

# LINE B2B INTRODUCTION

# LINE PORTALS



LINE Today



LINE Webtoon



LINE Points



LINE OpenChat



LINE Game



LINE Shopping



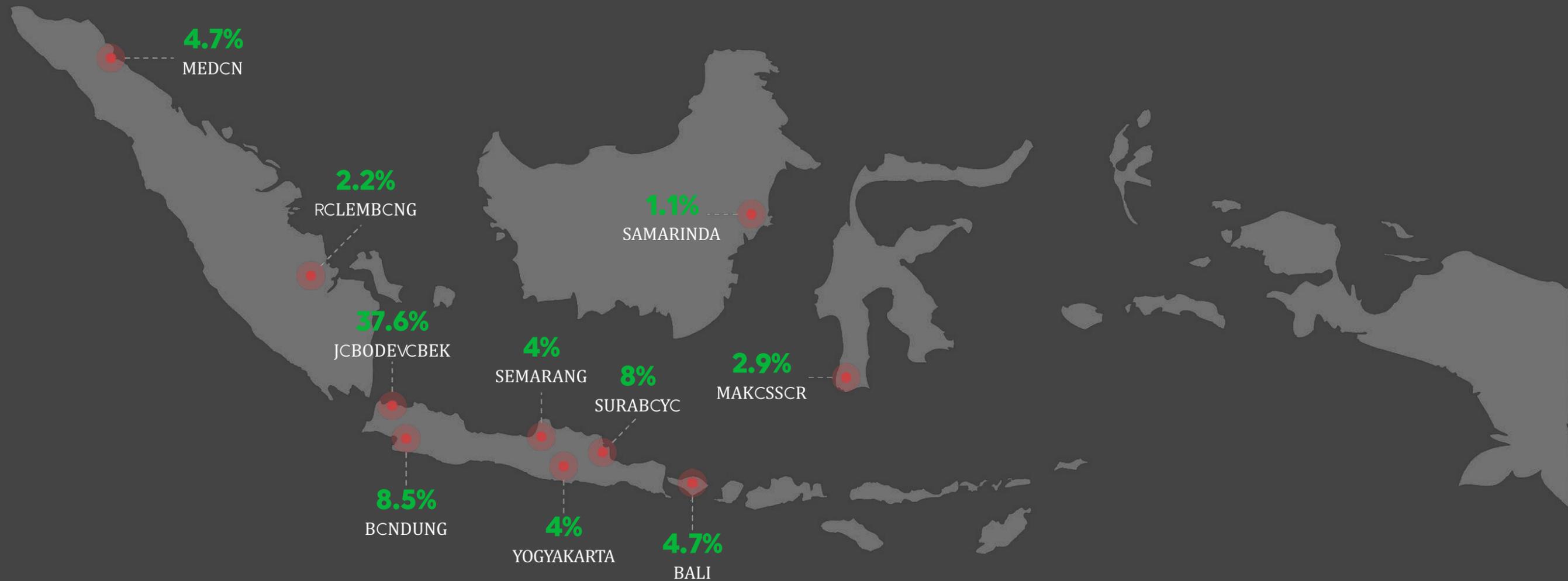
Top Up &  
Payment



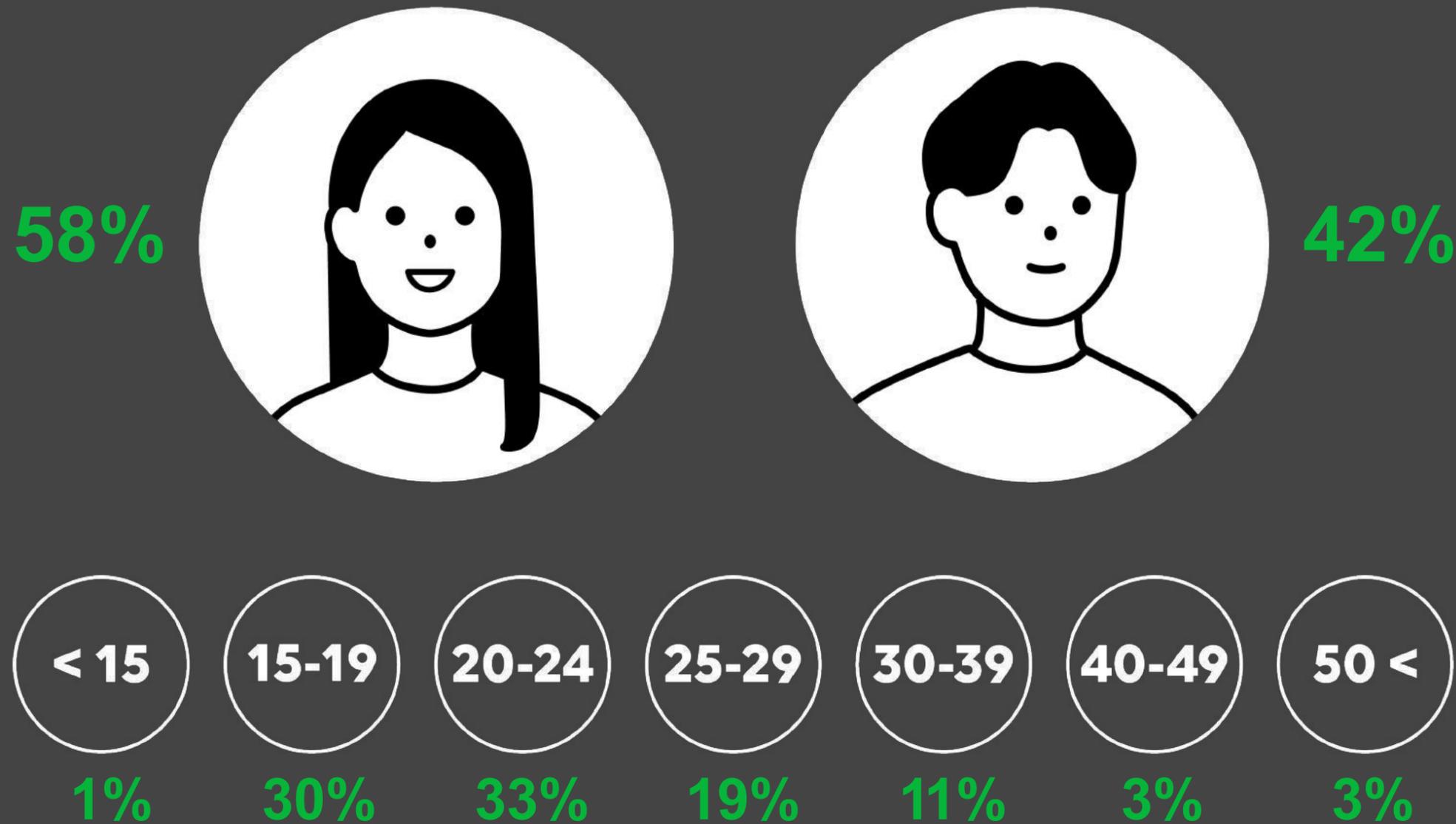
LINE Split Bill

# 25.000.000

## Monthly Active Users LINE Messenger 2020



# DEMOGRAPHY LINE MESSENGER



# OFFICIAL ACCOUNT

# Official Account Types

LINE offers three types of Official Accounts:



Standard Account



Verified Account

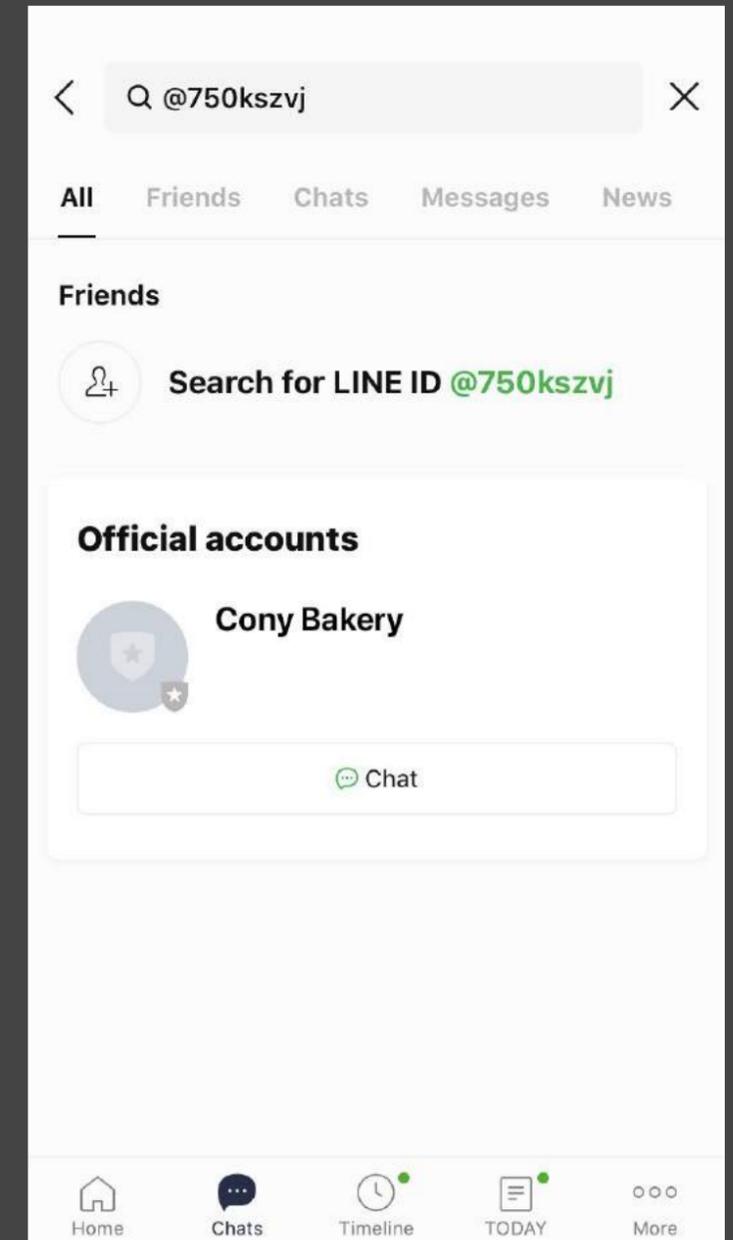
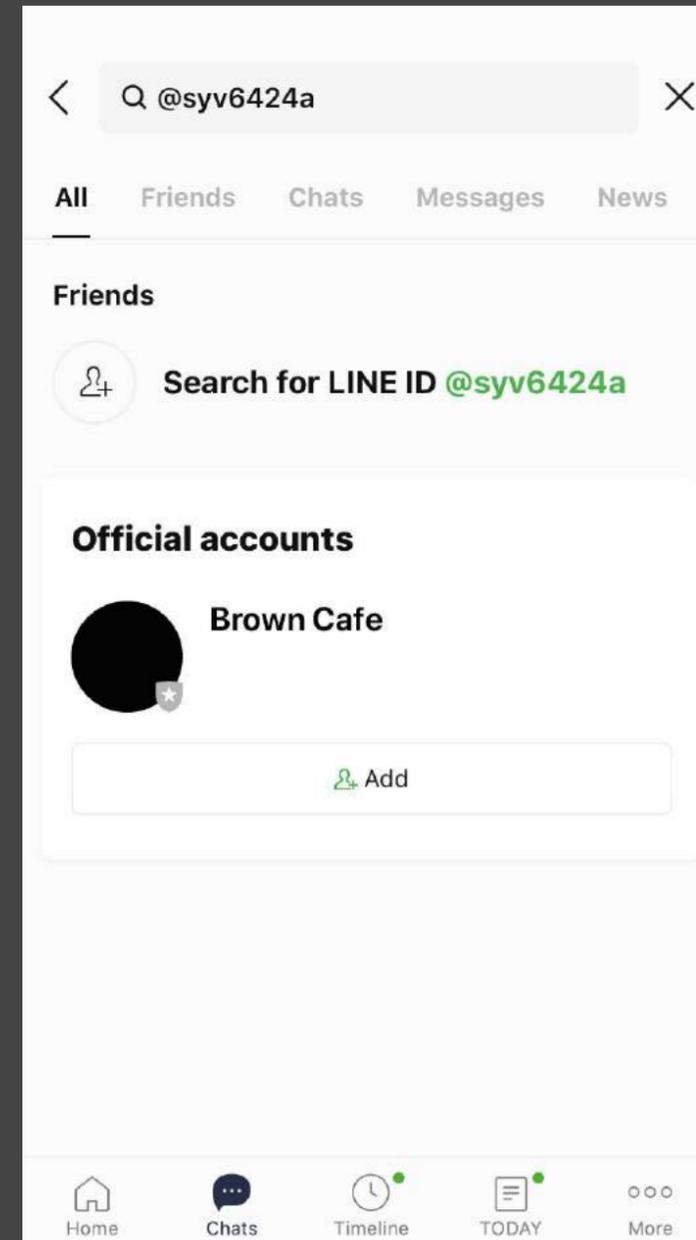


Premium Account



# Standard Account

Accounts that can be created by anyone (individual or business). Basic features are identical to features available to approved accounts. Users can upgrade standard accounts to a paid plan as well as purchase a premium ID.

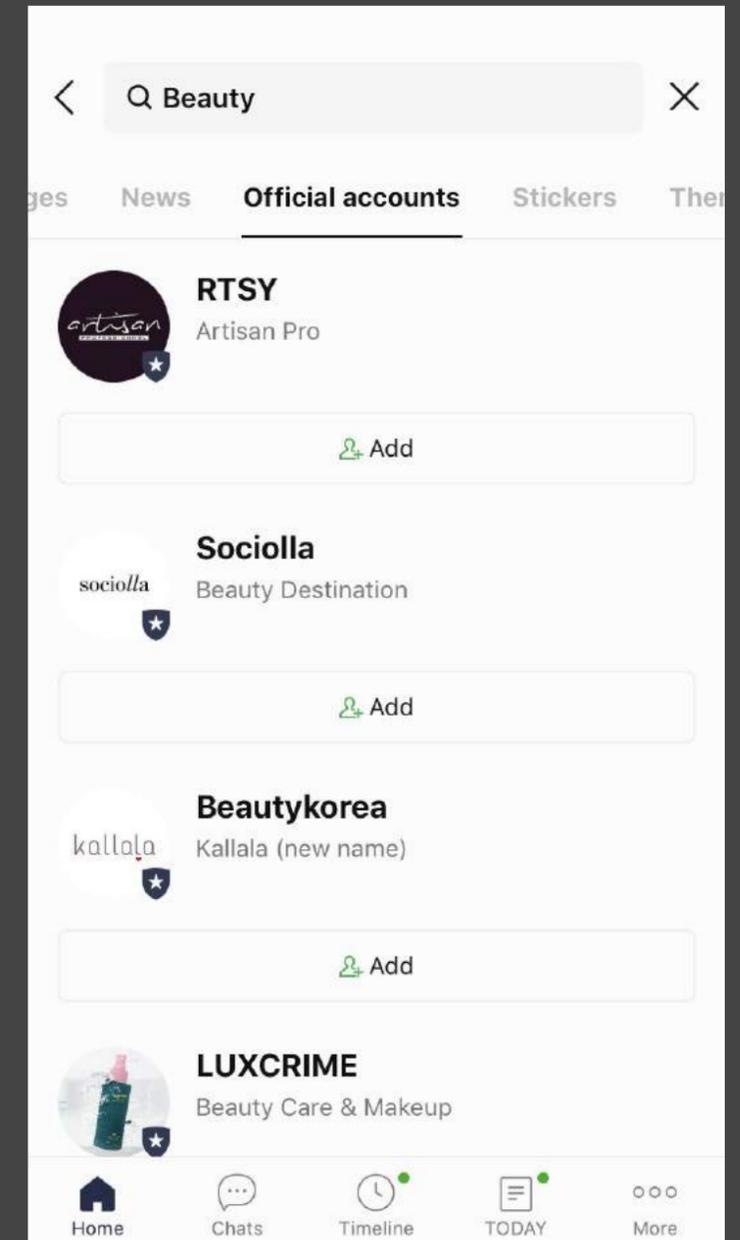
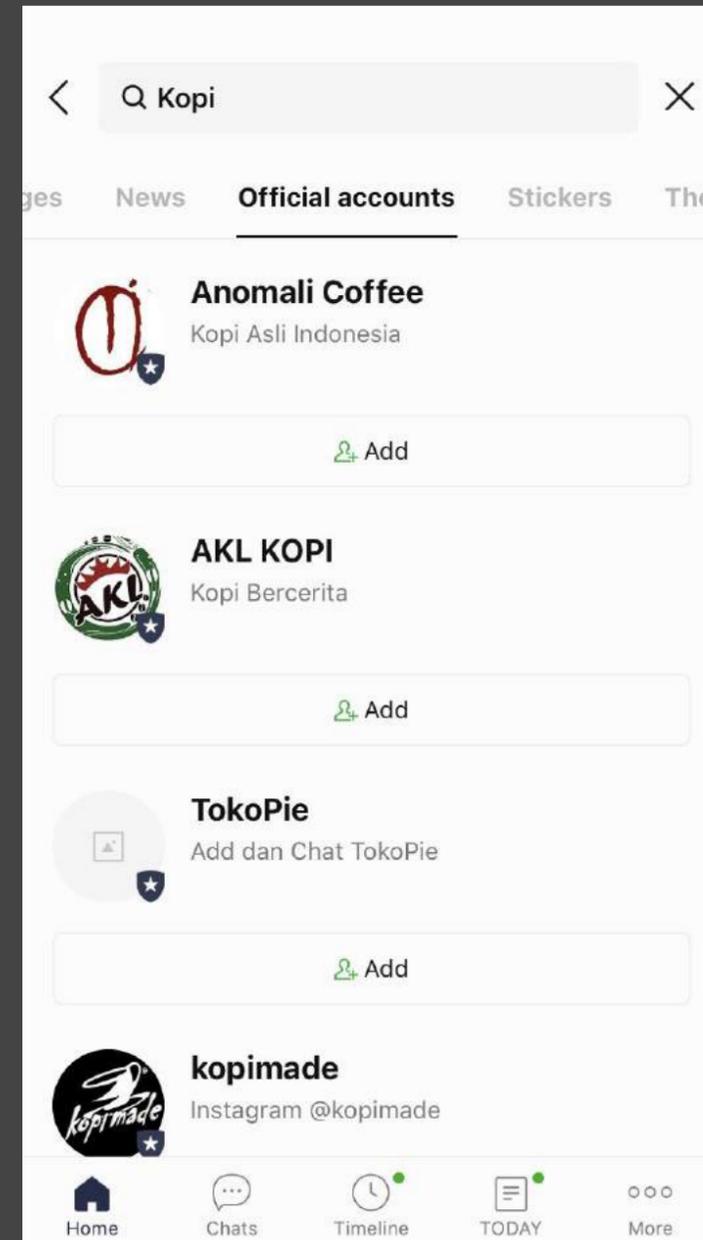




