Learn how Harmoney used LinkedIn Profile Targeting to increase loan origins by 20%
Customer: **Harmoney**

Industry: Financial Services

Country: Australia/New Zealand

Date: September 2021

Feature focus: **LinkedIn Profile Targeting**

**Impact:**

Harmoney was able to increase loan origins by 20% using LinkedIn Profile Targeting through Microsoft Advertising

+58% CTR

+36% Conversion Rate

+17% Conversions

20% Increase in lending

“The LinkedIn overlay is just incredible to apply. It’s a marketer’s dream.”

Glen MacKellaig, Head of Marketing, Harmoney

Data source: Harmoney Internal Data, 2021.

Microsoft Advertising. Great relationships start here.