

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.... 480s 5....

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.