# Verified Account

Accounts that pass the designated review process will be granted an "Approved" badge and will appear in search results in the LINE app.

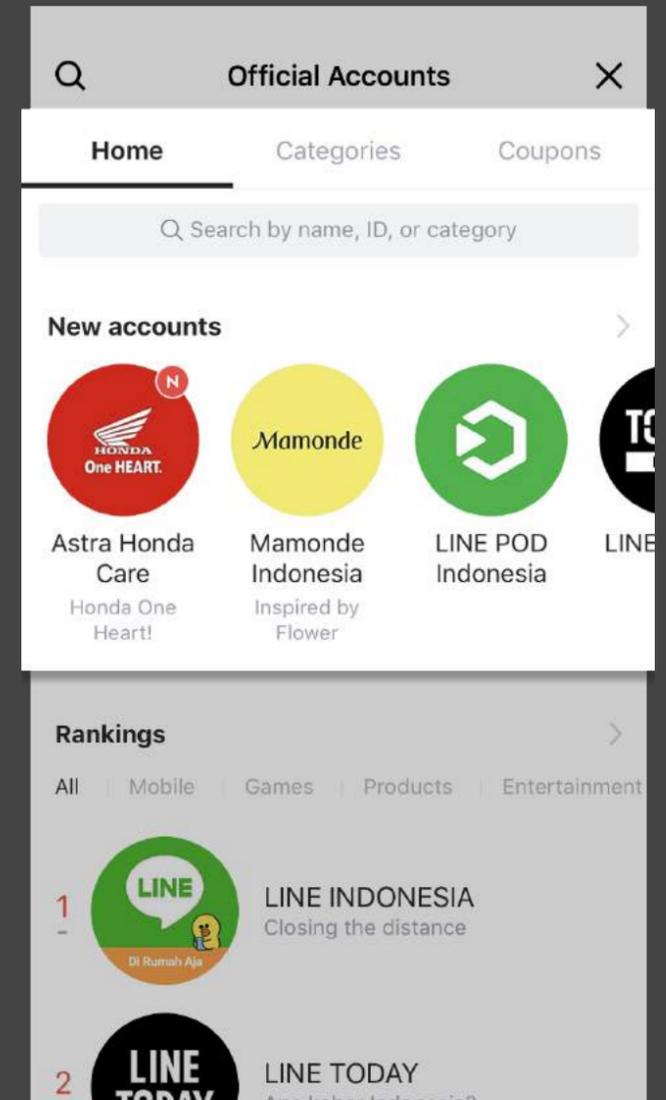
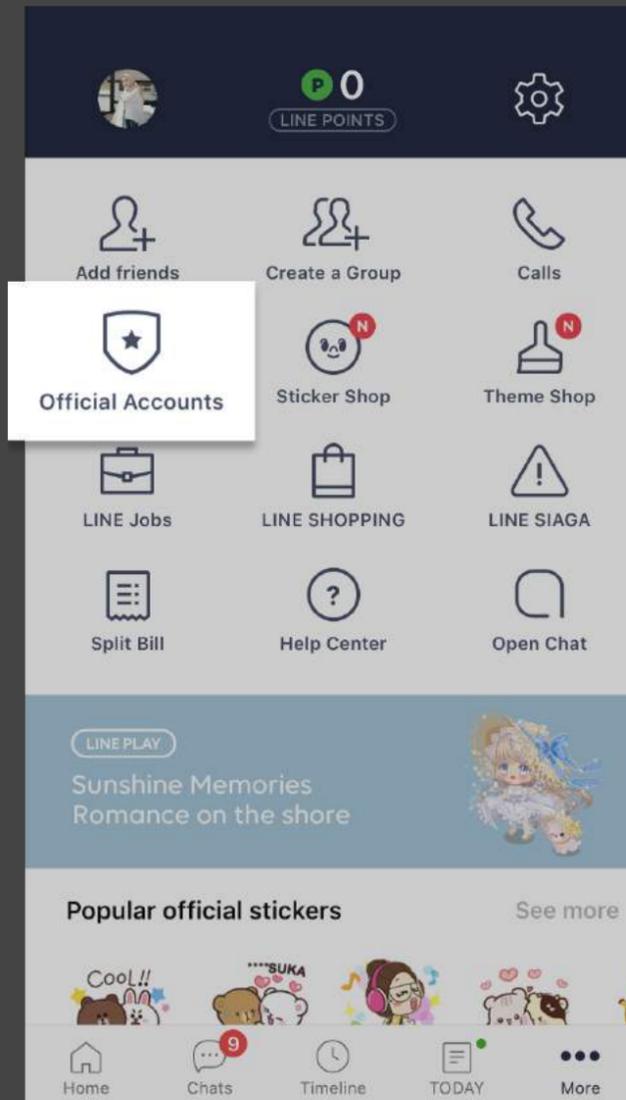
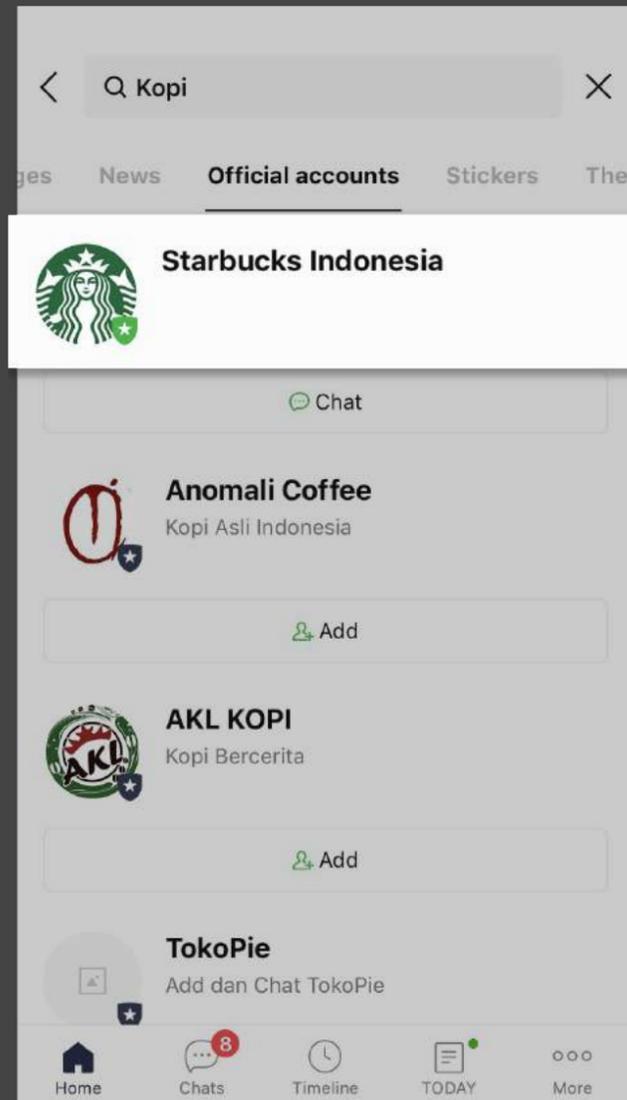
Apply your verified account in :  
[linemanual.com/overificationguide](https://linemanual.com/overificationguide)





# Premium Account

Selected accounts will appear in search results in the LINE app and Official Account Tab. You can upgrade to Premium Accounts through a minimum spending commitment and special review process.



# FEATURES

## - Broadcast Message

- Rich Content
- Survey
- Card Based
- Coupon
- Targeting: Demographic Filter
- Targeting: User ID Upload
- Targeting: Chat Tag
- A/B Testing

## - Timeline Post

## - Chat 1:1

## - Rich Menu

## - Auto & Keyword Reply

## - Dashboard Report

## - Messaging API

## - Reward Cards

Scan to learn more the Official Account features & Operation

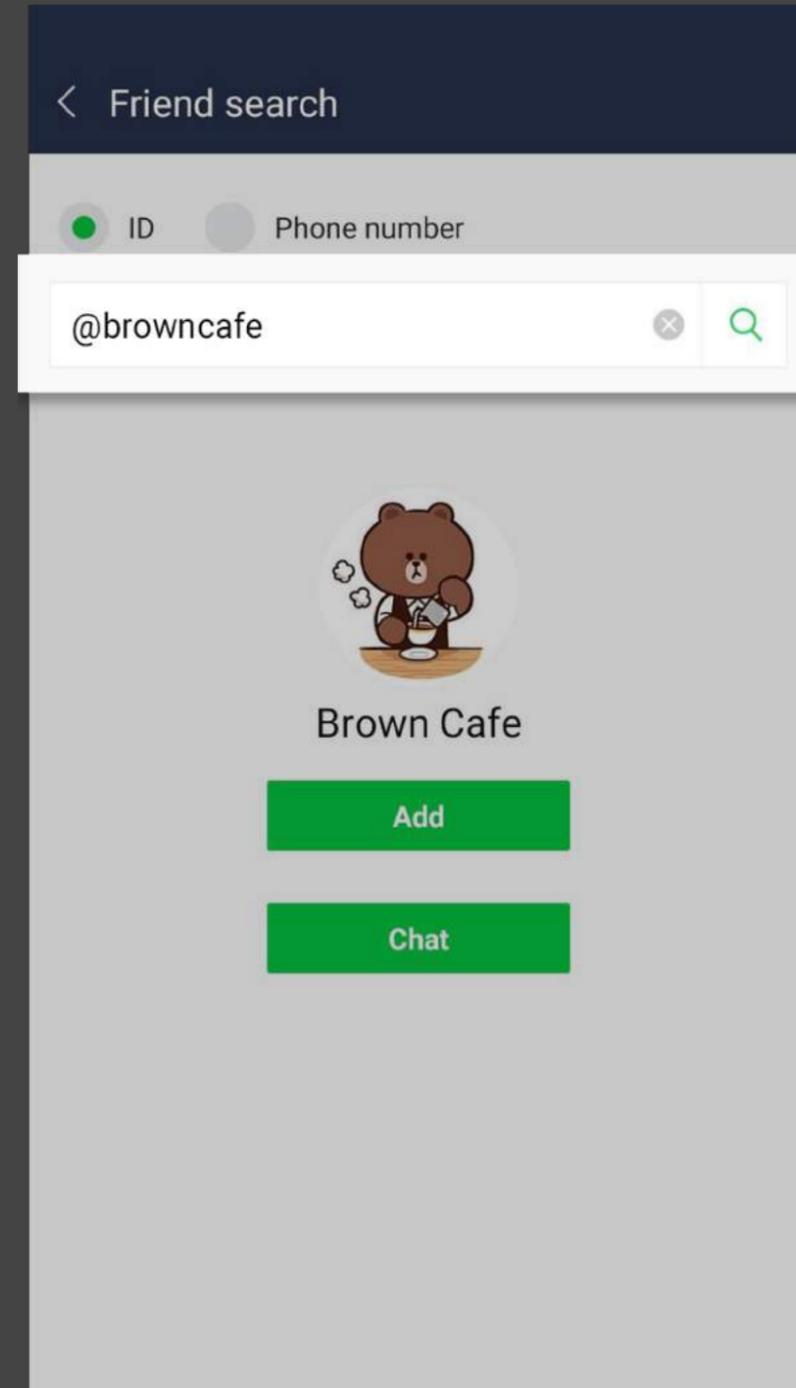


# PREMIUM SEARCH ID (Customized ID)

Price	Purchase Flow
IDR150,000/year	<p><b>1. Buy via Official Account Dashboard:</b> Menu Setting - Activity and Billing - Premium ID - Purchase Premium ID</p> <p><b>2. Payment via credit card only</b></p>

\*The price above is exclusive of VAT

\*You can get premium ID for free by purchasing bundling package.



# MONTHLY PLANS

LINE offers simplified price plans;

Pay per Broadcast (pay according to the number of push message you would like to send in monthly basis).

	Free Plan	Basic Plan	Pro Plan
Fixed monthly fee	Free	IDR 250.000	IDR 750.000
Push messages /month	Up to 500	Up to 10,000	Up to 40,000
Fee for additional messages	NA (upgrade is required)	IDR 40 /message Max. 30,000 additional message	IDR 25 /message Max 160,000 additional message

\*The price above is exclusive of VAT.

# Push Message Count



- 1 Broadcast Message consist of up to 3 balloons.
- Target Reach is number of followers who are active LINE users and doesn't block your account.



