

LINE TAG

on Official Account

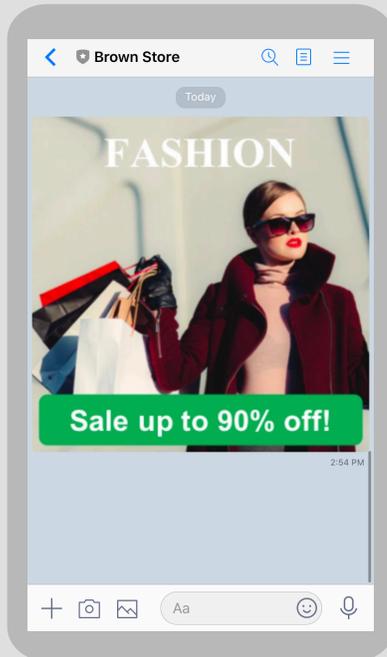
LINE Tag

LINE tag is a tracking code for measuring user behavior ("purchase" or "membership registration") on the website, carried out by a friend using an official account. By using the LINE tag, you can check and analyze the performance (conversion) on the messages delivered from an official account at the management screen to achieve message optimization.

Visualization and efficiency of using conversion data

Deliver Broadcast Message
on Official Account

Conversion / Event Occurrence
(tracked in OA dashboard)



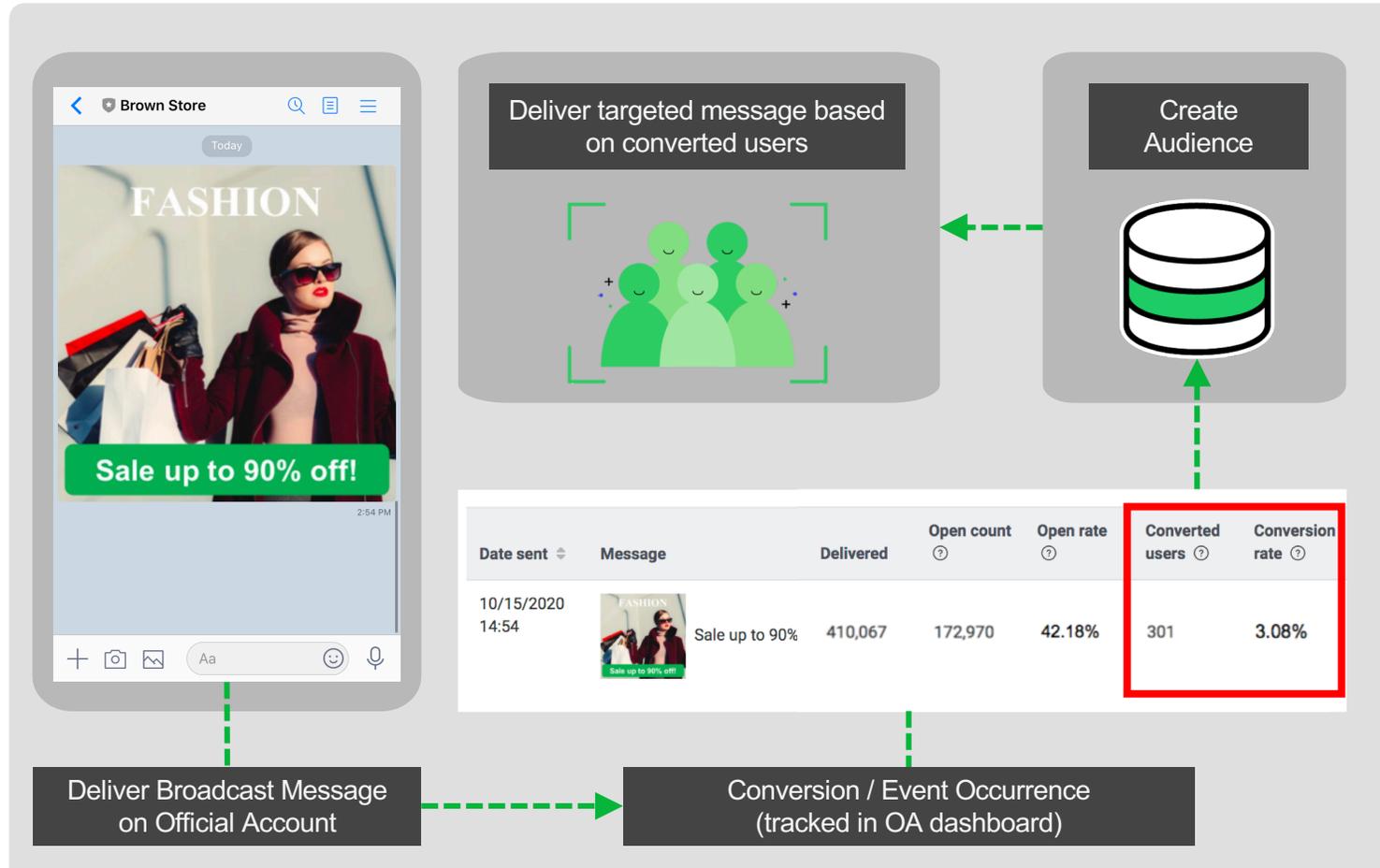
Date sent	Message	Delivered	Open count	Open rate	Converted users	Conversion rate
10/15/2020 14:54	 Sale up to 90%	410,067	172,970	42.18%	301	3.08%

