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Mobility Rewards App “LINE WALK” Partners with Kurashiru Retail Network

Leveraging Japan’s Largest “Purchase-based Offers” Platform to Drive Media Monetization and User Engagement

Kurashiru, Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Yusuke Horie) announced that, starting Monday, February 2, 2026, it has launched a partnership between **LINE WALK**, a mobility rewards app operated by LY Corporation, and **Kurashiru Retail Network**, its **guaranteed-purchase retail media network service**.

Through this collaboration, LINE WALK users will be able to earn points more efficiently by turning everyday shopping activities into additional reward opportunities.

This initiative also expands new possibilities for advertising and sales promotions through retail media, while accelerating the growth of partner consumer-facing applications participating in Kurashiru Retail Network.

Background and Objectives

In recent years, consumer-oriented apps and services focused on “point activities” have grown rapidly. However, many face challenges such as:

- Securing a stable supply of advertising campaigns that encourage continuous user participation
- Creating incentives that naturally integrate into users’ daily lives

In particular, reliance on short-term advertising campaigns often leads to stagnation in user retention and lifetime value (LTV).

Kurashiru Retail Network addresses these challenges by providing an experience where **everyday shopping itself becomes valuable**, building a sustainable ecosystem that benefits media platforms, users, and advertisers alike.

This partnership with LINE WALK represents an important step in expanding this proven model and strengthening future collaborations with additional media services.

About Kurashiru Retail Network

Kurashiru Retail Network is a purchase-based retail media platform operated by Kurashiru Inc., which centrally manages promotional campaigns from **Consumer Packaged Goods (CPG) brands** and retailers, and distributes them seamlessly across a range of partner consumer-facing applications.

Its core service, **Kurashiru Reward’s “Purchase-based offers” function** (Receichalle), enables users to earn points by purchasing designated products and submitting shopping receipts.

Key features include:

- Promotions available at supermarkets, drugstores, and other daily-use retailers nationwide
- Japan’s largest number of listed promotional products in the industry
- A highly supported experience where users can earn points through everyday shopping

For more details, please refer to the following release:

<https://prtmes.jp/main/html/rd/p/000000398.000019382.html>

Partnership Overview and Benefits for Users

Through this integration, LINE WALK will feature a wide variety of promotional campaigns available through **Kurashiru Reward’s “Purchase-based offers” function**.

In addition to earning points through walking, users can now also convert everyday shopping at supermarkets and drugstores into rewards, enjoying a more convenient and valuable app experience.

Value for App Operators and Media Companies

Partnering with Kurashiru Retail Network is an advanced initiative that enhances user experience while simultaneously expanding monetization opportunities for media companies operating apps.

1. Monetization Through Japan’s Largest Campaign Volume

Receichalle offers the largest number of listed promotional products among receipt-based rewards services in Japan. With a rich selection of campaigns from major CPG brands and retailers, partner media platforms can provide high-quality promotional content immediately while securing new revenue streams.

2. Increased User Engagement Through Everyday Shopping

By enabling users to earn points simply by submitting shopping receipts—an action that naturally occurs in daily life—this partnership significantly improves retention and boosts daily active users (DAU), particularly for lifestyle-oriented apps.

Comment from Hiroaki Fujino, LY Corporation

“With LINE WALK, we have launched a partnership with Receichalle, enabling users to earn points not only through movement but also through shopping—an essential part of everyday life. Through this collaboration, we hope to create new opportunities for users to open LINE WALK and enjoy point activities in more diverse ways. Going forward, we will continue striving to provide a service that makes everyday life just a little more rewarding.”

Comment from Masato Otake, Head of Kurashiru Retail Network Business

“By combining Kurashiru Retail Network’s industry-leading volume of receipt campaign opportunities with LINE WALK’s strong user base, we will create a new experience where everyday ‘walking’ and ‘buying’ become valuable actions. This partnership will simultaneously achieve both app monetization and user engagement, serving as an innovative model case for transforming apps into retail media platforms.”

Future Outlook

Through Kurashiru Retail Network, Kurashiru Inc. aims to build a retail media ecosystem that delivers mutual benefits to consumers, CPG brands, retailers, and partner media platforms alike.

Moving forward, the company will accelerate partnerships across diverse fields such as news apps, healthcare, and lifestyle services, further expanding the network and continuing to create new value.

Notes

Receichalle (formerly Kurashiru Reward) ranks No.1 in downloads among “receipt purchase rewards apps” in Japan.

- Survey period: October 2024 – September 2025
- Combined total for iOS & Android
- Source: Sensor Tower

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