\*The Image above using 2 balloons

# API USAGE ON LINE OFFICIAL ACCOUNT

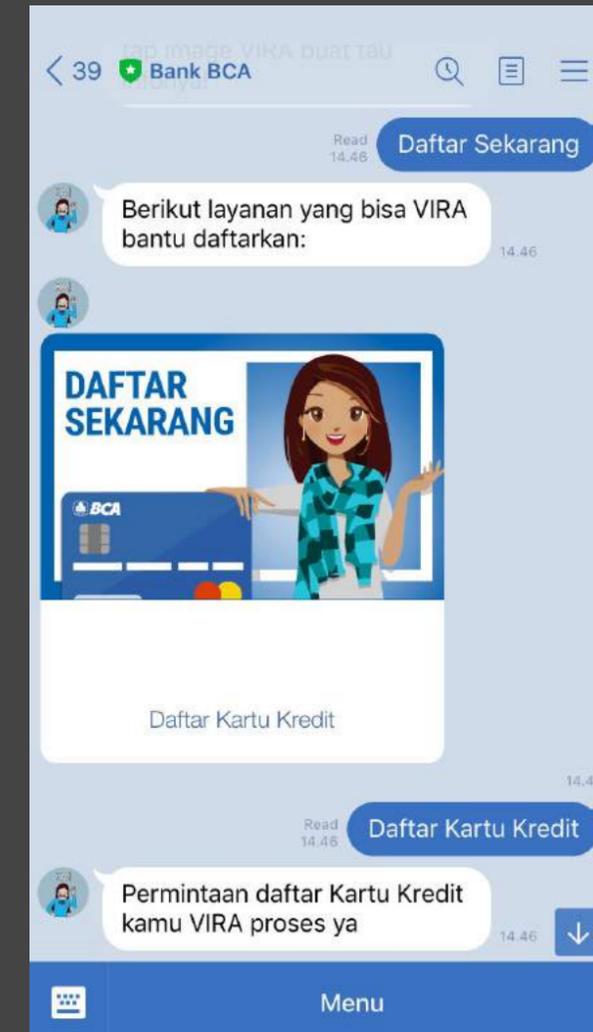
## VIRA, Virtual Assistant BCA on the Official Account

### Carousel Menu

- Promo Locator
- ATM Locator
- Today's Exchange Rate
- Information from Vira

### API Usage

- Credit Card Registration
- Balance Check (Debit & Credit Card)
- Account Statement Check

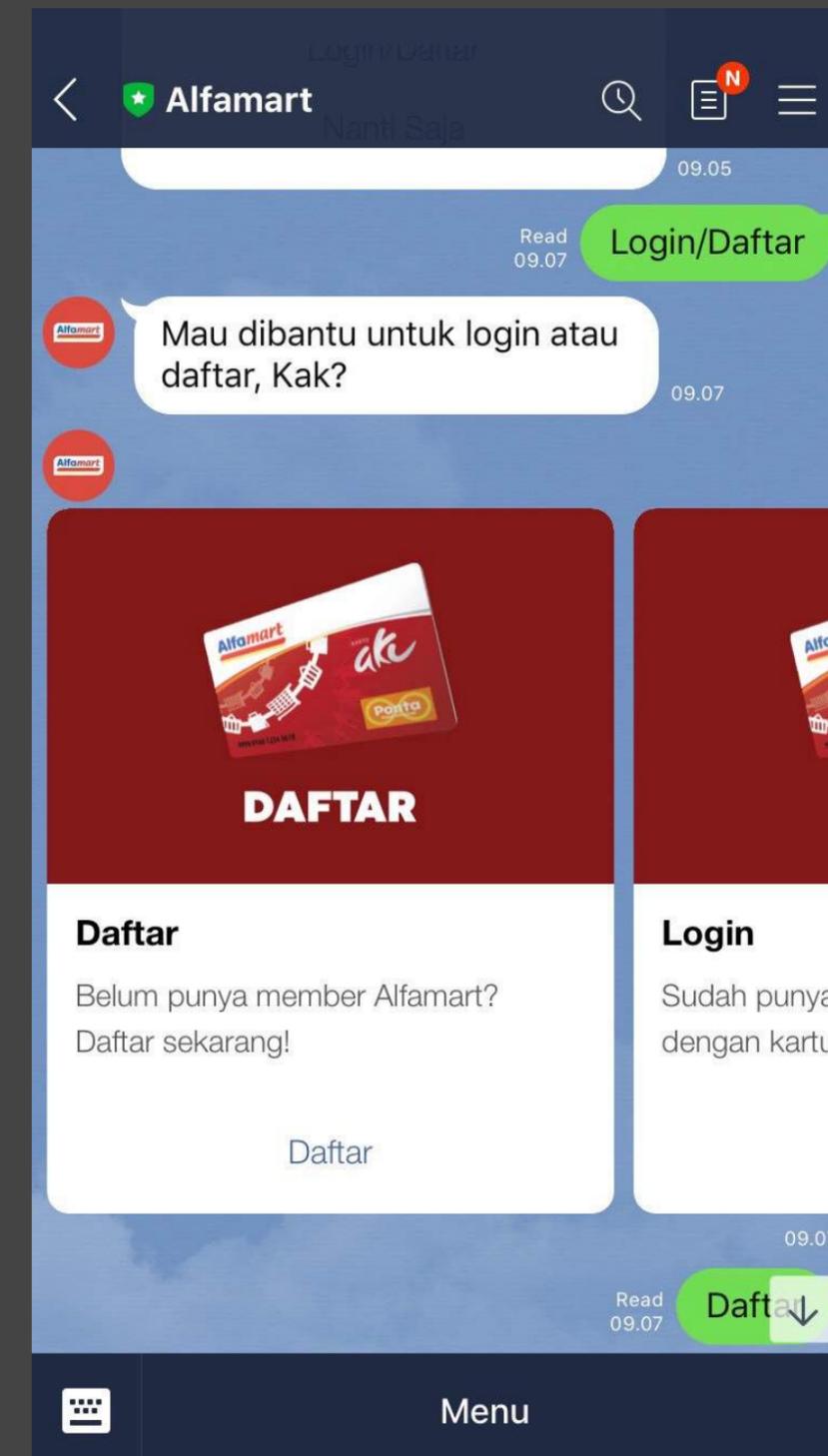


## Alfamart Virtual Account Friends, SHALMA

- Shalma inform users with promo and news thematic from several FMCG
- Shalma is very popular with JSMLINE (Jumat Sabtu Minggu LINE) promo
- Shalma now upgrade herself as Member Acquisition for Alfamart:
  - Register new member
  - Point Checking & Recording
  - Point exchange

### LINE Features

- Broadcast Message
- Coupon
- Rich Message & Menu

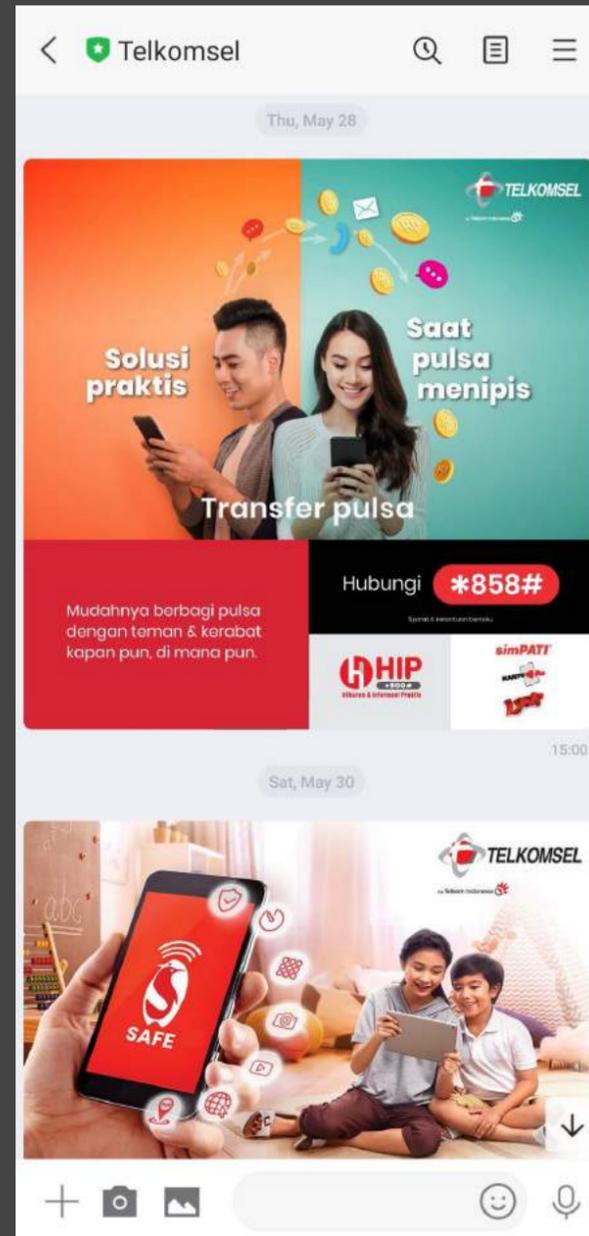


# Telkomsel Official Account

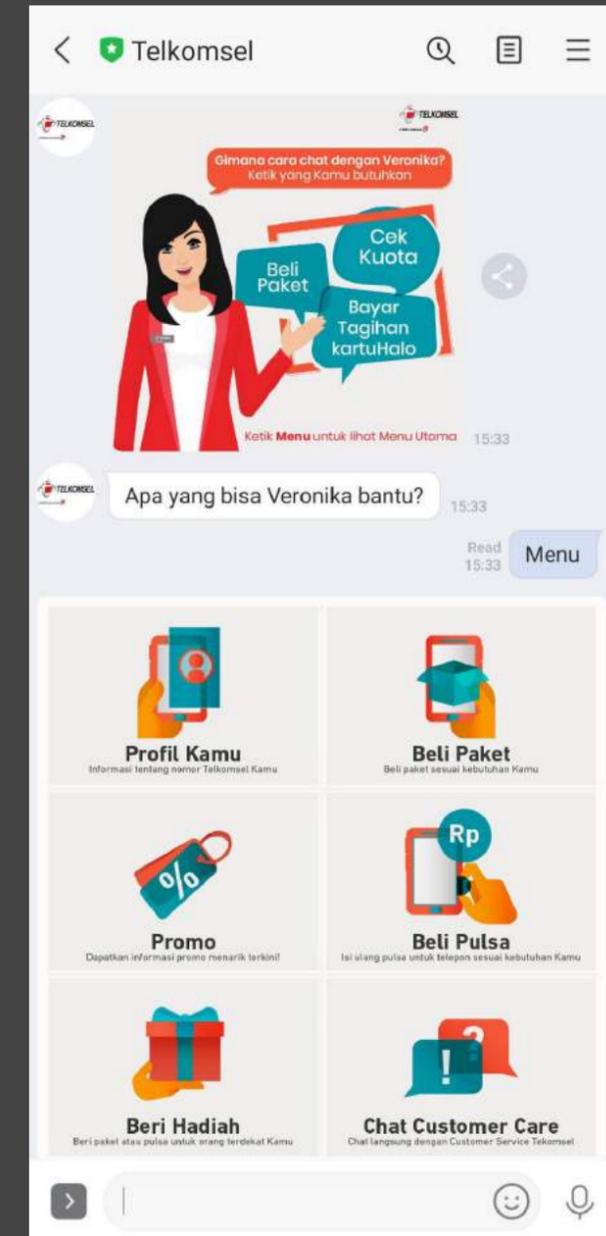
- With Telkomsel Official Account, you can integrate your Telkomsel number to the account.
- The integration enable you to check your internet quota, buy phone credits/internet data and get personalized promotion,
- By the early 2020 Telkomsel acquired 5,200,000++ followers

## LINE Features:

- Broadcast Message
- Rich Message
- Rich Menu
- Messaging API



Veronica Offers Various Features



User Can Explore Telkomsel Menu

# PRODUCTS & PRICING

# COMMERCE BOT

## Fast Response

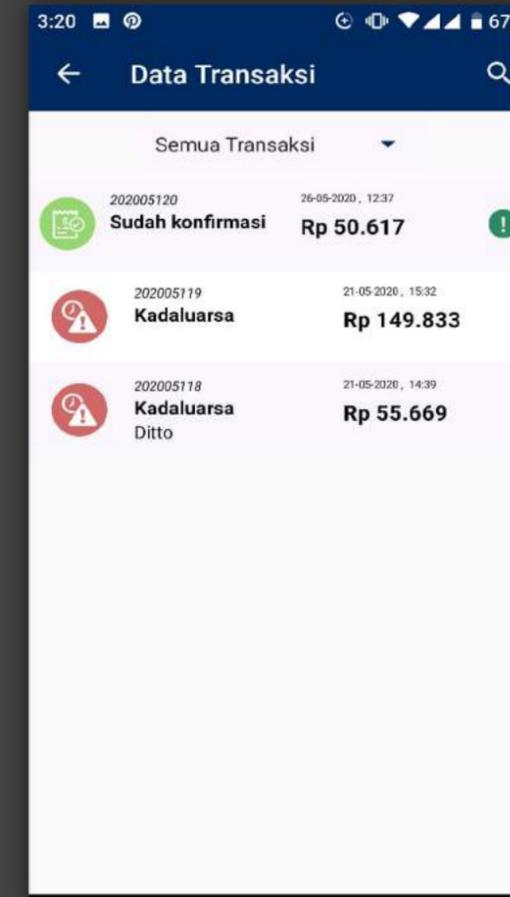
Chat bot will communicate interactively and reply customers inquiries 24/7

## Simplify Order Process

Customers can see product catalog, place order, up until payment confirmation.

## Manage Analytics Data

You can get analytic data recap of total users, messages, and conversations.



Dashboard display of transaction

# COMMERCE BOT

## Bot Function / Menu:

- Product catalogs
- Order placement
- FAQs
- Payment confirmation
- Delivery fee checking

## Dashboard Capabilities:

- Manage product catalog
- Analytic data
- Chat bot + Agent collaboration (If chat bot failed to understand customer's inquiry 2x, it will display unknown response and suggest user to connect with CS agent)

	Starter	Pro
Monthly Fee	IDR 1,250,000	IDR 7,000,000
MAU (Monthly Active Users)	2,000	15,000
Badge	Blue (Verified)	Green (Premium)
Admin Dashboard	3 Agents	10 Agents
Monthly Push Message Limit	40,000	300,000
Channel Integration	Free	Free

# HR Corporate BOT

## Fast Response

Chat bot will communicate interactively and reply employee's inquiries 24/7.

## Simplify HR-related Process

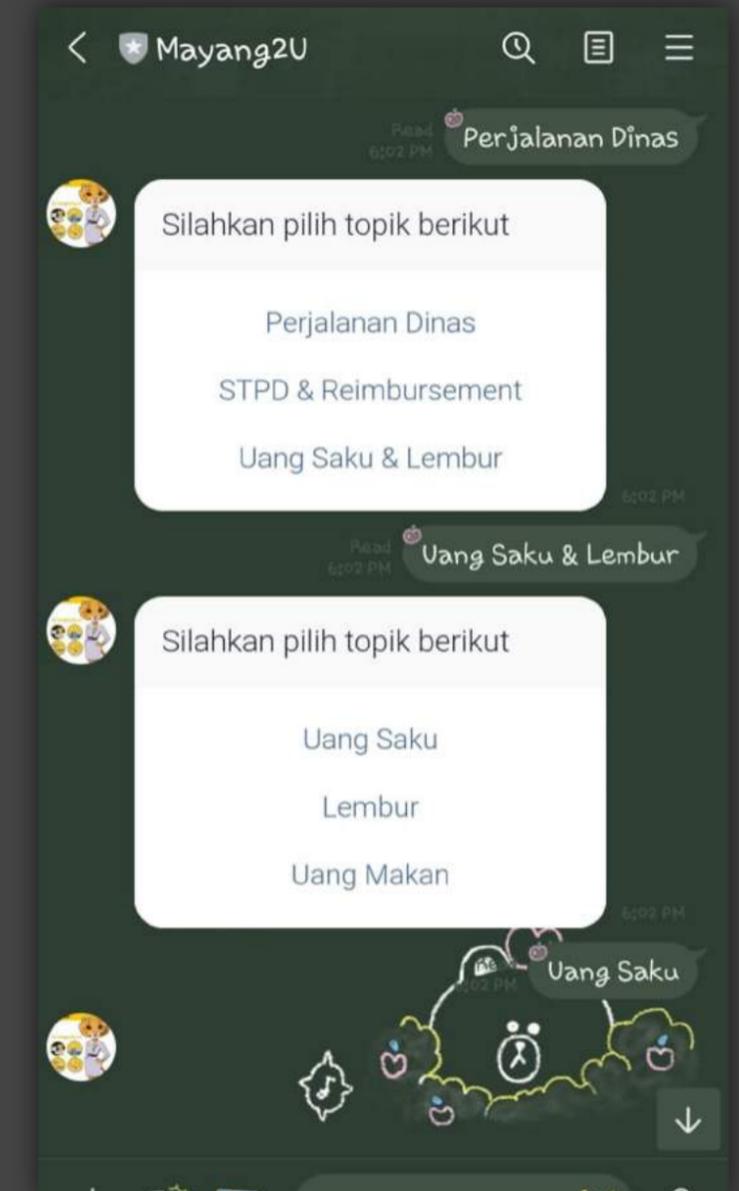
Employees can see FAQs and submit HR inquiries easily using one chat.

