

Unskippable Labs

Unskippable Labs partners with brands and agencies to run experiments with video content on YouTube. Together with our team, you will create assets, define targeting, run tests, and explore the implications that emerge from the data.

How does an Unskippable experiment work?

STEP 1: Education: This kick-off meeting educates and inspires everyone involved and gets you prepared and excited about the test journey.

STEP 2: Hypothesis: This is an interactive “working session,” or meeting with you and your agency partners, to help develop a hypothesis that can inform future creative approaches and media spend.

STEP 3: Launch Preparation: Prep for launch. Model budgets and methodology

STEP 4: Post Analysis: In partnership with you, your agency, and consumer research teams, we will digest and analyze the data, and develop a shareable story based on the results from the experiment.

Readiness Checklist:

- Do you have committed funds to support media and production?
- Do you have creative and media partners dedicated to working with us to develop a hypothesis and create/edit digital video assets?
- Do you have stakeholder buy-in across all partners?
- Are you familiar with YouTube Brand Lift reporting?

Get Started on Education:

- What are your creative best practices?
- Strengths, Weaknesses, Opportunities, and Threats?
- What are your goals for the experiment?
- What are your benchmarks?