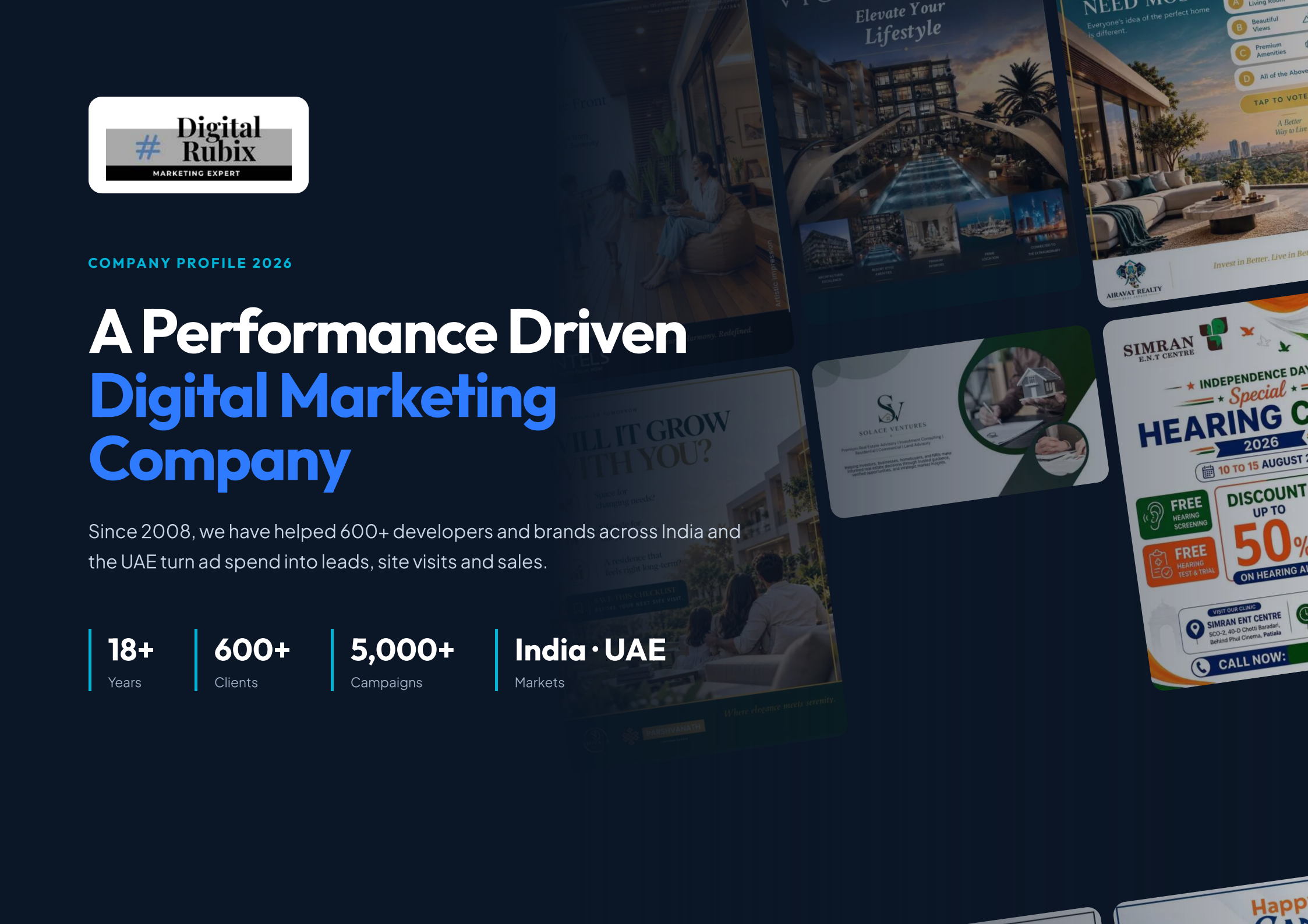
Digital Rubix
MARKETING EXPERT

COMPANY PROFILE 2026

A Performance Driven Digital Marketing Company

Since 2008, we have helped 600+ developers and brands across India and the UAE turn ad spend into leads, site visits and sales.

18+	600+	5,000+	India · UAE
Years	Clients	Campaigns	Markets



ABOUT US

18 years of evolution.
One passion for growth.

Our journey began in 2008 as **Apropos Marcom**, a marketing company built on direct marketing, email campaigns, mobile marketing and lead generation. As consumer behaviour moved online, so did we.