## Manage Analytics Data

You can get analytic data recap of total users, messages, and conversations.

## Private & Secured

Verification by employee ID + OTP via email. Only employees can access the OA functions.



# HR Corporate BOT

## Bot Function / Menu:

- BPJS
- Insurance
- Personalia
- Payroll
- Business Travel
  - Reimbursement
  - Per diem details
- Talent Acquisition FAQ

## Dashboard Capabilities:

- Update employee data periodically
- Analytic data
- Chat bot + Agent collaboration (If chat bot failed to understand customer's inquiry 2x, it will display unknown response and suggest user to connect with CS agent)

	HR BOT
Monthly Fee	IDR 12,500,000
MAU (Monthly Active Users)	10,000
Badge	Blue (Verified)
Admin Dashboard	10 Agents
Monthly Push Message Limit	Unlimited
Channel Integration	Free
Additional Function/Integration	IDR 10,000,000

Standard support included:

- Email & live chat support
- Monday – Friday (09.00 – 17.00 WIB)
- Maintenance & minor update

\*Special support available with additional fee

# RESERVATION BOT

## Fast Response

Chat bot will communicate interactively and reply customers inquiries 24/7.

## Simplify Reservation Process

Customers can see product/service catalog and FAQ, and make reservation in one chat. Chatbot will ask user's information needed for the reservation

## Manage Analytics Data

You can get analytic data recap of total users, messages, and conversations.



# RESERVATION BOT

## Bot Function / Menu:

- Product/Service catalogs
- Reservation recap
- FAQs

## Dashboard Capabilities:

- Manage product/service catalog
- Analytic data
- Chat bot + Agent collaboration (If chat bot failed to understand customer's inquiry 2x, it will display unknown response and suggest user to connect with CS agent)

	Starter	Pro
Monthly Fee	IDR 1,250,000	IDR 7,000,000
MAU (Monthly Active Users)	2,000	15,000
Badge	Blue (Verified)	Green (Premium)
Admin Dashboard	3 Agents	10 Agents
Monthly Push Message Limit	40,000	300,000
Channel Integration	Free	Free

# OA Followers Boost Inventories

**Content/  
Creative  
Approach**

**Sponsored  
Stickers**

User need to add your OA in order to get free stickers. You can gain followers and awareness in one package.

**Display Ad  
Placement**

**LINE Timeline  
LINE Today**

Create an intriguing campaign/promotion as a kickoff for your OA. The campaign can promote the campaign by placing your ad on LINE Inventories.

**Mission  
Rewards**

**LINE Points**

User need to follow your OA in order to get LINE Points. The cost will be CPF (cost per follow), so you will get guaranteed additional followers.

# SPONSORED STICKERS

# Sponsored Stickers

## Cost per Download Method



Static Stickers



Animated Stickers

<http://bit.ly/AnimatedS>



Animated & Sound Stickers

<http://bit.ly/AnimatedSound>

# CASE STUDY

## DELIGHT ME – P&G

Launch on festive season (Ramadan) and acquire 400K followers instantly.



## VIRA - BCA

Acquire 300K followers using cartoon centric design as below.



# PRICE

Items	Cost per Download	Description
<b>Static Stickers</b>	IDR 10.000,- per 1 user download	<ul style="list-style-type: none"><li>- Pricing is exclude of production</li><li>- Minimum guaranteed: 10.000 downloaders</li><li>- Usage period: 3 months after download day</li><li>- No download capping</li><li>- Exclude from production cost</li></ul>
<b>Animated Stickers</b>		
<b>Animated &amp; Sound Stickers</b>		

\*The price above is exclusive of VAT

\*Withholding tax will be deducted from the total cost & Payment receipt has to be submitted to LINE

# Appendix

## Official Account

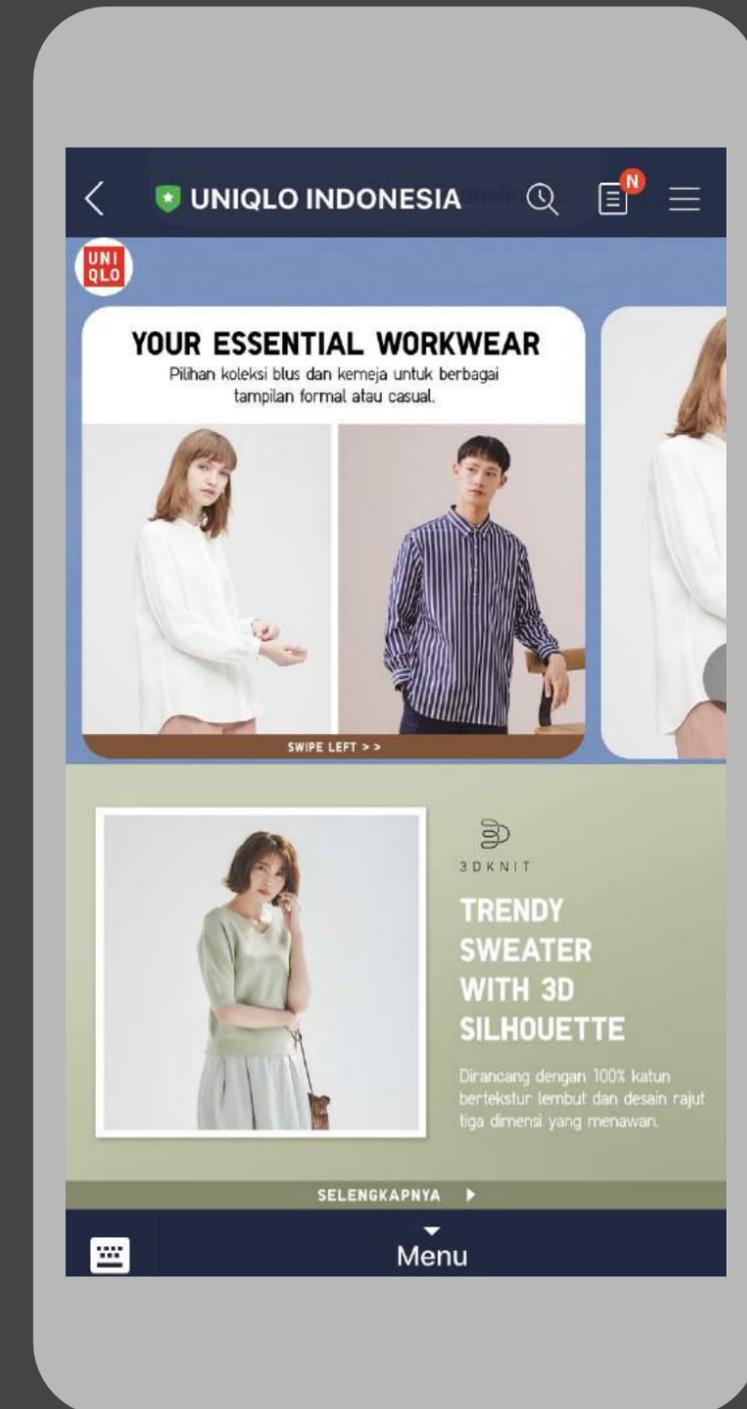
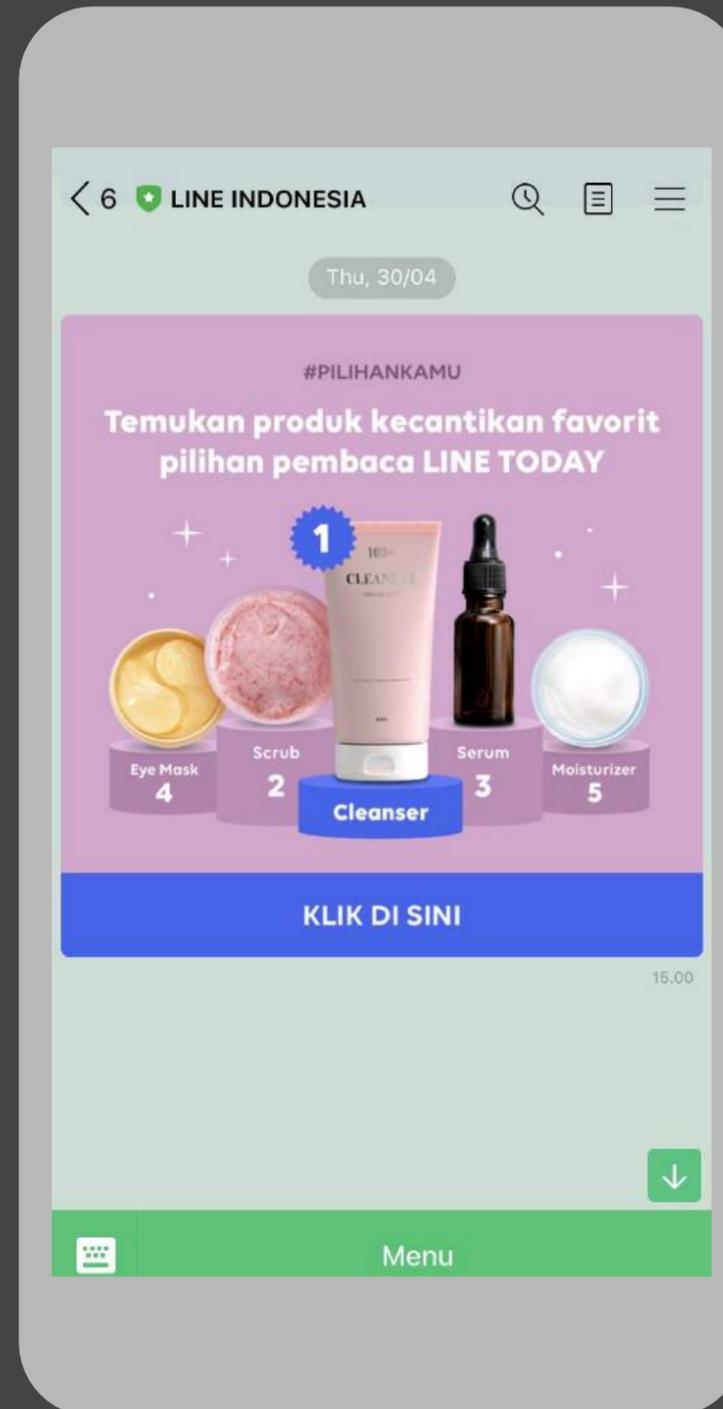
### Feature Details

# BROADCAST MESSAGE

Broadcast message enables business to reach customers directly through chat.

## Metrics report :

- Delivery count
- Open count (unique)
- Impression
- Clicks
- Click user count
- Played user count (Start)
- Played user count (Complete)
- Open rate, Click rate, Play rate, Full play rate

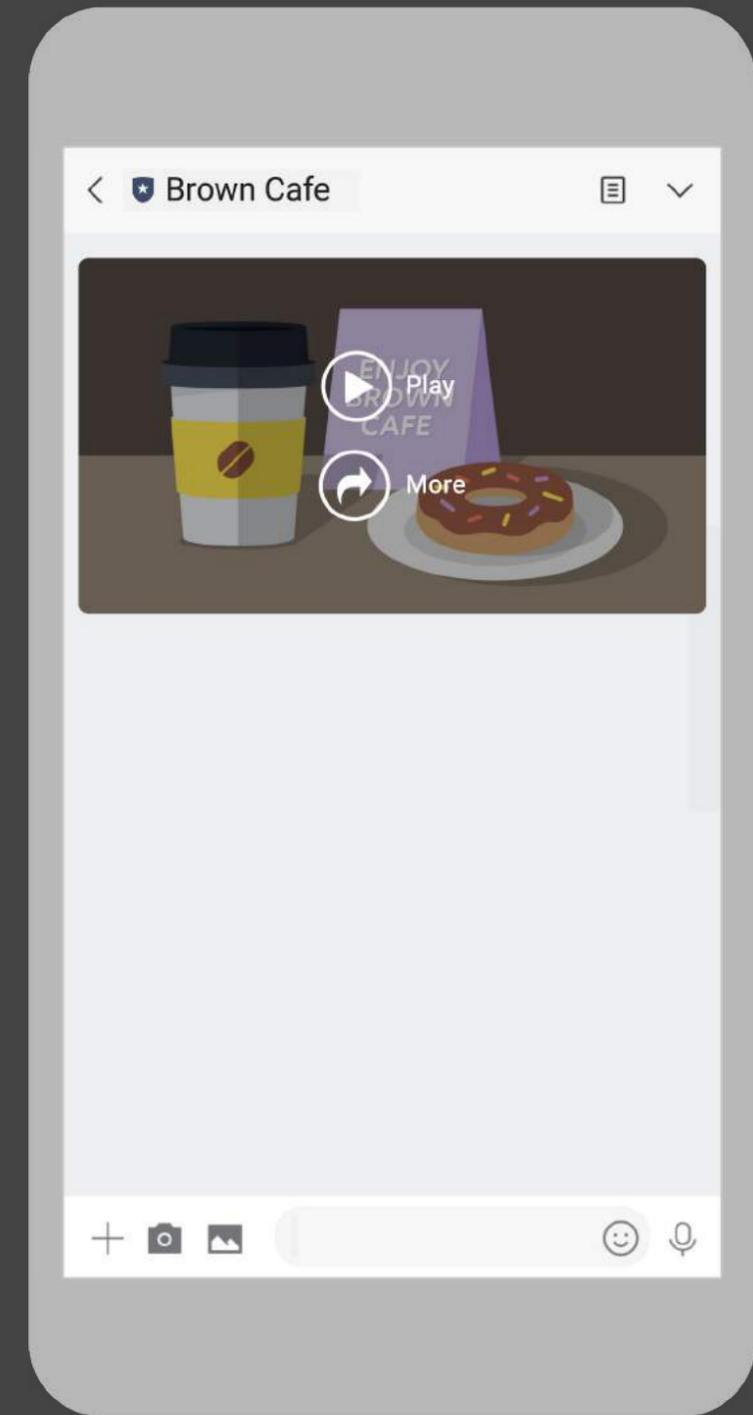
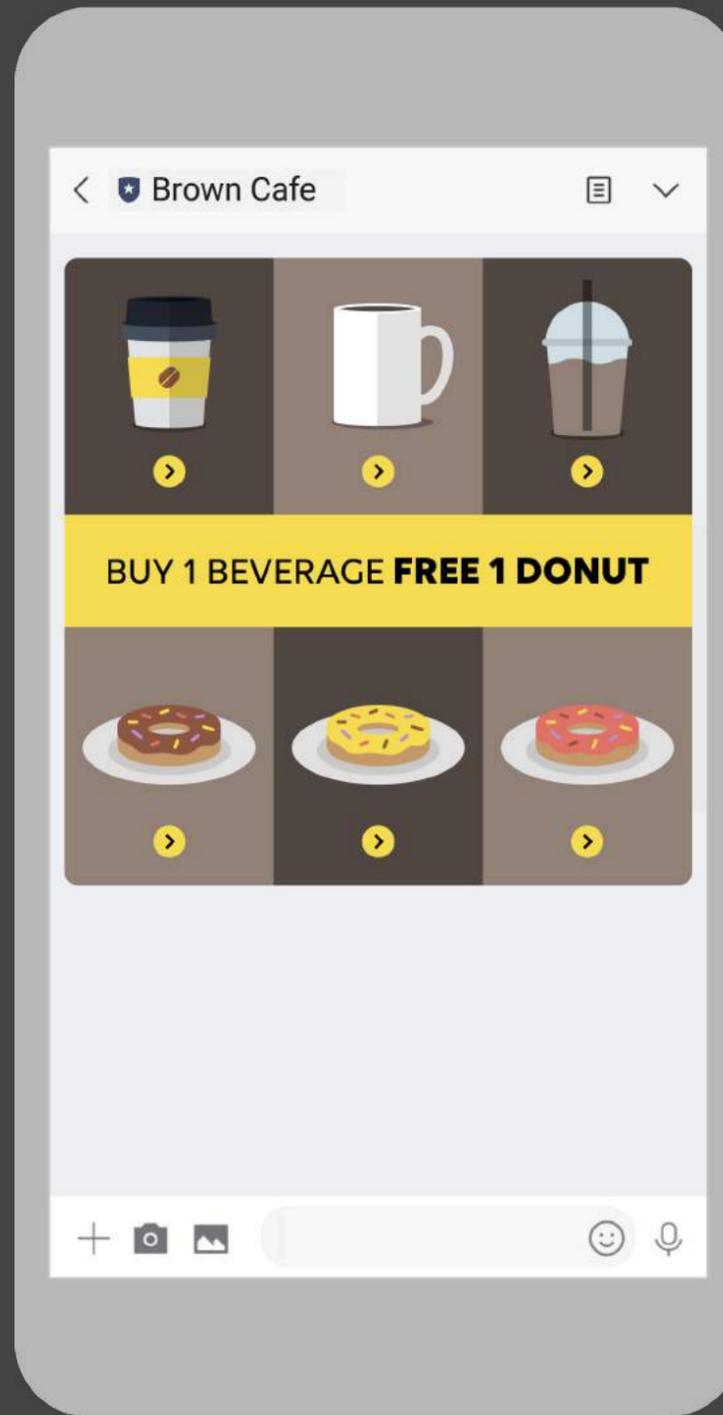


# 1. Rich Content

Increase your Broadcast Message efficiency by using Rich Message and Rich Video.