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

Usecase

Usage of high-level audience message

With the purpose of where it can write a higher number of audience list, it is possible to achieve message transfer with higher response.



- ✓ By installing LINE Tag on your website conversion page, you can send upselling message to those converted followers.
- ✓ Since LINE Tag can also be installed in random pages, you can create audience based on your needs by installing the tags in (for example) registration form or campaign page.

Usage flow

This function becomes available upon agreeing to the terms of use.

1

Consent to the terms of use for LINE Tag

※ Upon using for the first time, you must agree to the terms of use at the management screen.

Using LINE tags

Check the following before using LINE tags.

- All links in your scheduled broadcasts redirect through a LINE domain.
- Links always open in the user's external browser.
- If using LINE ads, you can share your LINE tags with all ad accounts linked to this official account.
- Check the LINE tag guidelines for more details.
(https://terms2.line.me/line_tag_guideline)

Start tracking with LINE tags

2

Copy the code issued on the “Tracking (LINE Tags)” menu, and install them on your website page

3

Deliver message on official account, include the URL of your website page

4

Check the result

Type of codes

LINE Tag is classified into **base code**, **conversion code**, and **custom events code**. These codes can be generated through your OA management dashboard.

Base Code



It is the unique code of official account, which is required for measuring user behavior using LINE Tag. If this code is not installed, "LINE Tag" does not function. Install within `<head..</head>` on the website or use Tag Manager.

Conversion Code



Enter the website where you want to measure conversion (e.g. item purchase, reservations, etc). Apply setting right after the base code within `<head..</head>` in the page to measure conversion.
The default conversion measured as any conversion that occurs within **30 days after the user's first click**.

Custom Events Code



This code is used for classifying and tracking websites. For example, it can be used for event-based measurement or writing audience for the users who have visited a certain website.

*In order to effectively use LINE Tag, **the base code should be installed in every page of the website, and a conversion code should be installed on the page where the final conversion** action you would like to measure occurs

About installation

Is there any rule in LINE Tag regarding where to install it or the order for each code?

Base code should be installed within <head> on every website measured by LINE Tag. You can also use the Tag Manager.

Conversion code is installed from the base code and set on the page, while **custom events code is used for writing audience or measuring the effect on each event**. Installation is carried out using base code.

