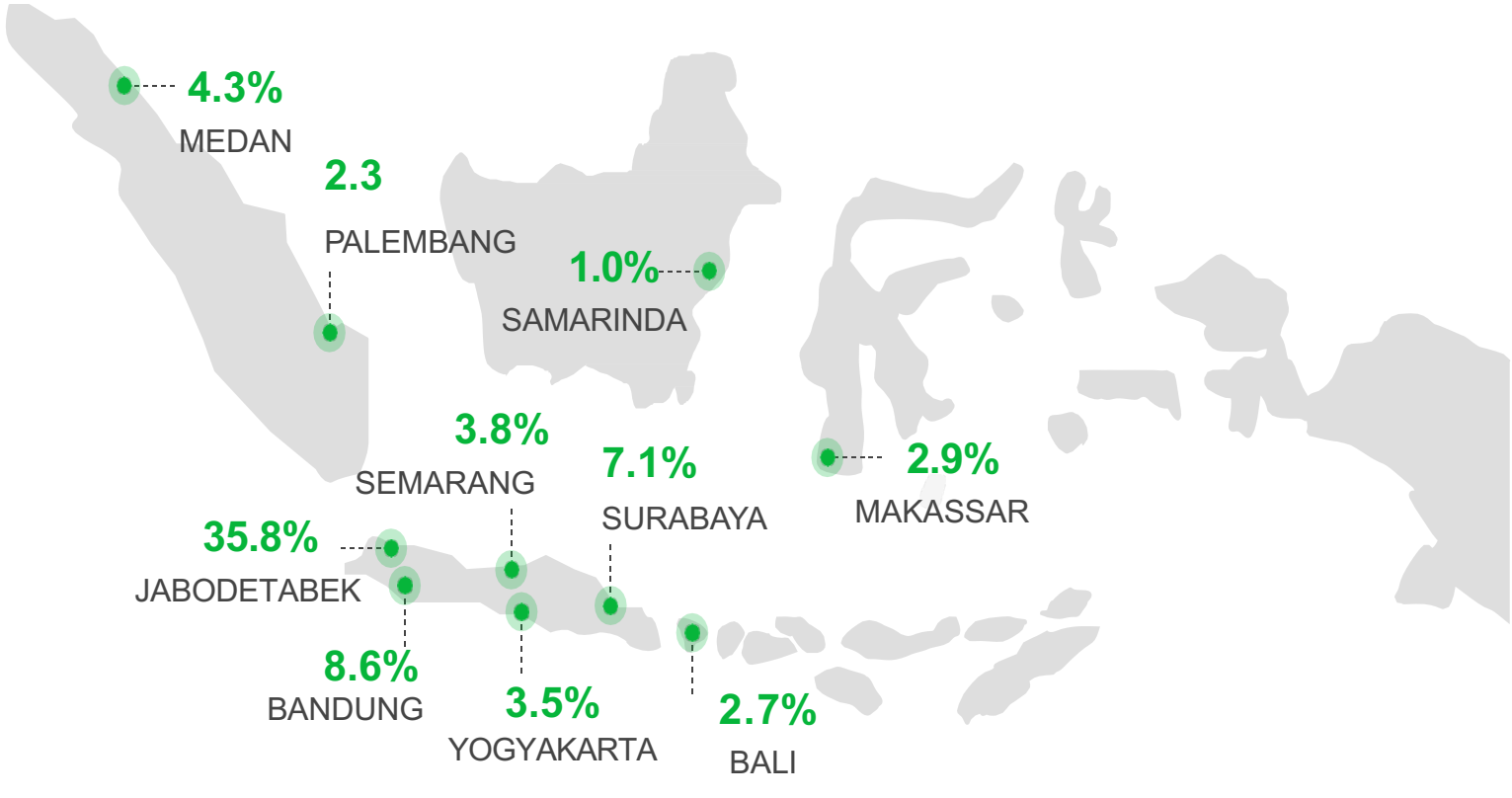
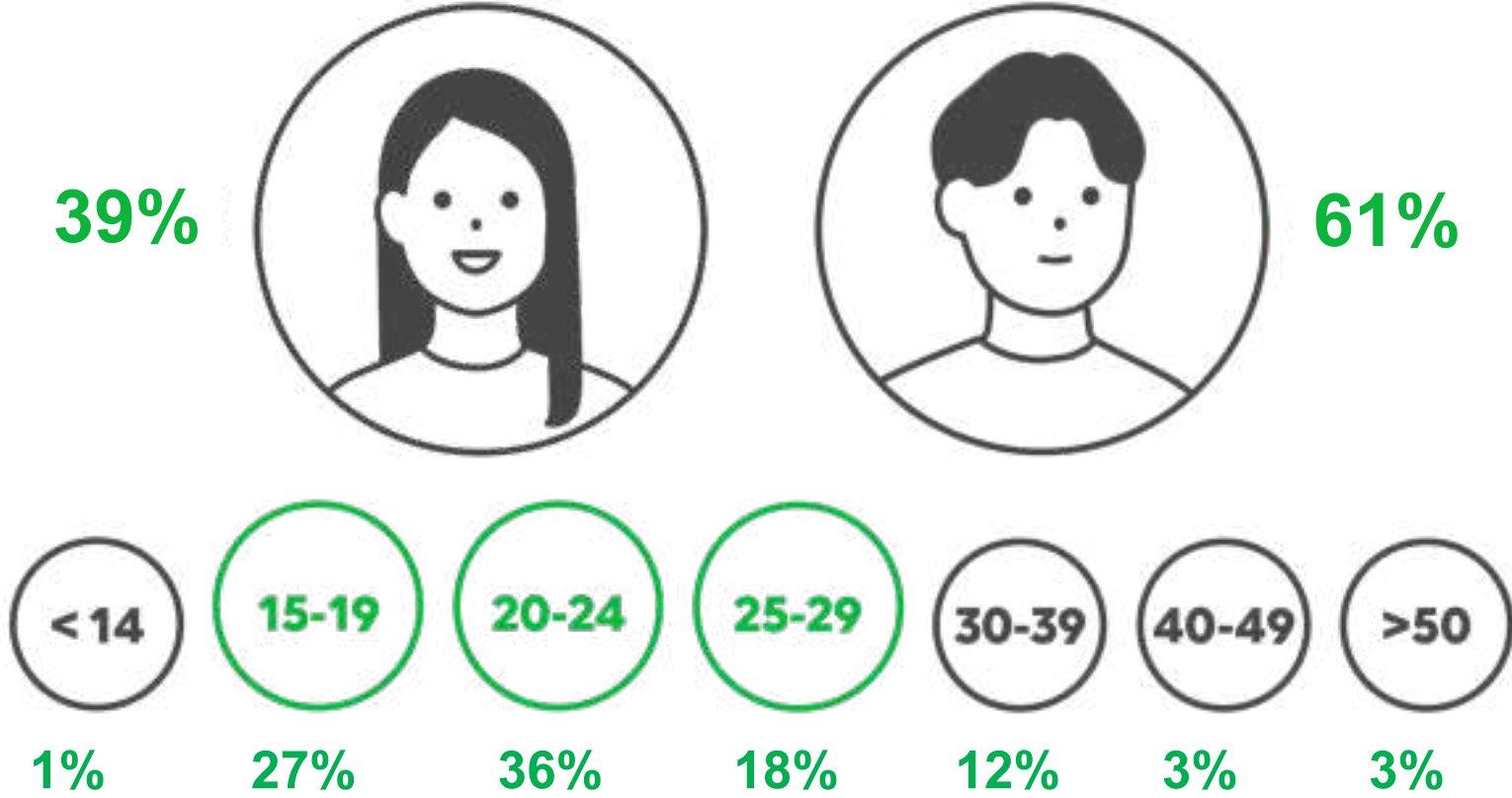


# LINE B2B INTRODUCTION

# LINE INDONESIA

Home of 25M Indonesia's Gen-Z & Millennials.



