is it possible to measure LTV?

A. From the LINE Points reporting tool (dashboard) only a limited number of metrics can be tracked. (See Report Summary page for more details). If using 3rd party tracking tools, it is possible to use a tracking (redirect) URL in order to measure LTV through the tool. Please understand that since postbacks are not enabled, there is a high chance of disparity in conversion numbers from any 3rd party tracking tool.

Q. Is it possible to perform a test of the tracking URL before the campaign is launched?

A. We ask partners to carry out the tracking test. LINE generally does not carry out the test (excluding special cases). Please note, we do not guarantee the accuracy or performance of any 3rd party tracking tool.

Q. Are there any limitations on the number of times the tracking URL be redirected?

A. Yes, we strongly recommend that redirecting be limited to 3 times.

Tracking and Conversion Point

Q. Do you acquire or use personally identifiable information for tracking purposes?

A. No, we do not acquire or use any personally identifiable information, or use tracking data for secondary purposes.

Q. Can users who have already installed the published app receive LINE Points?

A. For campaigns that directly link to an app, it is possible to check if the app is already installed, and filter users so they are not eligible for the campaign. However, users who have deleted the app before the campaign starts, will be considered eligible and still receive the LINE Points.

Campaign Operation

Q. Is it possible to request a specific campaign start date and time?

A. Start date and time is Monday-Friday 11:00 JST (or 16:00 JST in some countries)

Q. Is it possible to cap the daily number of views?

A. No, campaign will end when the target number of views is reached or once the campaign period ends, or whichever comes first.

Q. Is it possible to stop the campaign before the campaign period ends?

A. In principle, we do not allow the campaign to be stopped short unless under exceptional circumstances. (i.e. server issues, or problems related to the service) Please inform us if you notice any problems with the service or experience unexpected issues.

Official Account Friends Boost

CPF

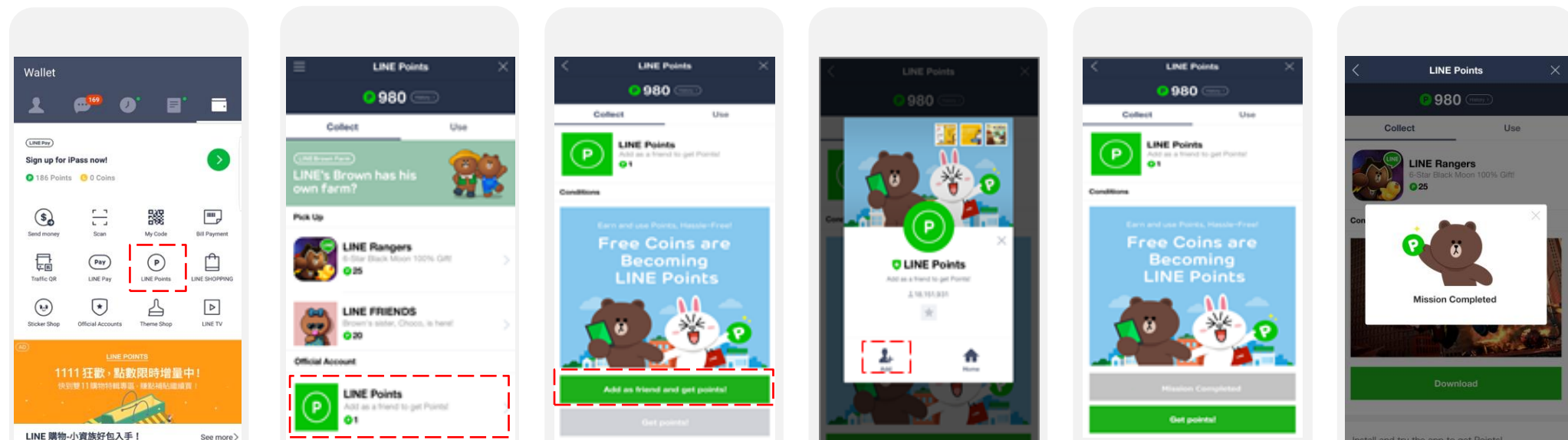
LINE

LINE Points CPF

Cost Per Friend

What is LINE Points CPF?

LINE Points Official Account Friends Boost (OA Friends Boost) - CPF is an effective method to tap into the pool of global LINE users, and increase “Friends” for your LINE Official Account. As it is a performance based product, there is minimal risk to your budget caps and you are able to acquire users in a effective and strategic manner.



