

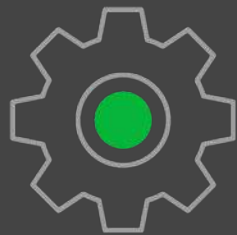
LINE B2B INTRODUCTION

THE RISE OF A MESSENGER AS A PLATFORM

Messaging becomes the **SMART PORTAL**, few apps used daily here



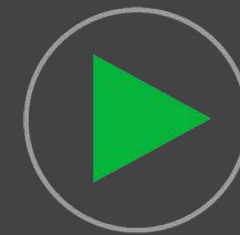
Gaming



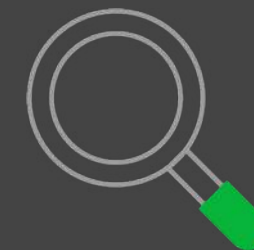
Utilities



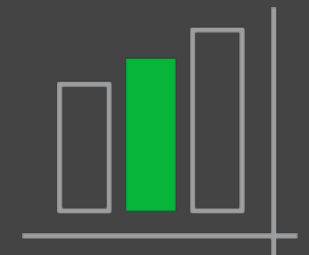
Shopping



Entertainment



Tracking



Chart

LINE PORTALS



LINE Today



LINE Webtoon



LINE Points



LINE OpenChat



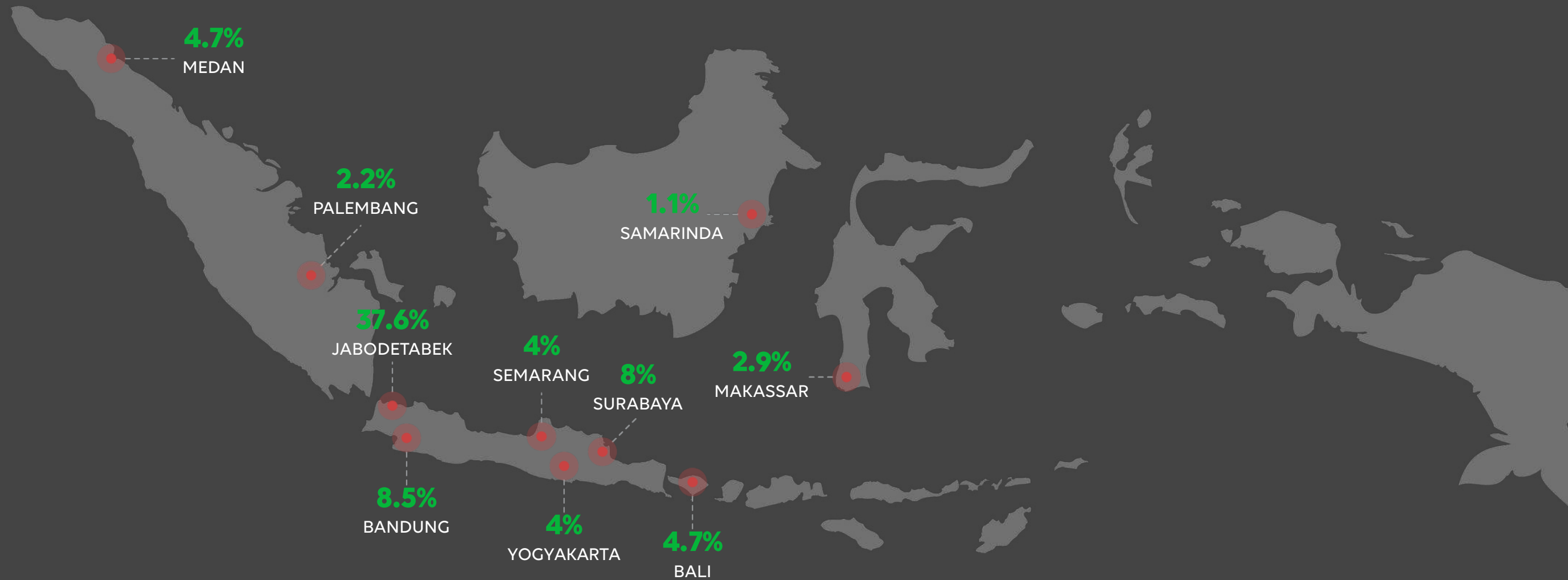
LINE Shopping



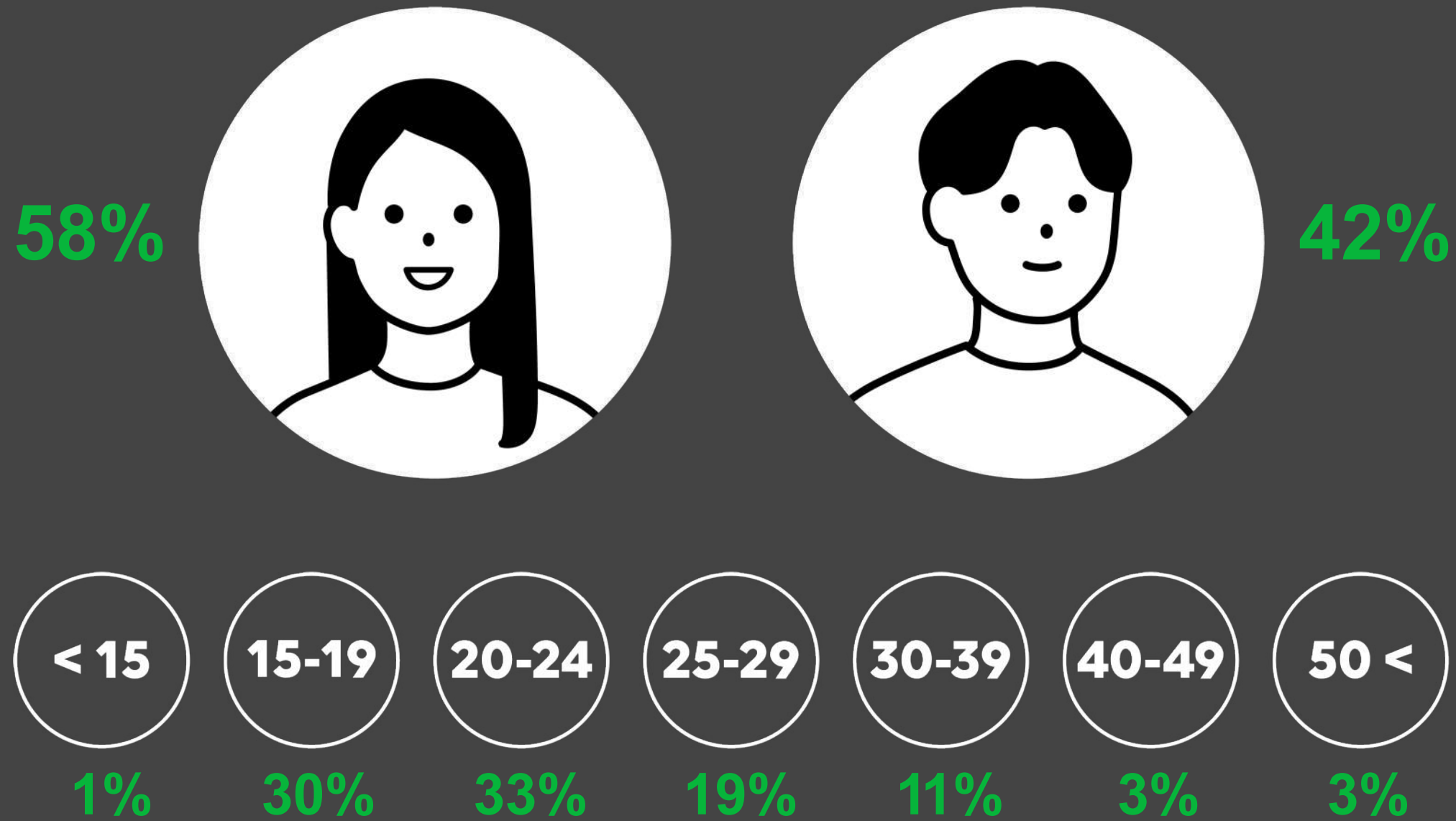
LINE Game

25.000.000

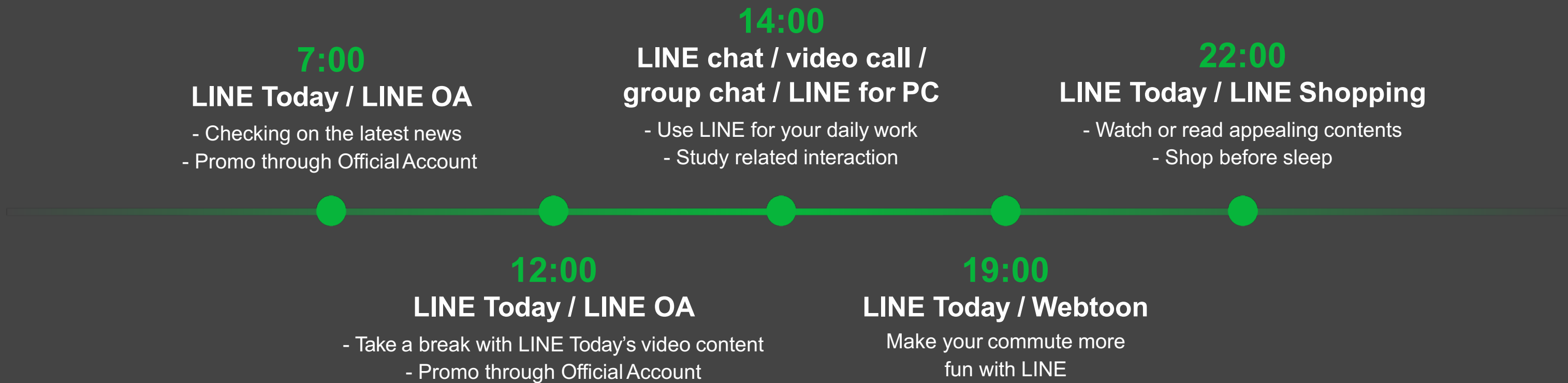
Monthly Active Users LINE Messenger 2020



