



Learn how Harmony  
used LinkedIn Profile  
Targeting to increase  
loan origins by 20%



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# Harmony

**Customer:**

[Harmony](#)

**Industry:**

Financial Services

**Country:**

Australia/New Zealand

**Date:**

September 2021

**Feature focus:**

[LinkedIn Profile Targeting](#)



Impact:

Harmony 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

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*"The LinkedIn overlay is just incredible to apply. It's a marketer's dream."  
Glen MacKellaig, Head of Marketing, Harmony*



Data source: Harmony Internal Data, 2021.

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