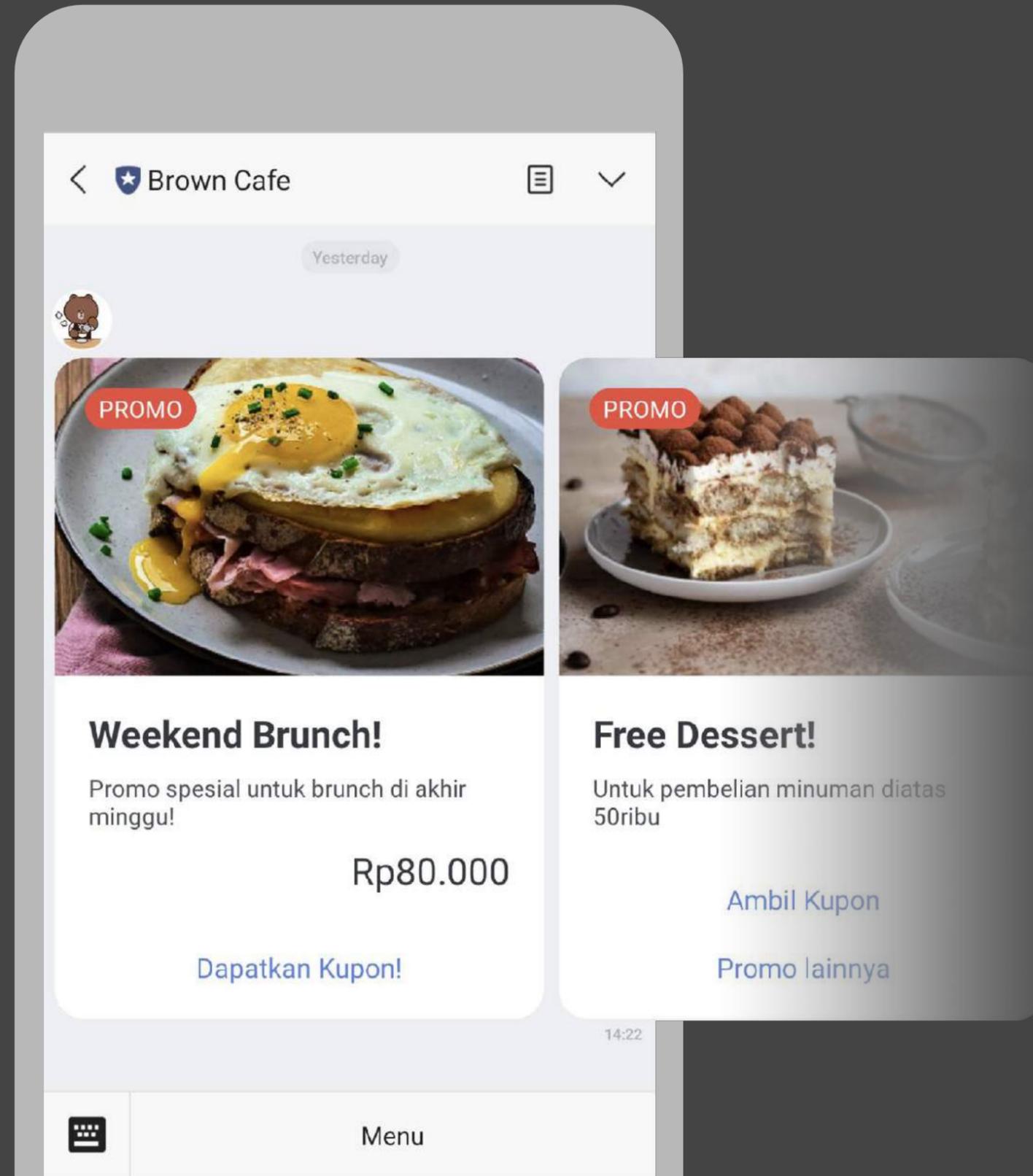
-**Rich Message** you can embed your URLs into the picture (up to 6).

-**Rich Video** you can send videos with CTA button attached at the end. The video will be auto-play once user opened the message.



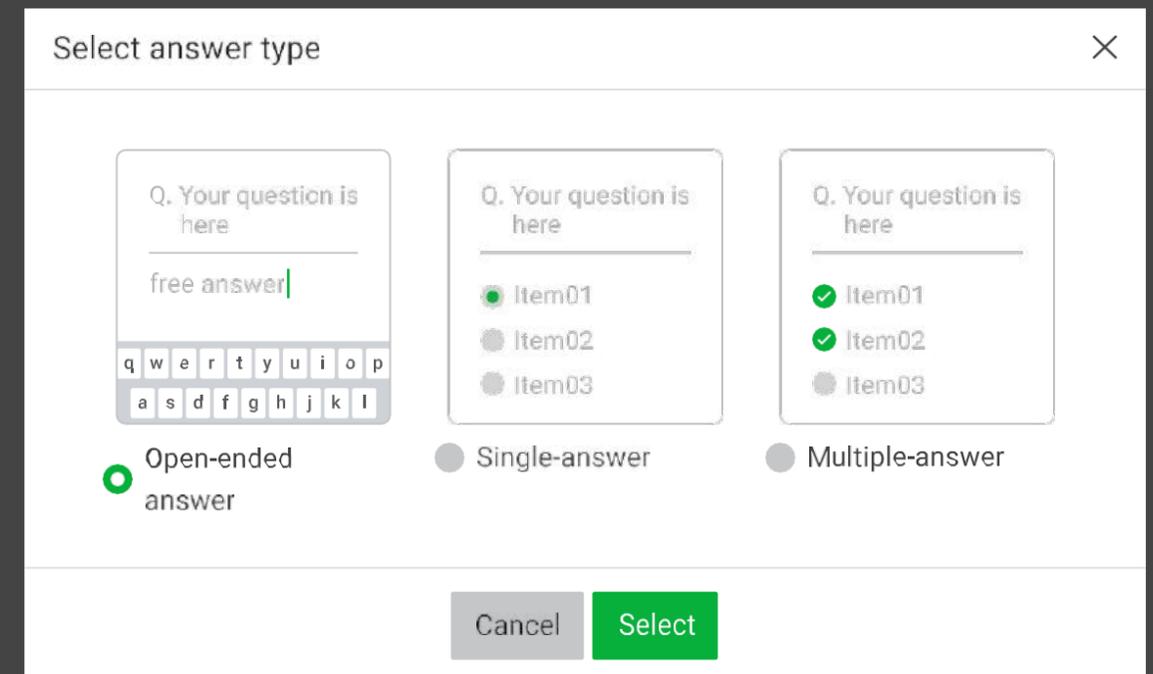
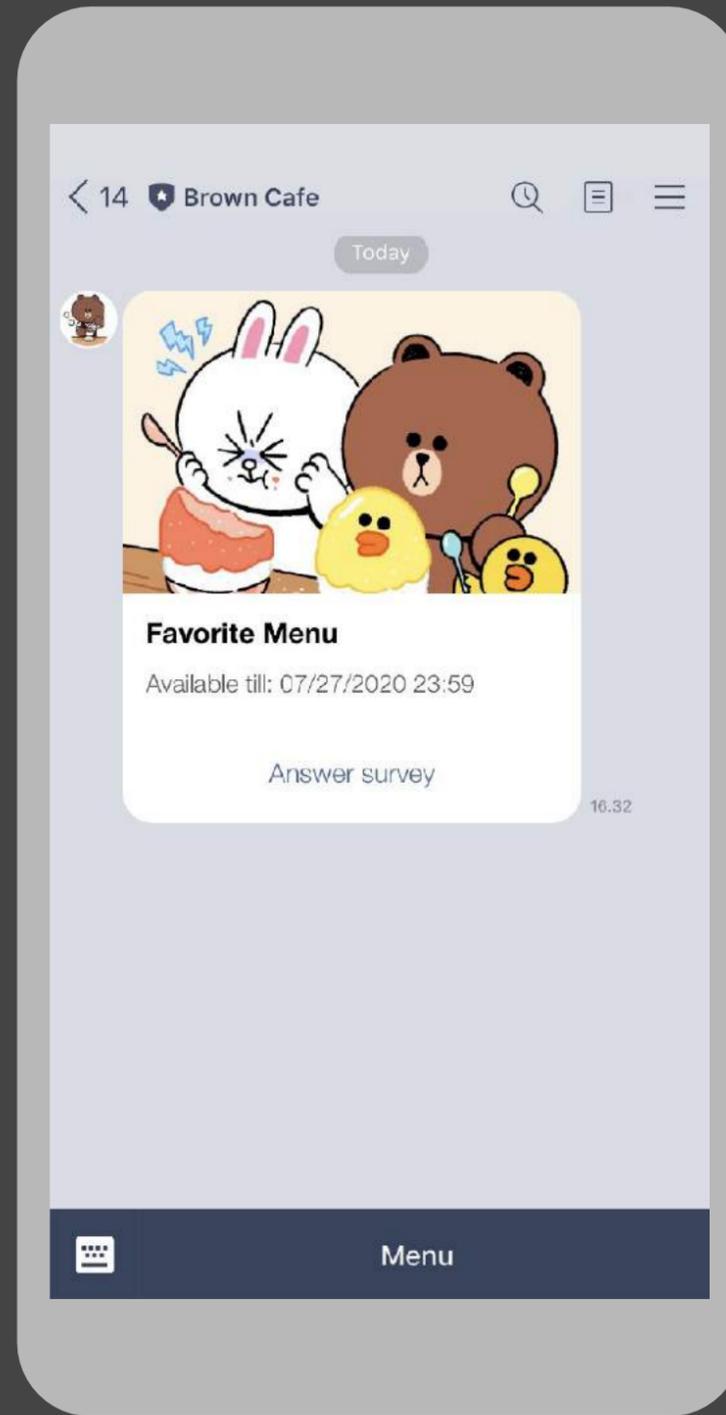
## 2. Card Based

- Card-based message lets you present content over multiple cards in **carousel format**, packed into a single chat balloon.
- User can swipe left and right to see your content (up to 9 cards)



# 3. Survey

- Gain insight from your customer using survey feature.
- Single answer, Multiple answer, and Open-ended answer are available in this survey.



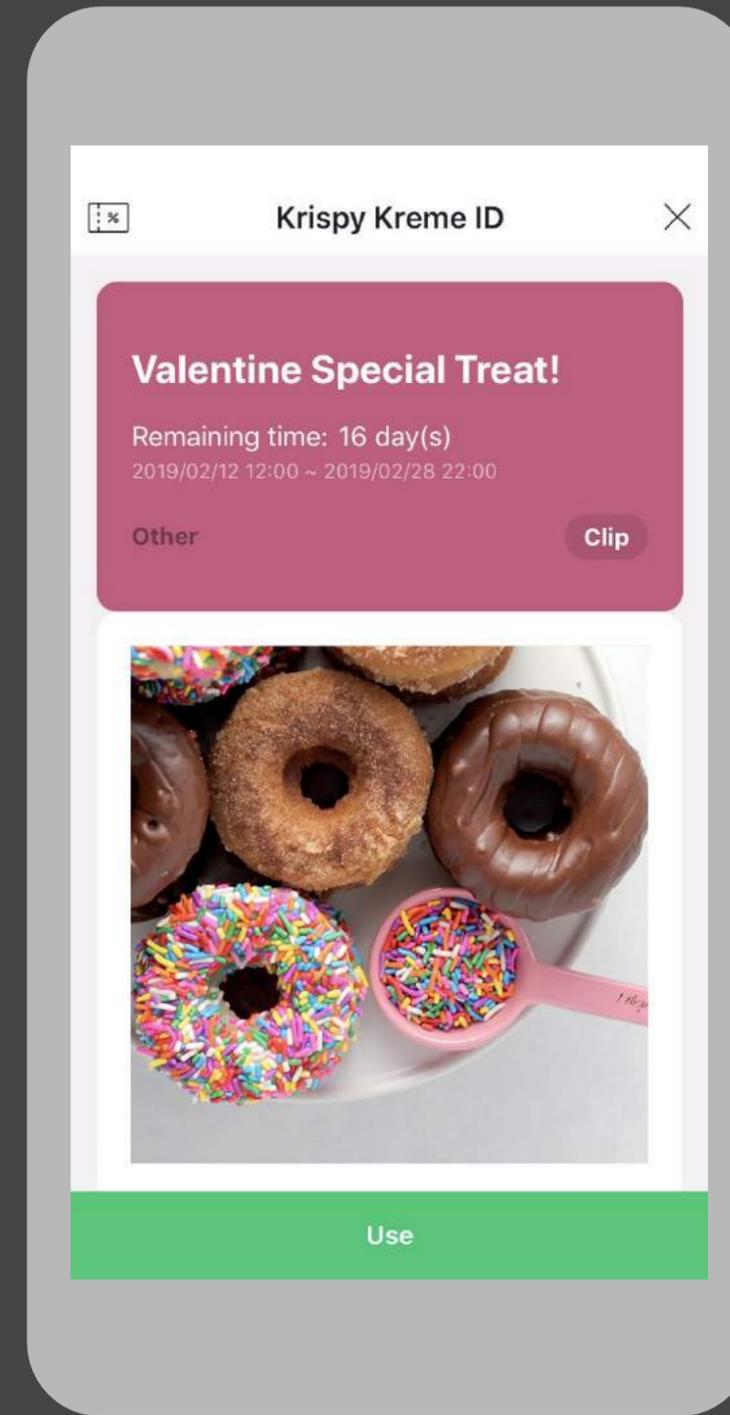
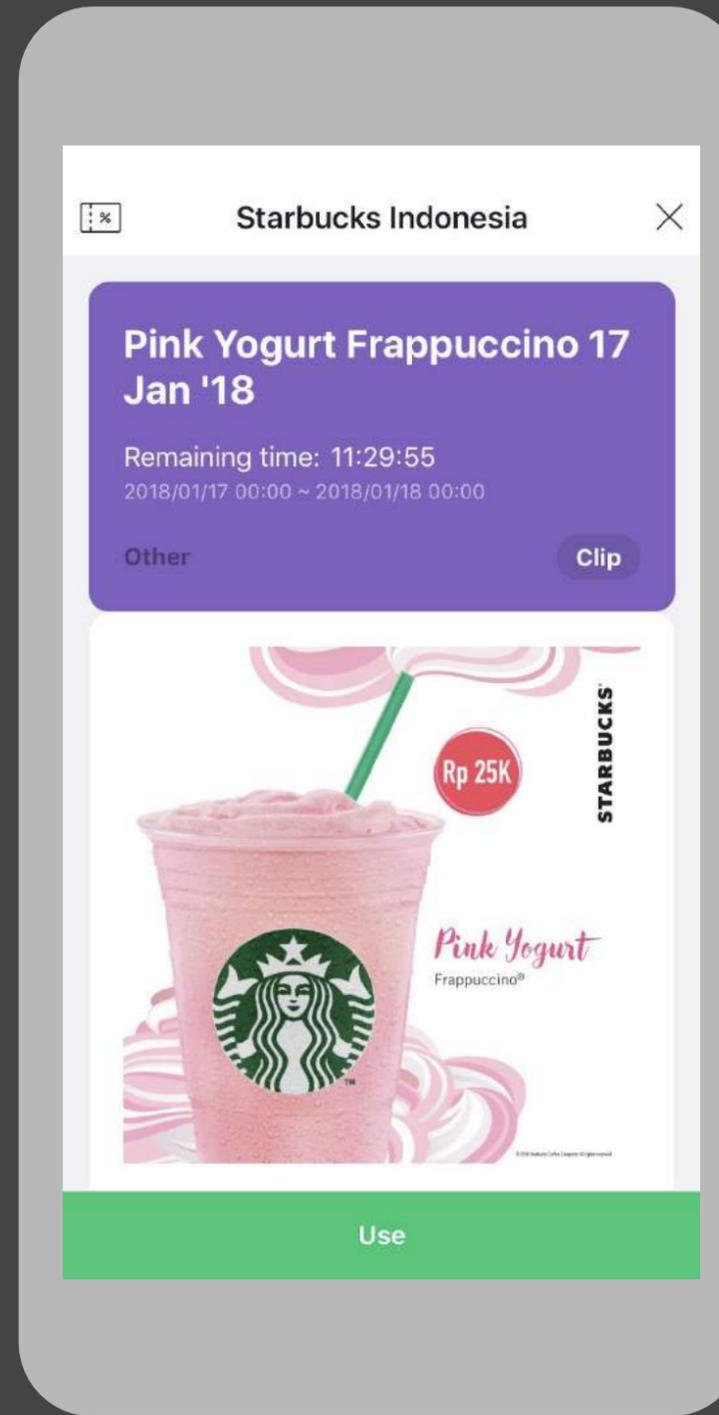
Type of survey answer on LINE official account manager

## 4. Coupon

- Get more exposure of your products and convert them to sales.
- Coupon can be changed into USED once the users have redeemed to the counter.

