LINE Business Guide (Summary)

LINE

- OUR MISSION -

CLOSING THE DISTANCE

Our mission is to bring people, information and services closer together

About LINE

LINE is a messaging app offering free voice, video, and chat communication between users across different carriers and national borders.
The location[*1] of LINE users in Japan reflects the population distribution of Japan, and is supported by a large number of users.
LINE launched its messaging app in June 2011 and since then has grown into a diverse, global ecosystem that includes AI technology,
 Fintech and more.

No. of domestic MAU[*2]

94 million

Approx. 70% of Japan's entire population uses LINE[*3]

4.6% Hokkaido

4.8% Tohoku

18.9% Chubu

5.6% Chug-oku

34.6% Kanto

19.0% Kinki

9.7% Kyushu/ Okinawa

2.8% Shi-koku
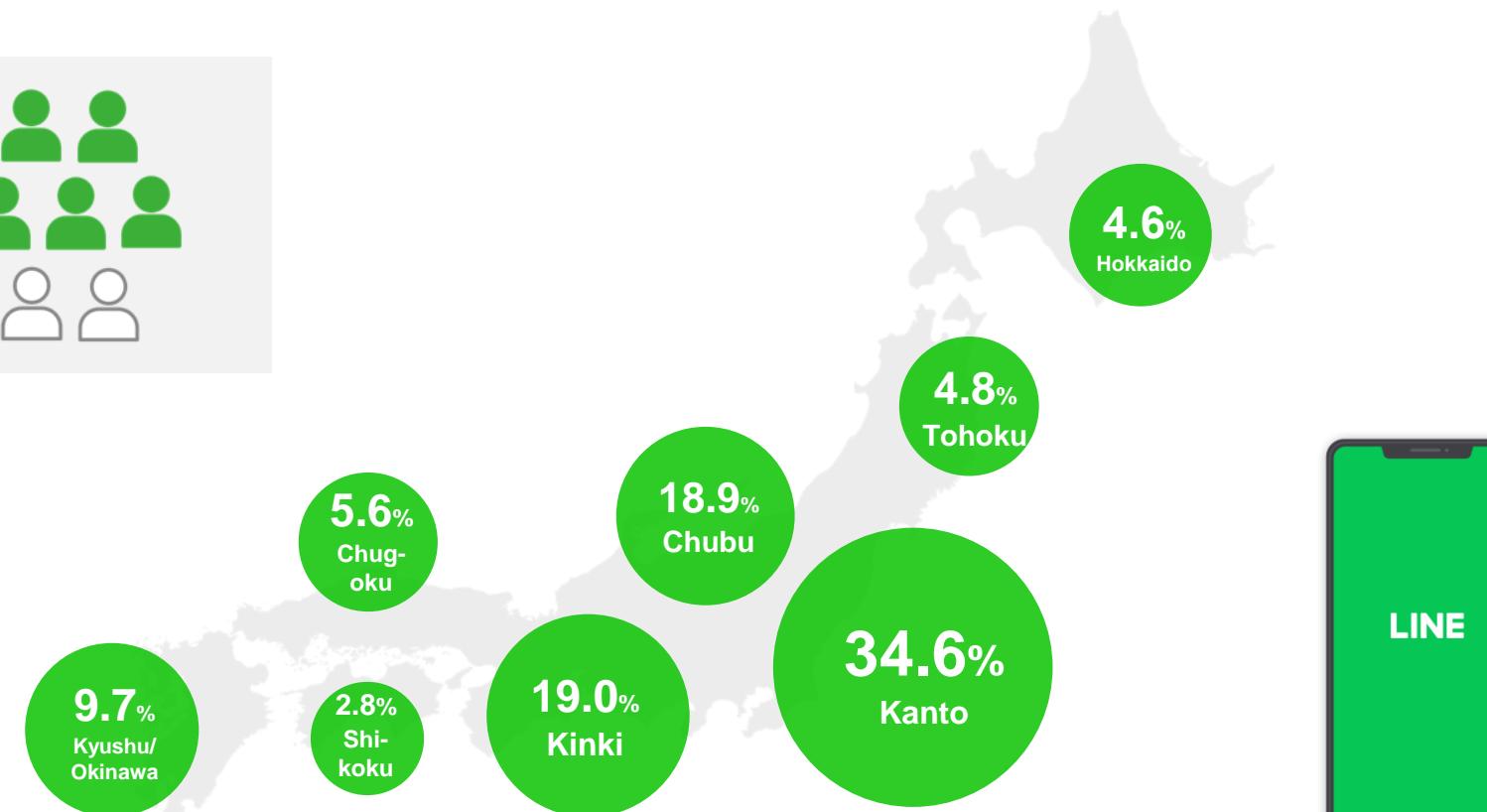
LINE

1* Figures are from an online survey conducted by Macromill Inc. in Jul. 2022, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

*2 As of December 2022

*3 LINE's 94 million domestic MAU divided by Japan's population of 125.08 million. (Based on figures taken from the Statistics Bureau in the Ministry of Internal Affairs and Communications (MIC), current as of Aug. 1, 2022)

Japan's leading communication platform

LINE User Demographics

LINE is popular among all genders, ages, and occupations.

