

# LINE Business Guide (Summary)

Marketing Solution Company  
LINE Corporation  
July-December 2020

- OUR MISSION -

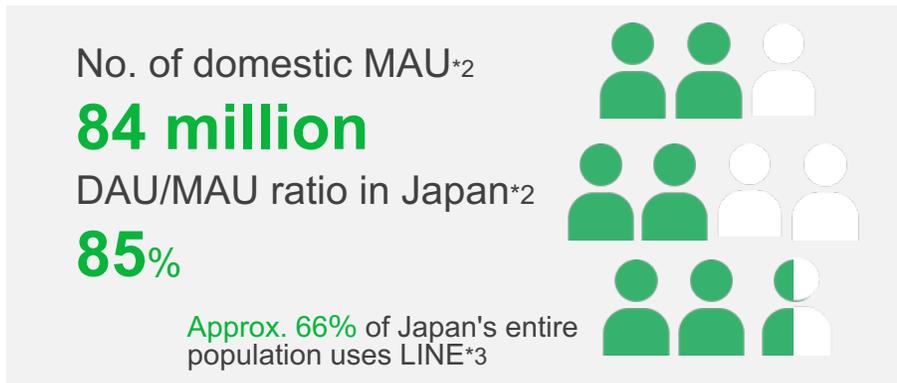
# CLOSING THE DISTANCE

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. Popular with scores of users, the regional distribution of LINE users\*1 closely mirrors that of the overall Japanese population. LINE launched its messaging app in June 2011. Since its inception, the LINE app has grown into a diverse, global ecosystem that includes AI technology, Fintech and more.



\*1 Figures are from an online survey conducted by Macromill Inc. in January 2020, based on a nationwide sample of 2,060 LINE users between the ages of 15 and 69.

\*2 As of June 2020

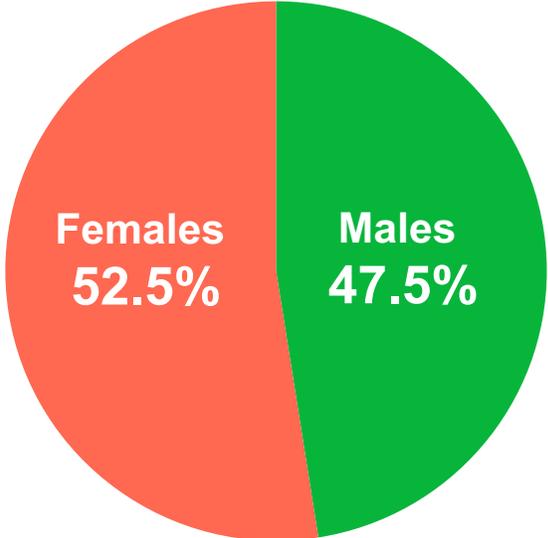
\*3 LINE's 84 million domestic MAU divided by Japan's population of 126.31 million. (Based on figures taken from the Statistics Bureau in the Ministry of Internal Affairs and Communications (MIC), current as of February 1, 2019)

**One of Japan's lifestyle infrastructures**

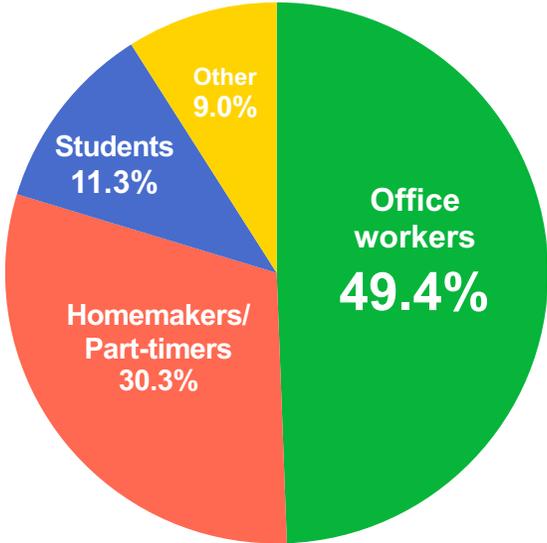
# LINE User Demographics

LINE is popular with both female and males of all ages, and workers of all types.

