

To recommend the best German YouTube channel based on the provided metrics, we can evaluate the channels using several key performance indicators (KPIs) to identify which one would be most effective for a marketing campaign. Here's a structured approach to making the recommendation:

1. Review Key Metrics

- **Subscribers:** Indicates the channel's popularity and potential reach.
- **Total Videos:** Shows the volume of content the channel has produced.
- **Total Views (in Billions):** Reflects the overall viewership and engagement.
- **Average Views per Video (Millions):** Measures the average performance of individual videos.
- **Subscription Engagement Rate Per Video:** Represents how engaged subscribers are with each video.
- **Views per Subscription:** Indicates how effectively each subscriber translates into views.

2. Evaluate Channels Based on KPIs

1. Kinder Spielzeug Kanal

- **Subscribers:** 27,800,000
- **Total Videos:** 1,207
- **Total Views (Billions):** 14.36
- **Average Views per Video:** 11,900,000
- **Subscription Engagement Rate per Video:** 23.03 K
- **Views per Subscription:** 516.69

2. Dhruv Rathee

- **Subscribers:** 24,800,000
- **Total Videos:** 637
- **Total Views (Billions):** 3.29
- **Average Views per Video:** 5,170,000
- **Subscription Engagement Rate per Video:** 38.93 K
- **Views per Subscription:** 132.74

3. HaerteTest

- **Subscribers:** 19,600,000
- **Total Videos:** 1,618
- **Total Views (Billions):** 3.39
- **Average Views per Video:** 2,090,000
- **Subscription Engagement Rate per Video:** 12.11 K
- **Views per Subscription:** 172.94

4. Ice Cream Rolls

- **Subscribers:** 12,300,000
- **Total Videos:** 2,556
- **Total Views (Billions):** 1.69
- **Average Views per Video:** 660,000
- **Subscription Engagement Rate per Video:** 4.81 K
- **Views per Subscription:** 137.13

5. The Voice Kids

- **Subscribers:** 10,400,000
- **Total Videos:** 1,663
- **Total Views (Billions):** 3.52
- **Average Views per Video:** 2,120,000
- **Subscription Engagement Rate per Video:** 6.25 K
- **Views per Subscription:** 338.65

3. Recommendations

Best Overall Channel: Kinder Spielzeug Kanal

- **Strengths:** Highest total views, highest average views per video, and highest views per subscription. This channel has significant reach and engagement, making it a strong candidate for broad marketing campaigns.

Best Channel for Engagement: Dhruv Rathee

- **Strengths:** Highest subscription engagement rate per video. This indicates a high level of interaction from subscribers, which can be valuable for campaigns targeting a highly engaged audience.

Best for Content Volume: Ice Cream Rolls

- **Strengths:** Largest number of total videos. This indicates a high level of content production, which could be beneficial if the marketing campaign requires frequent exposure.

Best Balance of Metrics: The Voice Kids

- **Strengths:** Good views per subscription and average views per video. This channel provides a balanced mix of reach and engagement.

Conclusion

Recommendation: **Kinder Spielzeug Kanal** is the best overall option due to its high total views, average views per video, and views per subscription. It offers the broadest reach and impact, making it ideal for wide-reaching marketing campaigns. If engagement is a key focus, **Dhruv Rathee** would be the next best choice due to its high engagement rate.