

Consumer Insights

Social video has an undeniable impact on what consumers do online. **With Tubular, you can measure the interconnections between social video consumption, online shopping preferences, and digital activity,** like website visitation and search, to get a more holistic view of the consumer journey.

Social Video	Ecommerce	Digital Activity
 & more	 	

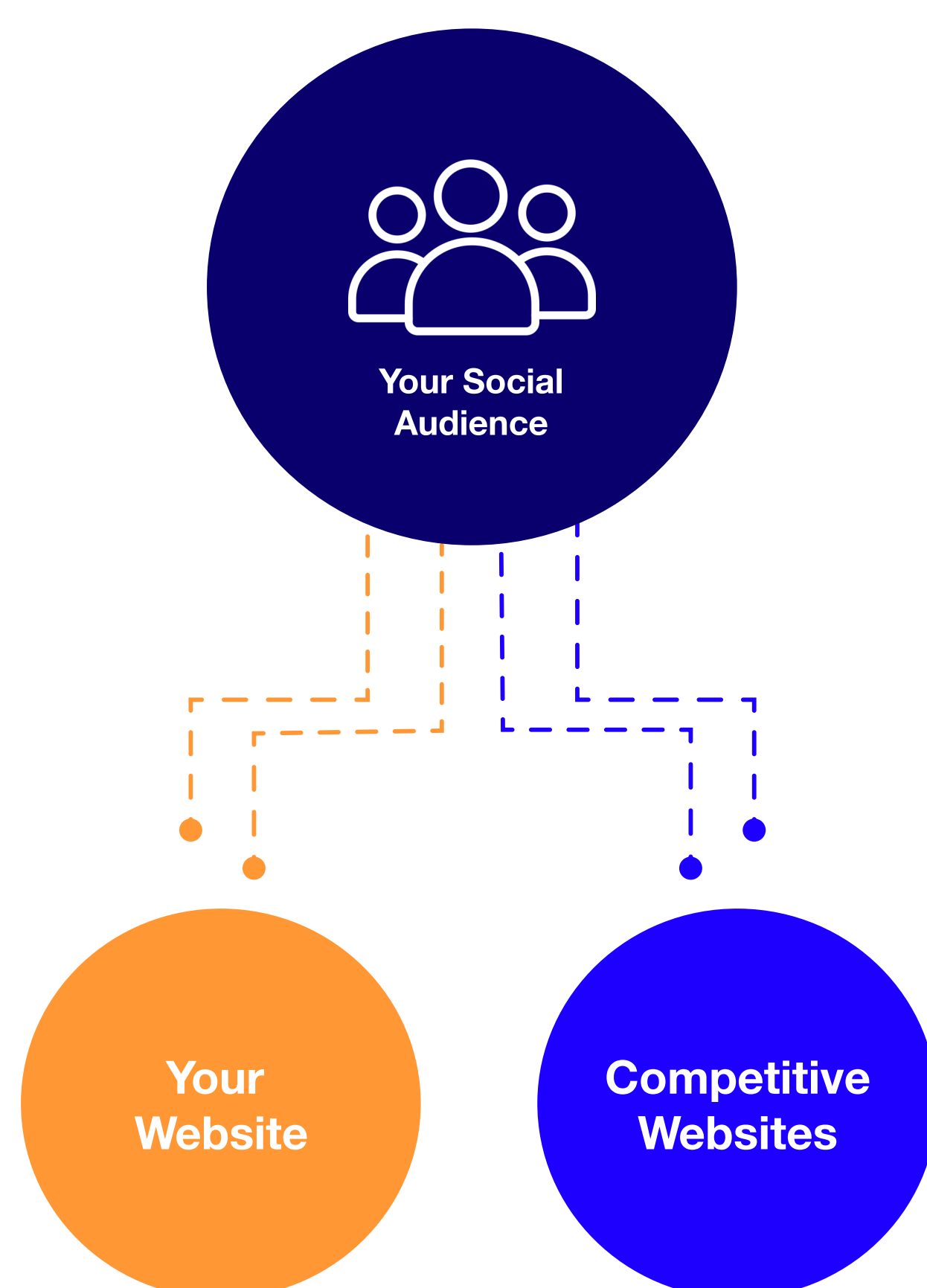
“Creators and videos influence consumers’ buying decisions — that’s not new.

What’s new is having the data and insights to identify what’s actually working.”

