

Telstra's Sensis: a digital advertising case study

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Abstracts

Unlike most incumbent operators, Telstra has kept its directories business, Sensis, and is developing this into a multi-platform advertiser. Sensis has been able to grow the old printed advertising channel alongside its digital platforms. It has also embedded itself into the marketing strategies of SME clients, and is building strong relationships with SMEs that will be difficult for the global Internet advertising giants to replicate.

Contents

**EXECUTIVE SUMMARY
IN A NUTSHELL
OVUM VIEW
BUSINESS STRATEGY
HISTORY
STRATEGY
COMPETITION AND DIFFERENTIATION
PLATFORMS AND REVENUE MIX
PRINT
ONLINE
VOICE
MOBILE
SATELLITE NAVIGATION
PARTNERSHIPS
COMPETITION AND COOPERATION
FINANCIAL HIGHLIGHTS
STEADY GROWTH IN REVENUE AND PROFIT**

List Of Tables

LIST OF TABLES

Table 1: Sensis brands and platforms

Table 2: Sensis revenue breakdown (\$ millions)

List Of Figures

LIST OF FIGURES

Figure 1: Sensis financial results

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