

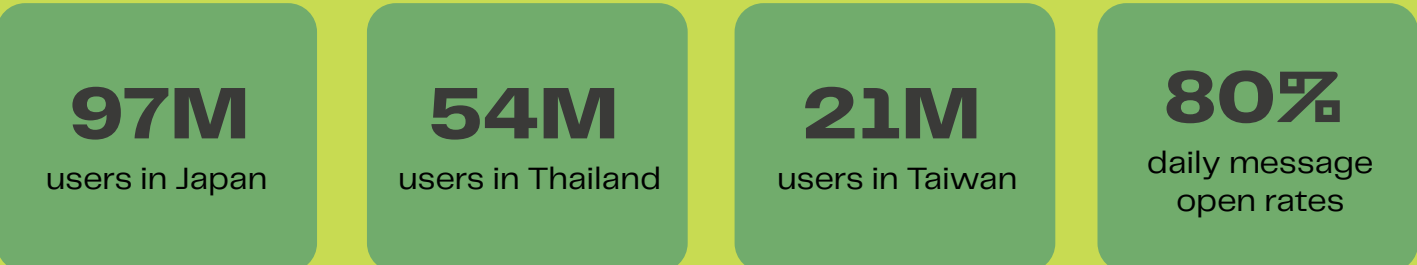


Flash Sales and Promotions on LINE That Convert

A Playbook for Time-Sensitive Campaigns Across Asia



Why LINE? The Numbers Speak



Source: [LY Cooperation](#) and [LINE Japan](#)

LINE isn't just a messaging app. It's the channel where urgency converts.

The Flash Promotion Playbook

Five steps to turn a notification into revenue.

- 01** **Set the deadline**
"50% off until midnight." "First 200 orders only." Specific beats vague.
- 02** **Segment the audience**
VIPs get early access. New subscribers get first-purchase offers. Personalized messages earn up to [40% more engagement](#).
- 03** **Design the message**
Pair a countdown graphic with rich media. Add one tappable CTA. Skip the rest.
- 04** **Time the send**
Lunch deals at 11 a.m. Happy hour reminders at 4 p.m. Match the moment, not the calendar.
- 05** **Track and refine**
Watch delivery, reads, and clicks. Refine the windows that work. Drop the ones that don't.

Key Use Cases by Sector



Your Toolkit: 8x8 LINE Official Notification + 8x8 Connect

Running flash promotions at scale takes more than a brand account and a good offer.

8x8 gives marketing teams the delivery engine and the command center to make every campaign land. Together, they handle delivery and campaign management end to end.



8x8 LINE Official Notification
The delivery engine.

- ✓ Pre-approved compliance templates
- ✓ Tappable CTA buttons
- ✓ Personalized customer alerts
- ✓ 160+ mobile operator network
- ✓ Transparent, all-inclusive pricing

8x8 Connect
The campaign command center.

- ✓ One dashboard for LINE, SMS, WhatsApp, Viber, voice
- ✓ Pre-scheduled bulk sends
- ✓ Drag-and-drop Automation Builder
- ✓ Real-time cross-channel analytics
- ✓ Automated SMS fallback for unread messages

Handling LINE's Highest Volumes Instantly

From first send to final tap, 8x8 keeps every campaign fast, personal, and measurable.

[Start Your First Campaign](#)



For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com