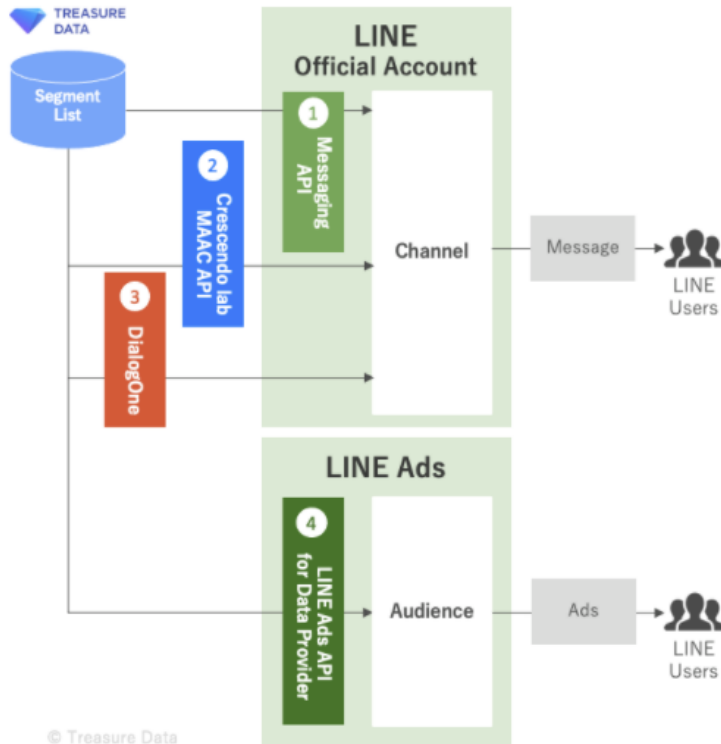


# LINE Integrations

LINE is in Asia what Facebook Messaging and Instagram are to US mobile users -- a fast and easy way to communicate with friends and to discover new promotions about favorite products and services. LINE is one of the largest mobile messaging platforms in Asia.

Treasure Data is certified as a LINE Technology Partner and the Treasure Data CDP seamlessly integrates with the LINE Ad platform. We offer several integrations in partnership with LINE.



Learn more about them:

- [Crescendo Lab MAAC API Integration for LINE Message](#)
- [LINE Ads API for Data Provider](#)
- [DialogOne for LINE Message](#)
- [Messaging API](#)

## Crescendo Lab MAAC API Integration for LINE Message

Crescendo Lab MAAC API Integration for LINE Message improves message personalization by enabling you to use TD enriched segments. You can use this integration to:

- Export your TD segments to Members or Segments in MAAC
- Send targeted messaging using LINE

This is a direct integration that uses a native connector. It uses the following IDs for integration:

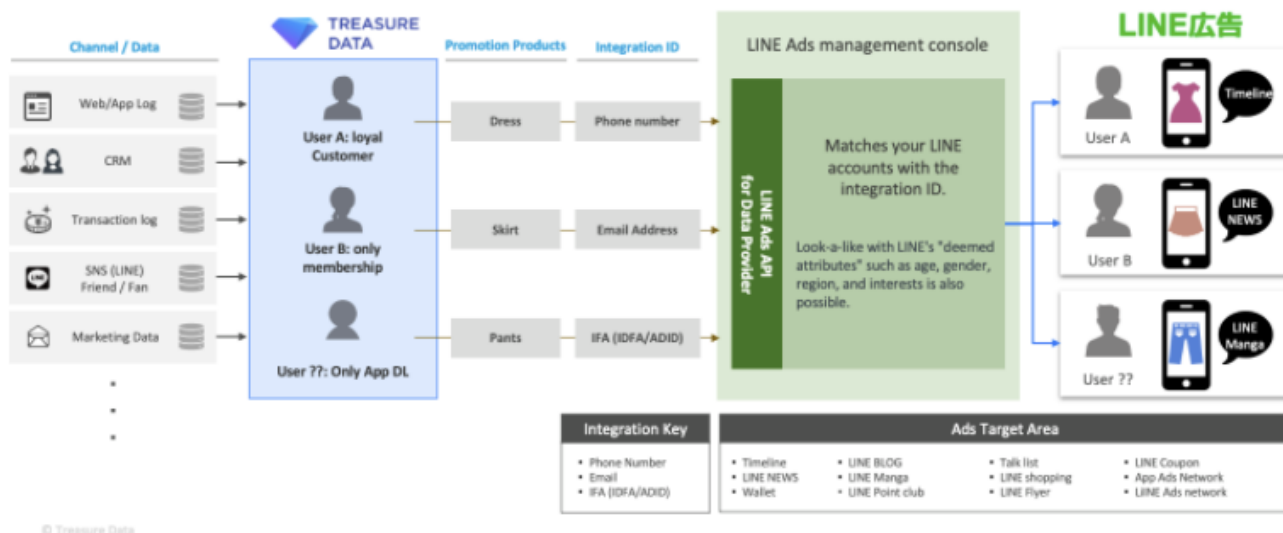
- LINE User ID
- Email
- Phone Number
- 3rd party User ID

 Crescendo lab MAAC is a 3rd party Integration. A contract with Crescendo lab is required to use it. To learn more, contact Crescendo Lab.

Learn more about how to set up the [LINE via Crescendo Lab Export Integration](#).

## LINE Ads API for Data Provider

The Line Ads API for Data Provider improves personalized targeting and advertising performance with an enriched segment list through Treasure Data.



You can use this integration to deliver targeted advertising via LINE using TD enriched segments. This integration enables you to:

- create new segments
- add lists to existing segments.

This is a direct integration that uses a custom script. It uses the following IDs for integration:

- IFA (IDFA/ADID)
- Email
- Phone Number



- This integration requires an IFA (IDFA, GAID), email or phone number as the key to link TD with LINE Ads. Emails or phone numbers must be hashed before being sent to LINE and can be hashed in our template workflow before being integrated.
- The template workflow requires the Custom Scripts feature. Custom Scripts is a pay-per-use feature and has a free-usage tier. Contact your Customer Success Representative for more information.
- During the setup process, a TD sales engineer temporarily accesses your TD account via API, so you need to provide us with a Master API key (temporary) and register our IP address (source IP) if you are using IP Allowlist.

To enable this integration, contact your Customer Success Representative for more details.

## DialogOne for LINE Message

DialogOne for LINE Message enables you to improve your messaging personalization by using TD enriched segments. You can use this integration to deliver targeted messaging via LINE using TD enriched segments.

This is a direct integration using a TD Workflow/TD-to-TD connector. It uses the following ID for integration:

- LINE user ID

Contact [DAC DialogOne](#) for more information.

## Messaging API

The Messaging API makes it easier to personalize messaging using LINE. You can use this integration to improve your messaging personalization by using TD enriched segments. This integration enables you to:

- Create new audiences
- Add lists to existing audiences

This is a direct integration that uses a custom script. It uses the following IDs for integration:

- LINE User DI
- IFA (IDFA/ADID)