- Neil Waller: Co-Founder, Whalar

Business benefits you can count on

No cookies, pixels, or tagging required



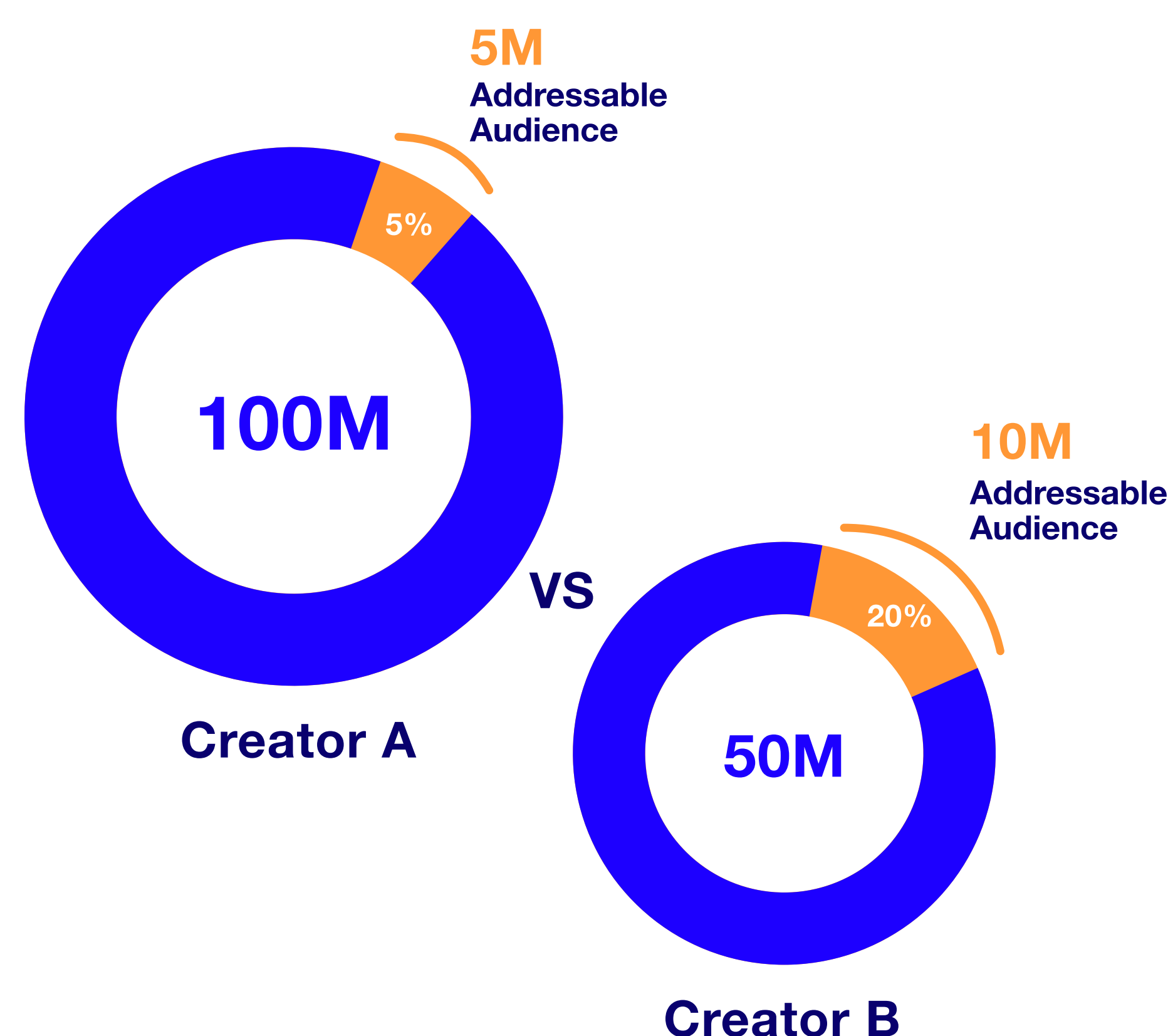
Grow your first party data

Confidently measure traffic from social video to websites & ecommerce purchases — for you and your competitors.

Gain leverage in negotiations

Demonstrate your audience over-indexes on key attributes and prove they take off-platform action.