# LINE INDONESIA SERVICE



LINE Today



LINE OpenChat



LINE Webtoon



LINE Points



LINE Official Account



LINE Game

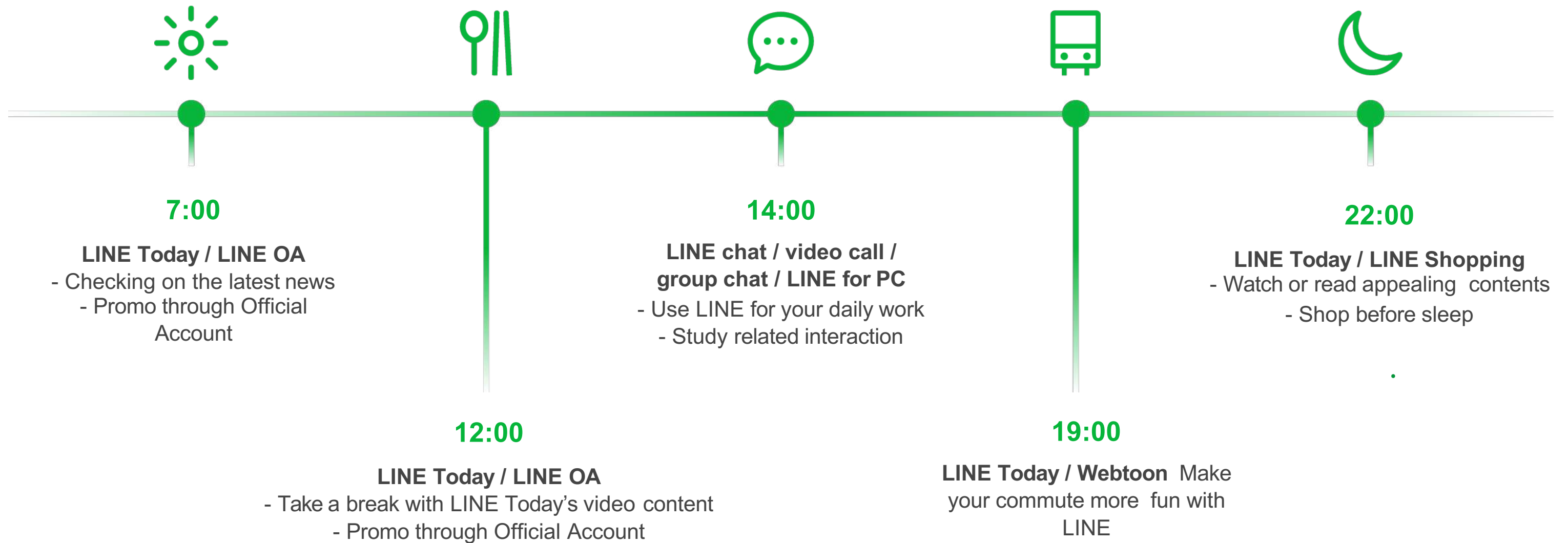


Top Up & Payment

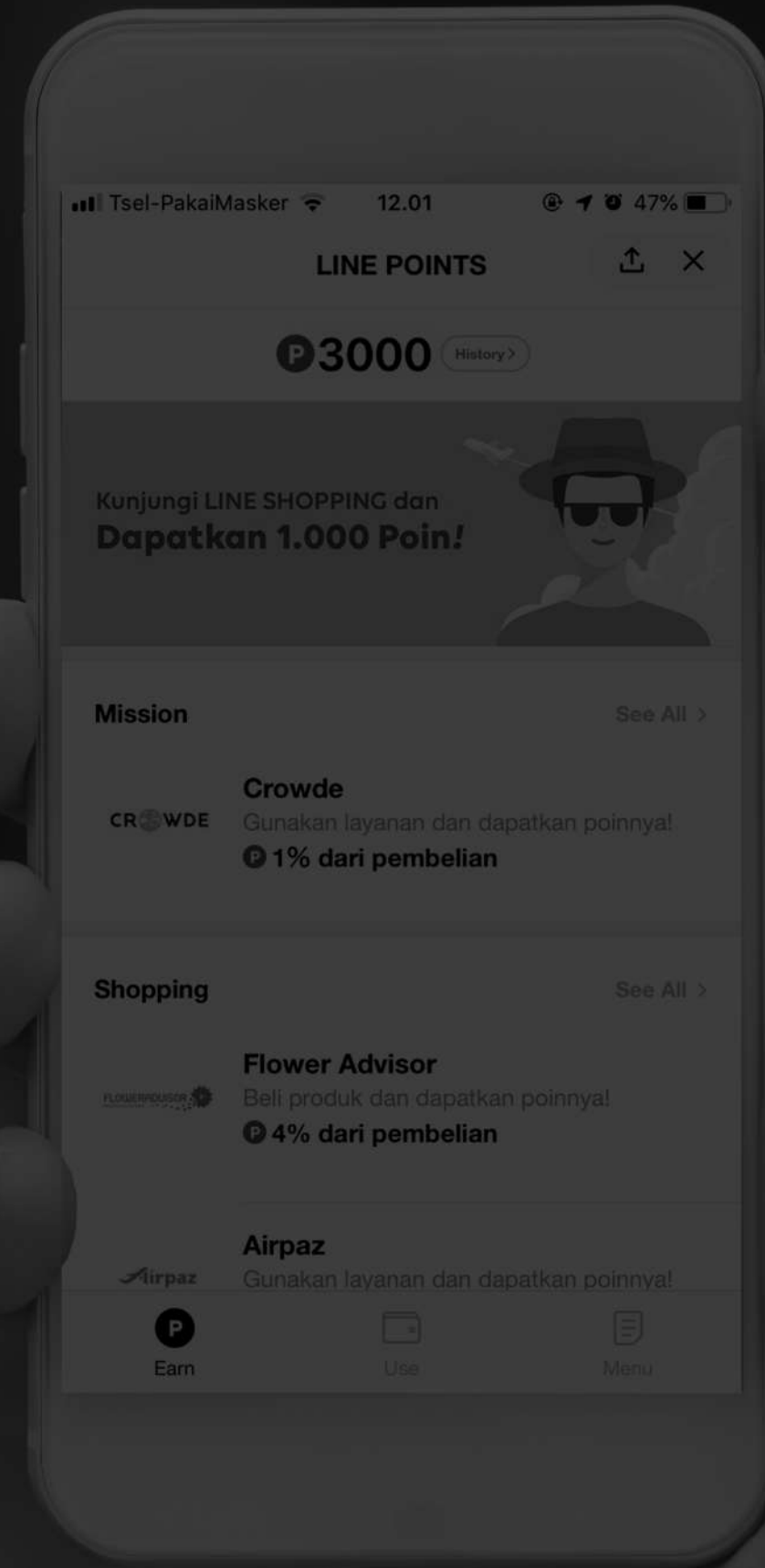


LINE Split Bill

