

Influencer Identification

Tubular goes beyond what other influencer marketing solutions can offer with creator specific audience and content insights. By layering in behavioral insights, you can understand not only a creator's influence on social platforms, but also how they drive measurable impact off social platforms. In a video-first world, Tubular reveals what a creator's audience watches, shops for, searches for, and browses.



& more

Insights you won't find elsewhere

	Tubular	Others
Demographic Data	✓	✓
Look-a-like Audiences	✓	✓
Historical Performance	✓	✓
Psychographics	✓	
No Authentication Required	✓	
eCommerce Shopping Influence	✓	
Website & Search Affinities	✓	
Unique Viewers Watch Time	✓	

Advanced Audience Insights

Easily find creators who reach your target with audience demographics, or segment based on their true reach with unique viewers and minutes watched metrics. Plus, explore how creators' audiences overlap.

Emerging Content Trends

With Tubular's predictive metrics, you can understand which trends are on the rise and set to impact your industry amongst the billions of videos on social. Identify the influencers who are leading those trends and partner to stay ahead.

Behavioral Preferences

Discover what drives ROI. Tubular allows you to choose influencer partnerships based on your marketing objectives such as awareness, consideration, conversion, or loyalty.

Influencer Marketing Optimization

Whether you're new or seasoned at influencer marketing, Tubular powers your partnership decisions so you can drive ROI **faster**.

Keep Pace

Social trends have a short lifespan. Tubular makes it easy to spot them so you can activate with influencers early-on to position yourself ahead of the curve.

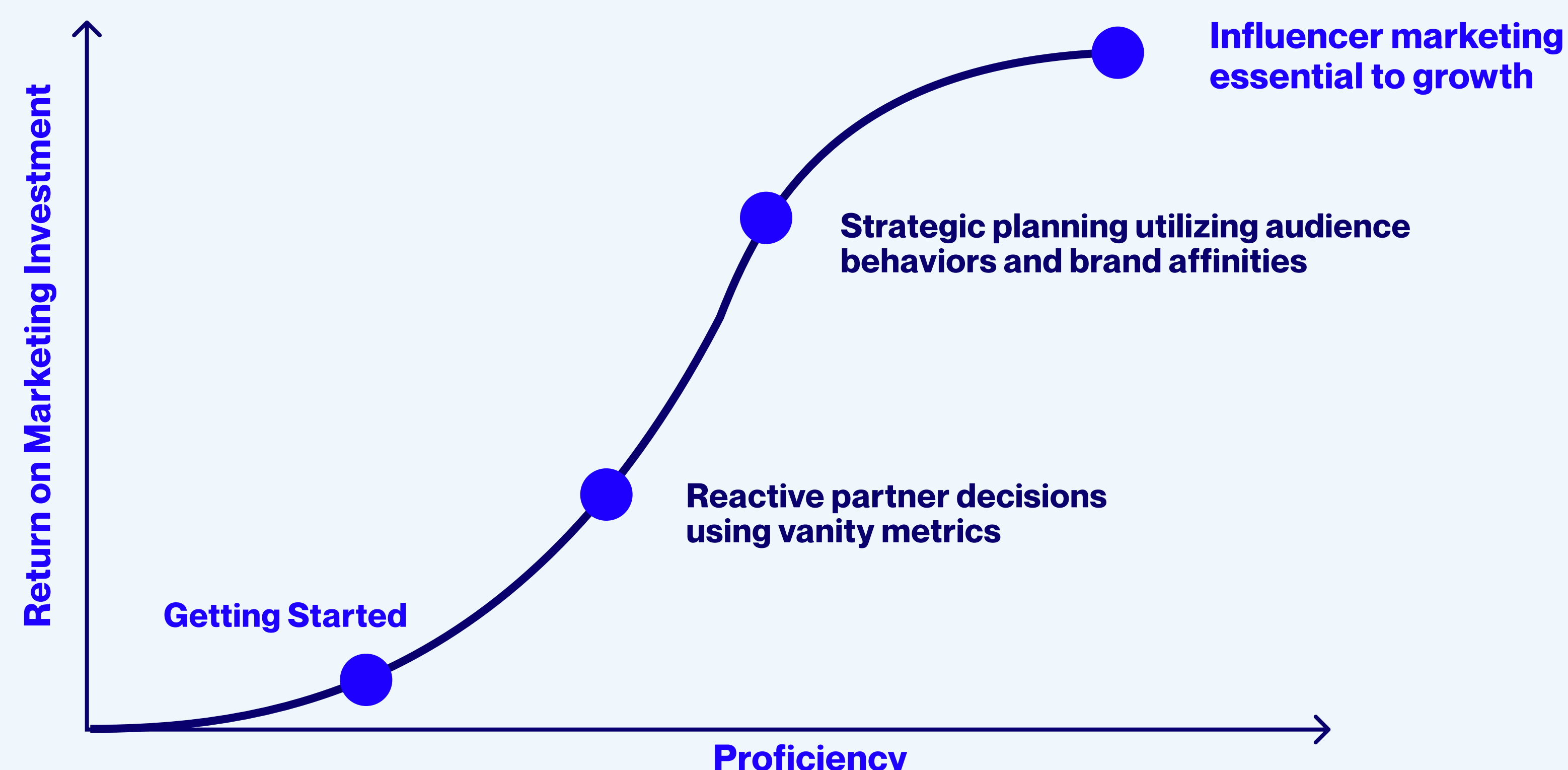
Reach the Right Audience

Go beyond follower counts. Tubular's unique viewer watch time metrics let you prioritize influencers whose audiences actually watch and engage with your owned content.

Unlimited Creators

Tubular measures creator performance for over 28M creators, whether they partner with us or not.

Influencer Marketing Maturity Curve



“Finding a partner that had the largest social video database on creators and audiences was key because we knew we needed the full picture. Our team loves that Tubular provides so much data on the audiences behind the influencers so we can be confident in our partnerships. We can't get this anywhere else!”

-Director of Media Operations, Masterworks.io

Ready to find the right influencers?

[Request a meeting](#)