ToolGPA

NOVEMBER 2026

Tubular Labs

The Insider's Guide

Social video analytics for media companies, brands and agencies



Every plan, grade, refund rule and rival among YouTube SEO tools, read from Tubular Labs's own pages.

Made by Chartbeat, Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Tubular Labs's own pages, its app-store listings and our grades. Every fact in it is on Tubular Labs's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 3 of the 33 other YouTube SEO tools we grade

Tubular Labs is a social video intelligence platform covering YouTube, Instagram, Facebook, Twitch and other networks. Its Tubular Intelligence software is used for audience measurement, trend tracking, competitor benchmarking and influencer identification. It is sold to teams on a seat basis rather than to individual creators.

To get you started, here are **7 things to know about Tubular Labs**, taken from its own pages and our grades.

> "
>
> **It's a team platform with dashboards to set up around your own accounts.**
>
> From our grade for ease of use

1 **Best for social video audience research for media teams**

It's sold by the seat on a quote, no price is published, and it's aimed at media and brand teams rather than creators.

2 **It runs on Web**

Web.

3 **Social video database**

A searchable database of videos and creators across YouTube, Instagram, Facebook, Twitch and other platforms, organized by categories and topics.

4 **Content strategy research**

Used to follow content trends, find whitespace opportunities and track competitors' social video performance.

5 **Influencer identification**

Helps sponsorship and partnership teams discover creators and check them before a campaign.

6 **A 1.8 GPA, above 3 of 33**

That is against the other YouTube SEO tools we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

The plain part of Tubular Labs you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Tubular Labs at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Chartbeat, Inc.	CATEGORY YouTube SEO Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for social video audience research for media teams

Tubular Labs is a social video intelligence platform covering YouTube, Instagram, Facebook and Twitch, for measuring audiences, tracking trends

and finding influencers. It's sold by the seat on a quote, no price is published, and it's aimed at media and brand teams rather than creators.

TOOLGPA REPORT CARD

Tubular Labs

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Seat-based and quoted on request. No price is published, so it can't be set against the category's $24 middle.
Free plan and trial	F	Nothing free on record: no free plan and no trial.
Features	C	A social video database, influencer search, dashboards and an API. It does a wide research job, but it isn't built for an individual creator optimising videos.
Ease of use	C	No store rating on record. It's a team platform with dashboards to set up around your own accounts.
Platforms and integrations	B	Web only, but it has an API and Viewpoint dashboards for wider teams.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Tubular Labs is for

- ✓ Fits if you're a media company benchmarking social video audiences
- ✓ Works for brand teams vetting creators for sponsorships

Who it is not for

- ✗ Skip it if you're an individual creator, as it's built for teams
- ✗ Watch out: no prices are published and the page lists Flex plans without prices or limits
- ✗ Watch out: it's sold by the seat on a quote
- ✗ Watch out: nothing is free and no trial is mentioned

Good to know

Good for

- ✓ Media companies and agencies benchmarking social video audiences
- ✓ Brand teams vetting creators for sponsorships

Worth knowing

- ⓘ Pricing is seat-based and quoted on request; no prices are published.
- ⓘ Built for media, brand and agency teams, not for individual creators optimizing videos.
- ⓘ The pricing page names Flex plans but lists no plan prices or limits.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Tubular Labs's current pricing could not be confirmed from its own site.

"

Nothing free on record: no free plan and no trial.

From our grade for free plan and trial

We could not confirm Tubular Labs's current prices from its own site, so this guide lists no plans. tubularlabs.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Social video analytics for media companies, brands and agencies. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards.

"

A social video database, influencer search, dashboards and an API.

From our grade for features

Social video database

A searchable database of videos and creators across YouTube, Instagram, Facebook, Twitch and other platforms, organized by categories and topics.

Content strategy research

Used to follow content trends, find whitespace opportunities and track competitors' social video performance.

Influencer identification

Helps sponsorship and partnership teams discover creators and check them before a campaign.

Tubular Viewpoint dashboards

Dashboards for views, engagement and uploads across platforms, for a team's own channels and competitors'.

Tubular API

The site lists a Tubular API among its services for pulling the data into other systems.

Where it runs

Web

What it works with

Its own pages name no integrations.

Tubular Labs is made by Chartbeat, Inc.