Wallet tab >
LINE Points icon

List of Campaigns

Campaign Details

User Add Official
Account as Friend

Tap “Get Points”
Button

User Receives Points

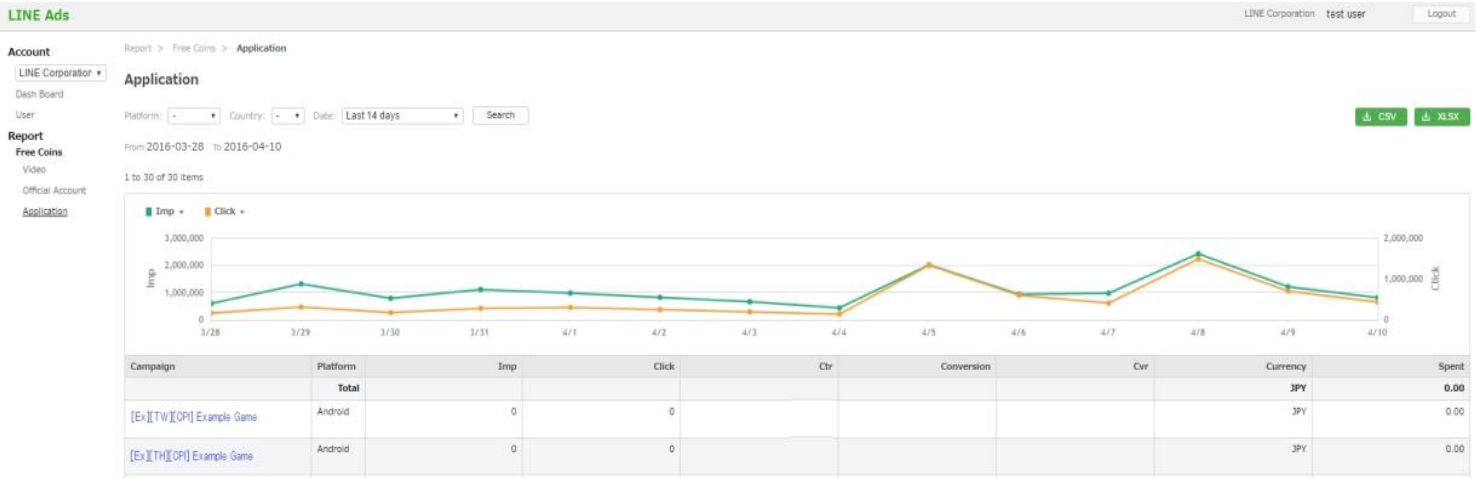
CPF



Item	Details		
CV Point	Add OA as friends		
OS	iOS and AOS		
Campaign starting dates	Mon ~ Fri 11:00 JST <i>*Applicable for 2019/4/1 – 6/30</i>		
Campaign Duration	1 week		
Unit Price (ex. tax)	Taiwan	Thailand	Indonesia
	USD 0.10 USD 0.14 ~ 0.15 (with Targeting)	USD 0.06	USD 0.74
Minimum Order	50,000 Friends		10,000 Friends
User Reward	1 Point		3,000 Points
Notes	<ul style="list-style-type: none">Supported OS versions: AOS 4.0.4 and above. iOS 7.0 and above. Requires LINE 6.3.0 or above.Campaigns by LINE may also be running concurrently.If number of added friends does not reach the target within campaign period, only the amount consumed from budget will be charged.Note that users may block the OA after adding as friend. Therefore, not all added friends from the campaign will be usable friends.Users who are already friends with the OA or those who have already blocked the OA before the campaign, will not receive Points from this campaign.If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows.A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.		

Report_CPF

Dashboard Example



Index	Description	Details
impression	Impressions	Number of times the campaign’s details page was viewed.
click	Number of Clicks	Number of times users have been directed to the "add as friend" page
ctr	Click through rate	Calculated by “clicks” / “impressions”
conversion	Number of added friends	Number of users who have added as friend and returned to LINE Points page within 24 hours
cvr	Rate of added friends	Calculated by “conversions” / “clicks”

LINE Points Ads

Price List

Campaign Launch Process

Contact

※Pricing uses a single currency set for each target country.

If wishing to make payment in any other currency than the currency set for the target country, please contact our sales staff.

LINE

Price List

• App Download

	Region	Campaign Start Date	Campaign Start Time* ¹	Campaign Duration* ²	Pricing (USD, ex. tax)	User Reward* ³	Minimum Order* ⁴	Daily Cap
CPI	TW	Mon – Sun	11:00 (JST)	1 week	0.27 0.34~0.38 (with Targeting)	4 Points	20,000 -	Minimum 20,000
	TH				0.54 (on the Pick Up category)	7 Points	10,000 - 200,000	Minimum 10,000
	ID				1.10	3,000 Points	5,000 -	-
3DM	TW	Mon – Fri		1~2 weeks	0.44 0.55~0.58 (with Targeting)	3 Points for Each Mission Clear	50,000 - 200,000	Minimum 10,000
CPE	TW				(game type) 1.02 ~ 2.05 (non-game type) Negotiable	10 Points ~ 25 Points	20,000	-

*1 Campaign start times are all JST (Japan Standard Time).

*2 Campaign finishes when Campaign period ends or when the target number of DLs are reached, which ever comes first.

*3 User reward may change at the discretion of LINE.

*4 Target number of DLs on the Insertion Order should not be less than the specified minimum DL amount. However, it is possible to exceed the maximum DL amount – please inquire.

