

Your next *10 videos*, backed by what is already going viral in software reviews and comparisons

Prepared for **SaaS marketing teams** · 8 Sep 2026. Every video below links to YouTube. The ten ideas at the end are the deliverable; everything before them is the evidence.

PAGE

outlierkit.com/resources/for-saas-marketing/

NICHE

Software reviews and comparisons

STAGE

Landing page

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OutlierKit outlier index

WHERE YOU STAND

Where saas marketing teams stand today

12

OUTLIER VIDEOS ANALYSED

8 Sep 2026

PULLED FROM OUTLIERKIT

Named-product comparison

WINNING FORMAT

The honest reviewer

POSITIONING

The software videos beating their averages are the ones buyers watch before they sign up: named product plus review, X versus Y, best tools in a category this year, I tested six on one task. Vendor demo libraries do not appear in the set. The creators who make these videos range from a 179-subscriber designer to a 3-million-subscriber founder, and the small ones beat their averages hardest.

For a SaaS team the lesson is double. These are the videos to track because they mention you and your competitors, and these are the videos to make, because an honest comparison in the winning title shape ranks even on a vendor channel.

Why the comparison video belongs on your channel

Buyers will watch a comparison of your product whether you make it or not. The one you make can be honest about your weaknesses and still put your positioning first. The outlier data says the versus and alternatives shapes beat channel averages in almost every software category, including on channels that sell the software.

What is going viral in software reviews and comparisons right now

Outlier review and comparison videos from software channels of every size, pulled from OutlierKit

Each x is how far the video beat its own channel's normal views. Named products in the title are what get searched; the year tells the viewer it is current; the review or versus promise tells them it is a decision, not an advert.



AI Tools For Content Creation | Best Options For Modern Creators (Honest Review)

Future AI · 28K subs · 9K views · Nov 2025

Honest review in brackets plus a category (content creation) plus a year. 12.3x on 28K subscribers; the review promise is the hook.



Top AI Tools 2026 (Verdent AI Productivity Guide)

Future AI · 28K subs · 7K views · May 2026

Top tools plus a year plus a named product in brackets. 6.6x on the same channel; the named tool is what gets searched.



New AI Tool (Mindvideo AI Review 2026)

Future AI · 28K subs · 9.3K views

New AI tool plus review plus year, 7.5x. The channel repeats the shape and it keeps beating its average.



Adobe Express vs Canva in 2026: Which One Should You Actually Use?

Phil Pallen · 75.1K subs · 9.7K views · Feb 2026

Two named products and which one should you actually use. 9.2x on 75K subscribers; the versus format is the buyer's exact question.



Which AI Should I Use? | Reviewed 7 Different Tools

Levent Kaya · 4.9K subs · 24K views · Oct 2025

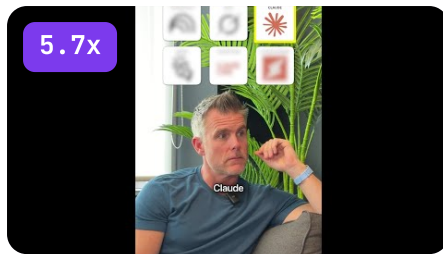
Which should I use plus I reviewed seven: a question and a count. 5.1x on 4,930 subscribers.



Top Note-Taking Apps for 2026

Tool Finder · 451K subs · 17K views · May 2026

Category plus year from a tool-review channel. 4.2x on 451K subscribers; category roundups compound on search.



Best AI tools 2026

Dan Martell · 3.0M subs · 118.1K views · Mar 2026

Best AI tools plus a year, from a founder rather than a reviewer. 5.7x on 3 million subscribers.



ClickUp App Review (2026): Best Project Management Tool?