Gender

Males 46.7%

Females 53.3%
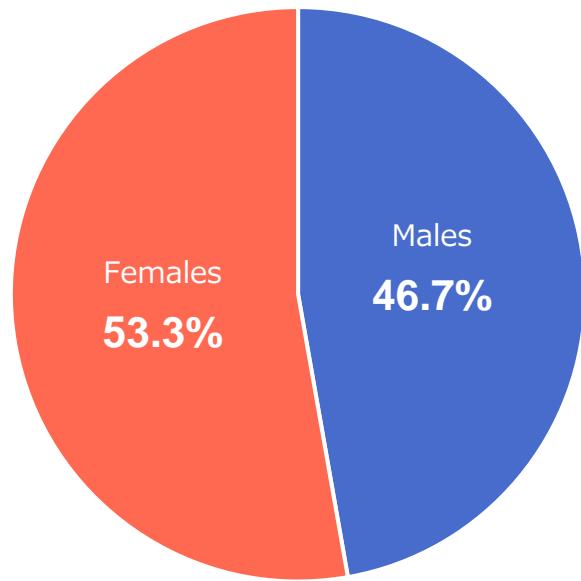
Slightly more female users

Age

15-19 7.9%
20-24 7.5%
25-29 7.5%
30-34 8.4%
35-39 8.9%
40-44 10.5%
45-49 12.1%
50-54 10.1%
55-59 9.4%
60-64 8.7%
65+ 9.0%
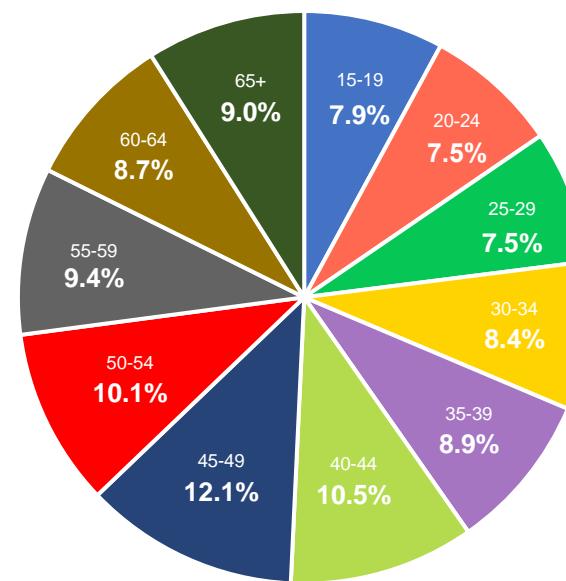
An even spread of users across all age groups, including those in their 10s and 60+.

Occupation

Office workers 48.6%

Homemakers/ Part-timers 30.6%

Students 10.8%

Other 9.9%
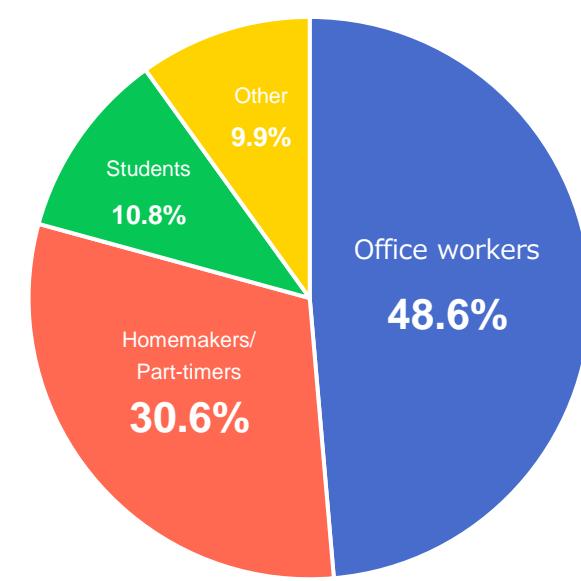
Office workers are the largest group, followed by homemakers/part-timers and then students.

