



Get Found: Businesses all over Australia trust Sensis and Microsoft Advertising to connect them with the right customers, at the right time.



aka.ms/Sensis

Microsoft Advertising. Intelligent connections.



Sensis uses Microsoft Advertising to drive traffic for nearly

Thousands of SMB advertisers across Australia from all levels of advertiser spend

Sensis received the '2020 Global Channel Partner of the Year' award from Microsoft Advertising



Microsoft Advertising Helps Sensis Serve Small Businesses with Purpose and Trust

With a long history of building client trust dating back to the original telephone book, Sensis is Australia's leading platforms and marketing services company. It offers comprehensive marketing solutions across both digital and print to thousands of SMBs. Because of its excellent results and strong partnership, Sensis received the '2020 Global Channel Partner of the Year' award from Microsoft Advertising, showcasing their dedication to creating smarter customer journeys and increasing campaign performance with Microsoft Advertising's AI-powered tools.

A Partnership That Promotes a Unique, Purpose-Driven Approach

Sensis stands out not just from the results it creates for its clients, but from its commitment to providing great service to SMBs and its efforts in building trust by doing the right thing. Sensis believes that anyone who has a business, large or small, should be able to have their details and messaging found by potential customers, giving them opportunity for their business to grow.

It finds purpose in being a partner to SMBs, helping them grow online and building their trust along the way.

With the onset of digital transformation, Sensis has emerged as a leader in helping SMBs navigate the rapid changes in the way businesses connect with consumers. Sensis helps provide the platform capability to SMBs that enables them to reach out to consumers across search and other digital marketing mediums.

Sensis and Microsoft Advertising work together on a range of shared initiatives, all focused on driving customer success and trust in achieving results. These include driving search revenue growth through sales incentives, training, and enablement. They also work on improving their knowledge on Microsoft Advertising products so they can best utilize features that help customers improve advertising performance and maximize ROI.

The robust partnership between Sensis and Microsoft Advertising has increased the mutual success of both businesses. They work together on ongoing proactive initiatives to enhance product performance

“Partnering with Microsoft Advertising has brought in a lot of trust, a lot of credibility, and a lot of integrity that we've been able to build on as a business. We're committed to each other and committed to ensuring that we offer the best to these advertisers, to our clients, to our SMBs.”

Deepa Singh,
General Manager, Operations and Partner Management, Sensis



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