In 2022, **Digital Rubix** was formed: a performance-driven digital marketing company combining paid media, search and AI visibility, social, creative and web under one team in Noida, serving clients across India and the UAE.

2008
Apropos Marcom begins

2016
Lead generation focus

2022
Digital Rubix is formed

2026
AI search, ChatGPT ads & voice AI

18+
years of marketing experience

600+
businesses served

5,000+
campaigns managed

18
services under one roof

WHAT WE BELIEVE

No one size fits all
We research your market first, then build a plan that fits it.

Return on spend comes first
Campaigns are planned against leads, site visits and sales.

Verified leads only
No shared databases; every enquiry is checked before your CRM.

Clear goals, measured
Objectives agreed up front and tracked every week.

Your team, not a vendor
Dedicated service managers with complete execution support.

Honest advice
We look at your business as a whole and tell you what we see.

WHAT WE DO

Every growth channel, one performance team.

Performance & Leads

- Google Ads & PPC
- ChatGPT Ads
- Taboola & Native Ads
- AI Voice Call Campaigns
- Real Estate Lead Generation
- E-Commerce Growth

Search & AI Visibility

- SEO
- AEO (Answer Engines)
- GEO: ChatGPT & AI Search
- Google Business Profile
- Content Marketing

Social, Influence & Reputation

- Social Media Marketing
- Influencer & Celebrity Marketing
- Online Reputation Management

Brand, Creative & Web

- Brand Strategy
- Branding & Design
- AI Creative & Video
- Web Design & Development

Google Ads · Meta · ChatGPT · Taboola · YouTube · Google Business Profile · Gemini · Perplexity · WhatsApp · CRM & AI voice

INDUSTRIES

Built for your industry.

Real estate developers & brokers

Launch campaigns, verified buyer and investor leads, site visits and NRI funnels in India and the UAE.

Tata Housing · Godrej · Lodha · DAMAC · Emaar

Healthcare & clinics

Patient-awareness content, camps and local search that fill appointment calendars.

Meenakshi Speech & Hearing Clinics

Banking, finance & insurance

Compliant lead generation, loan and policy campaigns, and AI voice calls that screen applicants.

PNB Housing · ICICI Prudential · American Express · SMC

Automotive

Showroom visits and test-drive bookings from search, social and dealer campaigns.

Toyota · Kia · Nissan · Fiat

D2C, food & retail

Product reels, festive campaigns and catalogue ads that turn browsers into buyers.

Peppal · STOSA · Madonna Salon

SaaS & technology

Explainer reels, product marketing and demand generation for software brands.

Leads Rubix · Chat Simplified

CLIENTS

Trusted by leading developers & brands in India and the UAE.



Also: Emaar Properties · Dubai Hills Estate · Vanguard Real Estate · Park Group Dubai · PNB Housing Finance · ICICI Prudential Life · Reliance Capital · Toyota · Kia · Fiat · Investors Clinic · World Trade Center Noida and more.

RESULTS

Numbers that matter.



GODREJ PROPERTIES

Godrej Park World, Hinjewadi, Pune

₹180 Cr+

inventory marketed

4.4× ROAS · 41% lower CPL



SHALIMAR GROUP

Waterfront residences, Lucknow

4,200+

qualified enquiries

4.8× ROAS · 38% lower CPL

SUPERTECH LIMITED

Infrastructure & township sell-out

12,000+

verified buyer leads

3.9× ROAS · 35% lower CPA

ARQIS GROUP

Sector 129 high-street commercial, Noida

₹85 Cr+

commercial demand

5.2× ROAS · 44% lower CPL



ELDECO GROUP

Townships & high-rise living, Lucknow

Top 3

Google local rankings

4.1× ROAS · 35% lower CPL

ZEDEX TATA

Tata car dealers, Gurugram

2,400+

test-drive enquiries

4.5× ROAS · 28% lower CPL

PORTFOLIO

Creative that people stop for.

Social creatives, reels, launch campaigns, brochures and company profiles for developers in India and Dubai, healthcare clinics and growing brands.