DEMOGRAPHY



LINE USER'S BEHAVIOR



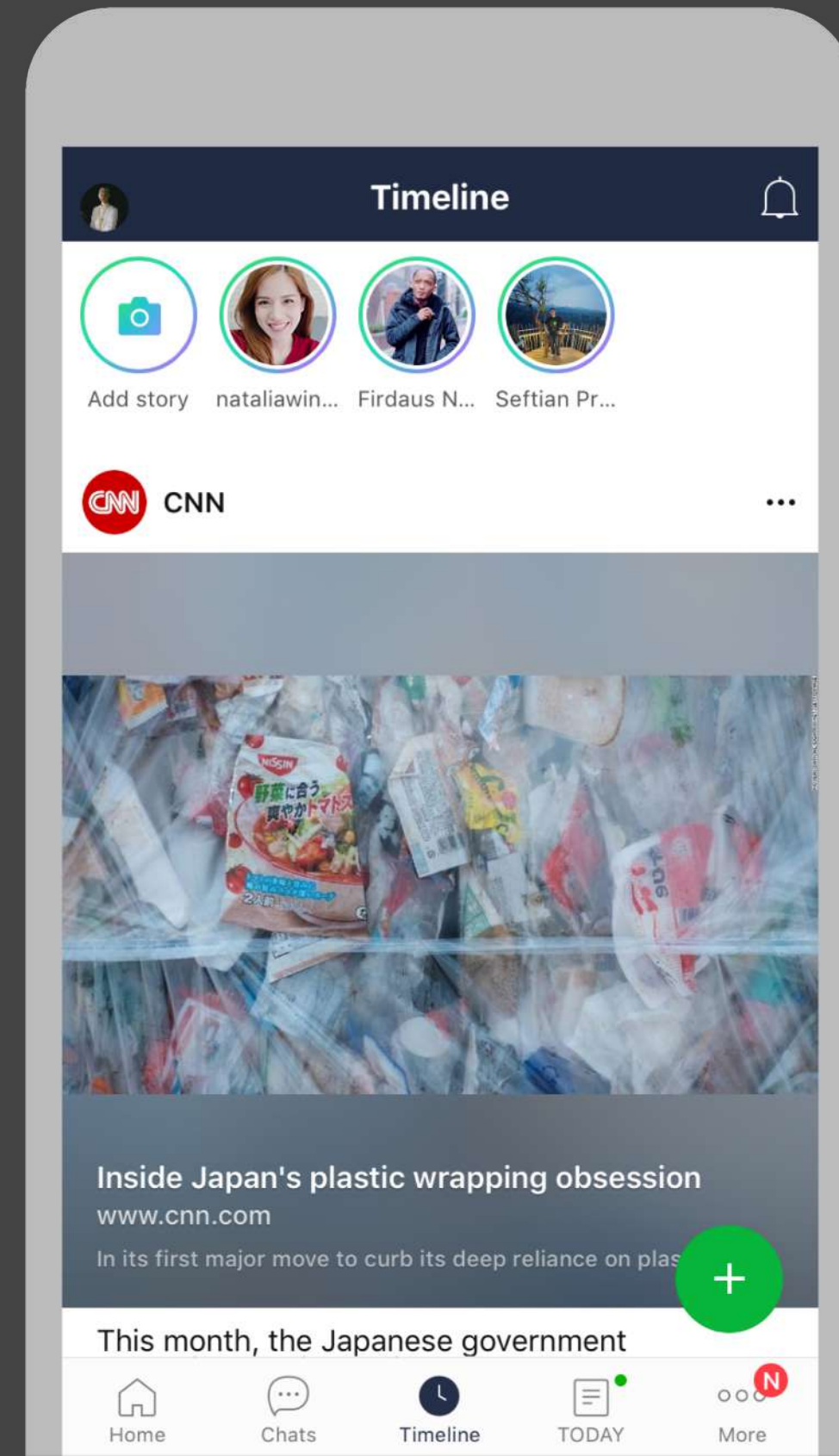
3.2

LINE TIMELINE & MORE TAB

TIMELINE ADS

