8x8

LINE Business API: Connecting with Customers in Key Asian Markets



The Right Message, The Wrong App

A campaign can be perfectly crafted and still fail if it lands on a channel customers don't use for brands. In Japan and Thailand, one app owns the conversation.

85.4%

of Thai internet users are on LINE, and most never check other messaging apps for brand messages.



Targeting the wrong channel isn't bad luck. It's a map problem.

One App, The Whole Journey

In these markets, messaging is the default digital hub for daily life.

97M monthly active users in Japan, covering 78% of the population.

51M monthly active users in Thailand, averaging 67 minutes per day in-app.

Discovery, payment, support, and repeat business all happen in one place.

What LINE Official Accounts Unlock

LINE Official Accounts run an entire customer relationship from a single chat interface.

- **Rich Menus**
  Tappable panels sending customers straight to catalogs, bookings, or support.
- **Broadcast Messaging**
  Segmented sends with A/B testing, scheduling, coupons, and rich media.
- **Chat Commerce**
  LINE MyShop turns conversations into checkouts without leaving the thread.
- **Loyalty & Retention**
  Membership programs and repeat purchases live in the same chat.

Proof It Pays Off

Engagement on LINE outperforms the channels most campaigns default to.

70% open rate for LINE Official Account broadcasts in Japan, roughly double the 34% average for marketing emails.

62% of Thai online shoppers already find and buy products through chat apps.

The chat window is a storefront.

Tokyo And Bangkok Are Not The Same

A strategy that lands in Japan can fall flat in Thailand. Cultural expectations for brand communication differ sharply.

01 **Localize tone.**
Japan rewards polished, information-dense content. Thailand rewards warmth, humor, and visual creativity.

02 **Separate the calendars.**
Distinct creative, distinct KPIs, distinct message caps and pricing tiers per market.

03 **Measure per market.**
Follower growth and block rate, then rich menu taps and open rates, then coupon redemption and chat-to-order conversion.

04 **Learn from the local winners.**
Sizzler Thailand grew its E-Member loyalty program to nearly 400,000 quality followers via LINE Ads.

How 8x8 Simplifies LINE Deployment

Go live on LINE without the complexity. 8x8's CPaaS handles the infrastructure: no custom builds, no additional vendor contracts. Your team focuses on customers, not plumbing.

- One integration handles LINE, WhatsApp, Viber, and SMS together.
- AI-suggested responses, intent prediction, and skill-based routing.
- Use with 8x8 Converse to bring every conversation into a single agent workspace with full customer history.
- A direct carrier network across 160+ operators and 190+ countries, with local APAC infrastructure.

One Integration. Their Favorite App.

See How LINE Fits Your Channel Mix



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

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, TM, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc. 8x8®, Experience Communications as a Service™, Experience Communications Platform™ are trademarks of 8x8, Inc.