Insights for all kinds of creators



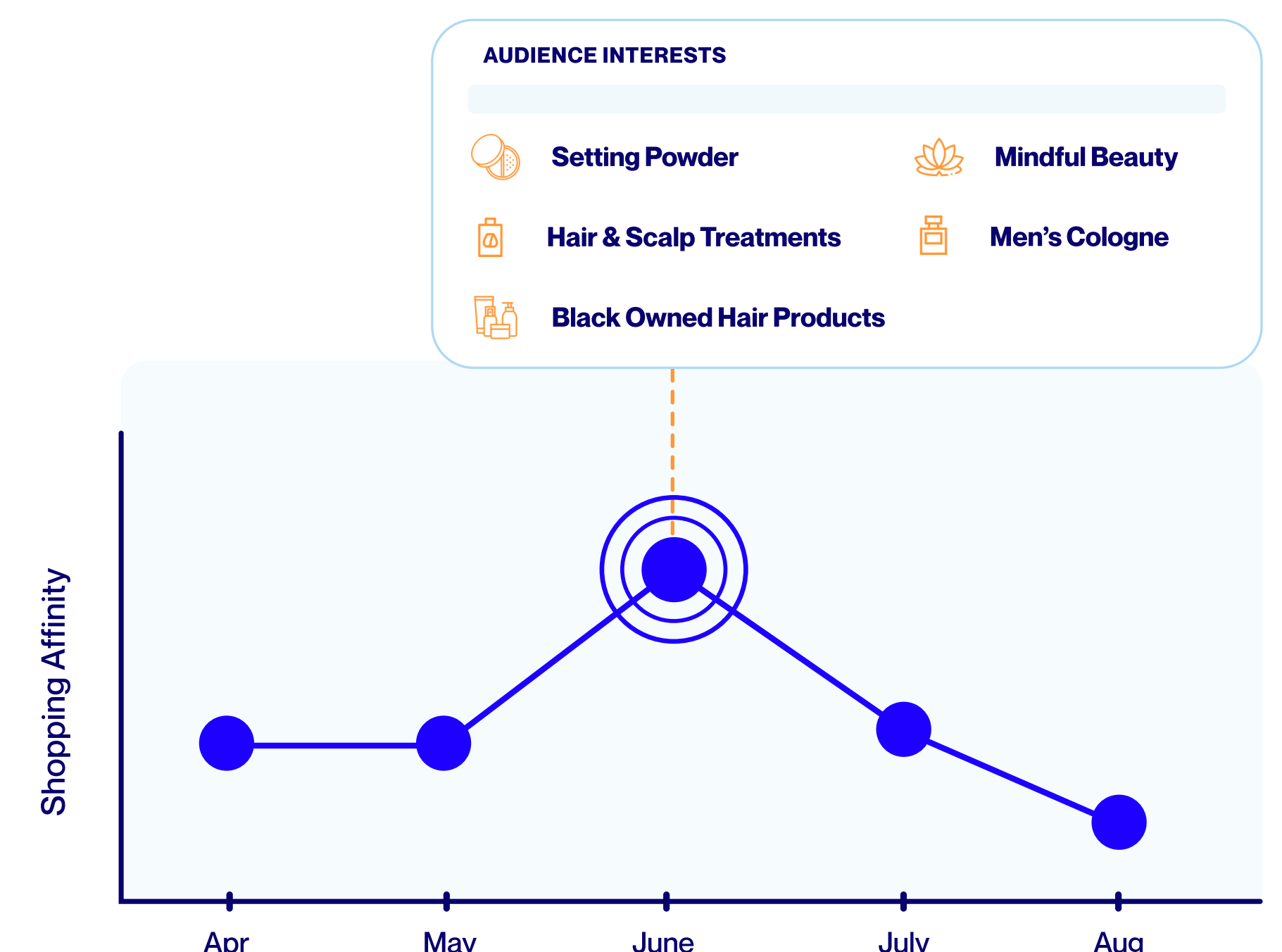
Measure addressable audience

Focus on the consumers who are more likely to take action. See what % of viewers visited your website or shopped for your product.

Increase return on ad spend

Whitelist channels based on their audience's likelihood to engage.

