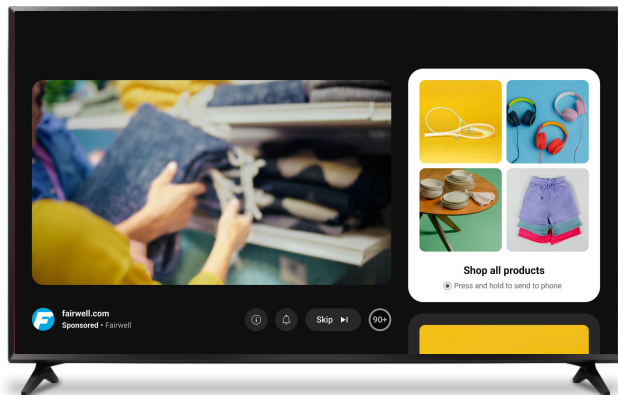


# Shoppable CTV

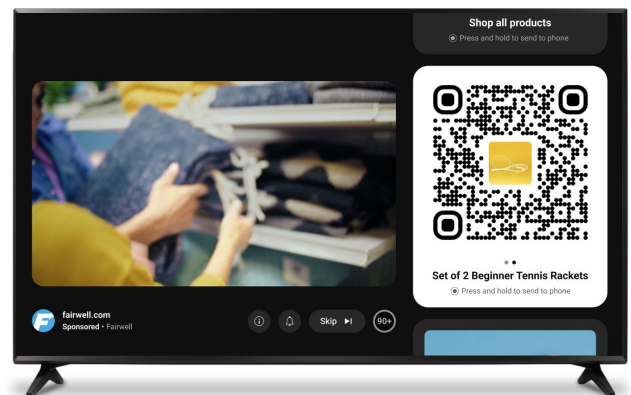
Unlock the power of the living room with YouTube's latest performance innovation:  
**interactive Shoppable CTV**

**YouTube** is making the path to purchase more interactive and seamless in the living room with interactive Shoppable CTV.

We're expanding on our QR code and product feed capabilities with an interactive product feed, utilizing the Google Merchant Center to allow viewers to shop and explore products directly on their TV.



Audiences can see a variety of products...



...and browse and scan directly from their TV screen!

## AVAILABILITY

Available now in Demand Gen and PMax globally:

- **Interactive product feed:** now viewers can shop products directly from their TV screen, and scan QR codes for specific products
- **Send to phone:** lets viewers stay on your ad and send a notification to their phone

## SET UP

- **Demand Gen and PMax:** ensure you are opted into TV screens in Demand Gen and PMax to utilize this feature
- **Google Merchant Center linking:** link your Google Merchant Center account at the account and campaign level to showcase your product feed in an interactive format