### Metrics report :

- Opened user count
- Redeemed user count
- Page views



# Targeting: Demographic Filter

You can send broadcast message to your target recipients based on their Gender, OS, Age, Friend Period, and Location.

\*This function is available for accounts with more than 100 target reach



GENDER



AGE



FRIENDSHIP  
PERIOD



AREA



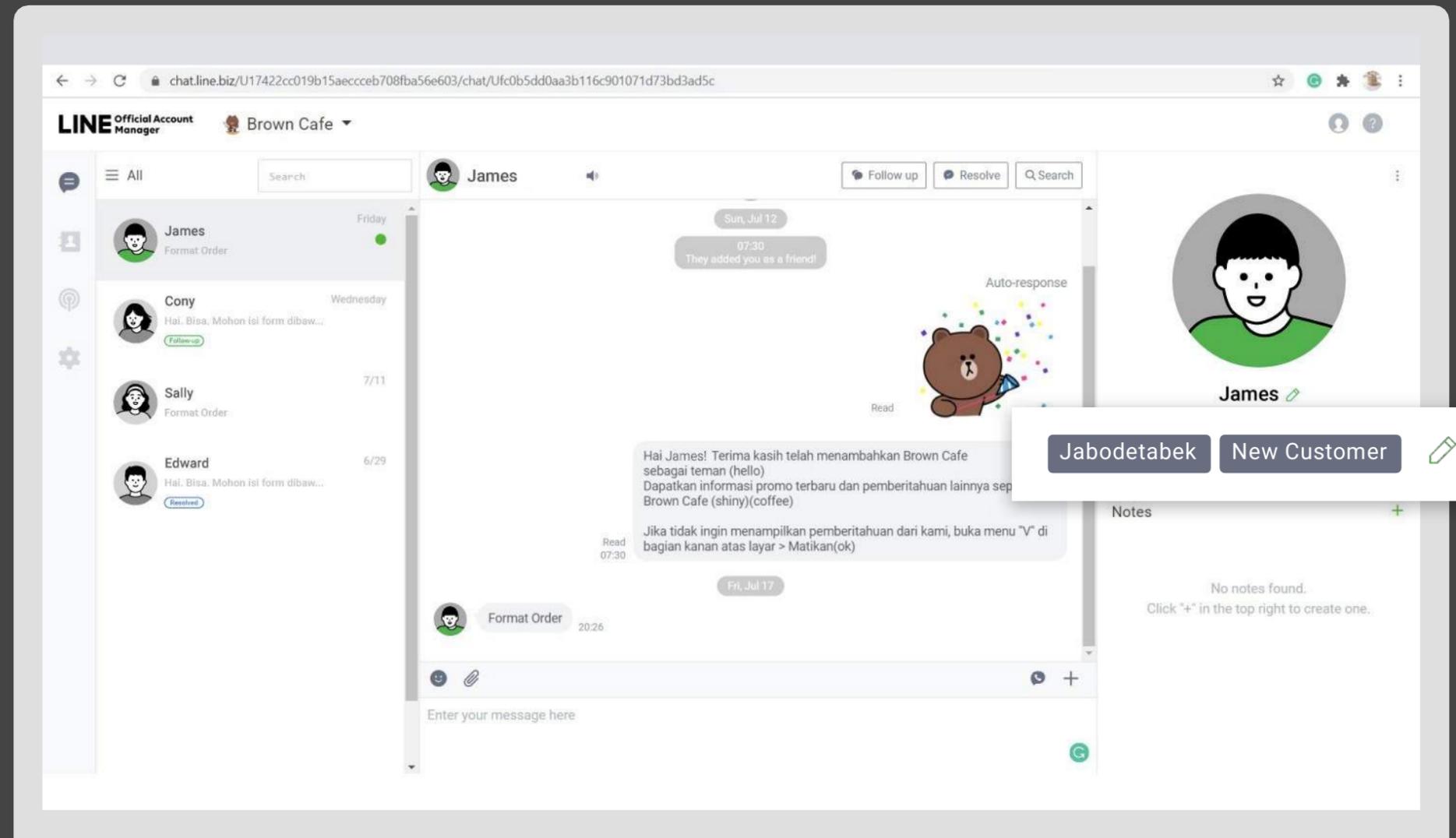
OS

# Targeting: Chat Tag

Using "Manage Audience" feature, you can group audiences using their Chat Tag and send tailored message to each group.

You can add multiple customized Tag to user's profile in 1:1 Chat room

\*This function is available if users have sent message through 1:1 Chat



# Targeting: Friend Path

Using "Manage Audience" feature, you can group audiences based on the path they took when they added your account as friend.

A friend path must be at least 100 to be used in an audience.

The screenshot shows the 'Audience' management page in the LINE interface. On the left is a navigation menu with options like 'Broadcast list', 'New broadcast', 'Audiences', 'Greeting message', 'Auto-response messages', 'Rich messages', 'Rich video messages', 'Card-based messages', 'Rich menus', 'Coupons', 'Reward cards', 'Surveys', 'Gain friends', 'Tracking (LINE tags)', and 'On-Air'. The main content area is titled 'Audience' and includes a subtitle 'Create and manage the target audiences for your broadcasts.' Below this are sections for 'Basic settings' and 'Target settings'. In 'Basic settings', the 'Audience type' is set to 'Friend path audience' and the 'Audience name' is 'Friend path audience: 202010121216'. In 'Target settings', the 'Period' is '09/12/2020 - 10/11/2020'. A note states 'A friend path must be at least 100 in size to be used in an audience.' Below this is a table listing various friend paths and their sizes, with 'Select' buttons for each.

Friend path	Size	
Add friend web button	551	Select
Home tab	44	Select
In-chat button	330	Select
Official account list	418	Select
LINE POINTS	22,806	Select
Search	52	Select
Timeline	~19	Select
Shared as contact	26	Select

# Targeting: User ID Upload

You can send broadcast message to your targeted **User ID** (for example, those who participates in webhook event object). Then, using "Manage Audience" feature, you can make an audience group using those user id.

Click here for details:

<https://linemanual.com/getuseridline>

\*User ID is NOT the same with LINE ID

\*User ID needs to be generated using API

\*This function is available for accounts with API enabled

\*Only for Verified or Premium Account

## Example request

```
curl -v -X GET https://api.line.me/v2/bot/profile/{userId} \  
-H 'Authorization: Bearer {channel access token}'
```

If successful, a JSON object is returned.

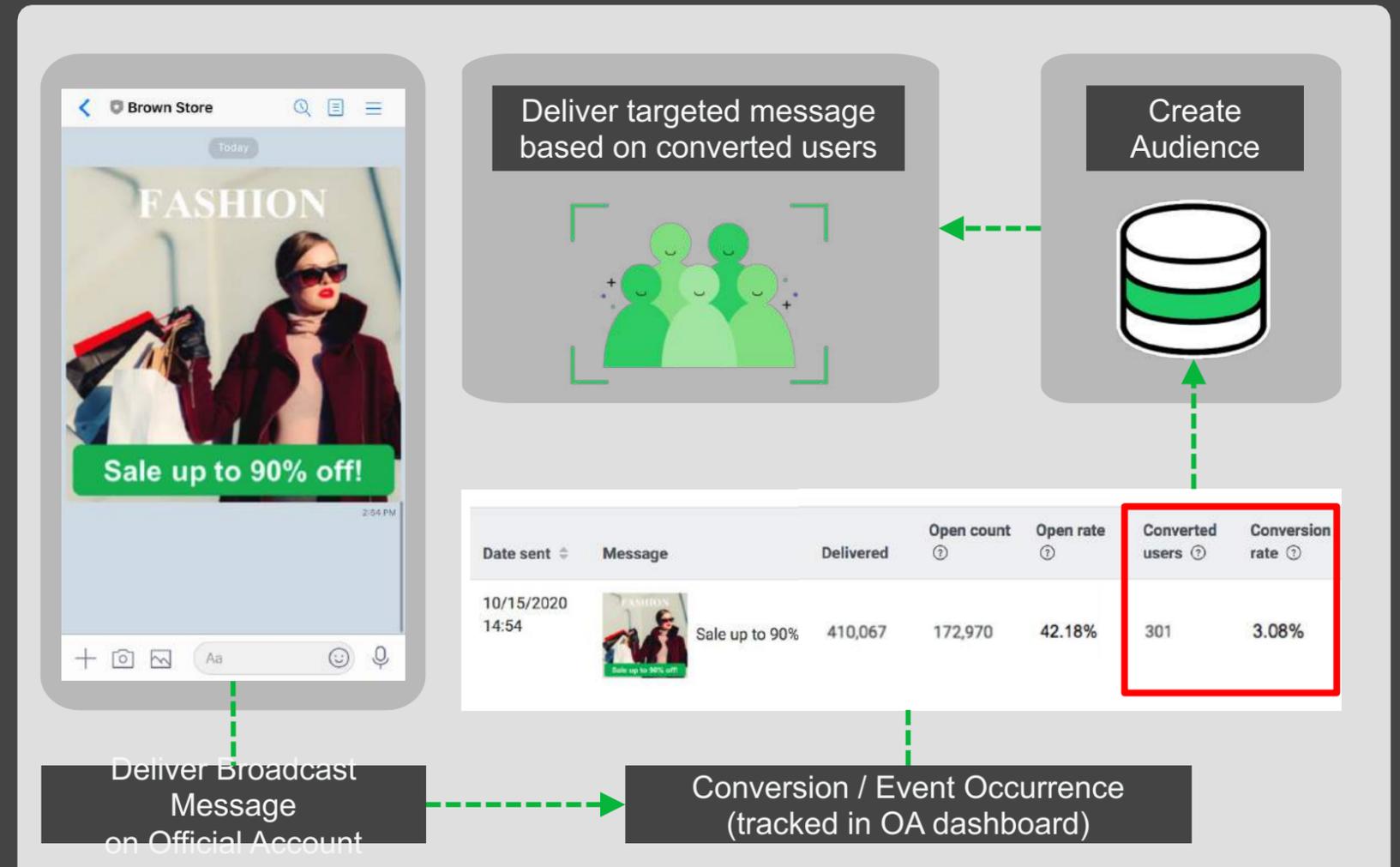
```
{  
  "displayName": "LINE Botto",  
  "userId": "U4af4980629...",  
  "pictureUrl": "https://obs.line-apps.com/...",  
  "statusMessage": "Hello world!"  
}
```

# Conversion Tracking by LINE Tag

- LINE Tag is a **tracking code** for measuring user behavior (purchase, member registration, or other events) **on your website**, carried out by your OA friends.
- You can check and analyze your conversion/performance on the message delivered from your OA, thus optimize your message delivery.

Click here for details:

<https://linemanual.com/linetag>



\*LINE Tag has to be installed in your website to enable the tracking

# Step Message

- This feature allows Official Account to send a message specific to users based on the message content, timing, and period; prepared in advance.
- You can set the message delivery time depends on the source of add friend or based the number of days the followers add the Official Account.

The screenshot displays the 'Step message' configuration interface. At the top, there are navigation tabs: Home, Notifications, Insight, Timeline, Chats, and Profile. The left sidebar contains a menu with the following items: Broadcast, Step messages (marked as NEW), Auto-response messages, Rich media messages, Outreach, Chat screen, Data controls, Gain friends, and Hide menu labels.

The main content area is titled 'Step message' and includes a description: 'Step messages let you schedule automatic targeted messages to new friends with custom conditions.' Below this are 'Save' and 'Deactivate' buttons.

The 'General settings' section includes:
 

- Title:** 'Special Promo for New Followers in March' (40/50 characters). A note below says 'Name this step message for internal use.'
- Time zone:** '(UTC+07:00) Asia/Bangkok, Jakarta'. A note below says 'This is the time zone used for scheduling messages and determining activity dates.'
- Schedule:** A checked checkbox 'Set a schedule'.
  - From:** 03/01/2021 00:00
  - Till:** 03/31/2021 23:59
  - A note below states: 'After the scheduled period ends, existing friends will continue to receive messages as scheduled. However, friends added after the scheduled period won't receive any messages.'