Uninterrupted feed of consumer activity



Identify rising trends

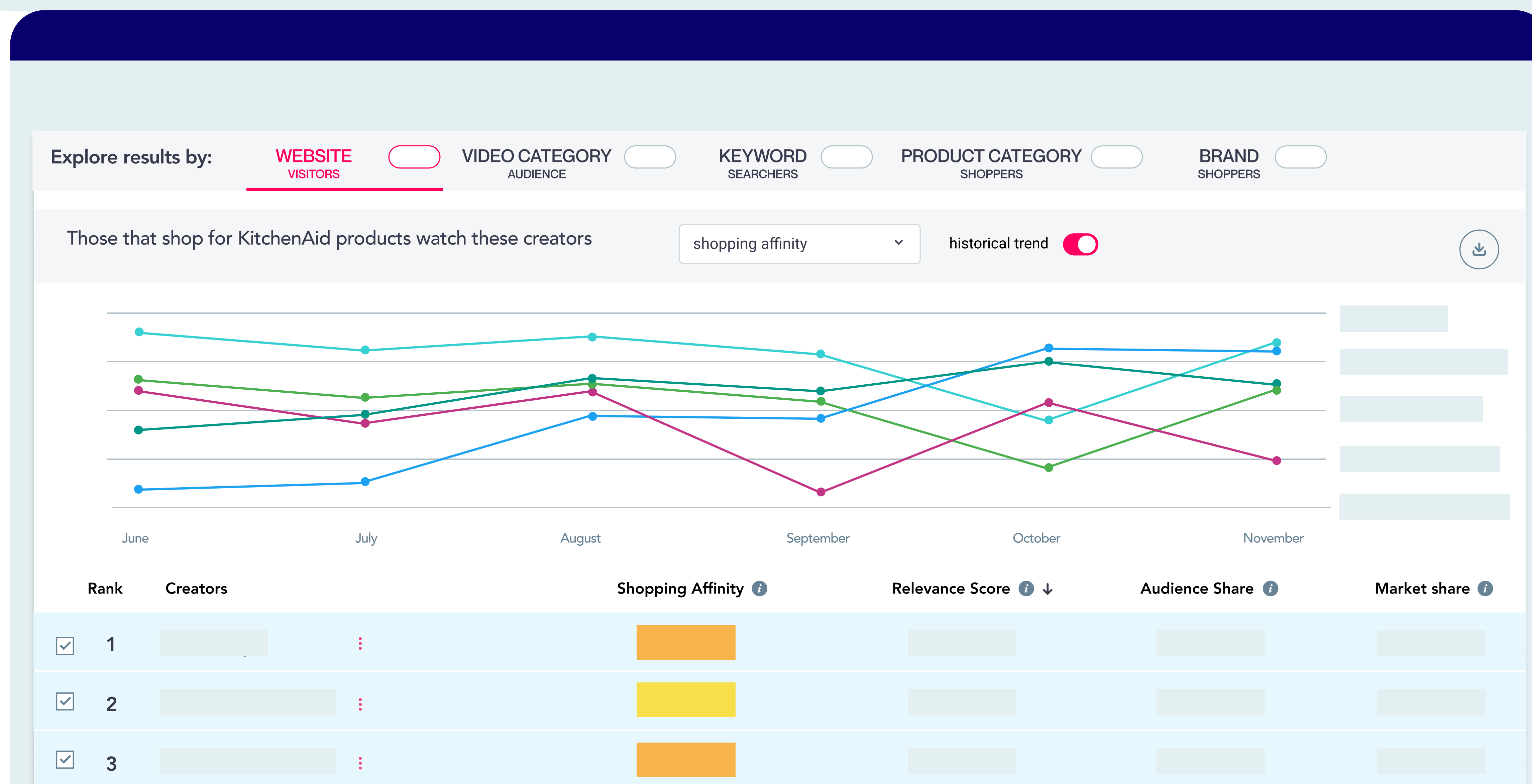
Monitor shifts in behavior and spot rising trends before others.

#socialmademebuyit

Whether consumers watch product reviews on YouTube, organic videos on your official brand page, or their favorite influencer on TikTok, Consumer Insights puts viewership in context of other actions.

A holistic view of the consumer journey

Tubular is proud to deliver a new perspective on audience interests and brand preferences that does not rely on cookies, self-reported data, or personal information. Instead, we have used a combination of opt-in data panels, strategic partnerships, and machine learning techniques to unlock the digital behaviors of global audiences.



Choose an Audience and an Action

Audience

- Social Video Viewers
- Website Visitors**
- Keyword Searchers
- eCommerce Shoppers

Action

- Watching**
- Visiting
- Searching
- Shopping

What is your digital audience interested in?

Exclusive Consumer Insights Metrics

Affinity - The likelihood for an audience to take a certain action within the specified time period. 1.0x is average.

Audience Share - The percent of the total audience that took a certain action within the specified time period.

Market Share - The percent of the audience that took an action accounts for this percent of those that took an action

Relevance - Market share x affinity to normalize high affinities among small audiences.

Ready to unlock more about your audience?

[Request a meeting](#)