## Gender

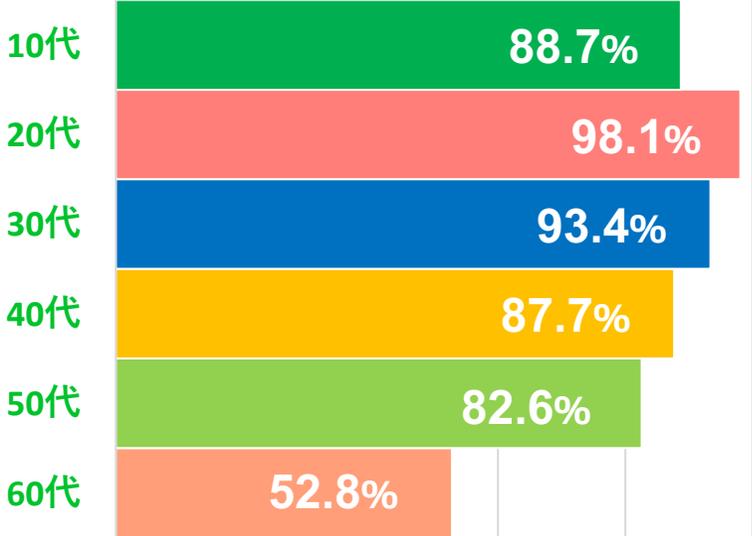


## Occupation



Office workers are the largest group, followed by housewives and students.\*1

## LINE Usage by Age



Over 80% of people in their 10s–50s, and 52.8% of those in their 60s use LINE.\*2

\*1 Figures are from an online survey conducted by Macromill Inc. in January 2020, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

\*2 Ministry of Internal Affairs and Communications (MIC) Institute for Information and Communications Policy, *Report on Survey of Usage Time and Behaviors for Telecommunication Media – February 2018*

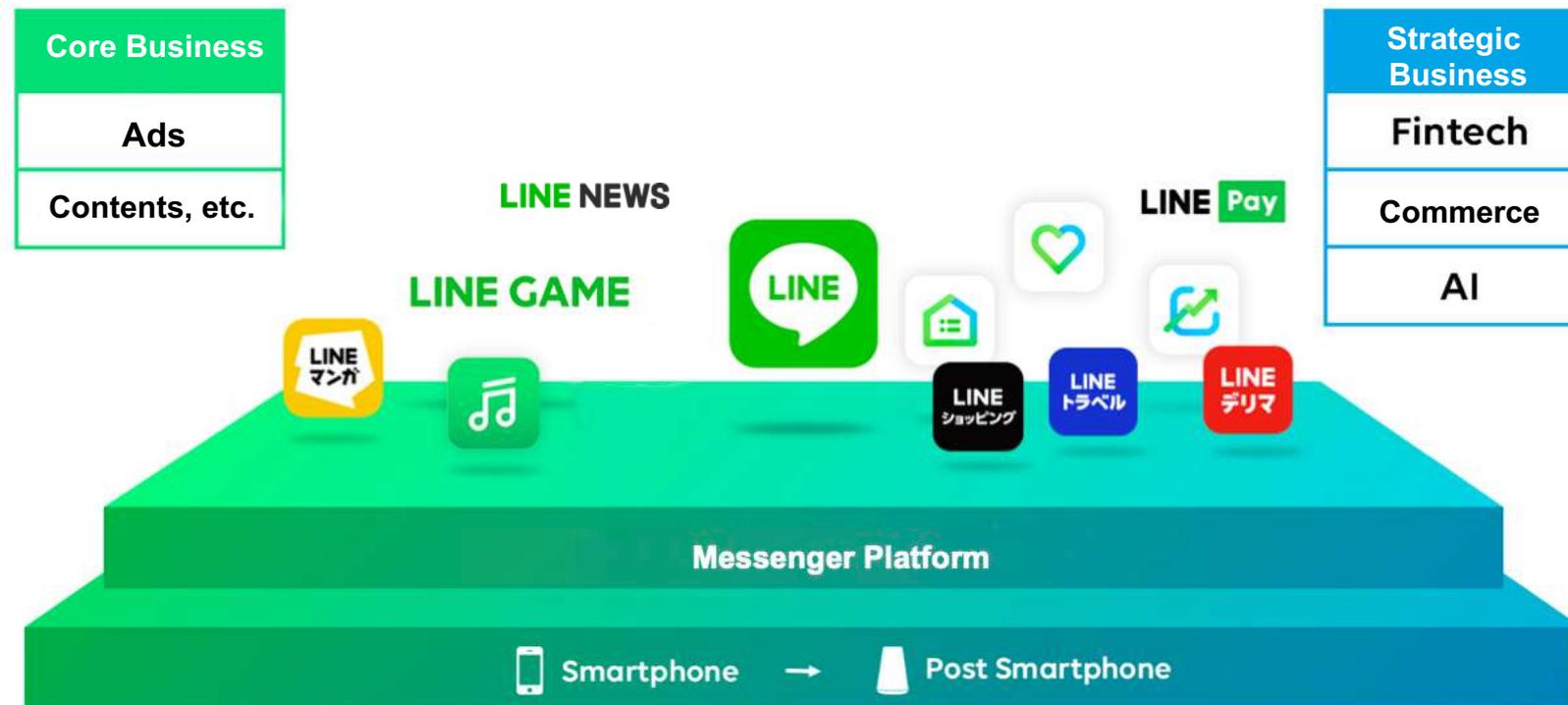
Figures in graph above calculated by LINE Corp, based on usage rates given in the fifth chapter of the report for each type of service (social media services/apps and news services, etc.).