Where it stands

Its grades against its category, and whether to keep it or make your own

3/33

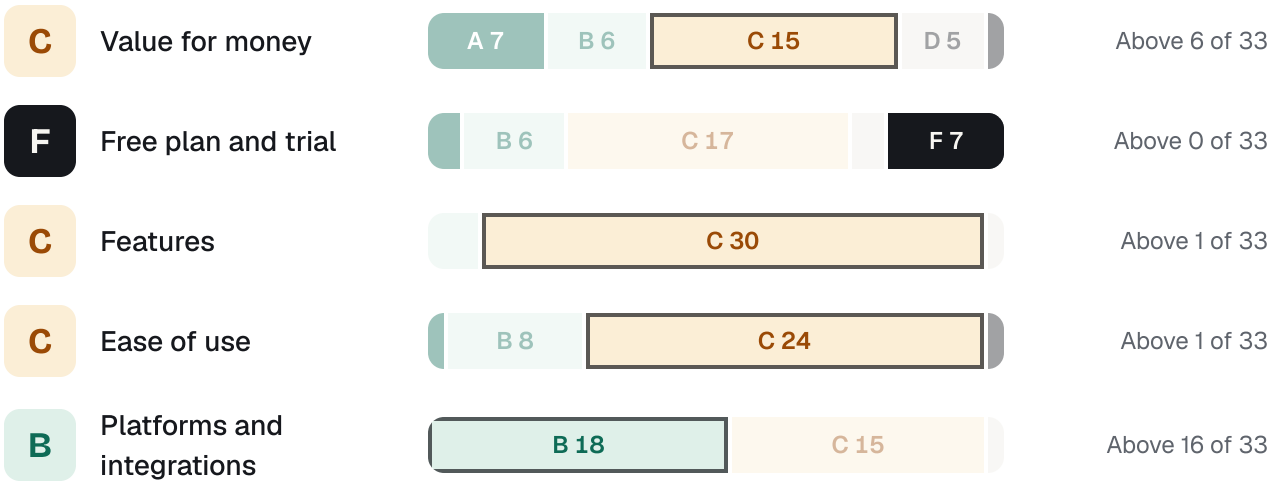
Other YouTube SEO tools it is graded above

Tubular Labs's GPA of 1.8 is higher than 3 of the 33 other YouTube SEO tools we grade, and level with 4.

It stands best on platforms and integrations (B, above 16 of 33) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 34 YouTube SEO tools we grade, cut by the letter each got. Tubular Labs's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Tubular Labs you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 26 of the 33 other YouTube SEO tools grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.
- An API that other software can build on.

What this rests on. Tubular Labs's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

PART 05 · ALTERNATIVES

The alternatives

The tools it is most often weighed against, side by side



Social Blade, NoxInfluencer, Viewstats and vidIQ

The 4 tools Tubular Labs is most often weighed against, with where each one differs from it.

2.8 GPA

Social Blade

Free plan · from $59.99/yr

Daily follower and view statistics for YouTube and four other networks.

- Social Blade has a free plan. Tubular Labs does not.
- Tubular Labs also covers dashboards.

Tubular Labs and Social Blade compared in full

1.8 GPA

NoxInfluencer

Free plan · from $1,499/mo

Influencer search and analytics across YouTube, TikTok and more.

- NoxInfluencer has a free plan. Tubular Labs does not.
- Tubular Labs also covers dashboards.
- NoxInfluencer also covers keyword research.

Tubular Labs and NoxInfluencer compared in full

2.4
GPA

Viewstats

Free plan · from $49.99/mo

YouTube channel statistics, outlier videos and thumbnail research.

- Viewstats has a free plan. Tubular Labs does not.
- Only Viewstats lists an iOS app.
- Only Viewstats lists a browser extension.

Tubular Labs and Viewstats compared in full

2.8
GPA

vidIQ

Free plan · from $16.58/mo

YouTube keyword research, video ideas and AI coaching for creators.

- vidIQ has a free plan. Tubular Labs does not.
- Only vidIQ lists iOS and Android apps.
- Only vidIQ lists a browser extension.

Tubular Labs and vidIQ compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Tubular Labs free?

No. Tubular Labs is a paid product.

What platforms does Tubular Labs work on?

Tubular Labs is available on Web.

Does Tubular Labs have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Tubular Labs is listed for Web.

Does Tubular Labs have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Tubular Labs is listed for Web.

Is Tubular Labs open source?

Tubular Labs is not described as open source on its own site, as read on Nov 13, 2026.

Does Tubular Labs have an API?

Yes. Tubular Labs offers a public API, according to its own site.

Who makes Tubular Labs?

Tubular Labs is made by Chartbeat, Inc.

What are the alternatives to Tubular Labs?

The closest alternatives to Tubular Labs in our directory are Social Blade, NoxInfluencer, Viewstats and vidIQ.

How does Tubular Labs compare with other YouTube SEO tools?

Tubular Labs's GPA of 1.8 is higher than 3 of the 33 other YouTube SEO tools we grade, and level with 4.

Could I make my own version of Tubular Labs?

The plain part of Tubular Labs you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Tubular Labs's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Chartbeat, Inc.'s own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Chartbeat, Inc. Prices change, so check tubularlabs.com before you buy.

tubularlabs.com

tubularlabs.com/resources/tubular-labs-pricing-p…

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Tubular Labs, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/tubular-labs

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Tubular Labs: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/tubular-labs
```

Know someone choosing between YouTube SEO tools?

Send them this guide:
toolgpa.com/tools/tubular-labs/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded YouTube SEO tools after Tubular Labs, each with an Insider's Guide of its own.

YouTube SEO Tools Insider's Guide

Every one of the 34 YouTube SEO tools we grade, compared

UTubeKit Insider's Guide

Free AI tools for YouTube titles, tags, descriptions and keywords

3.0 GPA

YouTube Studio Insider's Guide

YouTube's free creator dashboard: analytics, search trends and tests

3.0 GPA

Bangermap Insider's Guide

Desktop YouTube outlier finder, paid once and run on your own API key

2.8 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Tubular Labs's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Tubular Labs is a trademark of its owner, and this guide is not made, paid for or approved by Chartbeat, Inc. Prices and plans change: check tubularlabs.com before you buy.