Example on setting the base code

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){

g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments)};
  var h=location.protocol==='https:'?'https://d.line-
scdn.net':'http://d.line-cdn.net';
  var s=d.createElement('script');s.async=1;
  s.src=o||h+'/n/line_tag/public/release/v1/lt.js';
  var
t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(
s,t);
})(window, document);
_lt('init', {
  customerType: 'lap',
  tagId: '123abc',
  sharedCookieDomain: 'abc.com'
});
_lt('send', 'pv', ['123abc']);
</script>
<noscript>
  
</noscript>
<!-- End LINE Tag Base Code -->
```

Example on setting base code + attack code

```
<!-- LINE Tag Base Code -->
<!-- Do Not Modify -->
<script>
(function(g,d,o){
g._ltq=g._ltq||[];g._lt=g._lt||function(){g._ltq.push(arguments)};
var h=location.protocol==='https:'?'https://d.line-scdn.net':'http://d.line-cdn.net';
var s=d.createElement('script');s.async=1;
s.src=o||h+'/n/line_tag/public/release/v1/lt.js';
var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(s,t);
})(window, document);
_lt('init', {
  customerType: 'lap', tagId: '{tagId}');
_lt('send', 'pv', ['{tagId}']);
</script>
<noscript>
  
</noscript>
<!-- End LINE Tag Base Code -->
<script>
  _lt('send', 'cv', {
    type: 'Conversion'
  }, ['{tagId}']);
</script>
```

Base
Code

Conversion Code /
Custom events code

Analysis

You can track conversion on “Broadcast Result” under “Insight” menu.

Also, you can also write a custom conversion in “custom conversion” under “Insight” > “Broadcast” menu.

The screenshot displays the 'Broadcast' analysis page in the LINE interface. On the left is a navigation sidebar with options: Friends, Profile, Messages, Broadcasts (highlighted), Custom conversions (NEW), Chats, Timeline, Coupons, and Reward cards. The main content area is titled 'Broadcast' and includes a date range selector (MM/DD/YYYY - MM/DD/YYYY) and an 'Export' button. Below this is a 'Show metrics' section with several checkboxes: Delivery count, Open count, Clicked user count, Played user count (all users), Played user count (100% playback), Open rate, Click rate, Play rate, Full play rate, and Converted users. A red box highlights the 'Converted users' checkbox. Another red box highlights the 'Conversion rate' and 'Custom Conversion 1: converted users' checkboxes. Below the metrics is a table with the following data:

Date sent	Message	Delivered	Open count	Converted users	Conversion rate	Custom Conversion 1: converted users
07/21/2020 16:32	 Favorite Menu	410,067	172,970	301	3.08%	432

Writing custom conversion

Custom conversion is a function for measuring conversion using other methods aside from conversion code.

Measurement by certain condition and more detailed message analysis and optimization becomes available.

For example: if you only want to see outer purchases for a shopping mall, you can "include shopping mall outer URL" in custom conversion menu

Basic settings

LINE tags Official Account Brown Cafe (@brownnn) ▾

Conversion name 19/35

Description 0/300

Validity period day(s)

Condition settings

Matching method URL Conversion event

URL conditions OR

[+ Add condition](#)

[Save](#)

Setting Items

(Until CV occurs after clicking) Expiration Date
✳ 1 - 180 days

The default is that conversions measured are conversions that occurs within **30 days after the user's first click**. You can change the 'validity period' from 30 days to up to 180 days

URL

Example: if you only want to see outer purchases for a shopping mall, you can "include shopping mall outer URL" in custom conversion menu

Event

Set a new, customized conversion event (e.g. if you want to see how many users put items in their carts, you can make a new conversion event named "cart" and measure this)

Details on controls for each authority

Control details on the management screen differ according to each authority.

User authority	Initiate / Start / Pause the tracking	LINE Tag settings screen	Custom conversion settings screen
Administrator	○	○	○
Operation Manager	×	○	○
Operation Manager (without transmission authority)	×	○	○
Operation Manager (without read permission for analysis)	×	×	×