Figures are from an online survey conducted by Macromill Inc. in Jul. 2022, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.
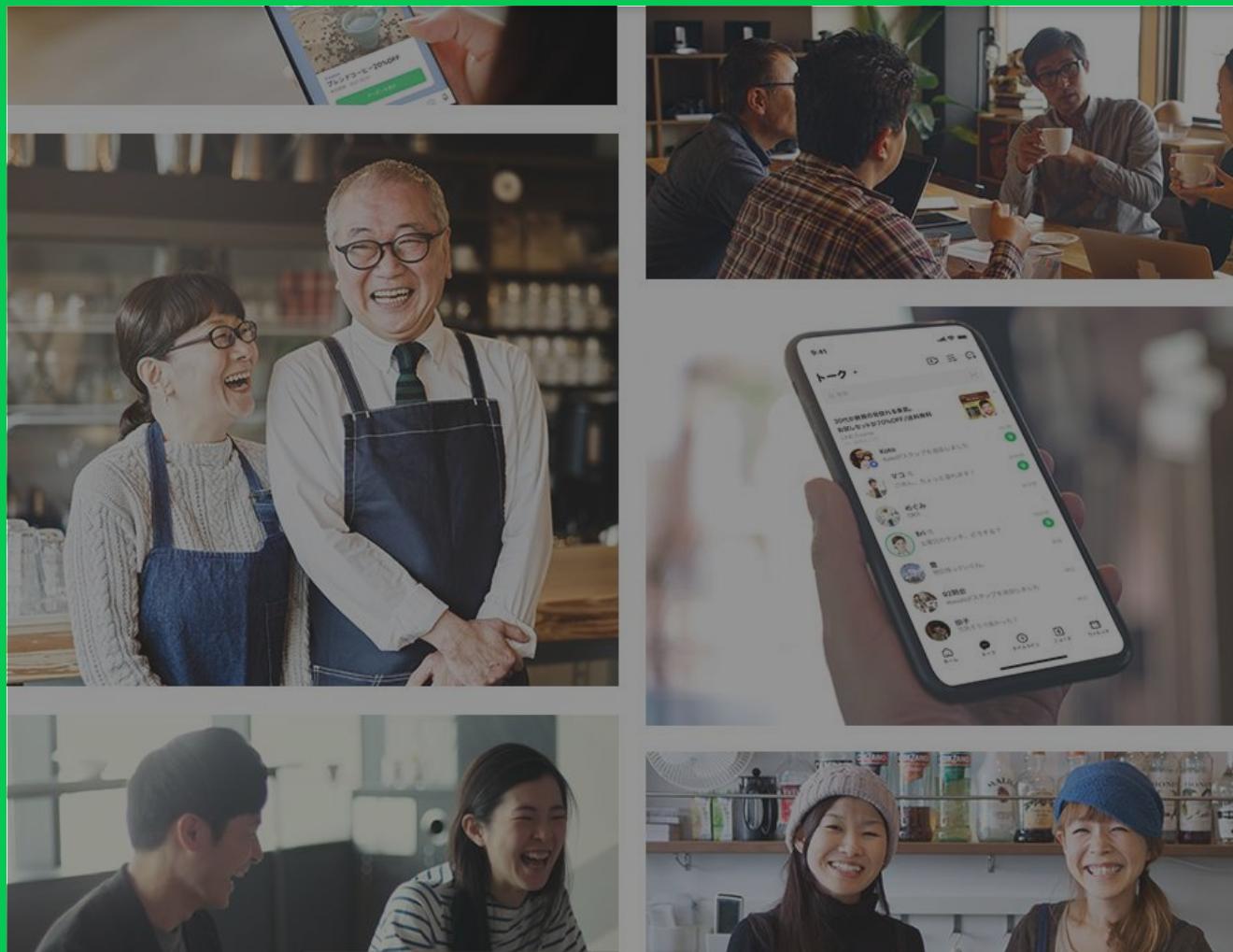
LINE's Marketing Solutions

LINE's Marketing Solutions

For more details on LINE's services and pricing plans, check the latest information under the LINE Business Guide.

https://www.linebiz.com/jp/download/ (Japanese only)

LINE Official Account

LINE Official Account lets companies from large corporations to individual stores create their own dedicated LINE accounts. There are currently more than three million official accounts in Japan covering a wide range of industries. LINE Official Accounts is a service which allows businesses to contact users while blending in to their daily lives just like using LINE to communicate with friends and family.

Feature #1

✓ **Connect with 94 million users* through LINE**
Businesses and stores can use messaging and other features to communicate and build mid-to-long-term relationships with users who friend their LINE official account.

✓ **Drive customers to stores and official websites**
In addition to messaging, businesses can use other nifty features (e.g. one-on-one chats, and giving out of coupons and digital loyalty cards) to attract users to their website or physical stores.

