 **Input Video Metrics**

Total Views

1000000

-

+

Total Likes

50000

-

+

Total Comments


2000

-

+

Duration (seconds)

480



# YouTube Ad-Placement Predictor

Decision-support tool using a trained ML classifier to recommend an ad placement tier based on engagement + video inventory (duration).

## Video Profile Summary

Engagem...

Duration

Likes/Views

5....480s5....


Duration bucket: Long (5–15 min)

> What counts as engagement here?

## Recommended Placement Strategy

Generate Ad Strategy

TIER: Standard

 **Strategy: Use standard placement**  
(good default when engagement/inventory is moderate).

Model Confidence

37.00%

## Probability by tier

tier	probability
Standard	
High-Impact (Pre-Roll)	
Premium (Mid-Roll)	

## Why this recommendation?

- Engagement rate: 5.20%
- Duration bucket: Long (5–15 min)

### Interpretation for business owners:

- Higher engagement often indicates stronger audience quality → better ad performance potential.
- Longer videos create more **mid-roll inventory**; short videos fit **pre-roll/bumper** formats.
- This output is **decision-support**, not an absolute rule.

Decision-support only. Real ad choices also depend on audience demographics, CPM/CPA goals, content

category, brand safety requirements, and campaign objectives.