



# AD X MATCHING

# COMPANY

## VERIFIED AGENCY OF LINE SERVICE 2023

LINE

**Ad X Matching  
Co., Ltd.**

IS CERTIFIED AS  
A LINE FOR BUSINESS PARTNER

IN HONOR OF A DEDICATED PARTNERSHIP  
AND OUTSTANDING PERFORMANCE  
IN TERMS OF INVESTMENT AND COMMITMENT  
WITH LINE THAILAND IN 2022

LINE for Business

### **AD X MATCHING COMPANY LIMITED**

We offer consultation and assistance to help your business succeed. We can help you manage advertising to promote your business. Additionally, we can also work with developers to customize different LINE services that are tailored to meet the specific needs and requirements of your business.

# **LINE OFFICIAL ACCOUNT**

**EFFECTIVENESS CONNECTOR**



## LINE OFFICIAL ACCOUNT

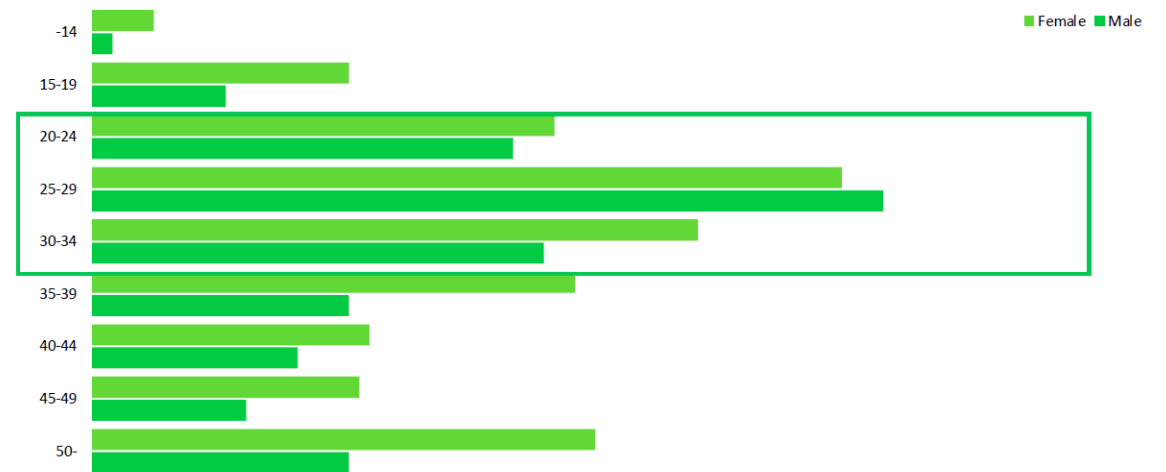
> 5.5M + 31%

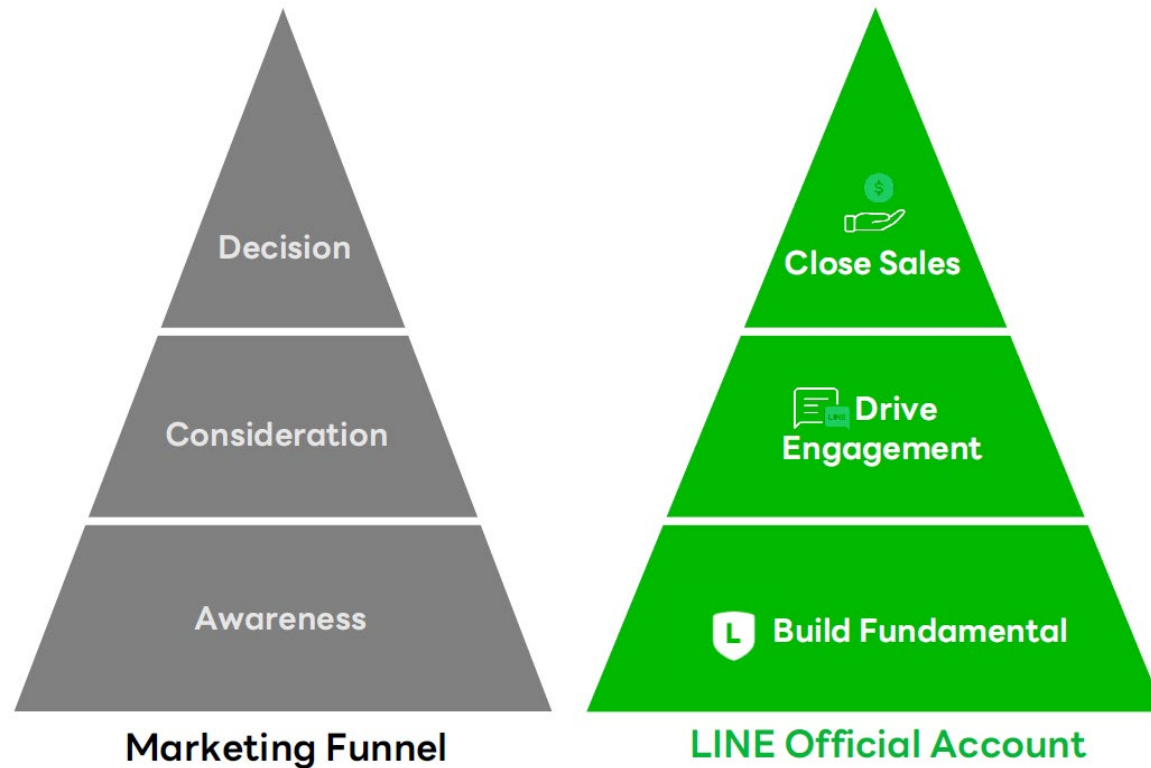
September, 2022

2017-2022, LINE

### LINE Official Account demographic spreads across all age range

main age group spreads from 20-34 years old nationwide with large of 25-29 male and 50+ female who tend to actively follow brand's official account





## LINE OFFICIAL ACCOUNT

### Utilizing OA & API

- Provide Tailored Service
- Cross Advertising on LINE Ads
- 1:1 Chat Sales & Support
- MyShop / Web Conversion