✓ **Free to get started, then pay-as-you-go**
Businesses can get started immediately with a fixed monthly fee starting from zero yen. Paid plans use a pay-as-you-go system, charging the monthly fee and then billing for additional messages sent. This provides flexibility for every type of budget and schedule.

* As of December 2022

Feature #2

Actions taken after friending a business account

Action	Value
Bought a product in-store or online after seeing it on LINE	37.7
Watched a video sent by the business	55.0
Used a service or went to a shop in order to get a coupon	55.9
Use a coupon sent by the business	58.7
Clicked a URL and visited the business' website	49.7
Entered a promotion	52.9
Read a message sent by the business	69.9

Scale: 0.0 10.0 20.0 30.0 40.0 50.0 60.0 70.0 80.0

Source: Figures are from an online survey conducted by Macromill Inc. in January 2021, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

Price

	Communication Plans	Light Plans	Standard Plans
Fixed monthly fee	Free	JPY 5,000	JPY 15,000
No. of free messages per month	Up to 200	Up to 5,000	Up to 30,000
Cost of additional messages	N/A	N/A	Up to JPY 3/message

Businesses can change plans according to the Terms of Use.

LINE Official Account

Messaging

Businesses can send either broadcast or targeted messages to all users who have friended their LINE official account. Images and videos can also be incorporated into messages for higher visibility, while a handy A/B test feature can assist in market research.

Coupons

Businesses can motivate users to use their products/services by giving out coupons to those who have friended the official account. Coupons can offer discounts, presents, and other special deals.

Loyalty Cards

With this feature, businesses can make a loyalty card (e.g. stamp card or points card) and offer it to users through their official account. Not only can this help create repeat customers, but can also attract new customers by creating an opportunity for first-timers to visit a store.

Optional Features

Messaging API

Businesses can send personalized messages and communicate in a more interactive way with users.

LINE Login

This allows businesses to link their membership database with a LINE account, making it easier for users to log in or sign up. Users can do everything from within the app, making this feature useful for increasing signup numbers and preventing customer churn.

Cost per friend (CPF)
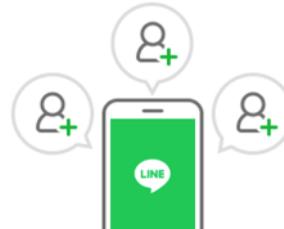
Offered through LINE Ads (formerly LINE Ads Platform), you can start using this advertising feature through the LINE Official Account Manager for web browsers. Simple, easy to use, and available from a low cost.

LINE Promotion Sticker

Companies can develop the users' attraction and sense of closeness towards their business image by using their original 'Business Stickers' featuring their logo/characters whilst communicating to the users.

Features

✓ **"Active" advertisements that are used by users**
Stickers can be "active advertisements," with users actively using them in chats with friends and family and raising the profile of a business' mascot, brand, or unique vision.

✓ **Incentivize users to friend an official account/make a purchase**
Offering stickers as an incentive can spur users to friend a business' official account, as well as encourage them to make a purchase, attend an event, or take other actions.

✓ **Flexibility in choosing plans according to budget**
Depending on their budget and goals, businesses can choose from a fixed-rate plan or a pay-as-you-go plan based on the number of sticker downloads.

sound, effect customized stickers also available (paid)

Available Plans

Sponsored Stickers `Fixed price`

・Stickers that are listed on the Sticker Shop and available for all users to download.
・Ideal for targeting a wide range of users.
・**Sponsored Targeting Stickers** also available when wanting to target a specific gender (based on "deemed attributes").
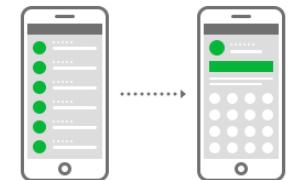
Direct Stickers `Fixed price`

・Stickers that are not listed on the Sticker Shop, and instead distributed by the business itself.
・Ideal for targeting specific segments when promoting through products, direct messaging, or websites.
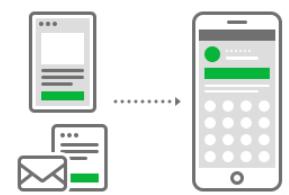
Sponsored Mission Stickers `Fixed price`

・Stickers that users can download after completing a survey or linking their ID.
・Ideal when wanting to maintain CRM-driven communication while acquiring new friends at the same time.
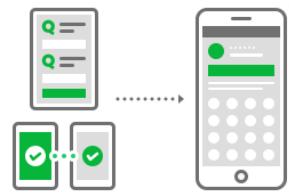
CPD Stickers `Prorated Messages`

・Stickers with a download limit.
・Pay-as-you-go plan along with the option to set a download limit makes this ideal for first come, first served campaigns or for use in printouts.

