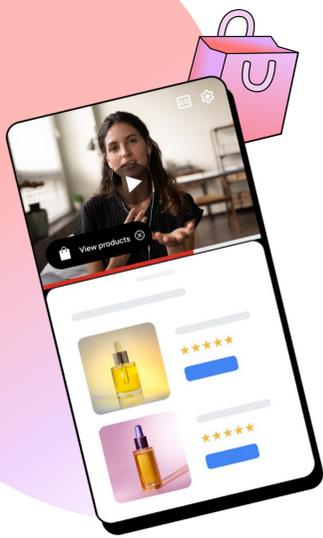




YOUTUBE SHOPPING AFFILIATE PROGRAM

Optimize your performance



Congratulations! You've signed up for the YouTube Shopping affiliate program. Now you can maximize your brand's exposure and sales by getting tagged and promoted by trusted creators across YouTube.

This guide, and our digital tools, will help you drive revenue and tap into valuable customer insights with YouTube Shopping.

Not part of the program yet? See if you're eligible and learn more [here](#).

Manage your program

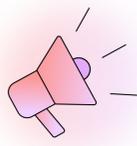
Already working with creators? Bring them on board.

Reach out to the creators you work with and let them know they can tag your products in their content. We created an email template to help you get them excited about the new program.

See our starter template



Incentivize creators to tag your products



Highlight your promotions

Submit your upcoming promotions [here](#) and we'll share select opportunities with YouTube creators via email, creator workshops, and more.



Offer product samples

Inspire creators to test drive and review your products. Share samples of your bestsellers and new products.



Optimize your timing

Offer higher commissions and extended conversion windows during peak shopping seasons.



Tap into analytics and insights

Easily access all your analytics in [Google Merchant Center](#) to see how your products perform on YouTube. Identify which creators are generating the highest engagement, see how viewers are reacting to offers, and access valuable data to help you lean into what's working.

Make your products pop

Eye catching

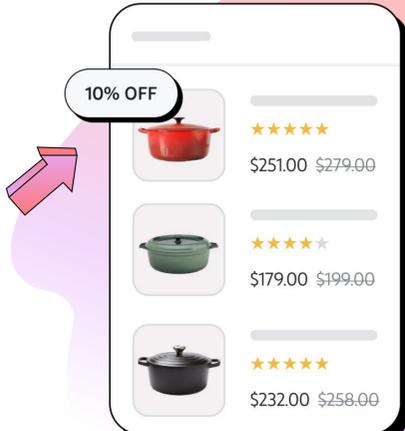
Learn how to [optimize your products and descriptions](#) in the Google & YouTube app on Shopify so they're current, accurate, and attention-grabbing.

On trend

Include essential details like brand name, product type, size, and color. Check [trends.google.com](#) to see the latest popular product terms.

Perfectly priced

Make your products stand out with discount badges, strikethrough prices, coupon codes, and promos. Learn more [here](#).



More program benefits coming soon!



Creator Search

Find creators you'd like to work with.



Creator Gifting

Send product samples directly through the YouTube Shopping affiliate program.



Tiered Commissions

Set commission rates for specific groups of creators.

Easily manage your program from Google Merchant Center

Connect with creators, set commission rates, view insights, and more – you're always in control.

Manage your program

Don't miss the latest program updates – opt in to receive email announcements [here](#).