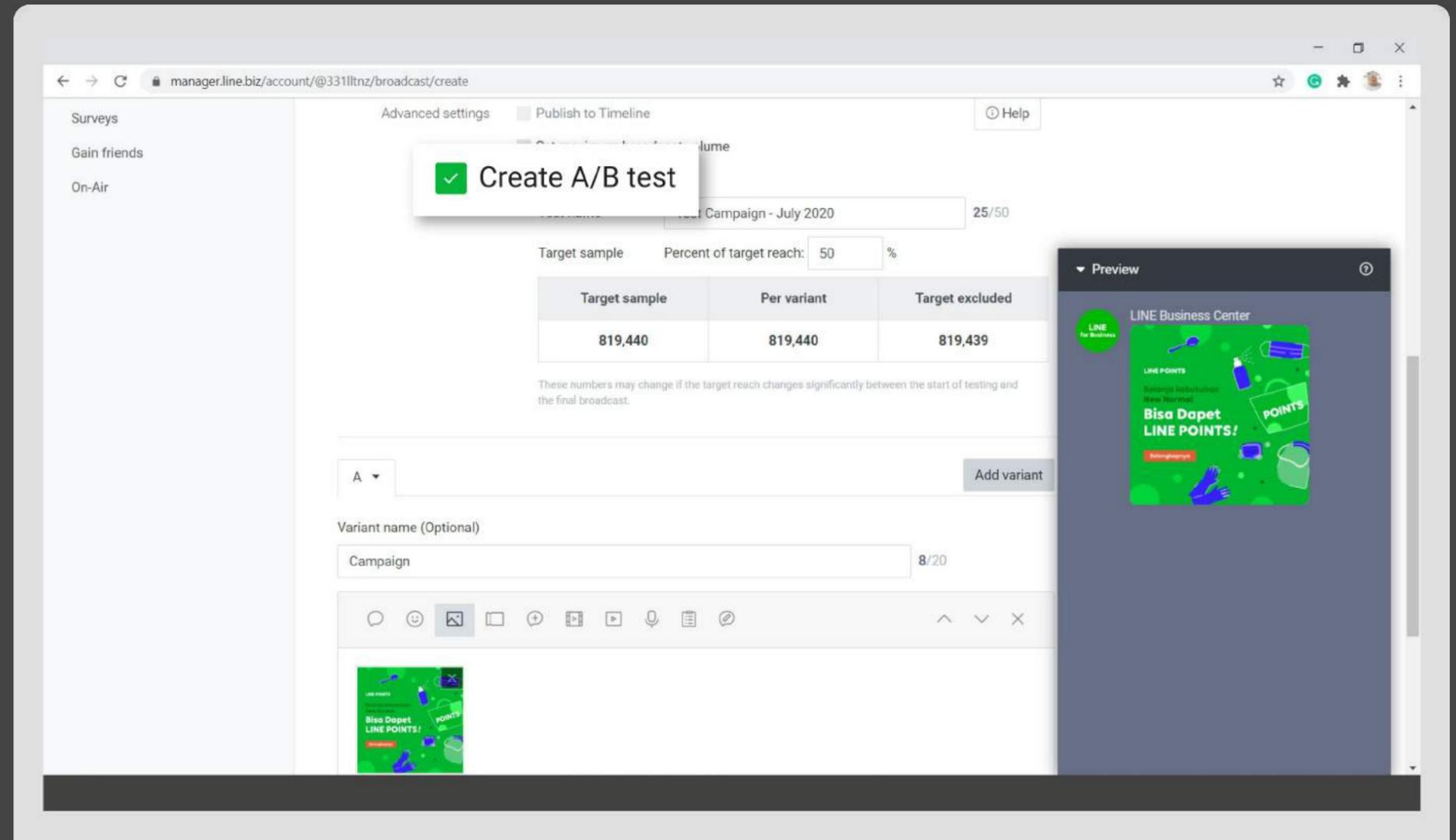
The 'Message settings' section shows a flowchart:
 

- Trigger:** 'Friend added' (Search, In-chat button).
- Delay:** '7days later'.
- Decision:** A diamond-shaped decision box with a green '+' icon. The 'Else' path leads to an 'End' box.
- Action:** 'Store Jabodetabek' (under the decision box) and 'Send message' (with content 'Coupon Pay 1 for 2' and time '10:00 - 20:00').
- End:** The flowchart concludes with an 'End' box after the message is sent.

# A/B Testing

- Send multiple variations of message/creative to a designated percentage of followers as A/B testing.
- Gain insight about what type of message has the best engagement.

\*This function is available for accounts with more than 5000 target reach

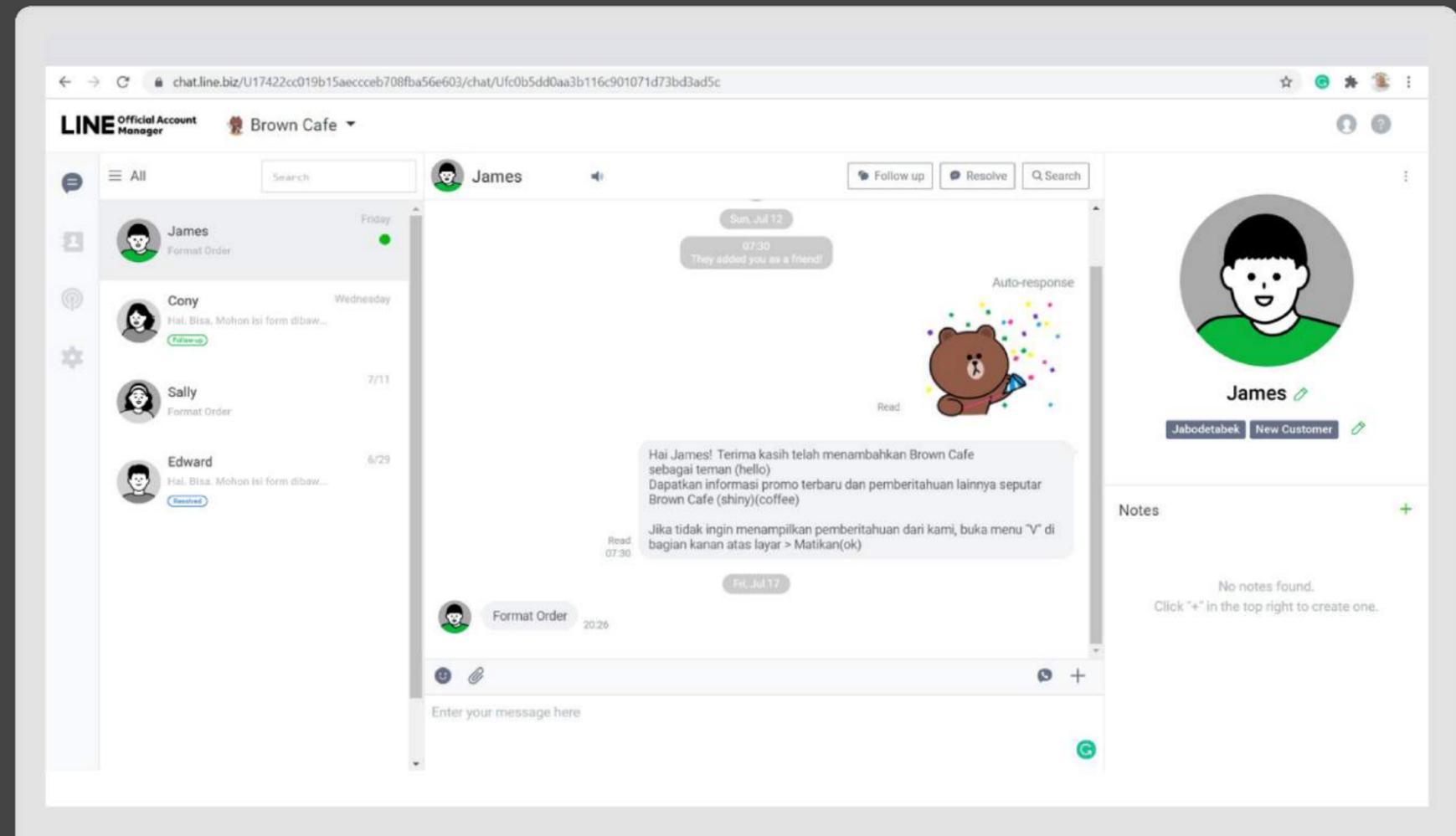


# CHAT 1:1

- 1:1 chat can be used to take inquiries from customer and communicate directly 1 on 1.
- This feature can be turn on/off as needed.
- You can assign customized “Tags” to each user to categorize them into groups.
- “Tags” can later be used to create audience group for targeting

\*Due to system limitation, this may not be available for accounts with a large number of followers.

\*Chat logs are retained for two months.

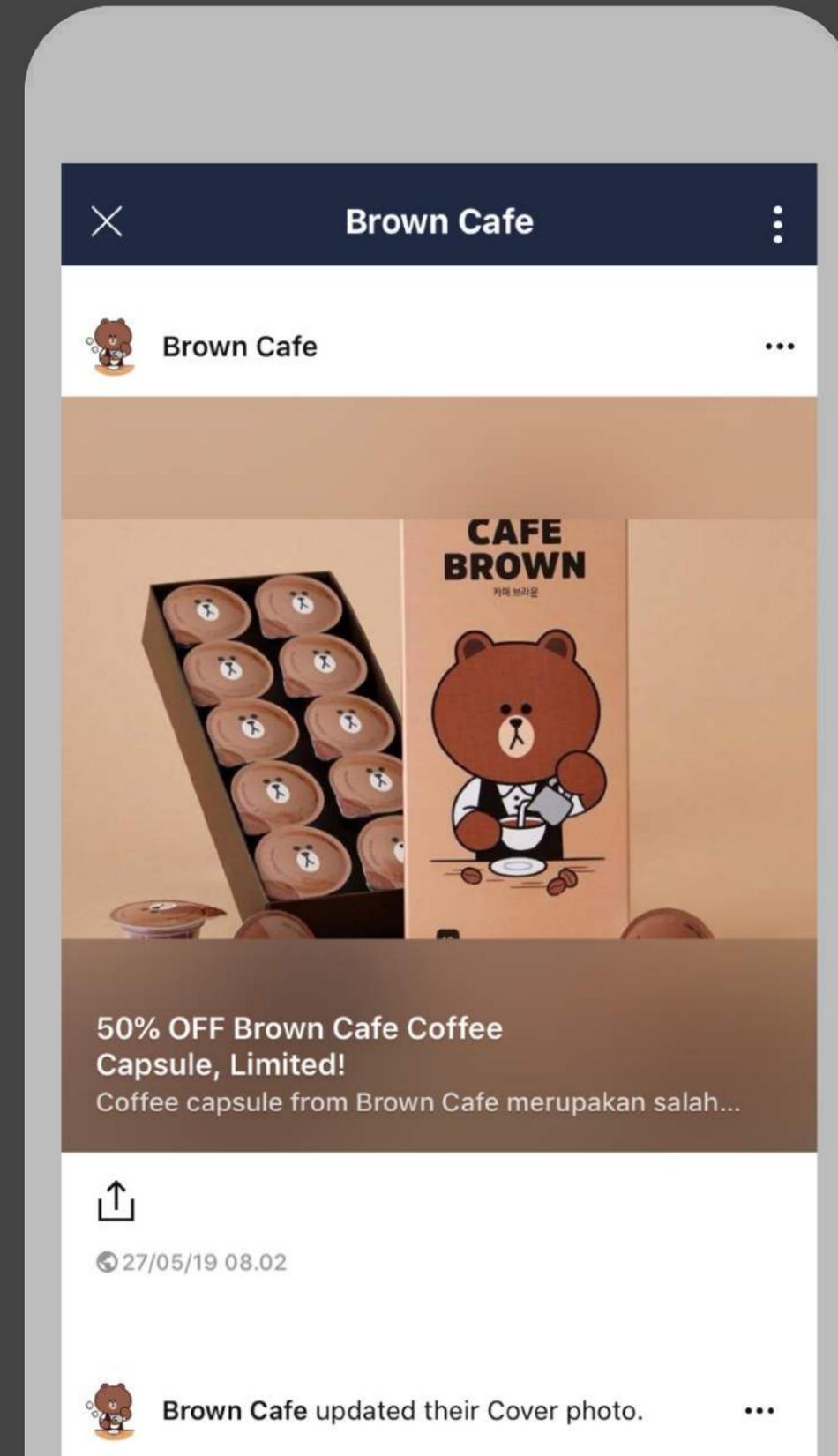


# TIMELINE POST

- Posts are displayed on the Official Account Feed on the Timeline of users who have added the Official Account as a friend.
- Users can like, comment, and share the post, allowing this to be utilized as a space to engage with customers.

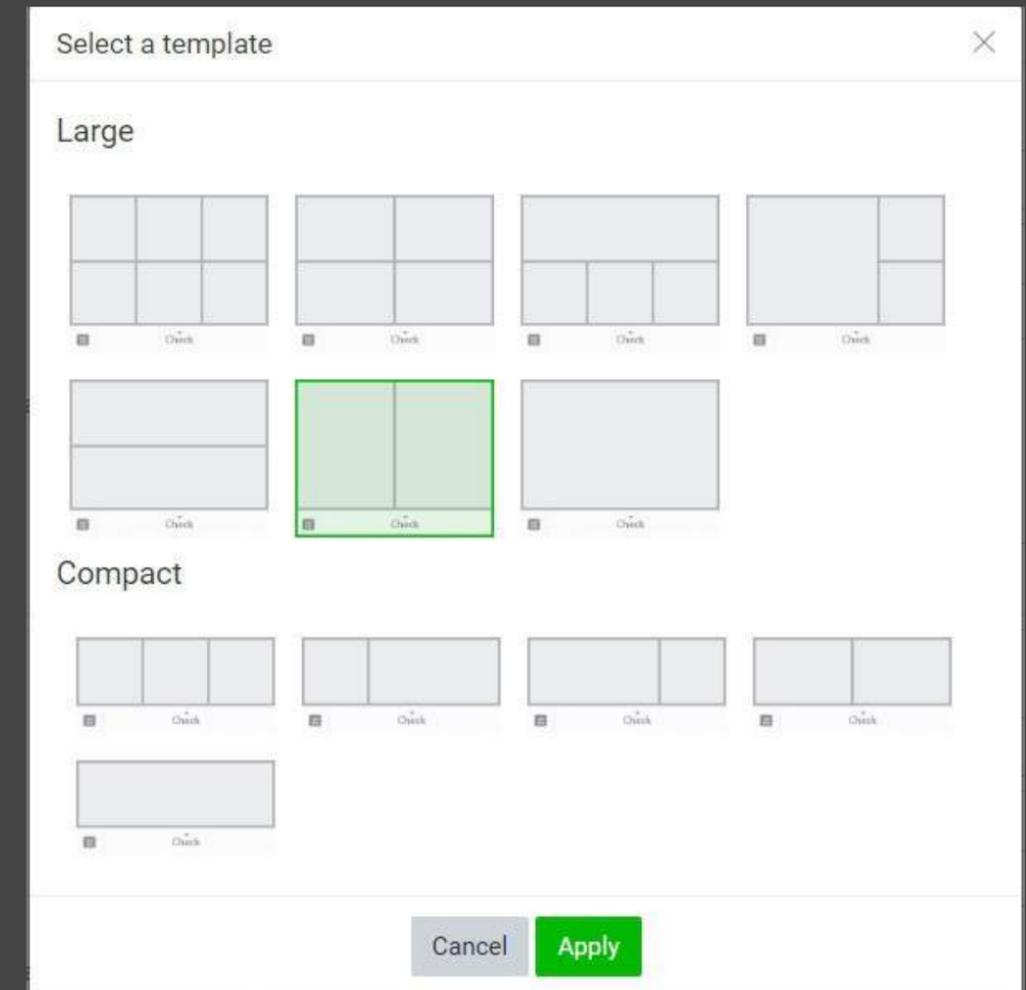
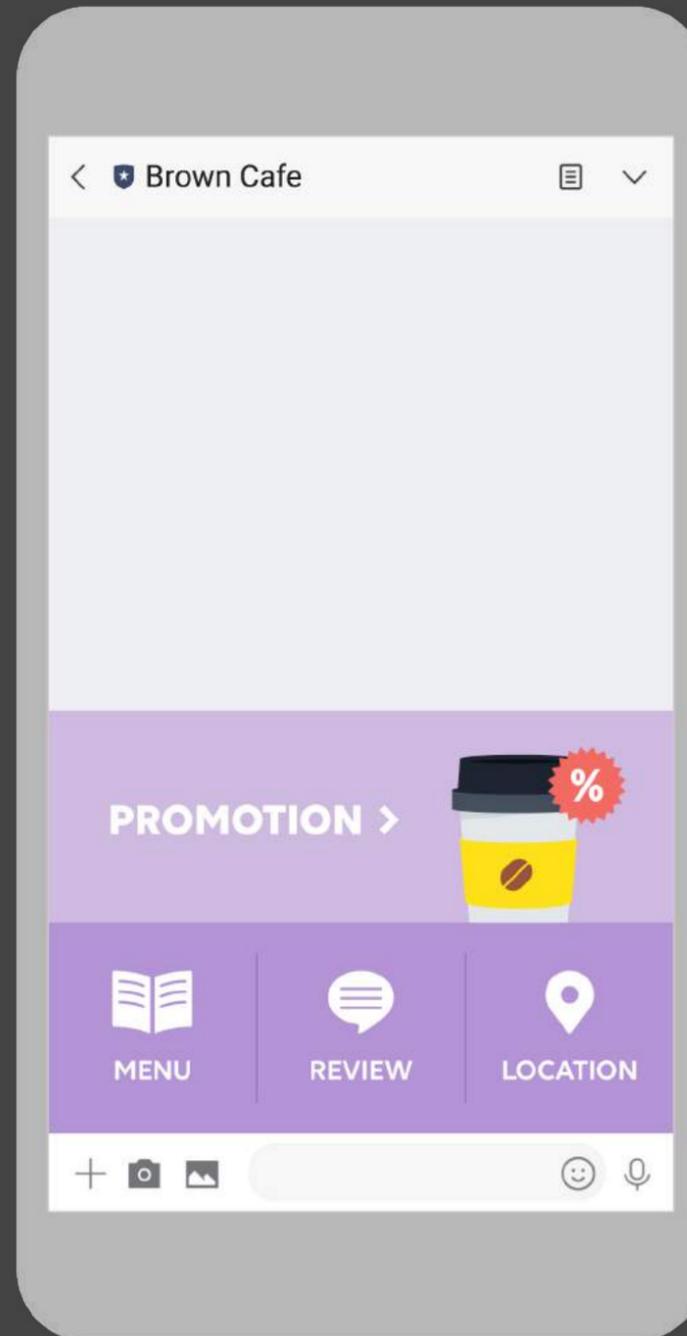
## Metrics report :

- Impression
- Clicks (if there's URL in the post)
- Likes
- Comments
- Share count



# RICH MENU

- A menu that pops up in the lower portion of the chatroom when users open the OA.
- Can be used to provide basic information about product or ongoing promotions
- Different URLs can be embedded in the rich menu (up to 6) depends on the layout chosen.