# LINE USER'S BEHAVIOR



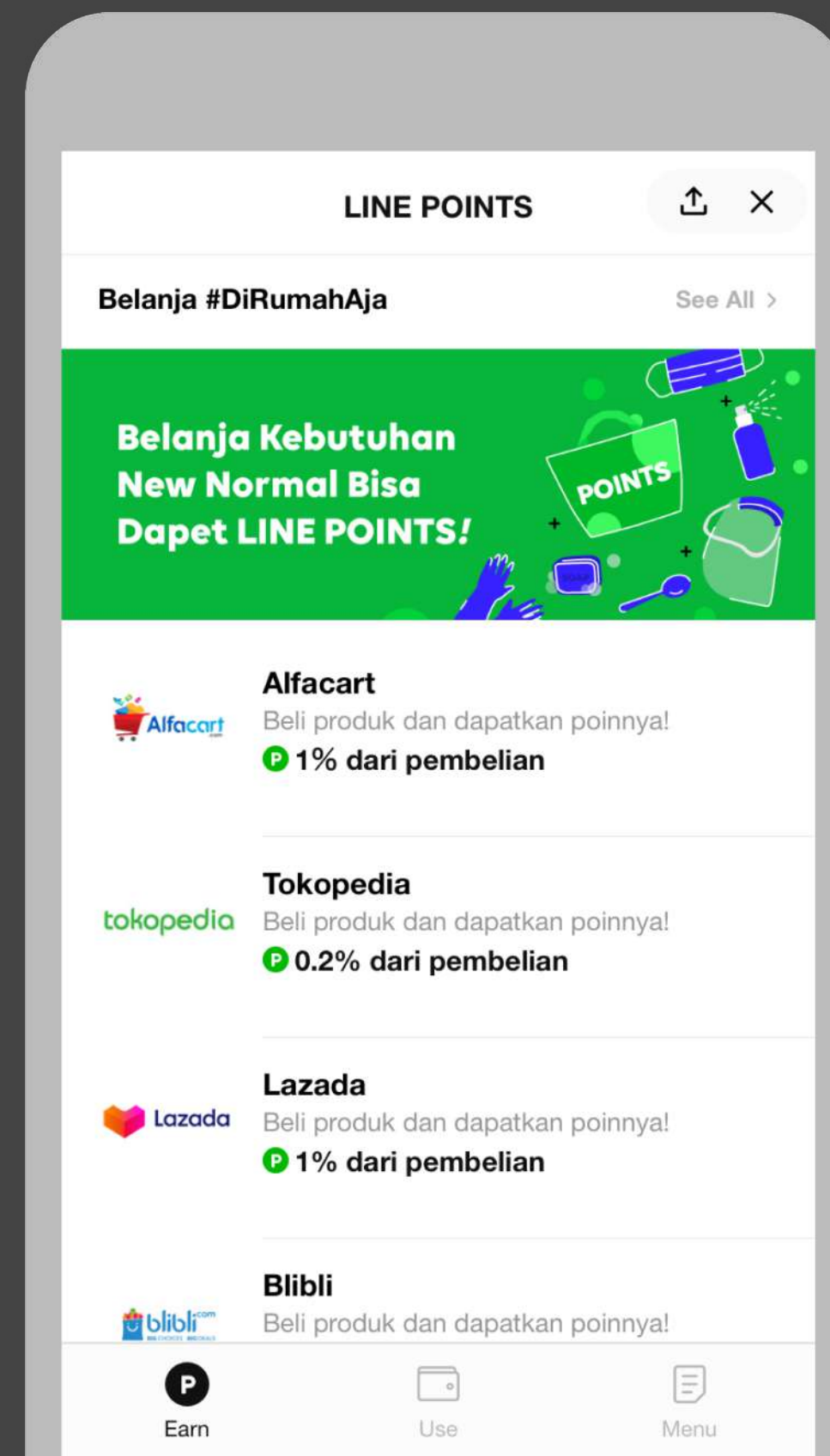
# LINE POINTS



# LINE POINTS ADS

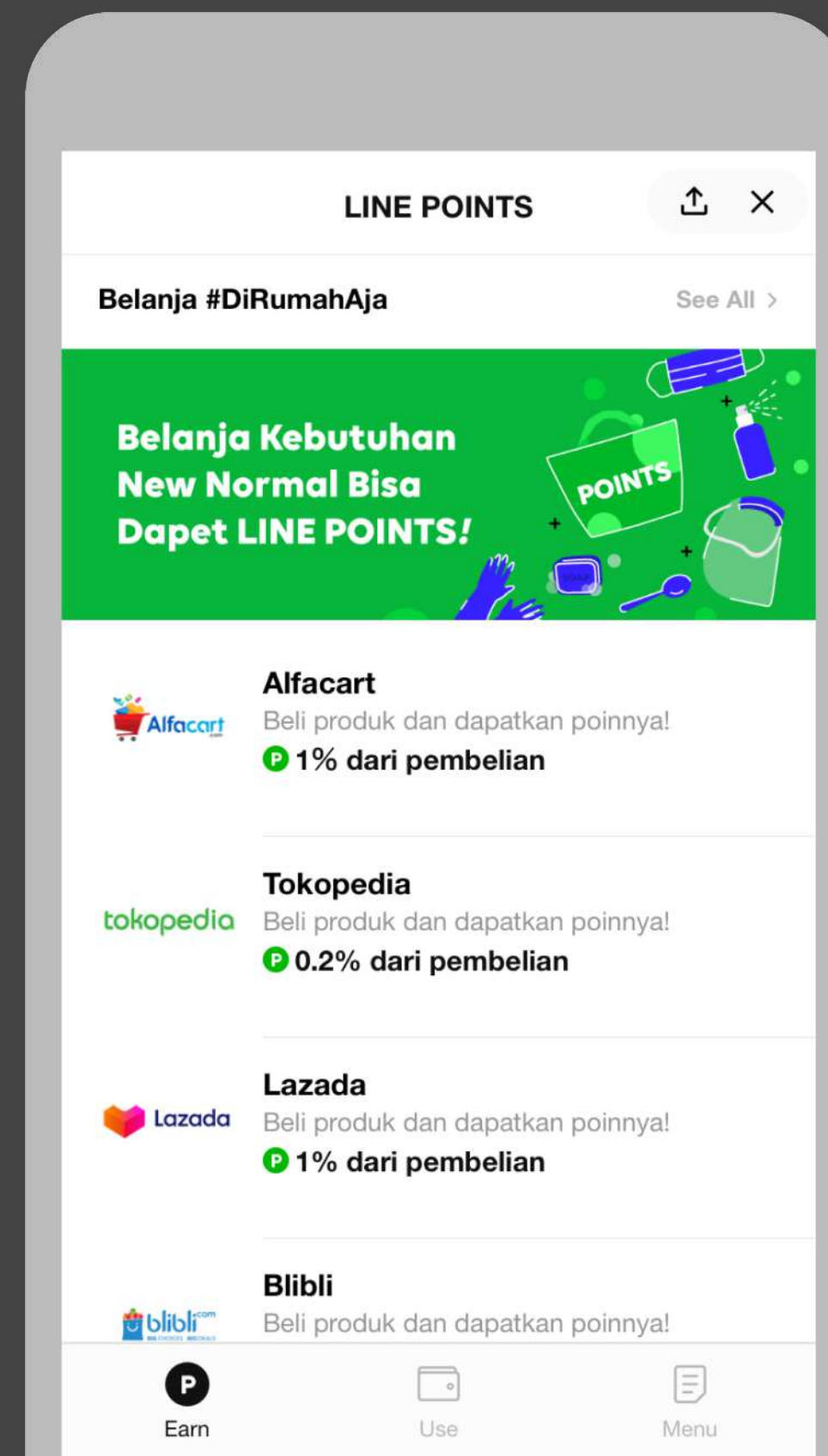
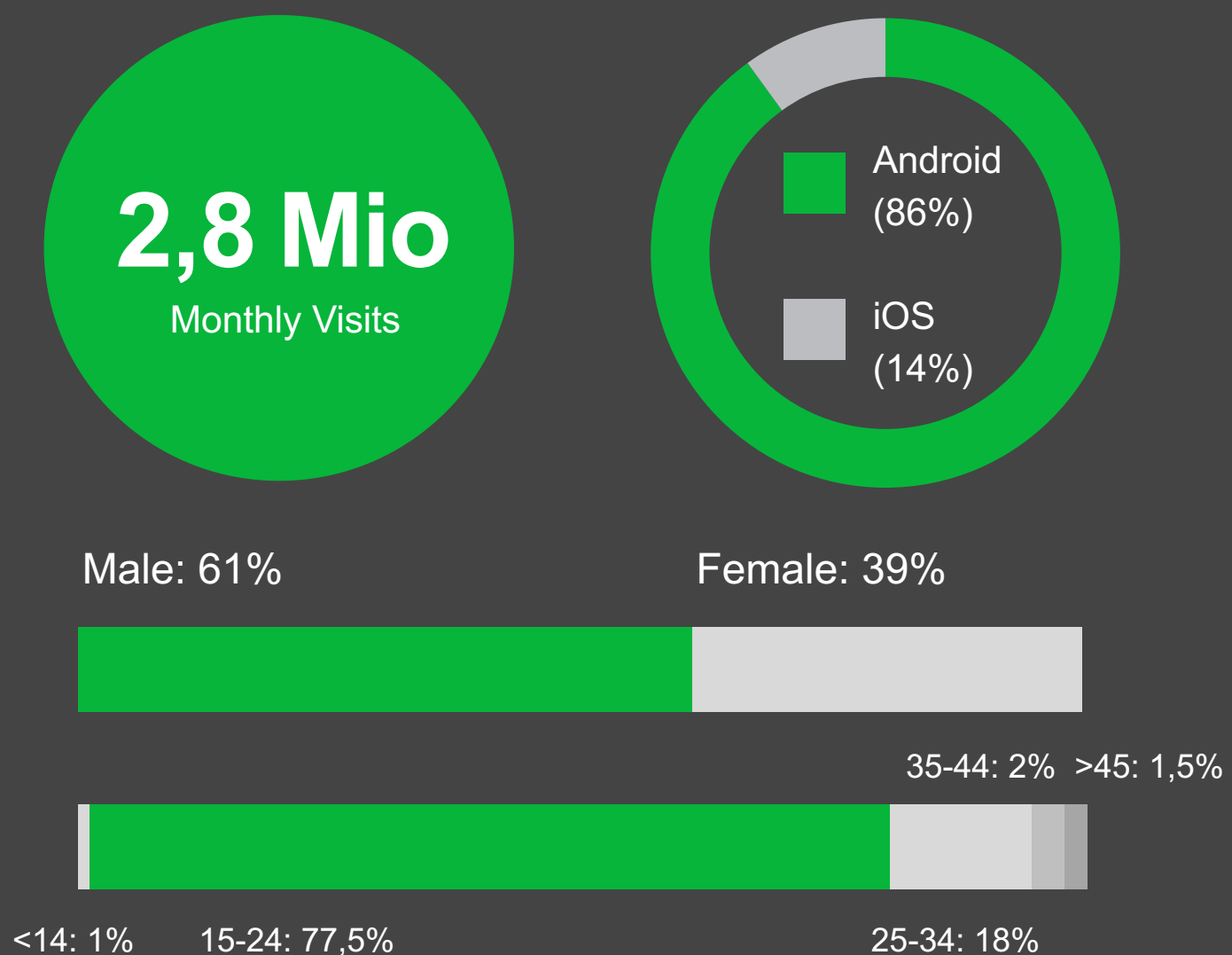
A service that rewards users with Points for completing certain mission.