Chintels Serenity
Sector 109, Gurugram

Vio Residences, Warsan 4
Warsan 4, Dubai, UAE

Airavat Realty
Ahmedabad

Shivala Villas
Jaipur

Solace Ventures
Bengaluru

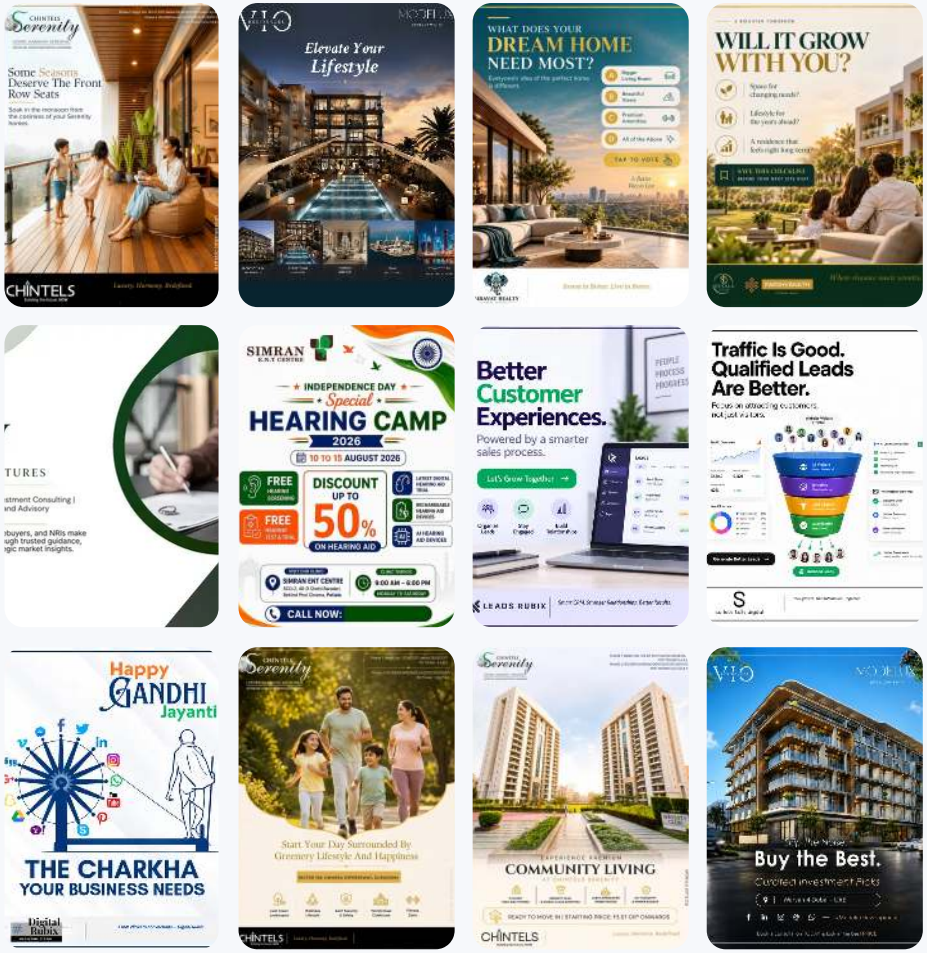
Meenakshi Speech & Hearing Clinics
Delhi NCR & North India

Leads Rubix CRM
India

So Let's Talk Digital
India

Digital Rubix (our own brand)
Noida

Chat Simplified
India



See every project at digitalrubix.com/portfolio

HOW WE WORK

Five stages. No guesswork.

01

Research & discovery

Buyers, competitors, search demand and the gaps worth winning.

02

Strategy & media plan

Positioning, channels, budgets and the lead targets we commit to.

03

Content & creative

Ads, reels, landing pages and listings built in-house, in parallel.

04

Launch & qualification

Campaigns live in days; every lead verified before it reaches you.

05

Data, reporting & ROI

Weekly reports on spend, cost per qualified lead, visits and bookings.

Certified partners

Google Partner

Meta CERTIFIED

Microsoft | Advertising

LEADERSHIP

Great companies are built by great people.

SB

Shobhit Bahal

Founder

Guides long-term direction across marketing, technology, customer needs and business growth.

GC

Gaurav Chopra

Co-Founder

Drives performance marketing and real estate lead-generation strategy across Google Ads, Meta Ads and optimisation.

SB

Shweta Bindra

Service Head

Leads service operations and client servicing, supporting consistent delivery and communication.

SS

Shweta Sharma

President – Business Development

Leads business development, strategic relationships and opportunities for expansion.

MG

Mayank Gupta

Sales Team Lead

Leads sales coordination and client consultations, matching business needs with the right solutions.

AP

Abhijeet Pandey

Website Head

Oversees website development and digital experience, focused on responsive, conversion-oriented websites.

LET'S GROW TOGETHER

Ready to grow?
Let's solve it together.

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