LINE Ads

LINE Ads helps businesses optimize their advertisements and get them in front of LINE's 94 million MAU

Features

✓ **Advertise through the LINE app and achieve formidable reach.**
Leverage LINE's ad network—comprising the LINE app and its 94 million MAU*, as well as LINE's family of services—to advertise on external apps.

✓ **Data-driven targeting**
Utilize users' registered information on LINE/family services, as well as their past behavior to target those more likely to take action.

✓ **Unique ad delivery that propels business growth**
LINE Ads also support targeting delivery based on user behavior across services by linking with "Add Friends" and "Business Manager" for the purpose of acquiring friends on official LINE accounts.
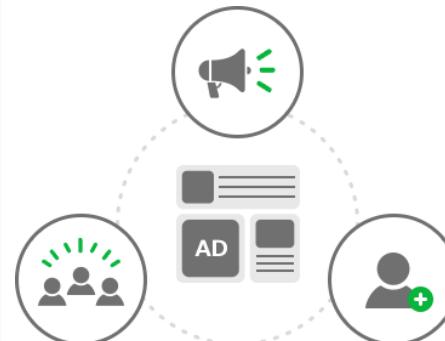
* As of December 2022

Service Structure

1. Ad locations

・Chat List
・LINE NEWS
・LINE VOOM
・Wallet
・LINE BLOG
・LINE POINT CLUB

・LINE Shopping
・LINE Flyer
・LINE Coupon
・LINE My card
・Home
・LINE Monary
・LINE Family App
・LINE Ads Network

2. Creatives

＜Static＞
・Card   ・Image（Small）
・Square   ・Image（Animation）
・Carousel

＜Video＞
・Card
・Square
・Vertical

3. Ad delivery features

・Audience segment targeting
・Audience targeting
・Gain friends
・LINE Dynamic Ads
・Audience targeting
  by LINE Official Account's Friends

・Lookalike targeting
・Re-engagement campaign
・Auto-optimized targeting
・Reach & Frequency+
  Brand Lift Survey

LINE Ads

Ad locations

Chat list	Where users manage their chats. (An ad banner is displayed at the very top.)	**LINE Flyer**	Informs users of sales and discounts going on in nearby stores.
LINE NEWS	Newsfeed accessible from the News tab in the LINE app.	**LINE Coupon**	Distributes coupons that can be used at participating stores across Japan.
LINE VOOM	A platform for posting and watching videos.	**LINE My Card**	A digital cardholder. When a business offers its membership card to customers on LINE, the card gets stored here.
Wallet	A tab in the LINE app for users to access LINE's financial services such as LINE Pay.	**Home**	The gateway to a wide range of LINE app content, including friends and services.
LINE BLOG	A popular blog service that a wide variety of users are using to share ideas.	**LINE Monary**	A service that provides valuable information and money-related content.
LINE Point Club	LINE's point reward program wherein users collect LINE Points by fulfilling various requirements.	**LINE Family App**	Applications bearing the LINE name, such as manga, camera, fortune-telling, various games, etc.
LINE Shopping	LINE's own e-commerce aggregator within the LINE app.	**LINE Ads Network**	Serves ads to ad locations in LINE's own services as well as third-party apps.

*LINE does not accommodate requests to place ads in specific ad locations. **For more information on each ad location, please visit: https://www.linebiz.com/jp-en/. The screenshot on the right is for reference purposes only. Specifications are subject to change.

Ad delivery features (examples)

Audience targeting (including lookalike targeting, etc.)

Offers a diverse range of advertising options (including re-targeting and lookalike audiences,) that leverages "deemed attributes"* based off of users' registered information on LINE and family services (e.g. age, gender, region) and their past behavior.

Cost Per Friends

Serves advertisements that aim to get new users to friend an official account. The natural flow from viewing the ad to friending means there is a higher chance of acquiring users who have a strong interest in the service/product. Fees are only incurred when a user friends an account.

App engagement distribution

Target ads to dormant users who have installed the app to encourage them to reactivate it. Since targeting is possible according to the user's in-app events, ads can be delivered to users who are more likely to lead to your objectives.

- "Deemed attributes" are based on the gender, age, and location information a user has registered on LINE family services, as well as their past behavior, the content they view in the LINE app, and the in-app ads they have been exposed to. (Sensitive data such as telephone numbers, email addresses, contact lists, and chat content are not used.) Attribute information is extrapolated statistically and does not identify individual users. Any information that can be possibly used to identify an individual is not provided to third parties (e.g. advertisers).