It provides an effective way to reach out to LINE audience and encourage them to experience your services.

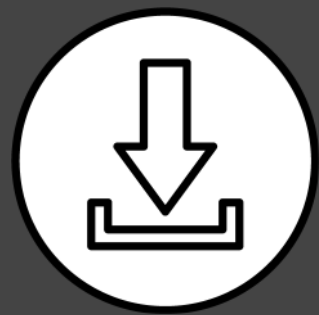


# Reward-based Promotion

Rewarded POINTS can be used to buy LINE stickers, themes, webtoon, and phone credit redemption. Advertising through LINE POINTS gets you closer to your goal, effective, quickly, and easily.



# INVENTORIES



**CPI**

Cost Per  
Install

(Android Only)



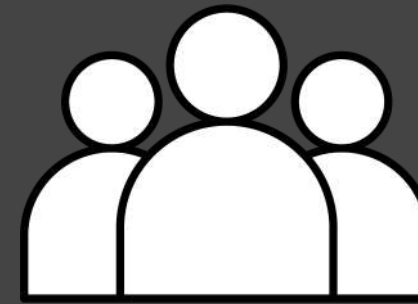
**CPC**

Cost Per Click



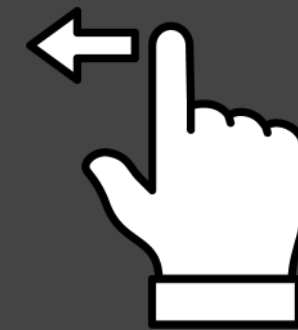
**CPV**

Cost Per View



**CPF**

Cost Per Friend



**Swipe Ads**

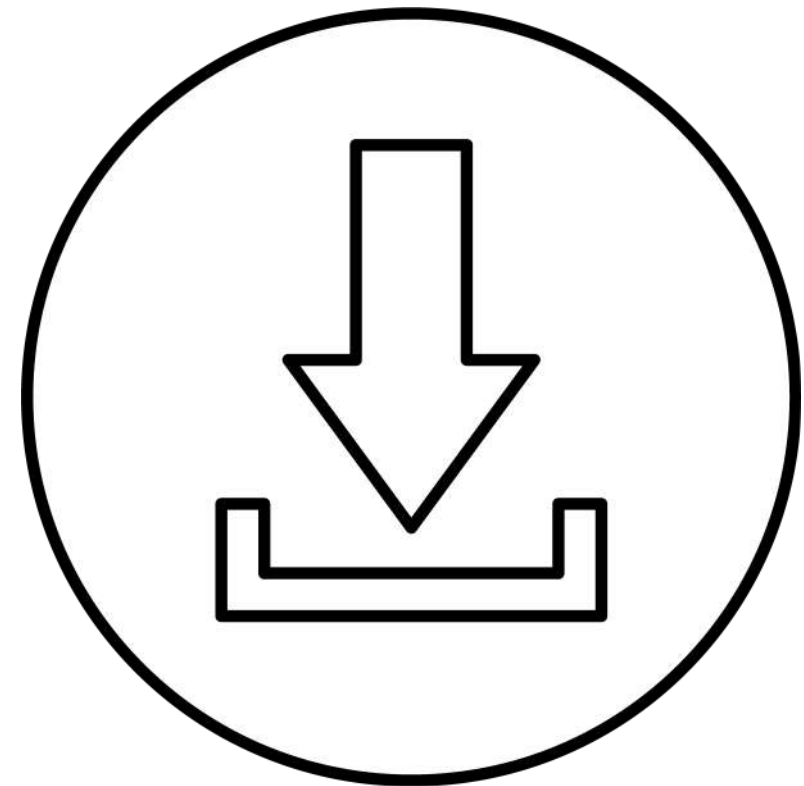


# LINE POINTS SUMMARY PRICING

Inventory	Ads Unit	Price	Minimum Buying	User Reward
App Installation	CPI	IDR 15.000	IDR 75.000.000	3.000 Points
Web Visit	CPC	IDR 4.000	IDR 100.000.000	1.000 Points
Video View	CPV	IDR 4.000	IDR 100.000.000	1.000 Points
Official Account Friends Boost	CPF	IDR 10.000	IDR 100.000.000	3.000 Points
Completion of Swipe (5 Swipe)	Swipe Ads	IDR 4.000	IDR 100.000.000	1.000 Points

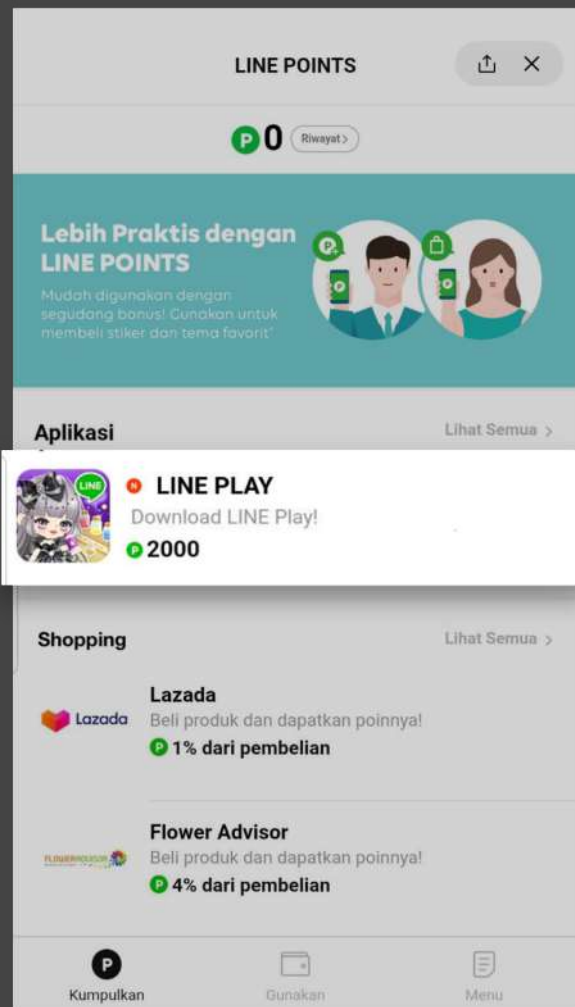
## COST PER INSTALL (CPI)

LINE Points CPI enables app developers to acquire large numbers of quality users in a short period of time. By installing users are given Points that can be used to exchange for stickers & themes.

