

HIREDLY From talent conversations to qualified lead conversions

Headquarters: Malaysia | No. of Employees: 51 – 200 | Industry: Human Resources Services

Objective

- To improve the quality and quantity of leads generated vs other advertising platforms
- To deliver tailored messages to the right target audience to increase engagement and conversion

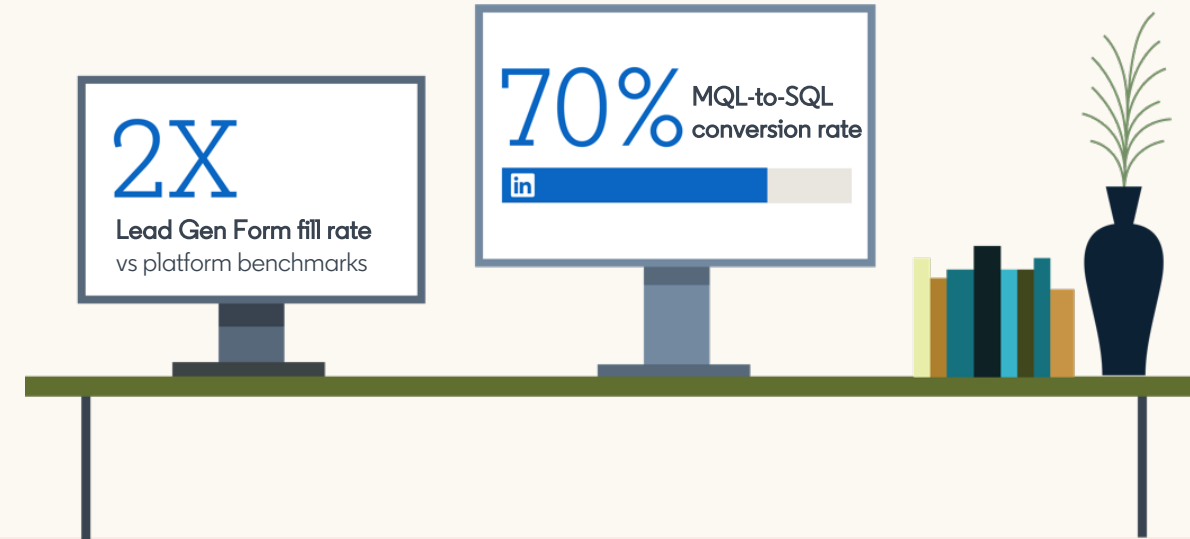
Solution

- Targeted HR professionals with Conversation Ads for personalised outreach at scale and paired this with pre-filled Lead Gen Forms for seamless lead collection
- Optimised the campaign by broadening targeting — from HR job titles to HR and Admin job functions and business decision-makers (CEOs, Directors, Founders). Also increased their bid for a better chance to win the ad auction. This grew lead volume by 120% while maintaining lead quality

Results

Hiredly achieved:

- **2x** higher Lead Gen Form fill rates vs platform benchmarks
- **70%** MQL-to-SQL conversion rate



“ LinkedIn is our top choice as a B2B advertising platform. The professional audience makes it a natural fit with our business. And with 7 out of 10 MQLs converting into SQLs, it is incomparable to other channels. ”



Eleanor Eyu
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Hiredly