



LINE ADS PLATFORM

About the LINE Ads Platform
and how to maximize its effect

Social Media: An Information Source

Compared to traditional advertising, online ads have the ability to directly influence people to purchase, and the performance of ad efforts can be seen. The importance of social media advertising on platforms such as Facebook, Instagram and Twitter is increasing.

The reason for this is because the smartphone has become a source of information for everyone, and a vast amount of time spent using these devices is in social networks.

In Japan especially, LINE is a platform that is increasingly attracting the attention of the user.

3 Reasons to Advertise on LINE

① It's the most used communication app in Japan

- 66 million+ monthly active users across all age groups with a 70%+ daily active user rate
- Amongst those in their 30's to 50's, active users are double that of Facebook and Twitter

② Users are evenly distributed across all age groups

- Each age group in Japan has roughly the same amount of active users

③ Ads can be delivered to multiple media channels

- Via the LINE Ads Platform, ads can be delivered to the Timeline, LINE NEWS and 1,000+ other channels
- Targeting by media type can be done



+ *Hike*

3 LINE Ad Channels

Timeline

- Around half of users are men and women in their 30's-40's with high disposable income
- 18% of users cannot be reached on Facebook or Twitter

LINE NEWS

- 2:3 Male to Female ratio, users are evenly distributed throughout the 20~50 year old demographics
- News about trends are often published here, and users often passively consume it
- Users are responsive to information about things such as new product releases

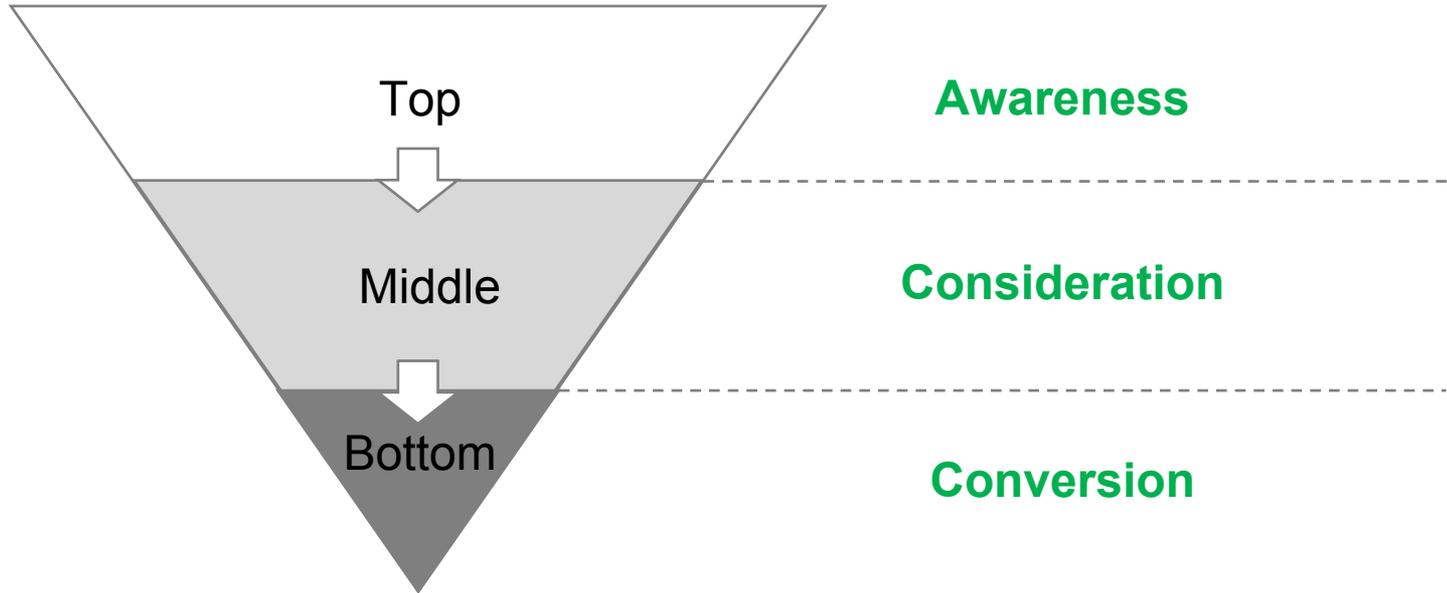
Hike

- Over 1,000 media sites are in the Hike Network
- A diverse range of media sites, including entertainment, news, business, male and female-oriented
- Ability to segment between male/female

Strength of LINE Ads

LINE Ads can be used at any stage of the marketing funnel.

Awareness → **Consideration** → **Conversion**



While LINE Ads can be used well at any stage of the marketing funnel, it is strongest at the awareness stage due to the ability to run them on a wide range of media portals.

Benefits of Using LINE Ads

① Ability to reach users that aren't reachable on Facebook or Twitter

Because 18% of Timeline users are not on Facebook or Twitter, LINE Ads give the ability to reach an audience previously unreachable. Using LINE Ads in combination with Facebook and Twitter allows the ability to reach a wide range of users in Japan.

② Ads can be delivered to a wide range of demographics and interests

Because the Hike Network covers a wide range of users, LINE Ads can be utilized like mass media. It's a platform with a lot of potential to spark an interest in users, especially for advertisers with brand and content power.

③ Ads can be run for a low price

Starting only in June of 2016, the platform hasn't yet been saturated with advertisers compared to other networks. Because of this, running ads are still seen as a bargain.

(As of July 2017)

Maximizing the Effect of LINE Ads

The creative is a big factor in determining the success of LINE Ads.

As of July 2017, users cannot be targeted with as much detail as on networks like Facebook and Twitter. The type of information, how it's delivered and to who must be carefully thought out.

In the LINE Timeline, there are various types of creatives that can be deployed, from images to video to articles and quizzes.

In order to acquire the interest of users and push them towards conversion, the creatives need to be thoroughly planned.

Summary

For LINE Ads, like other online ads, quickly taking action according to the PDCA cycle is important. This will help maximize its effect.

From understanding the 3 LINE Ads channels and the user's psychology while in them, it's necessary to carefully think about the creatives that will be shown to them.

When outsourcing LINE Ads to an agency, selecting one that can manage efforts from the idea proposal phase to the creation and optimization of creatives and delivery is best.

Due to its relative newness and the amount of user attention that it gets, the LINE Ads platform is the next ad platform being tried out by advertisers in Japan.



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* □ *We provide full LINE Ads support*