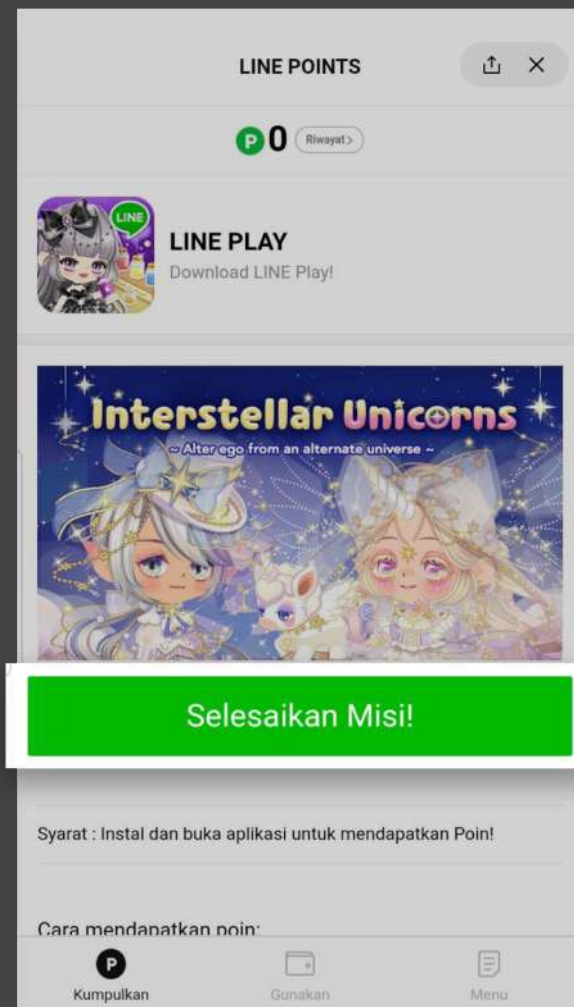


# CPI Journey

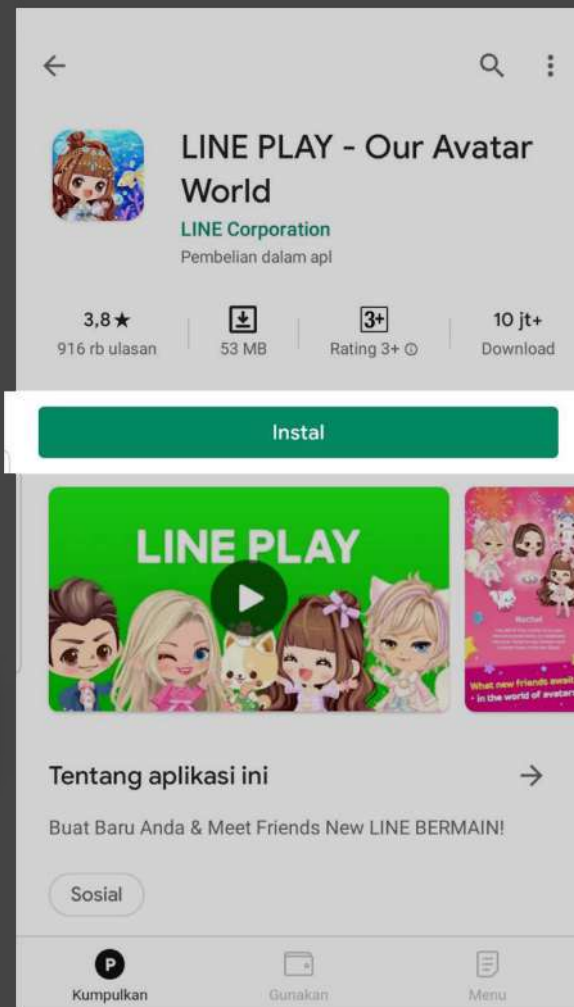
1



2



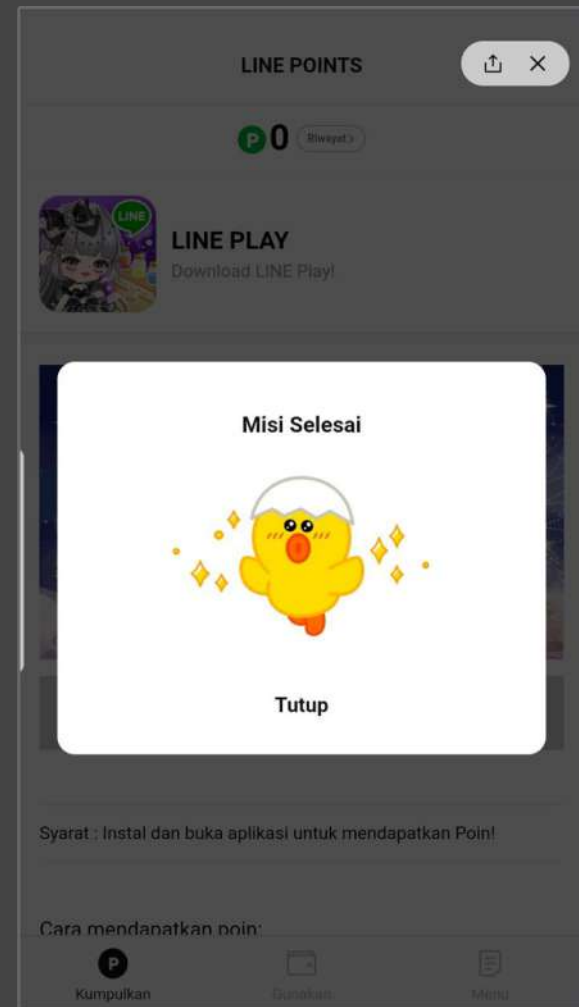
3



4



5

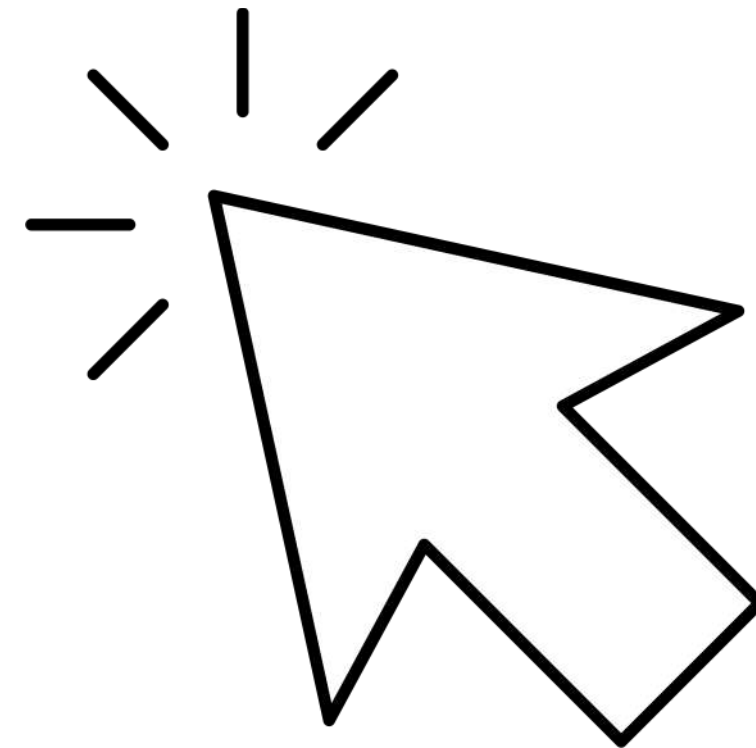


# CPI Details

Items	Details	Note
CV Point	App Install and Launch	<ul style="list-style-type: none"> <li>- Supported OS versions:               <ul style="list-style-type: none"> <li>• AOS 4. and above</li> </ul> </li> <li>- Campaigns by LINE may also be running concurrently.</li> <li>- If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month.</li> <li>- A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.</li> </ul>
Target Apps	AOS	
Campaign Duration	1 Week or finishes when the target CV is met, which comes earlier.	
Unit Price IDR (ex. tax)	IDR 15.000	
Minimum Buying	IDR 75.000.000	
User Reward	3.000 Points	
LTV Measurement	Only for those integrated with 3rd Party Tracking Tools (AppsFlyer, Adjust, Branch, Kochava)	

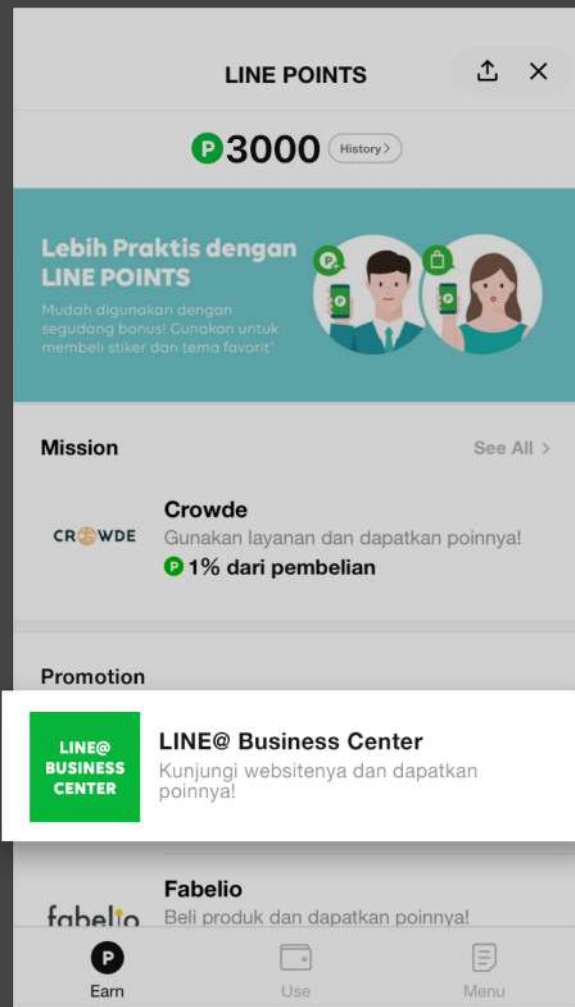
# COST PER CLICK (CPC)

LINE Points CPC provides a way to encourages users to visit your web. This will allow users to explore the contents of web page and interact further.

