Tubular Labs

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Overview on the Company

-Tubular Audience Ratings

-It brings cross-platform uniques and minutes watched to social video for the first time

-Really see the true reaction and value of audience

-What you can find out about it
  --Minutes watched, and total per unique viewer
  --Quality views
  --Audience age, location, and gender
History

- Founded in April 2012 by Rob Gabel
  -- Before he was the SVP of Advertising Performance leading of YouTube, and Netflix

- Michael Kamprath is the CTO
  -- Worked for Advertising.com and led a whole advanced research team

- Based out of San Francisco Bay Area

- Global Leader in video intelligence for the cross-platform world.
Products/Research Services Offered

- Standardizes and contextualizes the digital video universe
- Positions media properly using contextual and comparative performance metrics.
- Video ratings: point-in-time performance metrics
  -- compare the first to 30th day performance of video content, partnership, or videos created.
- Audience Ratings: compare social video audiences to TV
  -- measures and reaches engagement from users of Facebook and Youtube to de-duplicate ratings for individuals or groups
Locations

-San Francisco
-Los Angeles
-New York
-London, Great Britain
Client Portfolio

-9/10 Top Global Media Companies across 35+ countries use and trust Tubular.

Mission: Empowering the world to create with confidence.
State of the Company

-Tubular delivers rating context in a way no one is is doing, by knowing what the world is watching they are empowering industries to invest, and create confidence in age of video.
Newer Products

- Content Intelligence:
  --brings clarity to content strategy
  --optimizes content packs for targeted audience
  --understands the target audience

- "Tubular helps us measure our station video performance, identify our best performing content, and stay on top of market trends. We consider it a valuable solution in managing our digital videos"

    ----Jocelyn Lee (Director of digital business development of Hearst)--mass media/business communications group.
- Go-To-Market Strategy & Analytics Manager
  -- business partner to sales, customer success, and wider the market teams
  -- 3+ years of experience, strong track record of driving analytical projects, skilled in project management, experience using different analytical methods to provide insights in various areas of business.

- Marketing Operations Manager
  -- enhancing marketing systems, campaign performances, and operational efficiency
  -- 5+ years in B2B marketing operations, experience with CRM, digital marketing experience with advertising, experience with website supporting tools