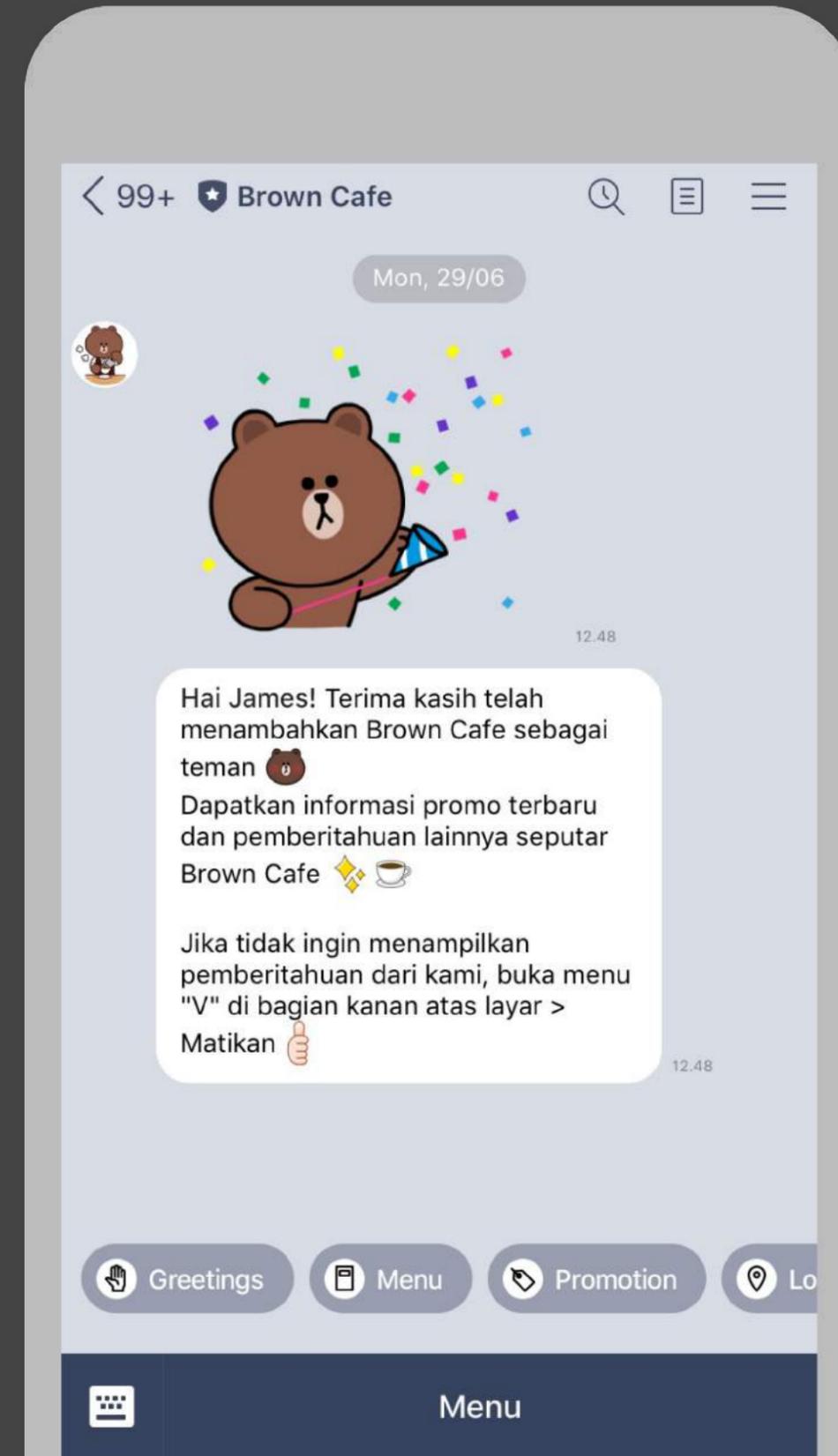


Type of click-area layout on rich menu

# AUTO AND KEYWORD REPLY

- With Auto Reply, messages are replied automatically when users begin conversations on chat.
- By setting designated keywords in advance, designated response based on those keywords can be sent using the Keyword Reply Message feature.

\* Up to 1000 messages can be registered

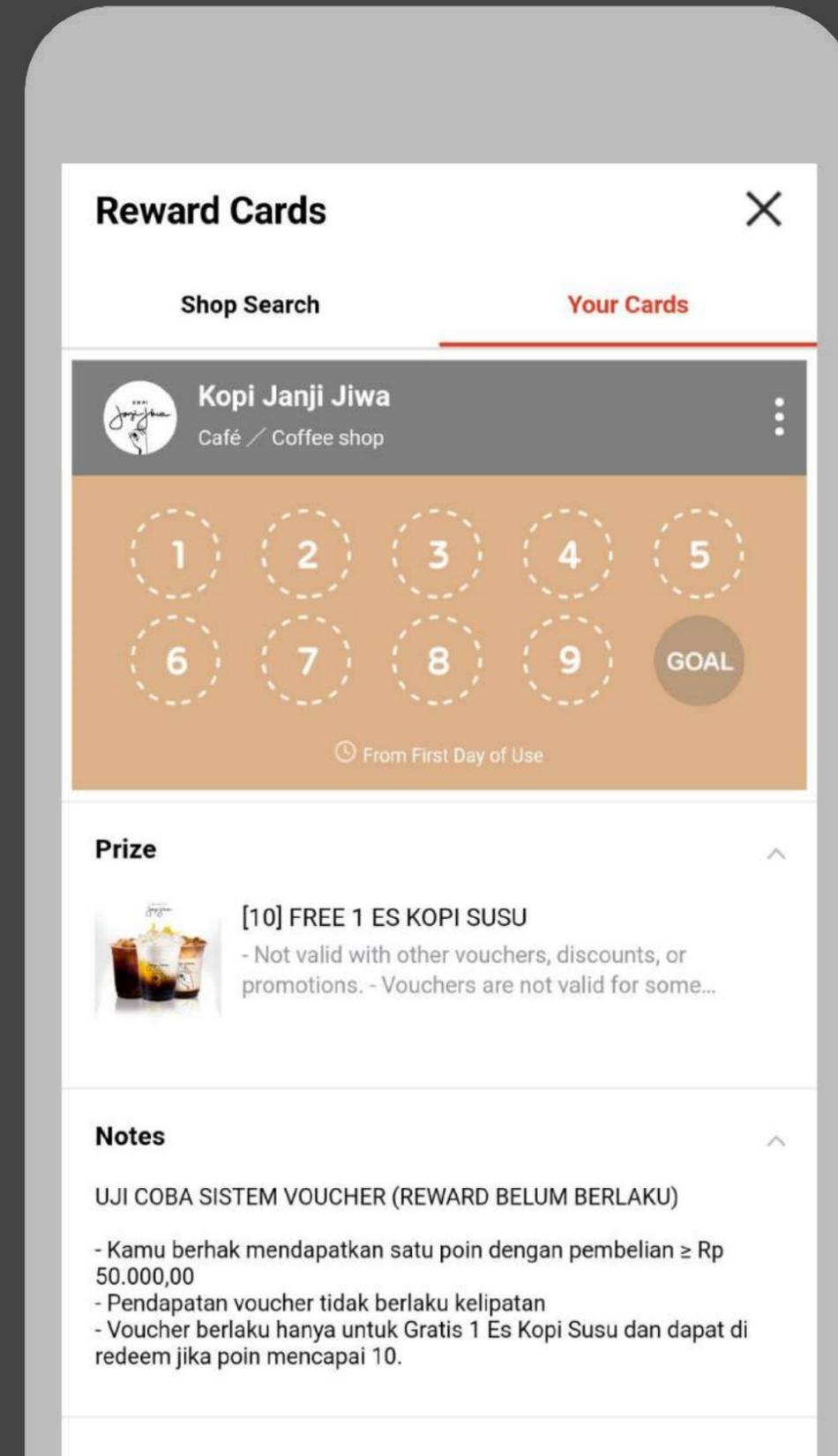


# REWARDS CARDS

- Reward Cards can be used to make customer repurchase your products to get stamps, in order to achieve rewards (coupon)
- The number of stamps can be customized (up to 50 stamps)

## Metrics report :

- Total points awarded
- Expired points
- Vouchers awarded
- Vouchers used
- Use rate



# DASHBOARD REPORT

## Message Report

- Total messages sent
- Total paid message sent
- Number of auto response sent
- Number of greeting message sent
- Number of 1:1 chat sent

\*Data shown on the dashboard is updated up to Day -1

The screenshot displays the LINE Manager dashboard for a broadcast report. The browser address bar shows the URL: `manager.line.biz/account/@331ltnz/insight/broadcast/detail/163402545`. The left sidebar contains navigation options: Chats, Timeline, Coupons, and Reward cards.

**Summary Table:**

Date sent	Delivered	Open count	Clicked user count
07/14/2020 12:45	1,636,490	28,583	612

**Impressions** ⓘ

Order sent	Message	Type	Impressions
1	Buat Rich Message semudah buat kolase foto untuk sosmed-mu!	Rich message	32,698

**Link clicks**

Link URL	Order sent	Impressions	Clicks ⓘ	Click-through rate ⓘ	Clicked user count ⓘ
<a href="https://timeline.line.me/post/_dX...">https://timeline.line.me/post/_dX...</a> <a href="#">See more</a>	1	32,698	624	1.9%	612

**Video and audio**

Message	Order sent	Impressions

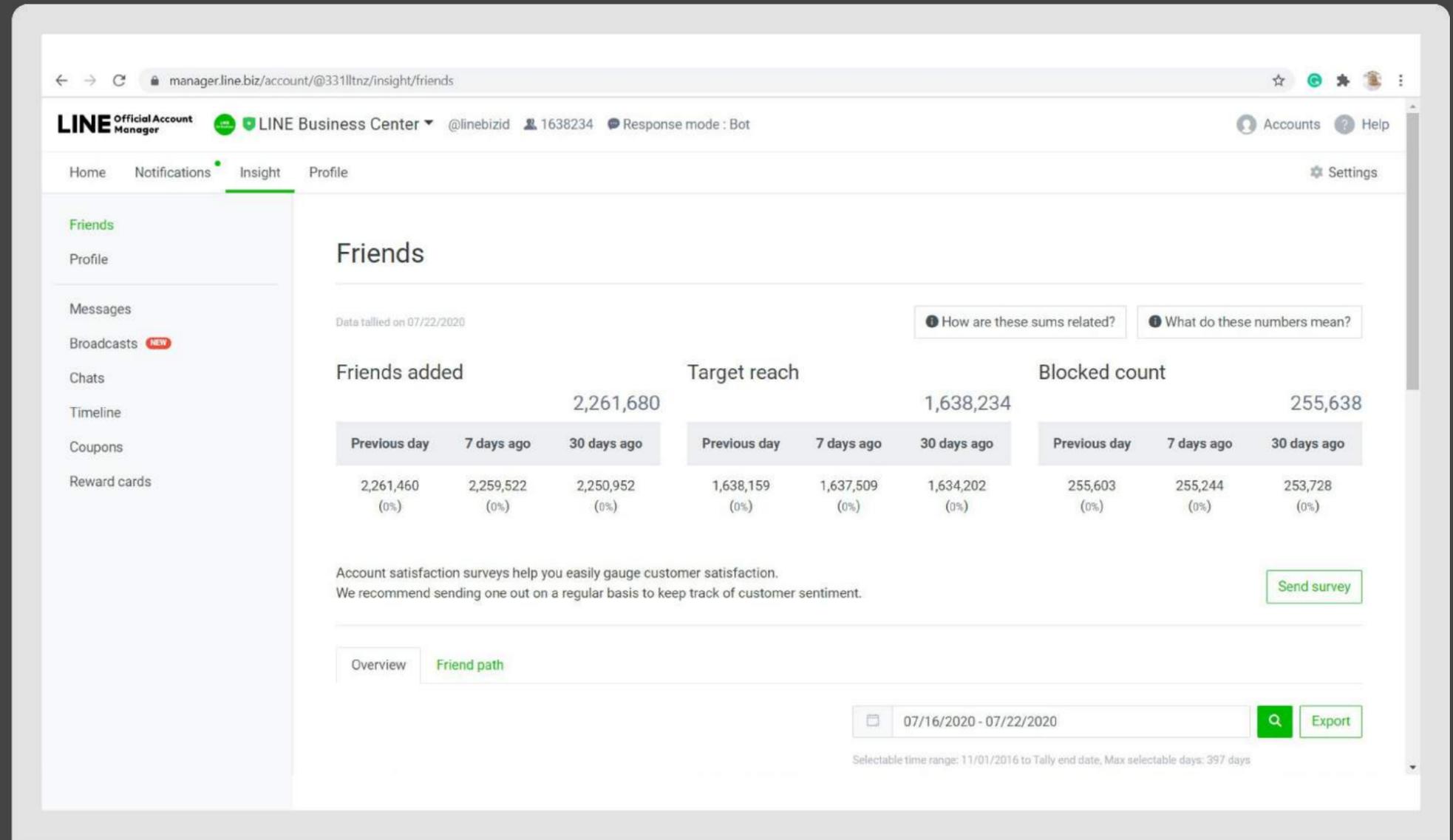
A 'Preview' button is visible at the bottom right of the dashboard.

## Number of Friends Report

- Number of Friends Added
- Number of Target Reach
- Number of Block
- Demographics
- Friend Add Path

Period: previous day, previous 7 days, previous 30 days

\*Data shown on the dashboard is updated up to Day -1



## Timeline Report

- Number of impressions
- Number of clicks
- User reactions (# of Likes/ Comments/Shares)
- Number of “Follow” action
- Video views (3 secs or more & 1 min or more)

\*Data shown on the dashboard is updated up to Day -1

The screenshot displays the LINE Official Account Manager interface. The main content area is titled 'Posts' and shows data tallied on 07/21/2020. A date range selector is set to 07/15/2020 - 07/21/2020. Below the selector, there is a 'Show metrics' dropdown menu with options for Impressions, Clicks, Likes, Comments, Shares, Video views (3 seconds or more), and Video views (1 minute or more). A table displays the following data for a post published on 07/18/2020 at 16:30:

Publish date	Message	Impressions	Clicks	Likes	Comments	Shares
07/18/2020 16:30	 Hi Sahabat LINE,	59,469	729	12	0	11

At the bottom right, there is a button labeled 'Download data from before 02/15/2020'.

# MESSAGING API

- Using the Messaging API, you can send personalized messages and conduct interactive communication with your followers.
- The API provided by LINE can be linked to your enterprise system, or implement third-party tools.
- Messaging API can be enabled within the CMS.

For further details, please refer to the LINE Developers page: <https://developers.line.biz>

Utilizing various APIs made available on LINE Developers, to activate communication with users.



## Simplified User Replies

When a message sent by a bot is delivered, reply buttons will appear at the bottom of the chat screen. Users can reply to the message by simply tapping one of the buttons.

## Rich Menu Matched to Users

Rich Menu items can be customized to support various actions using API.

More details:

<https://developers.line.me/en/docs/messaging-api/using-quick-reply/>

