



Introducing: YouTube Shopping

YouTube Shopping and its features make it easy for you to share products directly with your audience and help grow your business.

How YouTube Shopping works

Eligible creators can choose to **tag and sell their own products** through a connected shop on YouTube, **tag and promote products from other brands** via the YouTube Shopping affiliate programme, or use both options.



YouTube Shopping in numbers

250_K

CREATORS IN YOUTUBE
SHOPPING AS OF AUGUST 2024¹

35_B

WATCH HOURS ON
SHOPPING-RELATED
VIDEOS OVER THE PAST 12 MONTHS,
AS OF FEBRUARY 2025²

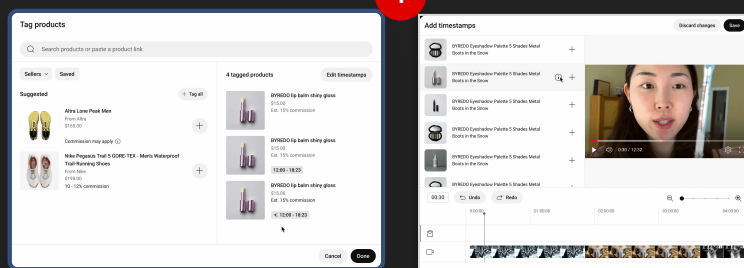
35_M

WATCH HOURS ON SHOPPING VIDEOS
PER DAY, WATCHED ON LIVING ROOM
DEVICES³

Tagging and selling your own products: Key features

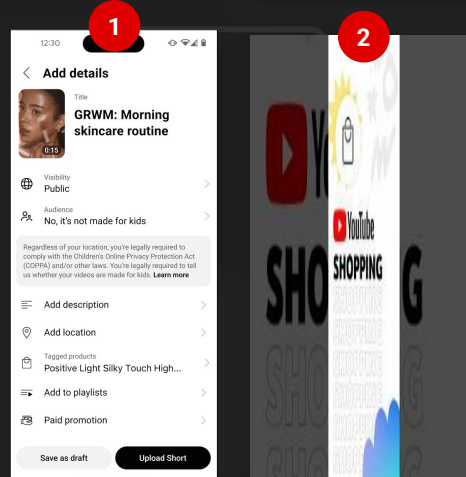
1. An improved product tagging experience

- To help reduce the time and effort involved in tagging products, our systems will now be able to **detect and automatically tag relevant products** from our product catalogue in your content. This technology also enables **auto-timestamping and tag suggestions**.
- You can now precisely **position and customise the duration** of the product tags in your content with our improved timestamp tagging tool. Learn more about these features [here](#).
- When you tag products in Shorts, a **sticker of the first product that you tagged** will appear in your Short. Product stickers are a fun way for your fans to engage with your shoppable Shorts. Learn more [here](#).



2. Connected shops

[Connect your shops](#) from one of our supported Shopping retailers and platforms to YouTube and feature your products in your content.



Creator success

The UK-based creator [Fish With Carl](#) shares a practical tip for getting started with merch:

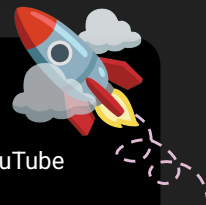
'I started with simple things – things that were really easy for me to make with the skills and the contacts around me.'

So, reaching out to a nearby printing company meant that I could do the book, I could do posters, I could do stickers. And then, working with a clothing company, for them to add on another couple of products – it wasn't too hard for them.'



Get started today

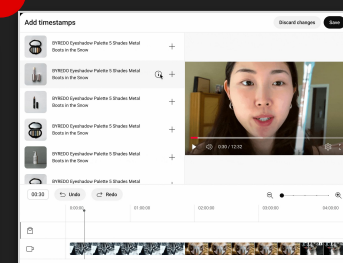
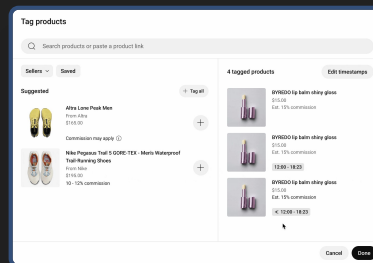
- Verify that you meet the [eligibility criteria](#) for YouTube Shopping features.
- [Connect your shop](#) to YouTube.
- Start [tagging products](#) from your shop to feature them in your content.
 - It's a good idea to **tag at least 2 or 3 videos** and track their performance over the next 30 days.
 - When planning your Shorts with tagged products, think about how you can **visually highlight and engage with shoppable stickers**.
 - Consider **enabling automatic product tagging** by ticking 'Tag products automatically' in your channel's Advanced settings tab.
- Drive engagement for your tagged products through [activities](#) such as price reductions, product drops, Live Q&A and Shopping collections.
- Give our [YouTube Shopping playlist](#) a look for more tips and resources.



YouTube Shopping affiliate programme: Key features

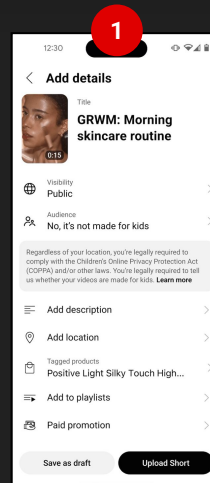
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2. YouTube Shopping Chrome extension

Currently available in the US and Korea (and coming to more markets soon), a [new YouTube Shopping Chrome extension](#) allows you to save products while browsing a brand or retailer's site. You can even find out how much you'd earn from tagging the product in your YouTube videos without leaving their site.



Creator success

After beauty and lifestyle creator [A Heated Mess](#) joined the YouTube Shopping affiliate programme, her YouTube earnings were boosted over 70% within the first three months.¹

[Hugh Hou](#), a Los Angeles-based immersive filmmaker and educator whose mission is to revolutionise storytelling in the immersive 360 and VR180 space, shares that, 'Learning from experience, we've discovered that **strategically timing product mentions using the affiliate tagging timestamp feature within our long-form content** maximises engagement while maintaining organic affiliate tagging.'



Get started today

- Verify that you meet the [eligibility criteria](#) for the YouTube Shopping affiliate programme.
- Join the affiliate programme by clicking 'Join now' under **Programmes** in the **Earn** tab in YouTube Studio.
- Start [tagging products](#) in your content.
 - It's a good idea to **tag at least 2 or 3 videos** and track their performance over the next 30 days.
 - When planning your Shorts with tagged products, think about how you can **visually highlight and engage with shoppable stickers**.
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