Price List

• Web Launch

	Region	Campaign Start Date*1	Campaign Start Time*2	Campaign Duration*3	Pricing (USD, ex. tax)*4	User Reward*5	Minimum Order	Daily Cap
CPWL (CPC)	TW	Mon – Fri	11:00 (JST)	1 week	0.10 0.14 ~ 0.15 (with Targeting)	1 Point	100,000	20,000
	TH				0.06			
	ID				0.29	1,000 Points	25,000	-
CPA	TW/TH			1 Month	negotiable	Depends on the user mission type	10,000	-

*1 Maximum 3 campaigns per day are available.
*2 Campaign start times are all JST (Japan Standard Time).
*3 Campaign finishes when Campaign period ends or when the target number of DLs are reached, which ever comes first.
*4 LINE will provide the quotation for the each campaign, based on the degree of engagement required from users.
*5 User reward may change at the discretion of LINE.

Price List

• Video Ads (Guaranteed Views)

	Region	Campaign Start Date	Campaign Start Time*1	Campaign Duration*2	Pricing (USD, ex. tax)	User Reward*3	Number of Complete Views*4
CPV	TW	Mon – Fri	11:00 (JST)	1 week	0.14 0.10 (over 1M views) 0.17~0.19 (with Targeting)	1 Point	25,000 ~
	TH				0.10	2 Points	50,000 ~
	ID				0.29	1,000 Points	25,000 ~
FBV	TW				0.14 0.17 ~ 0.19 (with Targeting)	1 Point	50,000~

*1 Campaign start time are all JST (Japan Standard Time).

*2 Campaign finishes when campaign period ends or when target number of DLs are reached, or whichever comes first.

*3 User reward may change at the discretion of LINE.

*4 Insertion Order should not be less than specified minimum number of Complete Views.

Price List

• Video Ads (Guaranteed Period)

	Region	Campaign Start Date	Campaign Start Time ^{*1}	Campaign Duration ^{*2}	Pricing (USD, ex. tax)	User Reward ^{*3}	Number of Complete Views ^{*4}
BSP	TW / TH	Tue / Thu	11:00 (JST)	1 week	20,000 (both OS) 17,000 (AOS only) 10,000 (AOS with Gender Targeting) 13,600 (AOS with Gender Targeting + iOS) 10,000 (iOS only) 8,500 (iOS only with Targeting)	(iOS) 1 Point (AOS) Lottery basis	(iOS) 200-400K (AOS) 400-600K ^{*5}
					25,000 (both OS) 17,000 (AOS only) 10,000 (iOS only)	(iOS/AOS) 1 Point	(iOS) 100-200K (AOS) 200-400K ^{*5}
Premium Video	TH				26,000 (both OS) 18,000 (AOS only) 11,000 (iOS only)	(iOS/AOS) 1 Point	(iOS) 100-200K (AOS) 200-400K ^{*5}

*1 Campaign start time are all JST (Japan Standard Time).

*2 Campaign finishes when campaign period ends or when target number of DLs are reached, or whichever comes first.

*3 User reward may change at the discretion of LINE.

*4 Insertion Order should not be less than specified minimum number of Complete Views.

*5 Estimated CVs, not guaranteed.

Price List

• Official Account Friends Boost

	Region	Campaign Start Date	Campaign Start Time*1	Campaign Duration*2	Pricing (USD, ex. tax)	User Rewards*3	Number of Friends*4
CPF	TW	Mon– Fri	11:00(JST)	1 week	0.10 0.14 ~ 0.15 (with Targeting)	1 Point	50,000~
	TH				0.06		
	ID				0.74	3,000 Points	10,000~

*1 All times shown are in Japan Standard Time (JST).
*2 Campaigns will end when the target friends (CVs) are completed, or 1 week~4 weeks you set, whichever comes first.
*3 User reward (number of Points) may change at the discretion of LINE.
*4 We cannot accept orders below the minimum number of friends.

Campaign Launch Process

• Process

STEP 1) Review	Please send details of the app/video intended to be promoted on LINE Points Ads. We will conduct a review on suitability.
STEP 2) Fix Date	Please contact us with your preferred campaign start date and we will inform you on its availability.
STEP 3) Application	Please submit your application form (Insertion Order) at least 5 business days before date of commencement.
STEP 4) Publication Material	Please fill out the publication form and submit all relevant materials. (For Video content, final video will be reviewed at this point)
STEP 5) Report	LINE Points Ads reporting tool (dashboard) login details will be provided before commencement.
STEP 6) Campaign Launch	Campaign will start on specified date and time (JST) depending on product type.

- 1.Application (Insertion Order) and submission of publication material must be completed at least 5 business days prior to campaign commencement.
- 2.Application (Insertion Order) is to be received via email with no exception. Reservations for slots are processed in the order they are received.
- 3.Reservation period is a maximum of 3 business days. The reservation will automatically be cancelled after this period.
- 4.Please download the publication material template from here: <http://partner-points.line.me/en/>

• Cancellation Policy

We do not accept cancellations or changes in campaign dates once the application is processed.

Contact

Media Guide

<http://partner-points.line.me/en/>

Inquiries

[**dl_sales_freecoin@linecorp.com**](mailto:dl_sales_freecoin@linecorp.com)