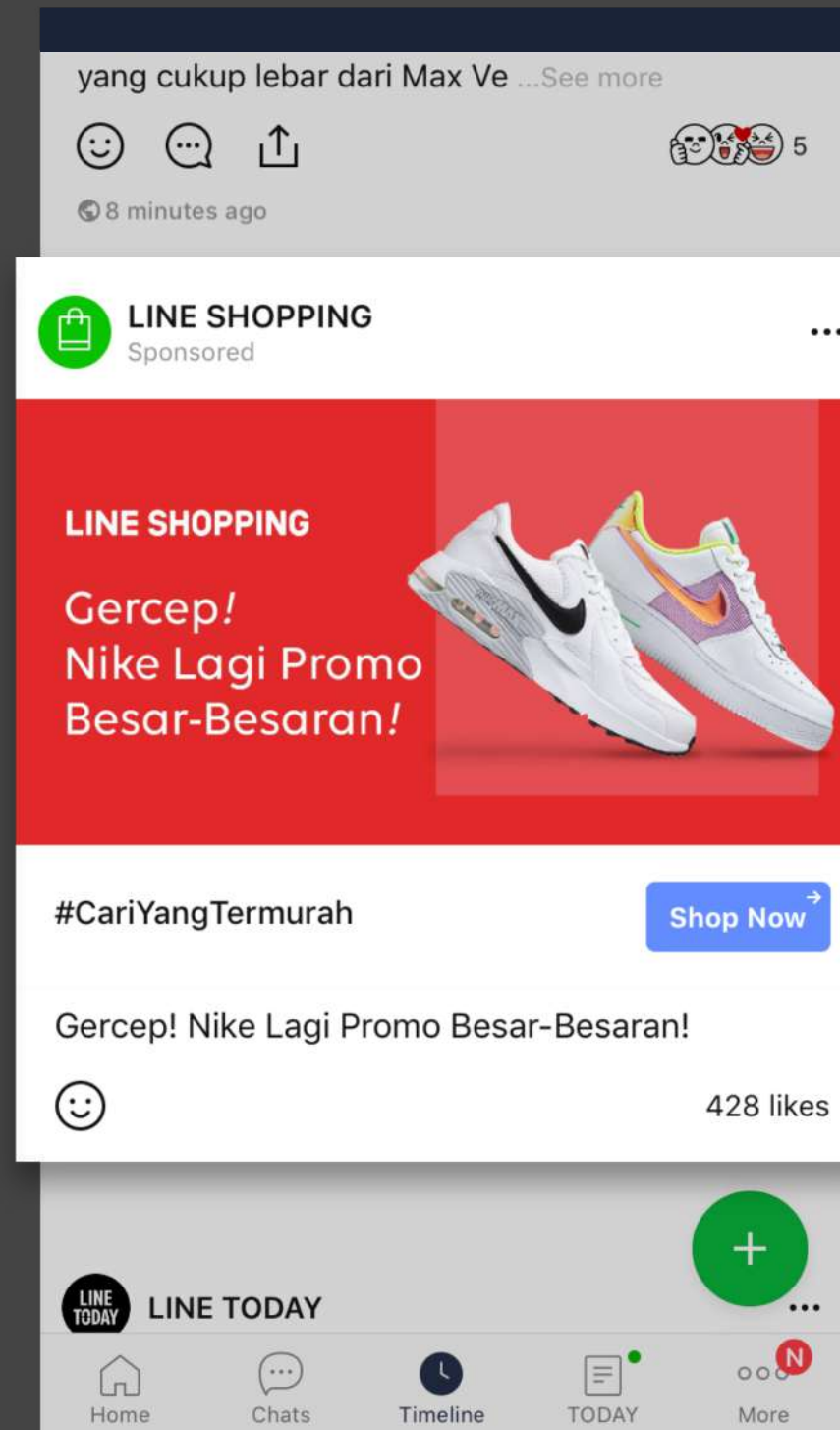
Let you gain instant awareness and traction to your web, app or official account.