Simplifi Digitals · 259K subs · 33.1K views · Dec 2025

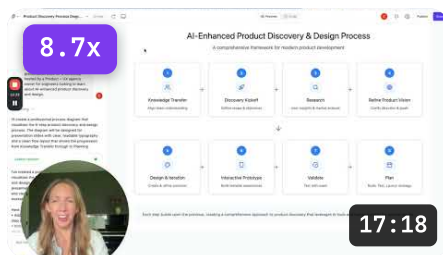
A single named product plus review plus year plus best-in-category question. 2.3x on 259K subscribers, at under four minutes.



10 Best FREE AI Tools You Need to Try in 2026 (Save Hours Every Day)

Future Pulse · 3.3K subs · 5.1K views

Free is the objection removed, ten is the count, save hours is the outcome. 3.8x on 3,280 subscribers.



Exploring 6 AI Tools to Create UX Process Diagrams (Canva, ChatGPT, Figma, Miro & more)

Erin Stewart | Scenic West Design · 179 subs · 1.5K views · Jun 2025

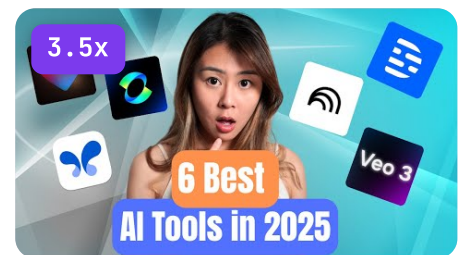
A 179-subscriber design channel got 1,500 views testing six tools on one task. 8.7x; the task-based comparison is the smallest channel's way in.



Top Ai Tools 2026 (Oreate AI Review)

The Business Lens · 14.5K subs · 10.4K views · May 2026

Top tools plus a named product review in brackets, 2.7x on 14K subscribers. The sponsored-review shape still beats the average.



I Tested the 6 Best AI Tools in 2025: Here's What Happened

GemGemCrypto · 18.3K subs · 3.7K views · Jun 2025

I tested the six best plus here's what happened: the experiment frame. 3.5x on 18K subscribers.

The patterns behind these numbers

- **Named product plus year.** ClickUp review 2026, Adobe Express vs Canva 2026. The product name is the search and the year is the freshness signal.
- **Versus is the buyer's question.** Which one should you actually use outperformed single-product reviews on the same channels.
- **A count makes it a list.** Ten best, six tools, seven reviewed: the number promises breadth and structure.
- **Task-based tests win for small channels.** Six AI tools to create UX diagrams did 8.7x on 179 subscribers; one job, several tools, one verdict.
- **Honest is the positioning.** Honest review, actually useful, not just hype: the word does the work because most reviews are sponsored.

Your first 10 videos

Each one built from a proven outlier pattern, in the order to film them

Ideas one to three are the comparison videos your category is already searching. Four to six are task-based tests a small vendor channel can win. Seven to ten are the roundups and honest reviews that compound over a year.

1

[Your product] vs [top competitor] in 2026: which one should you actually use?

OPEN WITH

You are choosing between two tools and every review you found was sponsored. This one is made by one of the vendors, and I will tell you exactly where the other one is better.

FORMAT

Side-by-side comparison with a verdict table

LENGTH

10 to 14 min



MODELLED ON

Adobe Express vs Canva in 2026: Which One Should You Actually Use? did 9.2x on 75K subscribers.

2

[Competitor] alternatives: 5 tools compared on one real workflow

OPEN WITH

If you are leaving [competitor], here are the five tools people move to, run through the same workflow, with the price at the end of each.

FORMAT

Five-tool comparison, one task

LENGTH

12 to 16 min



MODELLED ON

Which AI Should I Use? I Reviewed 7 Different Tools did 5.1x on 4,930 subscribers; the count plus the question is the shape.

3

Best [category] tools in 2026 (tested, ranked, with the one I would not buy)

OPEN WITH

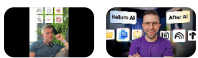
I tested every tool in this category that matters this year. Here is the ranking, and the one popular tool I would skip.