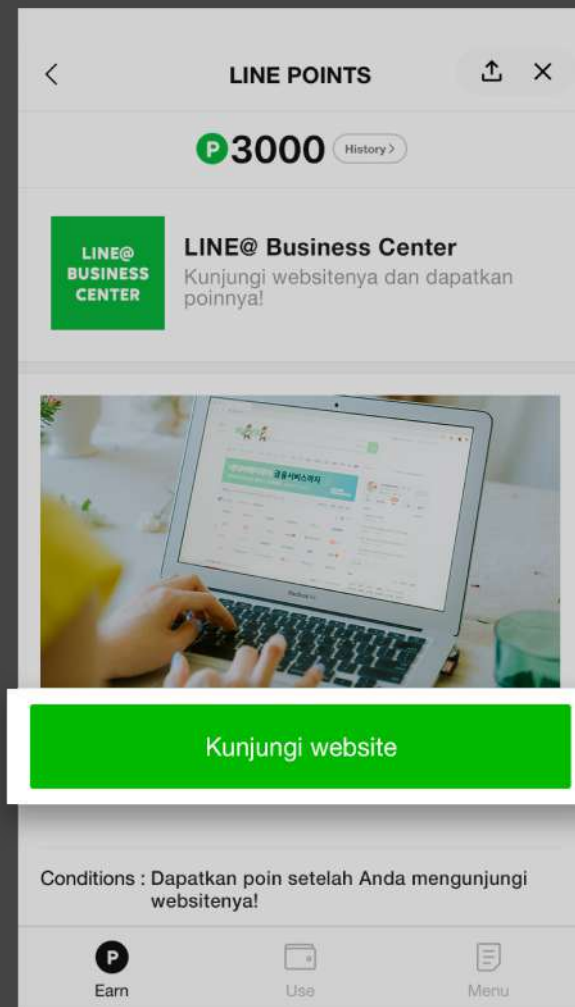


# CPC Journey

1



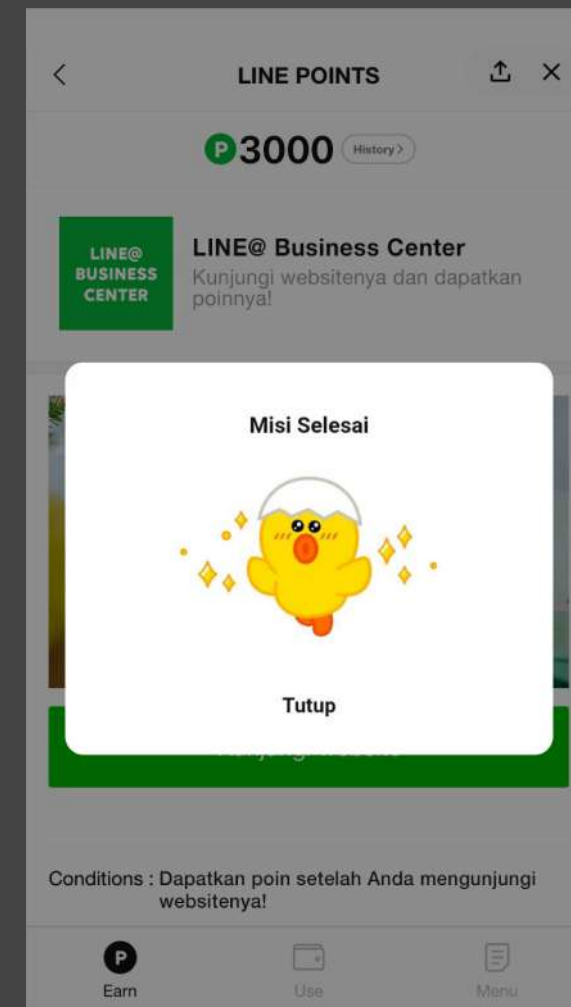
2



3



4

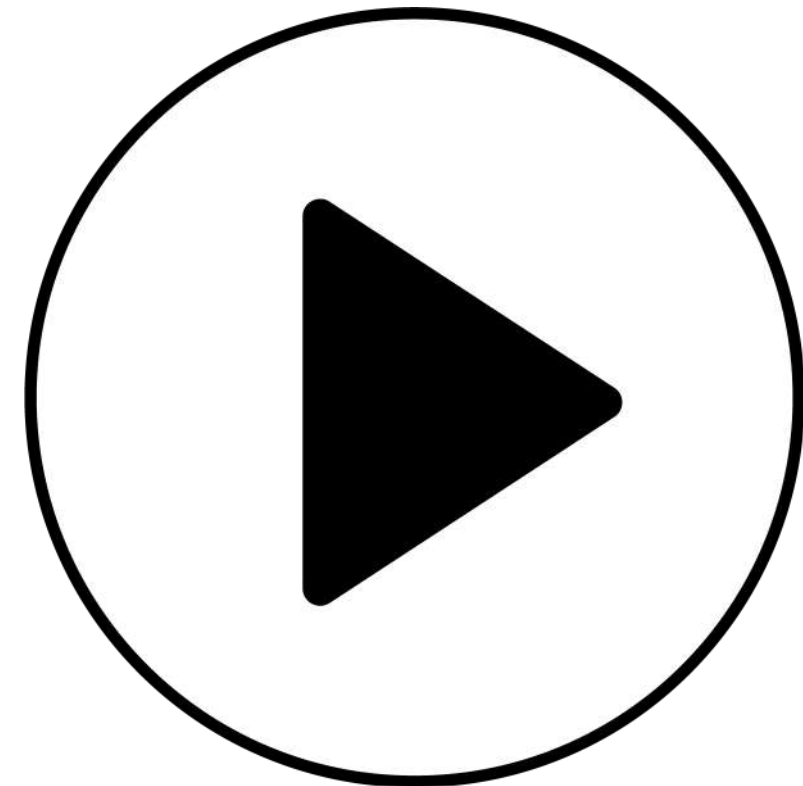


# CPC Details

Items	Details	Note
CV Point	Launch webpage	<ul style="list-style-type: none"> <li>- Supported OS versions:               <ul style="list-style-type: none"> <li>• AOS 4. and above</li> <li>• iOS 10 and above</li> </ul> </li> <li>- Campaigns by LINE may also be running concurrently.</li> <li>- If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each following month.</li> <li>- A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing</li> </ul>
Target Apps	IOS & AOS	
Campaign Duration	1 Week or finishes when the target CV is met, which comes earlier.	
Unit Price IDR (ex. tax)	IDR 4.000	
Minimum Buying	IDR 100.000.000	
User Reward	1.000 Points	

## COST PER VIEW (CPV)

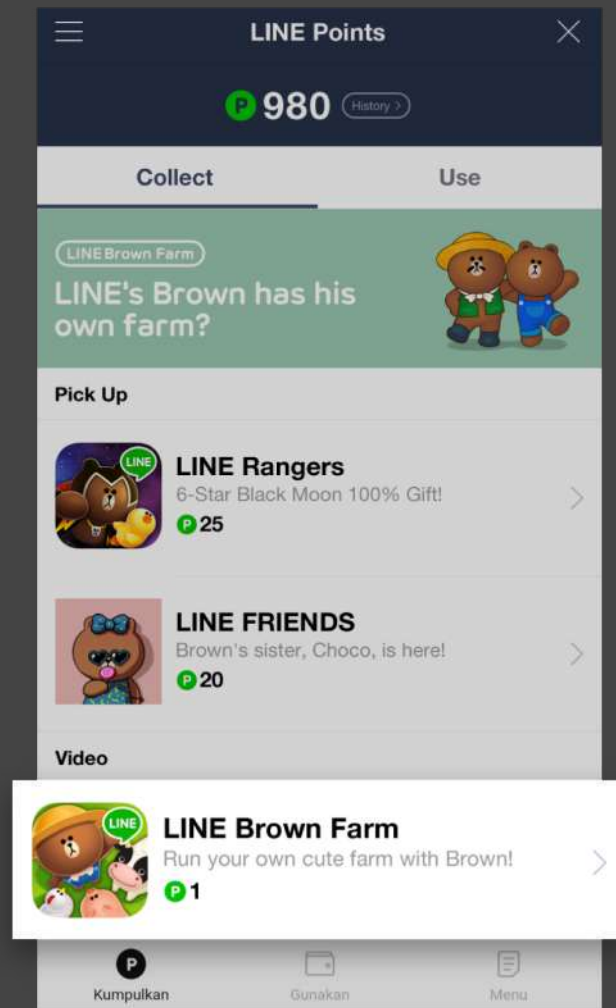
Build brand awareness using attractive video with 'click to action' feature. Users will be rewarded by completing viewing the video.



