



roobix
marketing solved.

your next generation
marketing partner

mission

Harnessing technology to drive marketing outcomes for business.

vision

To disrupt marketing standards and deliver a genuine return on investment for Australian businesses.

why we do it

Because marketing has to change and technology is forcing its hand.

Data doesn't lie and marketing activities now produce some of the most significant data in business. We love technology but most of all we love the level of transparency that technology is delivering to the industry.

our people

Relationships are the core of partnerships.

At Roobix we put client communication above everything we do. The technology we use ensures we are accountable as individuals and as leaders. This is how we genuinely make a difference to business' bottom line.



what we do

Marketing driven by technology.

We use a 360° approach because every facet of marketing has dependencies on another.

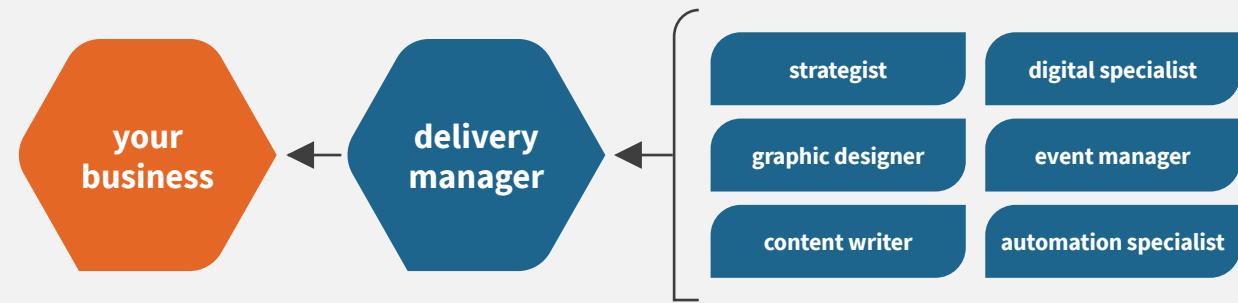
We start with strategy, always. Because only once you've defined your desired outcomes can you determine the technology stack that is most likely to get you there. That's where a real return on investment lies.



how we do it

Managed Marketing Services – The world is changing at lightning speed and no industry knows it better than marketing. The skills and tools of a marketer have changed so significantly in the last 25 years that no one individual can deliver a business' marketing requirements alone. **So we created the Managed Marketing Service.**

Roobix Fully Managed Services Partnerships
– For businesses that don't have an in-house marketing function.