# LINE's Growth Strategy

Our vision is to become the “life infrastructure” for our users, always ready to fulfill their needs, 24 hours a day, 365 days a year. After beginning as a messenger app, we broadened LINE's range of services and transformed into a smart portal, bringing day-to-day convenience to users through the connection of people, information, and services.

Now, we've evolved into a new stage, becoming the “life infrastructure” that supports all aspects of users' lives. In addition, we are leveraging Fintech and AI technologies to blur the line between online and offline, creating new and highly personalized experiences for each and every person. We are determined to go beyond the bounds of a messaging service and evolve into a platform that can be a constant companion to our users.

LINE—always at your side.





# LINE's Marketing Solutions

**P5** LINE Official Account

**P7** LINE Promotion Sticker

**P8** LINE Ads

**P10** Talk Head View

**P11** LINE Sales Promotion

**P12** LINE Flyer

**P13** LINE POINT AD

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

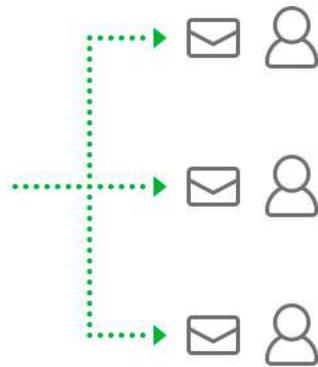
<https://www.linebiz.com/jp/download/> (Japanese only)