LINE Ads Network

LINE Ads Network is a unique solution that enables publishers to monetize their apps by running various LINE Ads campaigns. By considering ad locations and users, it is designed to offer excellent user experience and maximize ad revenues, aiming to grow together with partners.

Features

✓ **Place ads on external apps and broaden reach**
Advertising on quality external apps beyond LINE Ads and LINE family services increases opportunity to reach a wider range of users.

✓ **Optimal effectiveness for any budget**
With the minimum bid starting at JPY 1, advertisers can expect better ad effectiveness on a given ad spend.

✓ **Accessible via LINE Ads**
Ads appearing on external apps are served via LINE Ads, which enables businesses to leverage LINE user data and various features to optimize ad delivery.

External Apps (Partial List)

Ads can be delivered to more than 8,800 apps via LINE Ads.

Total of
10,480+ apps [1]

New media/month
≈180 apps

47% Females **53% Males**

Gender [1]

ウェザーニュース | DELISH KITCHEN | flick | GANMA! | ルナルナ
LIMIA | ママリ | comico | おしゃれ天気 | LOCARI
nana | 乗換案内 | RoomClip | TRILL | あすけんダイエット
クックパッド | クラシル | サンデーうぇぶり | ゼブラック | トクバイ
POWL | マンガMee | マンガPark | マンガUP！ | ゼロコミ
マンガワン | マンガ放題 | みんカラ | ラルーン | マネーフォワード
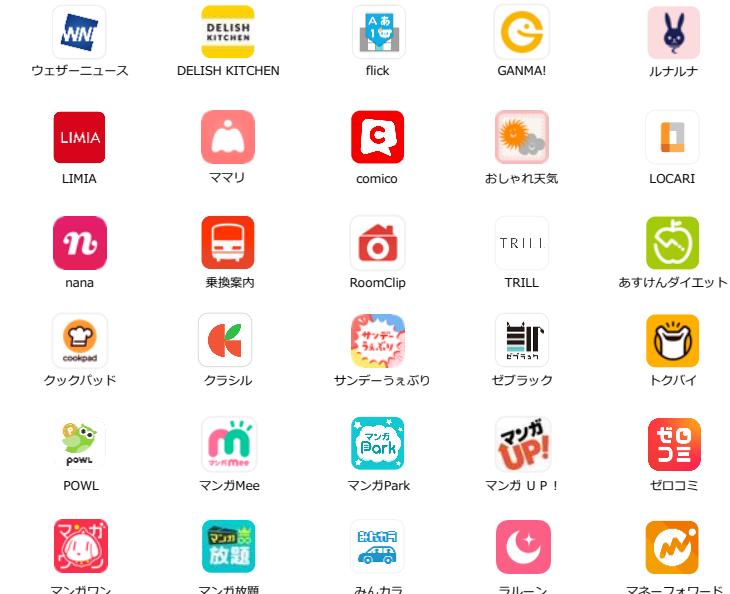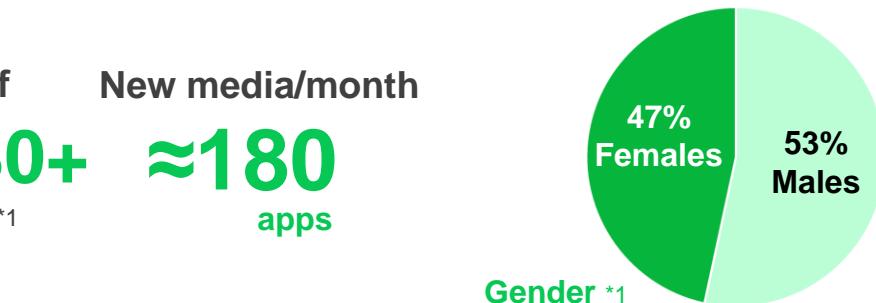
Talk Head View

Video ads that are estimated to have the greatest degree of reach in Japan. These ads appear at the very top of a user's chat list (limited to one company per day).

Features

✓ **Advertise in the top of the LINE app's chat list most accessed screen**
Businesses (one company per day) can advertise in Smart Channel, the name of the highly visible ad slot at the top of the LINE app's chat list. Ads appearing in Smart Channel reach an estimated 65M UUs(Unique User)[1] daily, offering a signicant boost to product awareness and brand lift.

✓ **More dynamic expression through video**
When users tap the ad, it will expand and auto-play the video. Videos are effective in both delivering more information and encouraging users to take action.

✓ **Unparalleled ability to reach young demographic**
Ads can reach around 90%[1] of 15–29 year old users in one day. Depending on which users are being targeted and how many, ads can target specific genders or other segments.