10+ Minutes is average time per User spend on Timeline

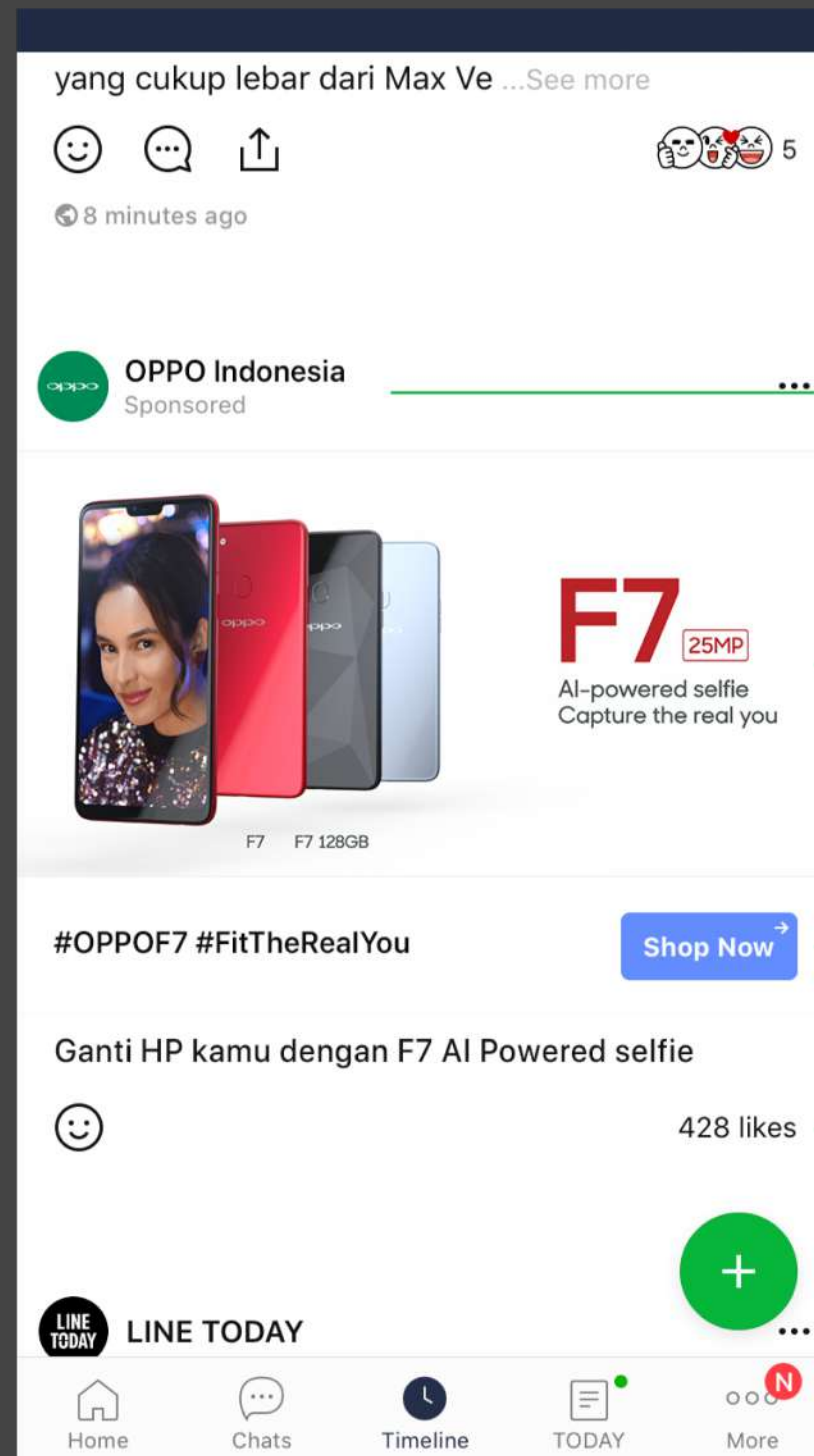


Timeline Ads will be on the 2nd, 12th, and 22nd post in LINE users' timeline

Targeting available: Gender, Age, and Location



Timeline Ads Format



Your official account logo and name

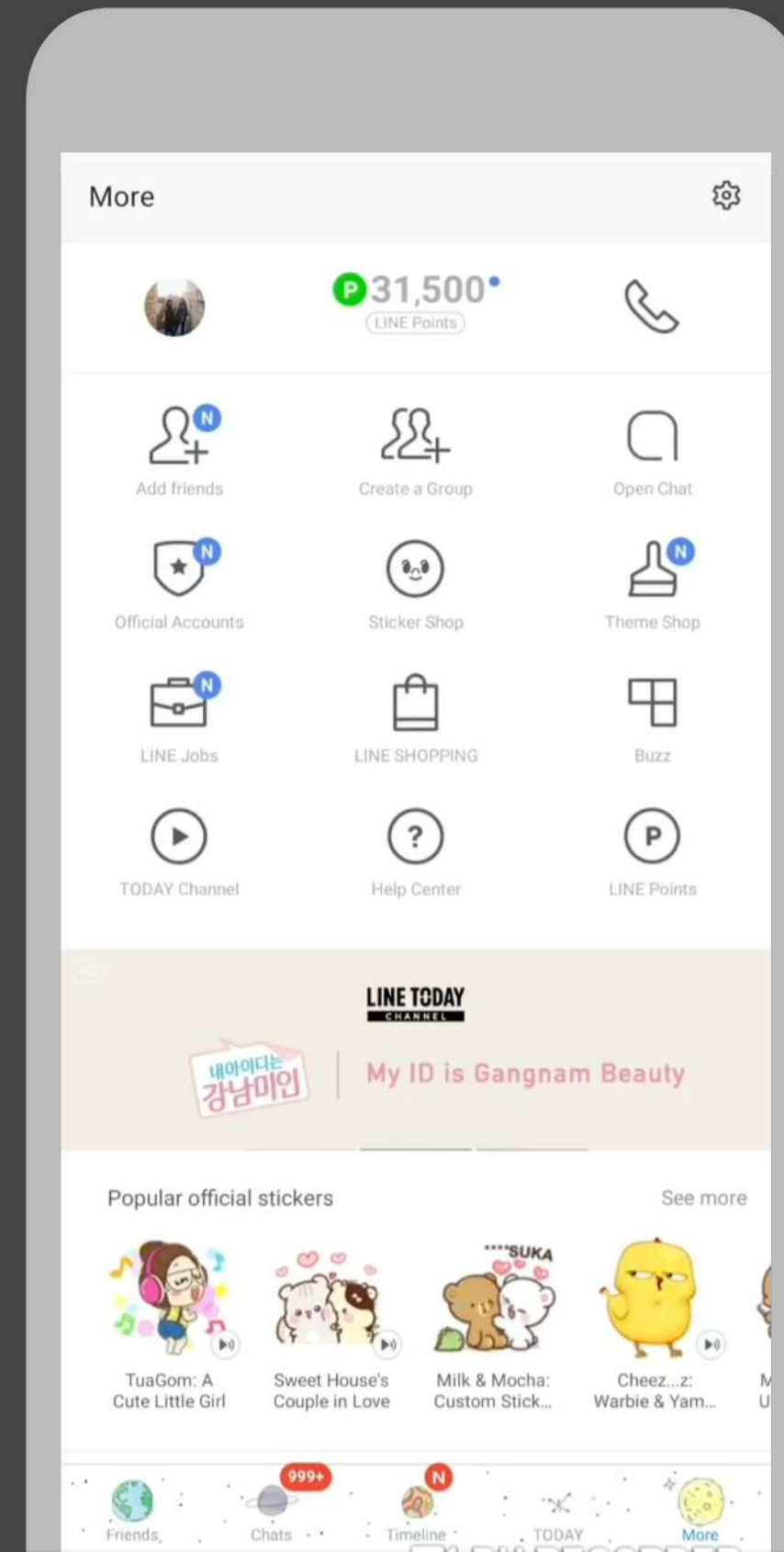
Banner Placement

