

# Enabling Brand Success with YouTube Creators

From repurposing to reinventing: develop a tailored YouTube creator strategy built on two key pillars

## Tap into the unmatched trust of YouTube creators



YouTube is the **#1 most trusted platform** globally for creator content about products or services viewers want to purchase.<sup>1</sup>

## Amplify YouTube creator content with Partnership Ads to drive proven results

Partnership Ads **boost View-Through Rates** on Demand Gen on Shorts by 10%<sup>2</sup>

Ready to get started? Find the right activation path for your brand below



### BRING

...proven creator-led assets from social platforms to efficiently scale impact on YouTube via Partnership Ads.



### BOOST

...existing sponsored content easily discovered in creator partnerships hub to amplify as Partnership Ads.\*



### BRIDGE

...your creator strategy with influencer agencies that leverage YouTube's API data to scale high-impact brand partnerships.



### BUILD

...a bespoke creator campaign, from creator discovery to content creation, directly within the creator partnerships hub in Google Ads or DV360.

1. Google/Kantar, Future of Video, n=19820 YouTube viewers, n=43867 weekly video viewers 18-64, fielded from (1/27/25-4/24/25). Calculated by aggregating iterative, head-to-head comparison data of YouTube vs. each top 10 competitor across 21 markets (US, CA, BR, MX, DE, ES, FR, IT, KSA/UAE, NL, PL, SE, UK, AU, ID, IN, JP, KR, PH, TW). Competitive set includes 10 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max/HBO, Facebook, Instagram, TikTok, X (Twitter), Snapchat. 2. Google Internal data, Global, March 2024 - March 2025

\*The creator partnerships hub is a Beta product that is not yet available in all regions. Video suggestions surface for accounts with 3+ sponsored Creator videos detected. All Partnership Ads must have rights to be used as paid media agreed upon between the brand and the Creator.