Over 65M UU[1] in one day

[1] As of April 2022, based on past ad performance.

Screenshots

Option to serve only still ads is now available.

(1) Ad before expansion (still image)

(2) Ad after expansion (video auto-plays)

(3) Ad after expansion (video ends)

The user taps the ad at the top of the chat list.

The ad expands and auto-plays a video ad.

The user taps the CTA button after the ad ends and is taken to a landing page.
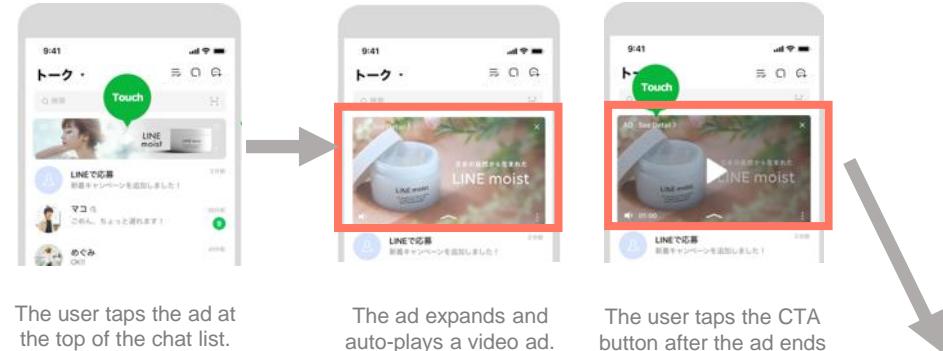
A landing page

(1) Ad before expansion (still image)

The user is taken directly to a landing page after tapping the ad.

The user taps the ad at the top of the chat list.
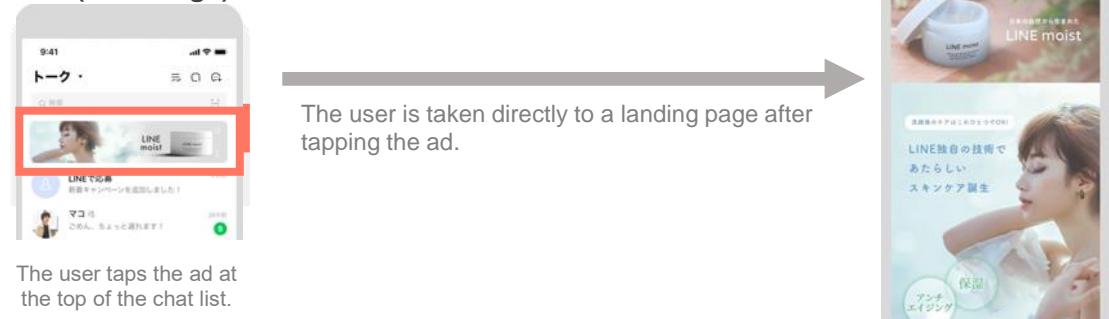
LINE de oubo

LINE de oubo is a solution specialized in promoting store sales by leveraging the LINE messaging app and related services to allow businesses to reduce in-store operations and point-of-purchase (POP) advertising, encourage their customers to enter promotional campaigns, gain insights into consumer buying behavior, and resolve other pain-points related to driving in-store sales.

Features

✓ **Use LINE to bring existing in-store promotions closer to users**
Businesses can use different plans to leverage LINE in their existing promotions, including a simple all-purpose package and a more structured package offered by LINE's partners. Opening a LINE Official Account also makes it possible to maintain communication with users who took part in a campaign.

✓ **Reduce the burden of in-store operations**
Businesses can reduce complicated in-store operations and POPs since campaigns can be held entirely within the LINE app. Additionally, stores can run sales promotions to attract new users and develop repeat customers.

✓ **Easy for users to participate in campaigns**
Removing the need for separate app downloads and new membership signup, LINE de oubo makes participating in a campaign simple for the user.

Manufacturer benefits

| Win product share in store | Make a Promotion |

Merchant benefits

| Increase Sales | Increase customer traffic |

User benefits

| Get a coupon ticket | Apply for a campaign |

About the Plan

LINE Partner Package

Offered by LINE's partners, this campaign package specializes in LINE's digital sales promotions. It utilizes LINE de oubo features to make a diverse range of campaigns possible.

LINE Open Campaign Survey

A campaign platform that makes it easy for users to enter a campaign by completing a survey, and then rewarding them with LINE POINT.

LINE POINT Incentive

A campaign platform that can provide LINE Points as a digital incentive. Points can be used for LINE services, at stores, and for online shopping.

LINE Flyer

LINE's new digital flyer service. Optimized for smartphones, it offers more convenience to everyday consumers.

