YouTube

The YouTube Era of Creator Marketing: A Playbook for Success

The power of purposeful viewing

YouTube is Australia's leading video platform and the ultimate conversion tool for brands. By turning viewers into communities, it helps brands reach highly engaged audiences - making it the biggest untapped growth channel in creator marketing.

Views Value

Creator marketing is entering a new era, where massive reach, high-intent audiences, and the most trusted creators deliver lasting impact for brands. YouTube is the #1 video platform viewers turn to when they want to research, vet, or make a decision about a brand, product, or service.[1]

The Framework for The YouTube Era

Brands can reach audiences from Shorts to the living room, connecting with viewers that social platforms can't reach. This playbook provides a framework for creator marketing and shows how you can:

Bring
best performing assets to YouTube

Build
strong creator partnerships that drive action

Boost
to scale your results with our best in class AI solutions

75% of Australians say that YouTube is the video platform they watch the most, outperforming the competitive average.[1]

1. Source: Google/Kantar, Future of Video, AU, 2026, n=2400 weekly video viewers 18-64, fielded from (3/4/2026-3/25/2026). Competitive set includes 10 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Binge, Stan, Facebook, Instagram, TikTok, Broadcast Video On Demand.

Bring Best-Performing Assets to YouTube

Social content often chases viral moments, but YouTube content is built for persistent discovery through culture and commerce. Brands gain an edge by bringing top-performing assets to YouTube to continue to drive sales.

According to a meta analysis of CPG MMM Studies done by Analytic Edge in Australia, YouTube delivered 15% higher ROI than Paid Social.[2]

Reach Beyond The Scroll

Moving content to YouTube provides access to AI-powered campaigns that scale across all Google surfaces. Hundreds of recent improvements have led to Demand Gen campaigns driving **40% more conversion value** on average.[3]

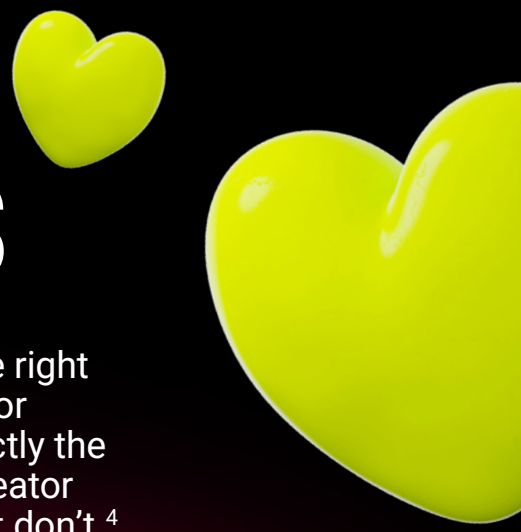
To drive scale or brand awareness, boost creator assets with **Video Reach Campaigns.**

For engagement or consideration, deploy **Video View Campaigns.**

To drive quality traffic, leads, and online sales, use Demand Gen. It's a natural fit for boosting creator assets.

2. Source: Commissioned Analytic Edge MMM Meta Analysis 2021-2025. Average ROI delivered by YouTube is 3.36 and Paid Social ROI is 2.91
3. Source: Google Internal Data, Global, H2 2025, Demand Gen Experimental Results

Build Strong Creator Partnerships



Navigating such a massive ecosystem of creators requires the right tools to find your ideal brand partner. Leverage YouTube Creator Partnerships to seamlessly discover and collaborate with exactly the right creators for your brand. Demand Gen campaigns with creator assets perform 20% better on average compared to those that don't.[4]

Matching your brand with the right YouTube talent has never been more efficient, whether it's with Google Ads, DV360, or select API partners.

Advertisers can access YouTube Creator Partnerships in Google Ads or DV360 to:

- Discover sponsored creator videos that mention your brand.
- Enable co-branding and organic data visibility.
- Seamlessly track paid and organic performance in one place.

Advertisers working with agencies can explore YouTube Creator Partnerships directly, or guide agencies to:

- Pair creator discovery with key objectives and find long-term hero creators.
- Partner with agencies to include creator-led assets across AI-powered campaigns.

Influencer marketing agencies can Integrate with the YouTube Creator Partnerships API to:

- Find and contact YouTube creators that align perfectly with brands.
- Manage brand partner access across all clients at scale.
- Show your clients the combined power of organic creator influence and paid media conversions.

77% of Australians agree that YouTube has the most trusted creator content.[5]

4. Source: Google Internal Data, Global, Jan 2025-Jan 2026.
5. Source: Google/Kantar, Future of Video, n=867 YouTube viewers, n=2161 weekly video viewers 18-64 AU, 3/13/25-4/7/25

Boost Your Impact

Take your campaign further. Rather than relying on organic reach alone, amplify creator collaborations to drive discovery and decision making.

Amplify Collaborations with Creator Partnerships Boost

Link directly from a creator's channel and amplify their authentic content via paid media. Reach entirely new, untapped audiences with precision AI targeting across Video Reach, Video View, or Demand Gen campaigns.

The Compound Effect

The extended lifespan and discoverability of YouTube content ensures that its value multiplies, yielding higher ROI over time. A study by Agentio found that approximately 40% of views and 30% of clicks happen more than 30 days after a sponsored video goes live.[6]

Takeaway

Boosted creator content is proven to outperform standalone ads. By combining a creator's authentic voice with AI-powered targeting, you build trust and drive conversions at scale.

6. Source: Agentio, 2026 YouTube Creator Marketing Playbook, Q1 2026.

Best Practices in Action

Canva

By leaning into YouTube Creator Partnerships, Canva identified their natural advocates and leveraged Demand Gen to get their campaign in front of the right people. The results proved that YouTube Ads with creator assets drive higher business impact:

9%

jump in conversions.

8%

drop in CPA compared to traditional assets.

Source: Canva internal data, 2025.

ebay

For its "Garage to Garage" campaign, eBay partnered with agency Jack Nimble and YouTube creators to showcase its extensive range of car parts. Using diverse video formats powered by YouTube's AI, the campaign proved that authentic, creator-led storytelling drives significantly higher engagement:

2.6x

higher YouTube interaction rate (compared to previous non-creator campaigns)

1.4x

higher view rate for skippable in-stream video ads (compared to previous non-creator campaigns)

2x

the views on YouTube Shorts (compared to eBay's most recent product campaign)

Source: eBay internal data, 2025.