# 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

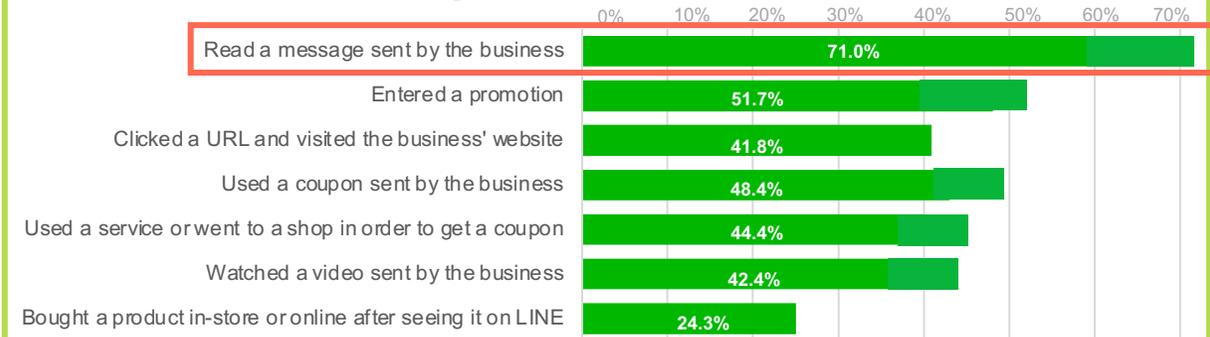
- ✓ **Connect with 84 million users\* through LINE**  
 Businesses and stores can use messaging and other features to communicate and build mid-to-long-term relationships with users who friend their LINE official account.
- ✓ **Drive customers to stores and official websites**  
 In addition to messaging, 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 June 2020

## Feature #2

### Actions taken after friending a business account



Source: Figures are from an online survey conducted by Macromill Inc. in January 2019, based on a countrywide sample of 2,060 LINE users between the ages of 15 and 69.

## Price

	Free Plans	Light Plans	Standard Plans
Fixed monthly fee	Free	JPY 5,000	JPY 15,000
No. of free messages per month	Up to 1,000	Up to 15,000	Up to 45,000
Cost of additional messages	N/A	JPY 5/message	Up to JPY 3/message

Businesses can change plans according to the Terms of Use.

# LINE Official Account

## Main Features (selection of free features)



### 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.

### Add-friend advertisement



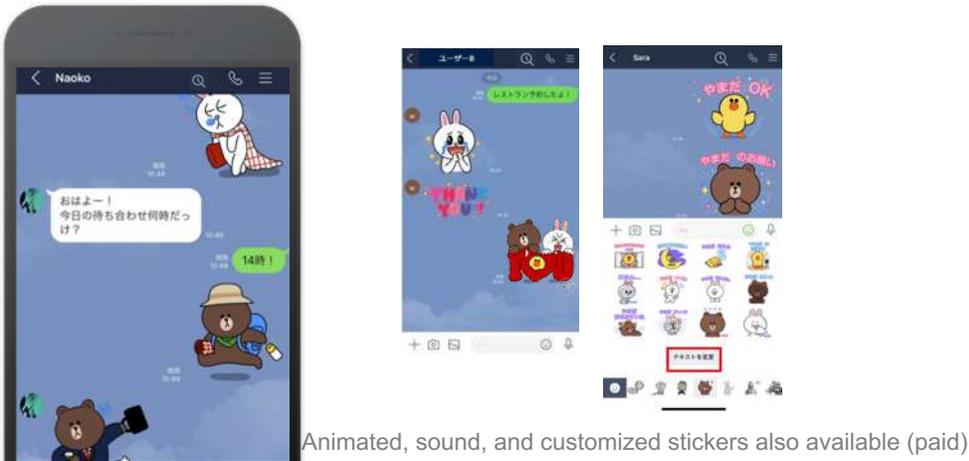
This feature lets businesses advertise with the CPF ad product (offered under LINE Ads, the former LINE Ads Platform) through the LINE Official Account's admin panel. Simple, easy to use, and available from a low cost.

# 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.

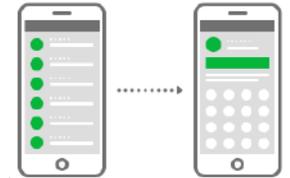


## Available Plans

### 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 84 million MAU

## Features

- ✓ **Advertise through the LINE app and achieve formidable reach.**  
Leverage LINE's ad network—comprising the LINE app and its 84 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 offers the Cost Per Friends (CPF) product (aimed at increasing an official account's friends,) as well as cross-targeted ads that tap into data on users' actions across multiple services.



