

November 28, 2017

“LINE Ads Platform” by LINE added to the coverage of “GMO-PG Online Advertising Service”

GMO-PG has started sales of and running “LINE Ads Platform” as part of its “GMO-PG Online Advertising Service” on November 28, 2017. The Platform is a performance-based advertisement platform through LINE, a communication app run by LINE Corporation, and its related services.

【Overview】

GMO-PG has been providing GMO-PG Online Advertising Service targeting its 82,349 merchants to boost their sales since October 2011, in addition to various payment methods including credit card payments.

Our online advertising service covers a wide range of services that includes running merchants' listing ads utilizing Yahoo! JAPAN's Promotional Ads or Google AdWords on their behalf, running their Facebook ads or Twitter ads on their behalf and analytics services through Google Analytics and affiliate services. Being a payment service provider, GMO-PG is able to run and analyze ads looking at the status of actual sales. This unique advantage has led the service to be used by over 500 merchants at present. On top of the ad initiatives to boost its merchants' sales, GMO-PG has also been offering an acting payment service in which merchants can pay for ads afterwards, which helps to improve merchants' cash flows as well as operational efficiency.

This time, GMO-PG announces the start of selling and running “LINE Ads Platform” under GMO-PG Online Advertising Service to better meet its customers' requests.

GMO-PG will continue to contribute to merchants in attracting more customers as well as stretching sales through proposing and running various online ad services that are now joined by LINE Ads Platform.

【LINE Ads Platform】

The LINE Ads Platform is a performance-based ad platform for services related to the LINE chat app operated by LINE Corporation. The service went into full-scale operation in June 2016 when it started distributing ads to the LINE Timeline and LINE NEWS. Since its launch, it has been used by approximately 3,000 businesses and brands (as of the end of September 2017) and LINE Manga was added as an ad space in October 2017. Advertisers use a special admin panel to set the details (including budget, time period, user attributes, and creatives) and make bids, and the LINE Ads Platform system chooses an ad and show it to users. By switching to a performance-based ad system, many more businesses are now able to post ads, which they were previously unable to due to limitations on the number of slots, or for budgetary reasons. Further, since advertisers can monitor their ad displays, their effects, and other details as they operate their ads, they can conduct promotions with limited budgets and distribute ads to fit its sales prospects, goal achievement rates, and more.

【GMO Payment Gateway】

GMO-PG offers comprehensive payment services and financial services to 82,349 merchants (as of September, 2017), including operators of online shops, operators who collect recurring monthly payments such as NHK, and public organizations such as National Tax Agency and Tokyo Metropolitan Government. On top of its core payment-related services, the leading company in Japan's payment space provides value added services such as online advertising service that contributes to boost sales of merchants and a loan service which provides working capital to support merchant growth. Its transaction value has reached over 2.5 trillion yen per annum. The company is also expanding its business portfolio that includes solution business to financial institutions, overseas business based on capital alliances with overseas PSPs or payment companies, etc.

GMO-PG aims to enable both consumers and businesses to enjoy payment methods that are convenient and equipped with high levels of security and to serve as the infrastructure for payment process in Japan. Driving innovations, GMO-PG has and will contribute to promote E-commerce and a cashless society.

【Related Links】

- GMO-PG Online Advertising Service URL : <https://www.gmo-pg.com/en/service/ad/>
- GMO-PG (Service) URL : <https://www.gmo-pg.com/en>
- GMO-PG (Company Profile) URL : <https://corp.gmo-pg.com/en>

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