- LINE Live Viewer
- Audience Retargeting
- Segmented Broadcast
- Broadcast by Chat#Tag
- Set Effective Welcome Message
- Use Powerful Rich Menu

## LINE OFFICIAL ACCOUNT

ACCOUNT TYPE

UNVERIFIED  
ACCOUNT



VERIFIED  
ACCOUNT



PREMIUM  
ACCOUNT



### Core Features

- Greeting Message
- Auto-Response
- Rich Message, Video Message
- Rich Menu
- Coupon and Reward Card
- Survey (Single/Multiple choice)
- FREE API
- Able to launch Sponsor Stickers
- Card Message
- Audience Targeting
- AI Response
- A/B Test
- Friend Path
- OA Follow Insight
- Net Promoter Score
- Audience Share

### Additional Features & Benefits

-

- Open-end Survey
- Get OA Page url
- Gain Friend Poster

- On-Air Mode
- LINE Live-viewer (required additional fee)

### Visibility

Unsearchable

Searchable with  
Display name

Searchable with  
Display name  
(1st priority show up)

### Buying Model

Online&Agency

Agency order with  
LINE directly

**PACKAGE RATE**  
AGENCY ONLY



## LINE OFFICIAL ACCOUNT MONTHLY PLAN 2023

Plan	Message Quota / Month	2023 Pricing	Additional Message Price
Free	500	Free of Charge	Not available
Basic	15,000	฿ 1,280 per month	฿ 0.10 per message
Pro	35,000	฿ 1,500 per month	฿ 0.04 per message
Premium ID	-	฿ 37 per month	-