Features

✓ **Reach a massive number of LINE users**
Businesses can deliver flyers through LINE to over 94 million domestic MAU*
without requiring users to download separate apps or sign up for a new account.

✓ **Build a steady POC with users with LINE Official Account**
The LINE Flyer Official Account sends push notifications and other messages to
encourage users to check flyers regularly. Businesses can go a step further and
use their store's official account to send information particular to that store.

✓ **Visualize effectiveness by flyer/product**
While traditional flyers made it difficult to visualize their effectiveness, LINE Flyer
allows businesses to measure their progress by looking at quantitative data, such
as the number of flyer views.
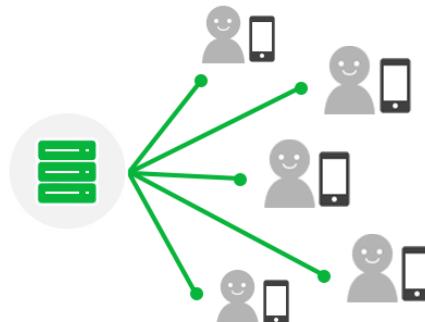
* As of December 2022

About the Plan

LINE Flyer's media formats

Information on special deals can be provided for each store and sent
to users within the target geographic region. Users who add the
store to their favorites will also automatically friend both the store
and LINE Flyer's LINE official accounts, making it possible for
businesses to communicate with them.

| Store page

List store information (address,
business hours, etc.), display flyer and
individual product data, and run
special offers.

LINE Flyer message distribution

Around 20 million*1 LINE users are friends
with the LINE Flyer Official Account *1. It is
also the potential number of users who may
visit your corporate website or take interest in
your promotional campaign by tapping a
message sent from the account.

*1 As of March 2022

Note: Designs and features may change with future updates.

Price

Basic fee: JPY 1,000 x no. of registered stores

Advertising price: (No. of monthly viewers x JPY 30) + (no. of monthly sessions
x JPY 10)

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LINE POINT AD

Capitalize on the largest reach in Japan and use LINE POINT as an incentive when acquiring users, raising the profile of a service, or boosting an official account's friend numbers.

Features

✓ **Largest reach in Japan**
A service that rewards LINE POINTs to users who clear missions via ads shown on LINE POINT CLUB, which boasts around 310 million monthly PVs[1].

✓ **Features cross-selling effects with LINE Official Account and LINE Ads**
By utilizing data across services, it is possible to distribute advertisements based on user behavior.By utilizing the data obtained from campaigns, etc. for the distribution of LINE advertisements, higher advertising effectiveness can be expected.

✓ **LINE Official Account auto-friending and suggestion to unblock**
With LINE POINT Ad, both LINE POINT Reward Ad and LINE POINT Friends Ad enable auto-friending for an official account and can also encourage a user to unblock the account.

Approx. 280M PVs /month

*1 Based on LINE Corp research (average figures from August–October 2022)

Note: The design may change in future.

About the Plan

LINE POINT Reward Ad

Reward CPI Ad
Reward CPE Ad
Reward Affiliate Ad

Encourages users to not only friend an official account but also to take an additional action, such as installing a particular service or app, or clearing a mission. The ability to choose the point of completion makes this an effective tool for acquiring new users.
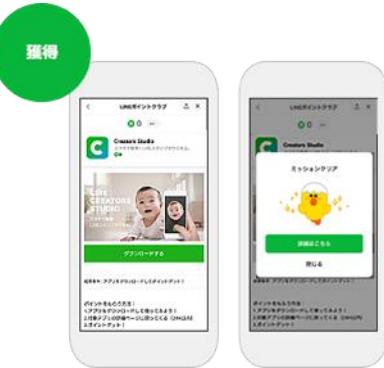
LINE POINT Friends Ad

Friends Swipe Ad
Friends Video Ad
Daily Targeted Friends Video Ad

Along with friending an official account, this option aims to raise a service's profile through slideshow and video ads that introduce the service.

LINE POINT Mileage

Push notifications sent from the LINE POINT official account can more immediately spur users to take action.

[Appendix]：LINE for Business Channels

The following channels provide information for corporate customers Please.
Please visit each channel for more details.

Website	LINE Official account	SNS account

Website

Provides useful tips for businesses on how to utilize LINE including case studies, seminar schedules, and media guides available for download.

https://linebiz.com/jp/

LINE Official account

Friend this account to receive push notifications regarding seminar schedules, informative case studies, and other hot topics.

@line_biz

SNS account

Helpful information is provided through social media platforms as well.

Facebook

@LINEBizJP

Twitter

@LINEBIZ_JP

THANK YOU