

YouTube Competitive Intelligence Report Template

The 7-section framework agencies use to map niches, decode audience psychology, and win clients.

How to use this report

Each section below is a fill-in framework. Research manually, or auto-populate most sections with OutlierKit's Competitor Studio (outlierkit.com). The Word edition of this template is fully editable for client branding.

Executive Summary

The 60-second overview: top 3 findings + a one-paragraph recommended strategy.

[Findings]

Key data points	Source / evidence	So what? (implication)

1. Niche Landscape Overview

Niche definition, top competitors, emerging channels to watch, and content gaps identified.

[Findings]

Key data points	Source / evidence	So what? (implication)

2. Audience Psychographic Analysis

Primary and secondary audience segments — motivations, pain points, engagement triggers — plus a topic affinity map.

[Findings]

Key data points	Source / evidence	So what? (implication)

3. Outlier Video Analysis

The top 10 videos performing 5–10x above channel average, and the patterns they share.

[Findings]

Key data points	Source / evidence	So what? (implication)

4. Sponsor & Monetization Landscape

Who sponsors in this niche, how channels monetize beyond AdSense, and where the revenue opportunities are.

[Findings]

Key data points	Source / evidence	So what? (implication)

5. Content Strategy Recommendations

Recommended content pillars, hook patterns, keyword targets, and script structures based on what's working.

[Findings]

Key data points	Source / evidence	So what? (implication)

6. Comment Intelligence Summary

Unmet requests, recurring pain points, and praise signals pulled from audience comments across the niche.

[Findings]

Key data points	Source / evidence	So what? (implication)

7. Action Plan — Next 5 Videos

Prioritized video recommendations with titles, keywords, hooks, and monetization angles.

[Findings]

Key data points	Source / evidence	So what? (implication)
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