- แพคเกจซื้อขั้นต่ำ 12 เดือน
- ไม่มีค่าธรรมเนียมค่าบริการ (Fee 0%)
- สามารถซื้อข้อความเพิ่มเติม (additional message) ได้ไม่จำกัดลิ้มิต
- ข้อความที่เติมมาระหว่างเดือน ใช้ไม่หมด เราโยกไปเดือนถัดไปได้



## BASIC PACKAGE

**ราคา 15,804 / ปี**

- ไม่รวมภาษีมูลค่าเพิ่ม 7%
- สัญญา 1 ปี (ซื้อขั้นต่ำ 12 เดือน)
- ฟรี 15,000 ข้อความ/เดือน
- ซื้อข้อความเพิ่มเติมในแต่ละเดือน เรียกเก็บเงินแยกต่างหาก
- ราคารวมต่ออายุ PREMIUM ID 1 ปี

### สรุปจุดเด่น

- ✔ ราคารวมค่าบริการ เอะจนซี่เรียบร้อยแล้ว (AGENCY FEE 0%)
- ✔ ข้อความที่เติม Additional Messages (ข้อความที่เกินจากข้อความฟรีตามแพ็คเกจ) ที่ซื้อมาระหว่างเดือนแล้วใช้ไม่หมด โยกไปใช้เดือนถัดๆ ไปได้







## PRO PACKAGE

**BEST SELLER**

**ราคา 18,444 / ปี**

- ไม่รวมภาษีมูลค่าเพิ่ม 7%
- สัญญา 1 ปี (ซื้อขั้นต่ำ 12 เดือน)
- ฟรี 35,000 ข้อความ/เดือน
- ซื้อข้อความเพิ่มเติมในแต่ละเดือน เรียกเก็บเงินแยกต่างหาก
- ราคารวมต่ออายุ PREMIUM ID 1 ปี

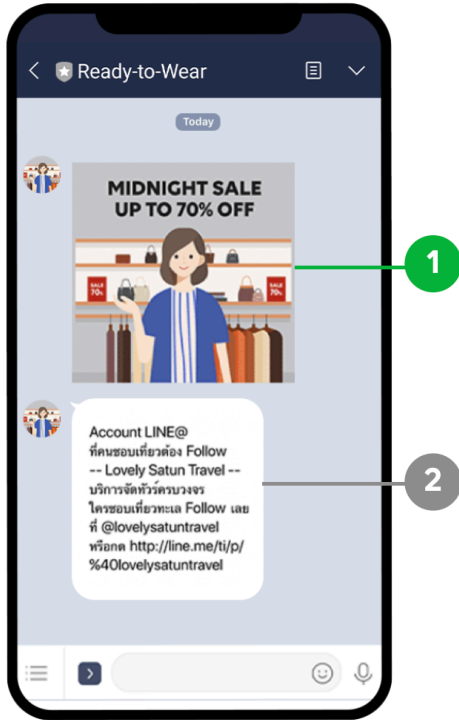
# LINE OFFICIAL ACCOUNT YEARLY PLAN 2023