FORMAT

Ranked roundup with a skip pick

LENGTH

12 to 18 min



MODELLED ON

Best AI tools 2026 did 5.7x on 3 million subscribers; **Top Note-Taking Apps for 2026** did 4.2x on 451K.

4

I tried 6 [category] tools to do [one specific task]. Here is what happened.

OPEN WITH

One task, six tools, same input, and I show every output so you can judge for yourself. The winner surprised me.

FORMAT

Task-based bake-off

LENGTH

12 to 18 min



MODELLED ON

Exploring 6 AI Tools to Create UX Process Diagrams did 8.7x on 179 subscribers; **I Tested the 6 Best AI Tools in 2025** did 3.5x on 18K.

5

[Your product] honest review 2026: the good, the bad, and who should not buy it

OPEN WITH

This is our own product, so I will start with the three things it does badly. Then the three things it does that nothing else does.

FORMAT

Honest self-review with a not-for list

LENGTH

8 to 12 min



MODELLED ON

AI Tools For Content Creation I Best Options For Modern Creators (Honest Review) did 12.3x on 28K subscribers; honest is the hook.

6

10 best free [category] tools you can use today (and what the paid tiers add)

OPEN WITH

Free removes the objection. Here are ten tools with a real free tier, what each free tier is missing, and when paying starts to make sense.

FORMAT

Free-tools roundup

LENGTH

9 to 12 min



MODELLED ON

10 Best FREE AI Tools You Need to Try in 2026 did 3.8x on 3,280 subscribers.

7

[Competitor] review 2026: is it still the best [category] tool?

OPEN WITH

The market leader gets reviewed by everyone and defended by nobody. Here is an honest 2026 review from a competitor who has used it for years.

FORMAT Single-product review, short

LENGTH 4 to 7 min



MODELLED ON

ClickUp App Review (2026): Best Project Management Tool? did 2.3x on 259K subscribers at under four minutes.

8

New [category] tool review: [product] tested for a week

OPEN WITH

A new tool launched in our category. I used it for a week on real work, and this is the review, not the press release.

FORMAT New-tool review, timely

LENGTH 6 to 9 min



MODELLED ON

New AI Tool (Mindvideo AI Review 2026) did 7.5x on 28K subscribers; the same channel wins on this shape repeatedly.

9

Top [category] tools 2026 for [specific job title]

OPEN WITH

Most roundups are for everyone, which means nobody. This one is for [job title] only, with the workflow they actually run.

FORMAT Role-specific roundup

LENGTH 8 to 12 min



MODELLED ON

Top Ai Tools 2026 (Oreate AI Review) did 2.7x on 14K subscribers; narrowing the roundup to a role is the vendor's edge.

10

Top [category] tools 2026: the monthly guide (with one full review)

OPEN WITH

Every month I pick the tools worth knowing in this category and review one of them properly. This is the September edition, and the full review this time is a tool most people have not heard of.

FORMAT Monthly roundup with one deep review, recurring

LENGTH 5 to 8 min



MODELLED ON

Top AI Tools 2026 (Verdent AI Productivity Guide) did 6.6x on 28K subscribers; the same channel repeats the slot and keeps beating its average.

How to sequence this

Start with the versus video (idea one); it targets the query with the highest purchase intent in your category. Follow with the alternatives video and the ranked roundup in the first month. Ideas four to six are the task-based tests a vendor channel can win because you know the workflows. Seven to ten are the recurring review slots that compound over a year: one new-tool review a month, one role-specific roundup a quarter. Track every video that names a competitor through the OutlierKit connector weekly, and cut a 45-second Short of each verdict.

How to read the numbers. Every “x” is that video’s views divided by its own channel’s typical views, so a 10x video did ten times better than that channel normally does. Small channels are included on purpose: they show which topics pull viewers who have never heard of the creator.

Built with the OutlierKit outlier index. Run your own niche scan any time at outlierkit.com. Questions: reply to this email.