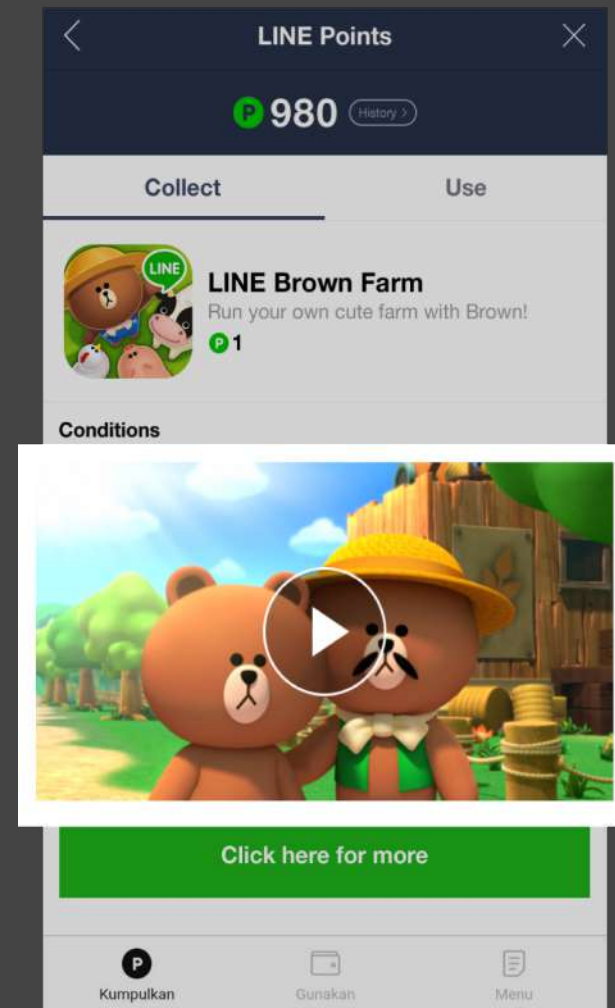


# CPV Journey

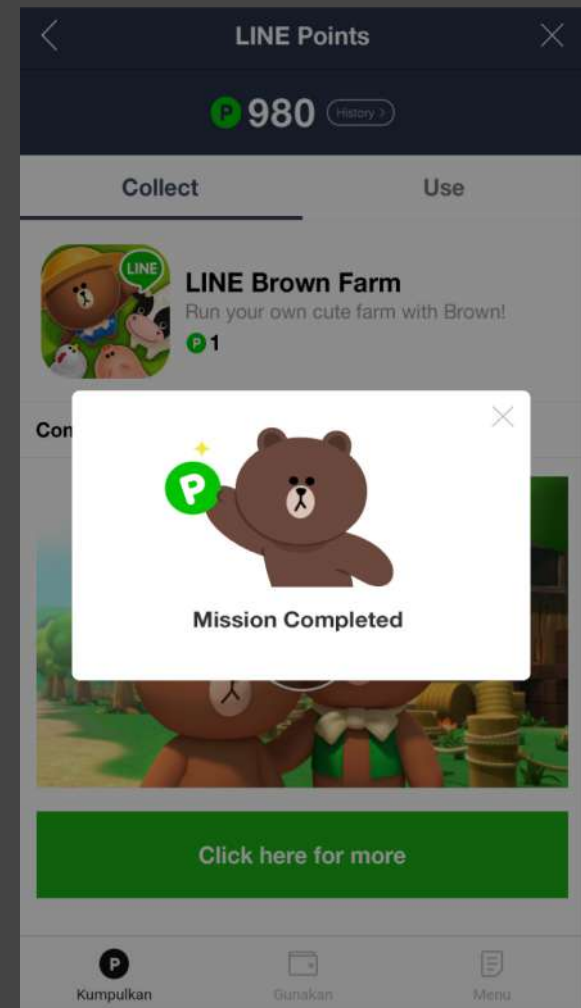
1



2



3

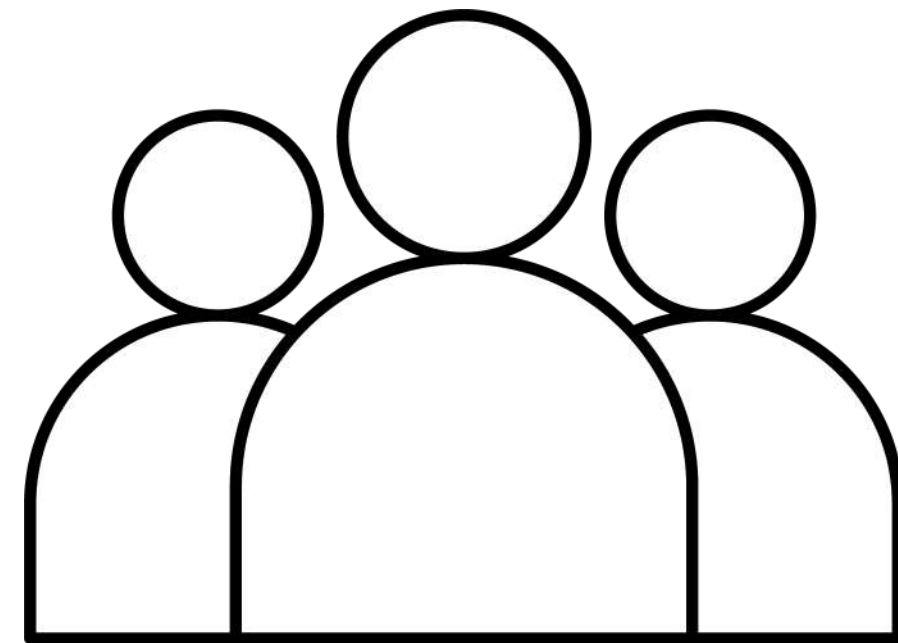


# CPV Details

Items	Details	Note
CV Point	Complete View	<ul style="list-style-type: none"> <li>- Supported OS versions:               <ul style="list-style-type: none"> <li>• AOS 4. and above</li> <li>• iOS 10 and above</li> </ul> </li> <li>- Campaigns by LINE may also be running concurrently.</li> <li>- Video must be mp4 formatted, with the length of minimum 5 seconds - maximum 60 seconds. (less than 50MB)</li> <li>- Promoting multiple items in single video is not allowed. Due to the policy of Apple, lucky-draw promotion is not allowed in iOS. Only a single product can be promoted in one video.</li> <li>- If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows.</li> <li>- A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.</li> </ul>
Target Apps	IOS & AOS	
Campaign Duration	7 Days or finishes when the target CV is met, which comes earlier.	
Unit Price IDR (ex. tax)	IDR 4.000	
Minimum Buying	IDR 100.000.000	
User Reward	1.000 Points	

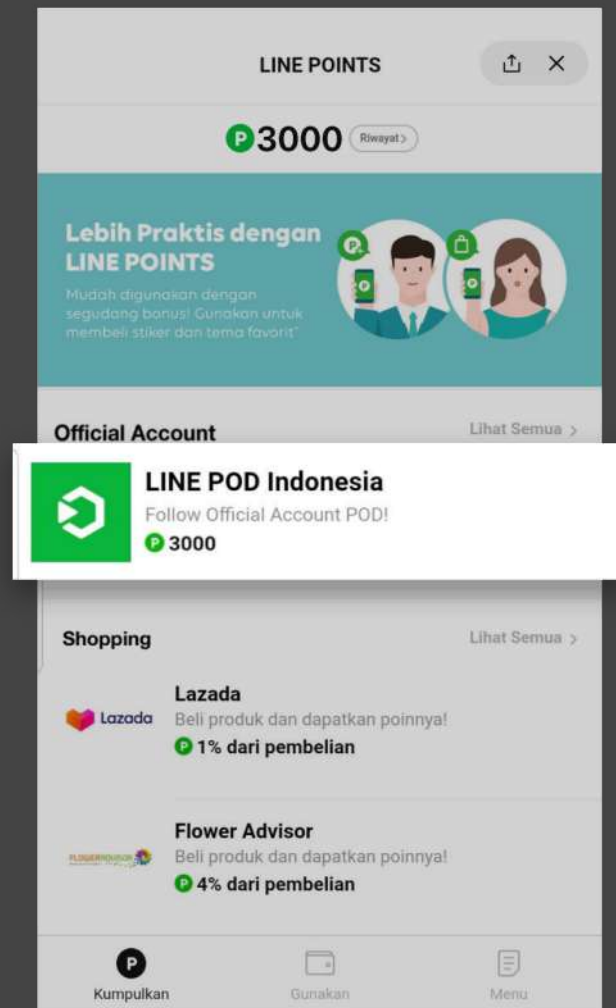
# COST PER FRIENDS (CPF)

Boost your Official Account's Friends with effective and strategic manner using LINE Points Ads.