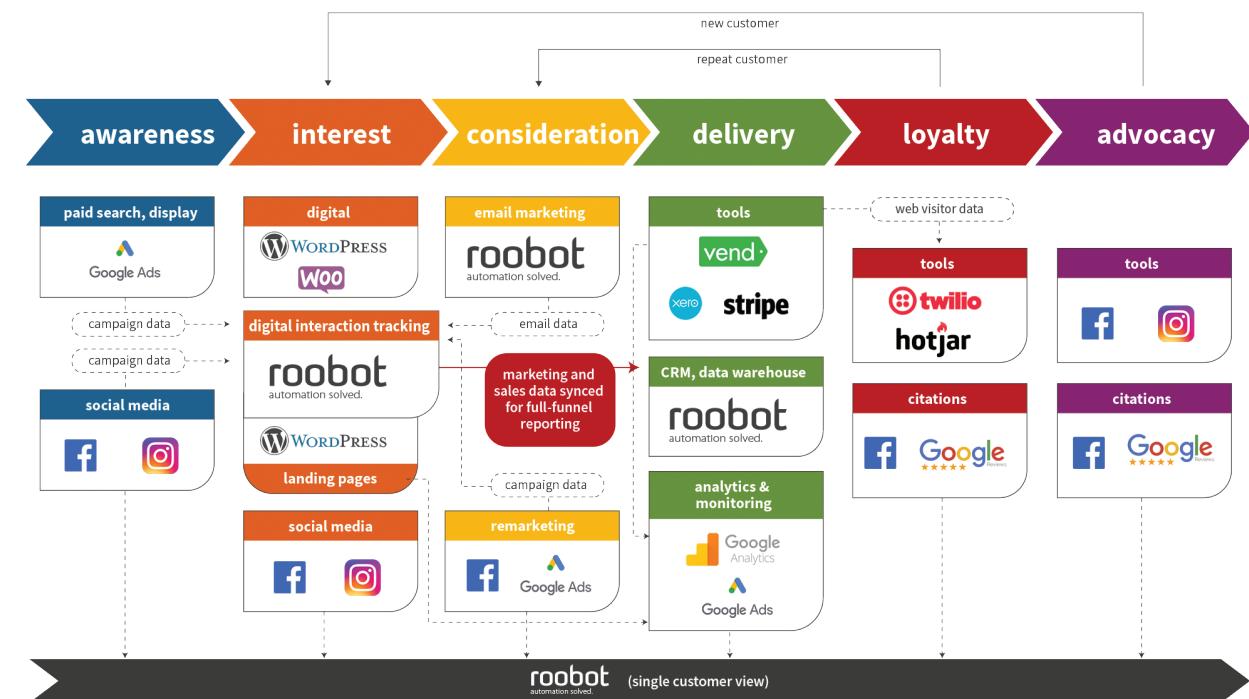
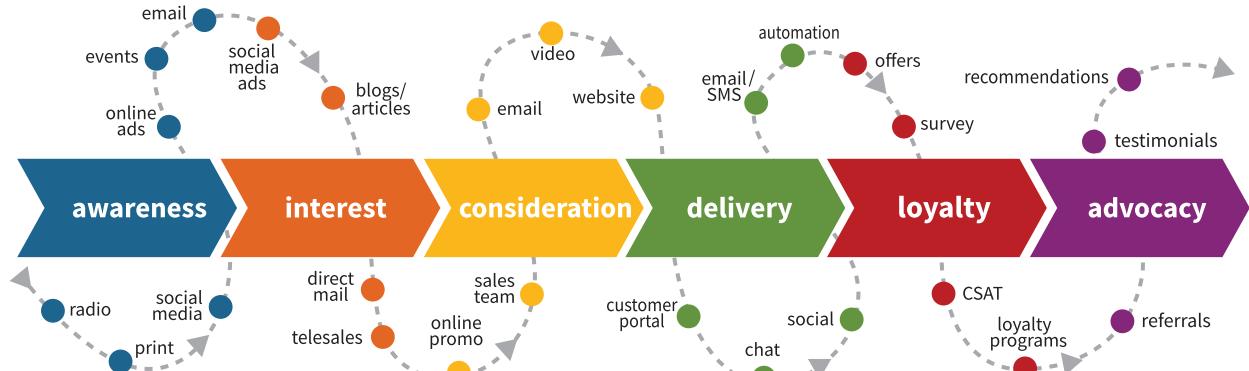
Roobix Skilled Specialist Support
– For an in-house marketer who needs ongoing support from a specialist function, whether it's for one project, service assistance, or a fully managed marketing service.



our capability

If it's part of your customer journey,
we take care of it.

When it requires technology,
we make sense of it.



our presence

Australia's largest MarTech provider, with 50+ staff across Australia and Cape Town.

Cape Town

Perth (HQ)

Adelaide
Melbourne

Brisbane
Sydney

our backbone

flexible
Find solutions that fit the client perfectly.
Learn something new; the world is changing too fast to stand still.

fun
Unleash your sense of humour.
Get to know each other.

energetic
Approach challenges with enthusiasm.
Find ways to be better at what you do.



genuine

Be proud of who you are and what you do.
Have the honest conversation; it will get you further.

accountable

Own your wins and your mistakes; it will make you better.
Have purpose; know why you do what you do.

collaborative

Talk to each other; we'll get there quicker.
Work in unexpected combinations, you'll find new ideas.

Get in touch info@roobix.com.au

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2/541 Hay St,
Subiaco WA 6008

p: 13 30 40
w: roobix.com.au