	New Biz Package		Corporate Package			
	New Biz (6 Months)	New Biz (12 Months)	Verified Account Package	Starter Package	Corporate A Package	Corporate B Package
2023 Pricing/Year	สอบถามเพิ่มเติม	สอบถามเพิ่มเติม	สอบถามเพิ่มเติม	สอบถามเพิ่มเติม	สอบถามเพิ่มเติม	สอบถามเพิ่มเติม
Plan <small>(Plan Message/Month)</small>	Pro Plan (35,000 msg/month)	Pro Plan (35,000 msg/month)	Pro Plan (35,000 msg/month)	Pro Plan (35,000 msg/month)	Pro Plan (35,000 msg/month)	Pro Plan (35,000 msg/month)
Package Message Quota/Month	1,750,000 msg/month	1,300,000 msg/month	2,900,000 msg/month	5,100,000 msg/month	12,000,000 msg/month	48,000,000 msg/month
Additional Message Price	0.04 per message >12m = 0.03 per message >48m = 0.01 per message	0.04 per message >12m = 0.03 per message >48m = 0.01 per message	0.04 per message >12m = 0.03 per message >48m = 0.01 per message	0.04 per message >12m = 0.03 per message >48m = 0.01 per message	>12m = 0.03 per message >48m = 0.01 per message	0.01 per message
Total Message/Month <small>(Plan + Package Message Quota)</small>	1,785,000 msg/month	1,335,000 msg/month	2,935,000 msg/month	5,135,000 msg/month	12,035,000 msg/month	48,035,000 msg/month
Badge	 Navy	 Navy	 Navy	 Green	 Green	 Green
Account Type	Verified Account	Verified Account	Verified Account	Premium Account	Premium Account	Premium Account
Premium ID	Included	Included	Included	Included	Included	Included
Bundle Options	-	-	-	Option 1: Additional 1,050,000 messages / month Option 2: CPD stickers	-	-

## Remarks

- LINE Official Account yearly package **cannot be cancelled** before the end of the contract period\*\*
- New Biz Package (6-month and 12-month) are eligible for new clients who have never purchased Corporate packages before. (OA Corp package A/B, OA Starter package and Verified package)
- Starter Package is valid for new and existing OA with Target reach less than 500,000 on contract signing date and it is eligible for choosing bundle option including 1. OA additional message or 2. CPD Stickers

# HOW TO CALCULATE BROADCAST MESSAGE



Example : Official account have 1,000 followers and target reach 600

**1 Broadcast x 600 Target reach = 600 messages**

\*Can send at least 3 balloons per 1 broadcast

\*\* The number of users you can reach through targeted messages based on gender, age, and/or region. This parameter only includes users who are active on LINE or LINE services

ค่าบริการเอเจนซี่  
AGENCY FEE

0%

# CAMPAIGN SUPPORT

We help to give advice, suggest to solve problems.

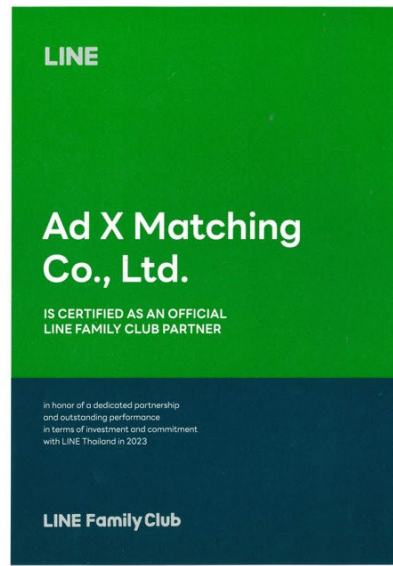
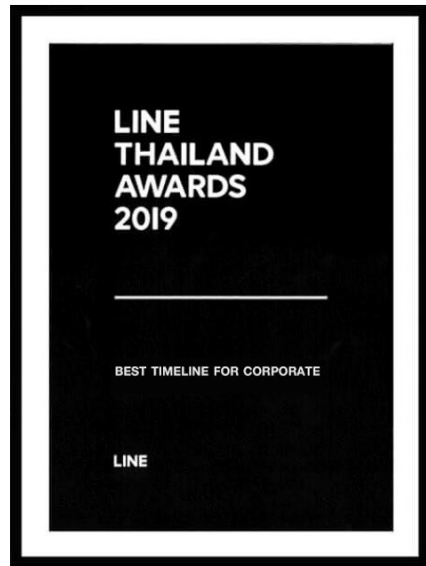
**Q&A** with Support admin during **10.00-18.00. (Mon - Fri)**



Our Team get certificate on in-dept agency management tools to prove your expertise on client support.

# COMPANY

## VERIFIED AGENCY OF LINE SERVICE



# THANK YOU

**AD X MATCHING Co., Ltd.**

Contact Information

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