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Tubular Labs

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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

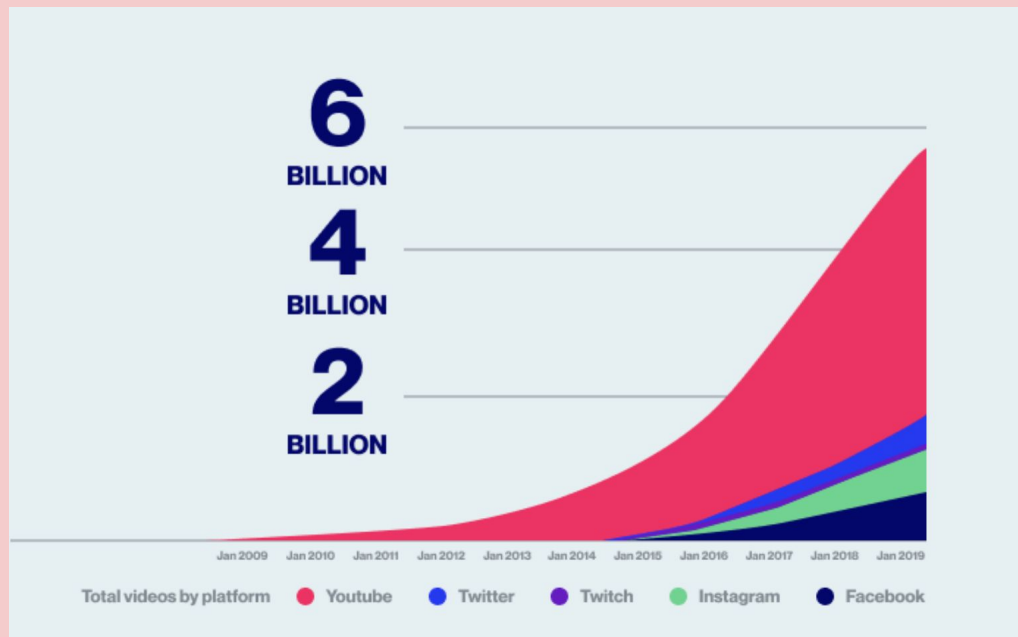
-9/10 Top Global Media Companies across 35+ countries use and trust Tubular.



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.

Careers

-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

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