\* As of June 2020

## Service Structure

### 1. Ad locations

- Smart Channel
- LINE NEWS
- Timeline
- Wallet
- LINE Manga
- LINE BLOG
- LINE POINT CLUB
- LINE Shopping
- LINE Flyer
- LINE Ads Network

### 2. Creatives

- Card
- Square
- Vertical
- Carousel
- Image and text

### 3. Ad delivery features

- LINE demographic targeting
- Audience targeting
- Cost Per Friends (CPF)
- LINE Dynamic Ads
- Re-engagement campaign
- Audience targeting
- Lookalike targeting
- Re-engagement campaign
- Auto-optimized targeting
- Reach & Frequency+ Brand Lift Survey
- Cross-targeting

# LINE Ads

## Ad locations



Note: Ad locations cannot be selected.

## Ad delivery features (examples)

### Audience targeting (including lookalike targeting, etc.)



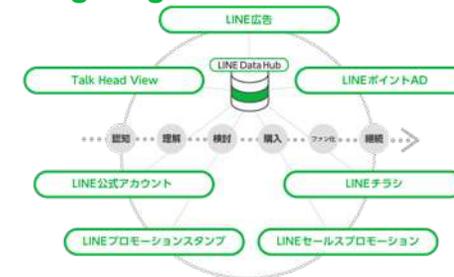
Offers a diverse range of advertising options (including re-targeting and lookalike audiences,) that leverages "deemed attributes" based off of users' registered information on LINE and family services (e.g. age, gender, region) and their past behavior.

### 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.

### Cross-targeting



By linking with data across LINE's enterprise services, users can be approached based on their past actions. Currently, LINE Ads can link with LINE Official Account and LINE POINT AD.

# 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 55M UUs\*1 daily, offering a significant 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%\*2 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 55M UU in one day

\*1 As of Feb. 2020, based on past ad performance.  
 \*2 Number of users who were exposed to Talk Head View out of [number of 15–29 year-olds with a smartphone] x [population of Japan].  
 Population figures confirmed as of Dec. 2018, from MIC's Statistics Bureau. Number of smartphone owners among 15–29 year-olds from MIC's 2018 Communications Usage Trend Survey.

## 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)

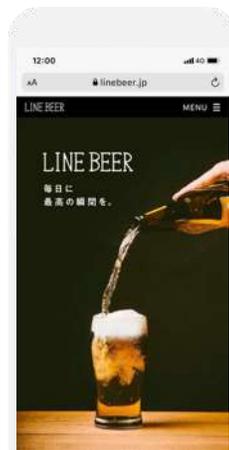


The user taps the ad at the top of the chat list.  
 The ad expands and auto-plays a video ad.  
 The user taps the CTA button after the ad ends and is taken to a landing page.

- (1) Ad before expansion (still image)



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



# LINE Sales Promotion

LINE Sales Promotion 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 Sales Promotion 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 Sales Promotion 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.

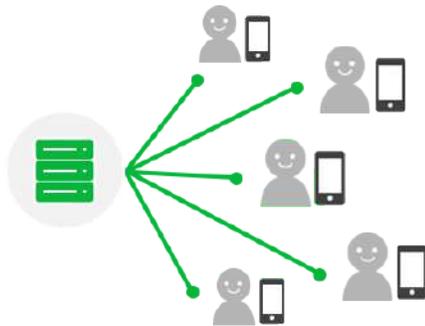


# LINE Flyer

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 84 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 June 2020

## 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.

### Product Page

List details for each product, such as slogans, sale dates, and its origin.

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)

# 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 lets businesses advertise on the LINE POINT Offer Wall ("Earn" tab)—boasting around 320 million monthly PVs\*1—and rewarding LINE POINT to users who clear missions.
- ✓ **Supports cross-targeting with LINE Official Account and LINE Ads**  
LINE POINT Ad supports cross-targeted advertising: leveraging data from across different services to target ads to users based on their behavior. Businesses can expect to increase the effectiveness of LINE Ads by utilizing data from campaigns and other activities.
- ✓ **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.  
320M PVs  
/month

The Offer Wall's design may change in future.  
\*1 Based on LINE Corp research (average figures from May–October 2019)

## 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

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***