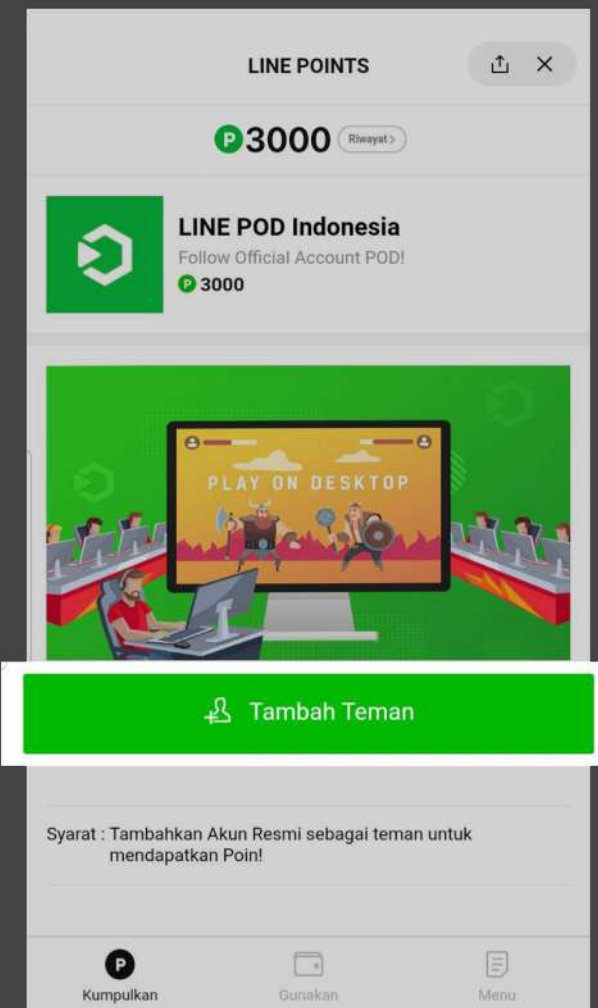


# CPF Journey

1



2



3

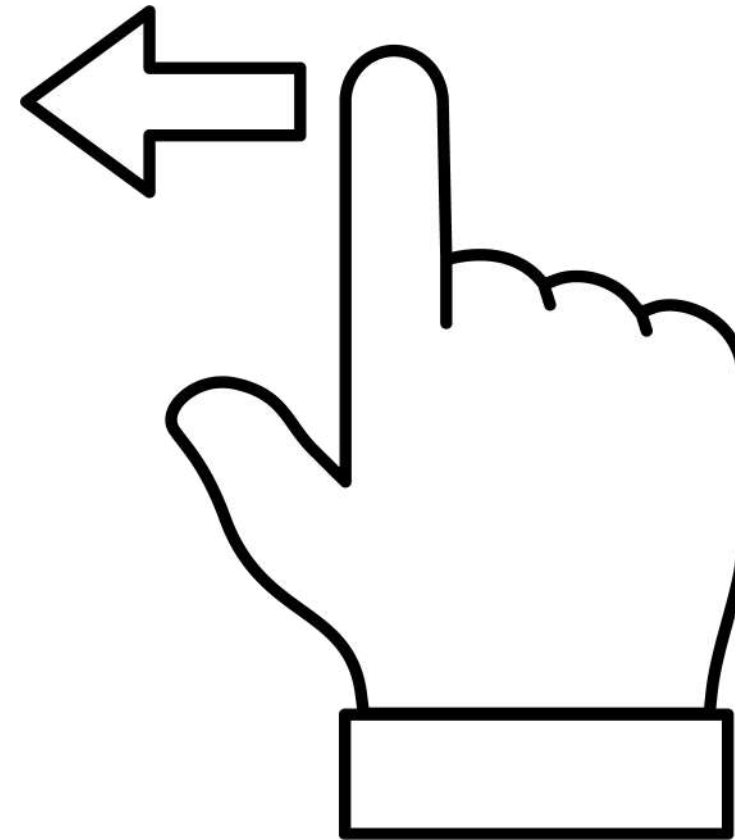


# CPF Details

Items	Details	Note
CV Point	Add OA as friends	<ul style="list-style-type: none"> <li>- Supported OS versions: AOS 4. and above &amp; iOS 10 and above</li> <li>- Campaigns by LINE may also be running concurrently.</li> <li>- If number of added friends does not reach the target within campaign period, only the amount consumed from budget will be charged.</li> <li>- Note that users may block the OA after adding as friend. Therefore, not all added friends from the campaign will be usable friends.</li> <li>- Users who are already friends with the OA or those who have already blocked the OA before the campaign, will not receive Points from this campaign.</li> <li>- If a campaign period crosses over more than one calendar month, the amount consumed in the each month will be split and billed in each calendar month that follows.</li> <li>- A certain amount of excess conversions may or may not occur after the campaign listing period ends. The excessive conversions as the result of allowing end-users the time to complete the required task and receive their reward from the campaign shall be subject to billing.</li> </ul>
Target Apps	IOS & AOS	
Campaign Duration	Depends on buying	
Unit Price IDR (ex. tax)	IDR 10.000	
Minimum Buying	IDR 100.000.000	
User Reward	3.000 Points	

# SWIPE ADS

Let users informed with your product with effective and strategic manner using LINE Points Ads



# Swipe Ads Journey



Swipe Left



Scroll Up

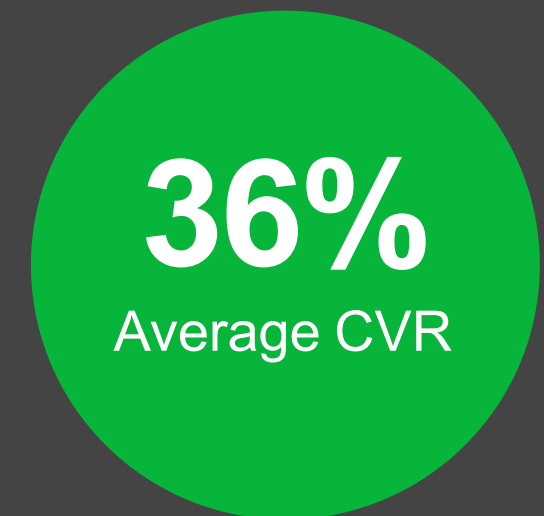
# Swipe Ads Details

Items	Details
CV Point	Complete View
Target Apps	IOS & AOS
Campaign Duration	7 Days or finishes when the target CV is met, which comes earlier.
Unit Price IDR (ex. tax)	IDR 4.000
Minimum Buying	IDR 100.000.000
User Reward	1.000 Points



# STUDY CASE

# LINE POINTS CPI Campaign

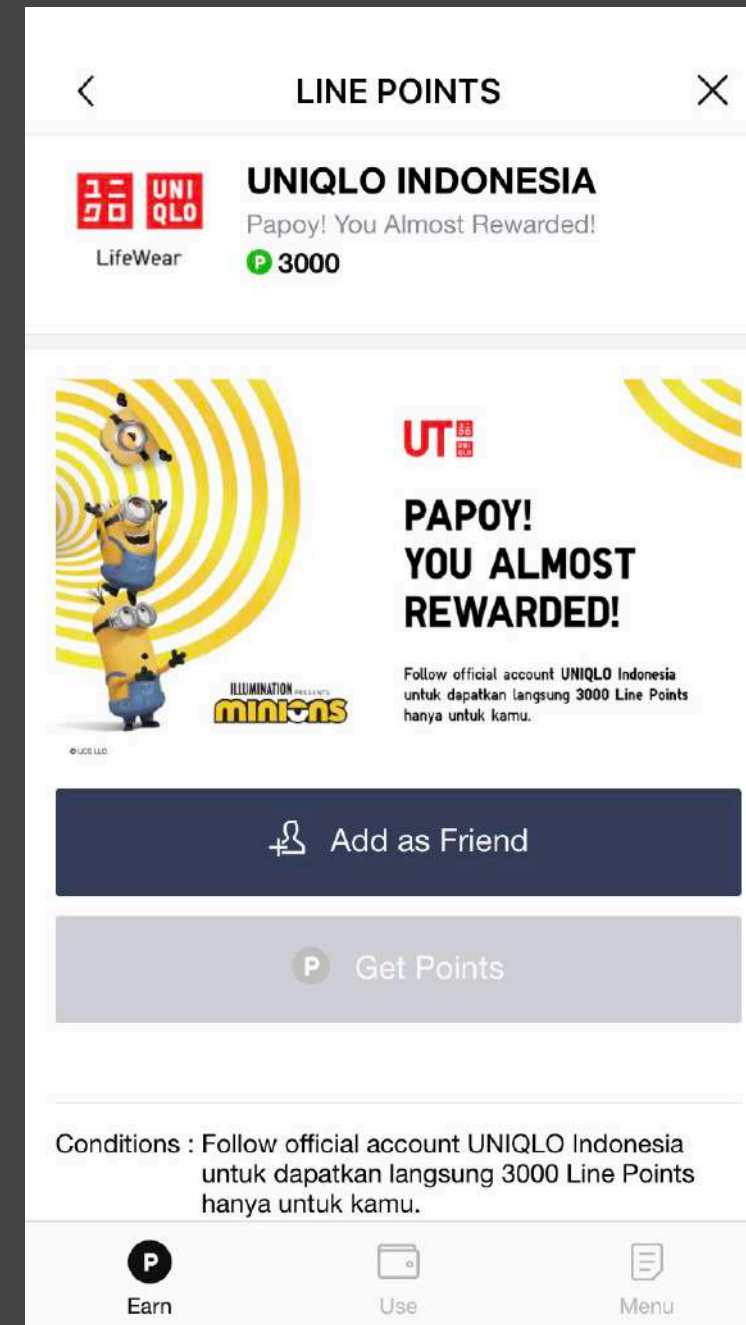


Cost Per Install (CPI)  
running for 8 days.

# LINE POINTS CPF Campaign

To boost up new released Official Account

UNIQLO



>50%  
Average CVR

# End of Document