Action Button

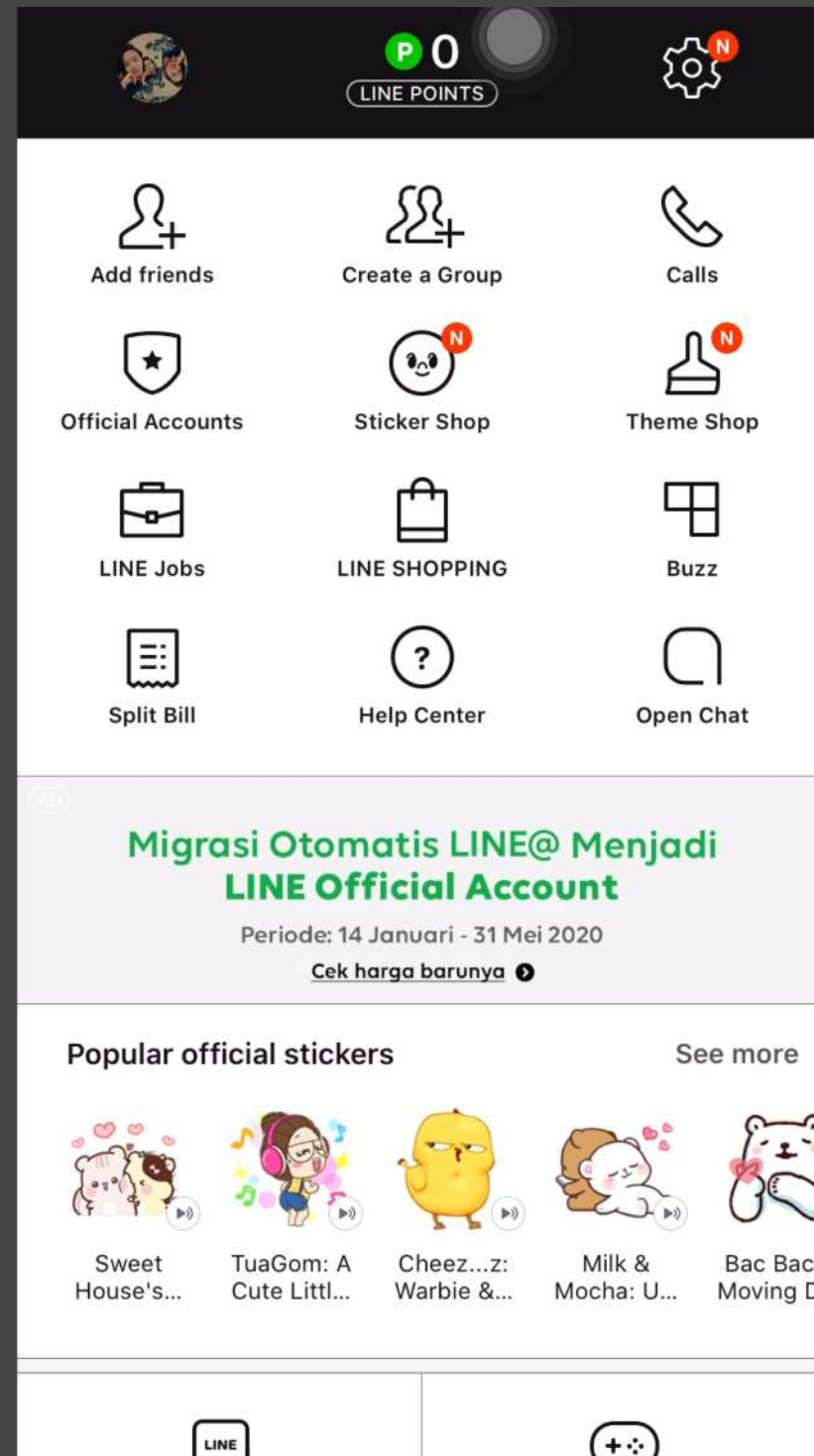
User Engagement (Likes)

MORETAB

Let you gain instant awareness by attractive 'banner to video' creative



Study Case



- LINE MORE Tab - Cost per Day
- Impressions: 1,6mio
- CTR :0,5%

PRICING

Items	Type	Size	Price	Details
Standard / Targeting (Timeline)	Static	Card (1200x628)	IDR 5.000	CPM
	Video	Card (16:9)	IDR 25.000	CPM
Expandable Ad (Moretab)	Banner to Video	1280 x 720	IDR 25.000.000	CPD

- The price above is exclusive of VAT (Withholding tax will be deducted from the total cost & Payment receipt has to be submitted to LINE)
- Minimum buying of IDR 30,000,000

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