



Creator Marketing

Build & Boost

Turn relevance into business results



YouTube Creator Partnerships **work harder** for your business

Turn interested viewers into confident buyers

People come to YouTube to research, compare, and decide what to buy. When a YouTube creator talks about your product, viewers are **13x more likely to search and 5x more likely to buy.**¹

Reach your audience across screens and formats

No need for separate media plans to reach mobile viewers and living-room streamers. **76% of viewers choose YouTube** because they can watch both quick Shorts and long-form videos in one place.²

Scale creator trust with the precision of paid ads

Creators build the trust; your ad budget gives it scale. When you boost a creator's video, **99% of the viewers reached are fully incremental** to organic reach on average.³



Build & Boost: Your execution playbook

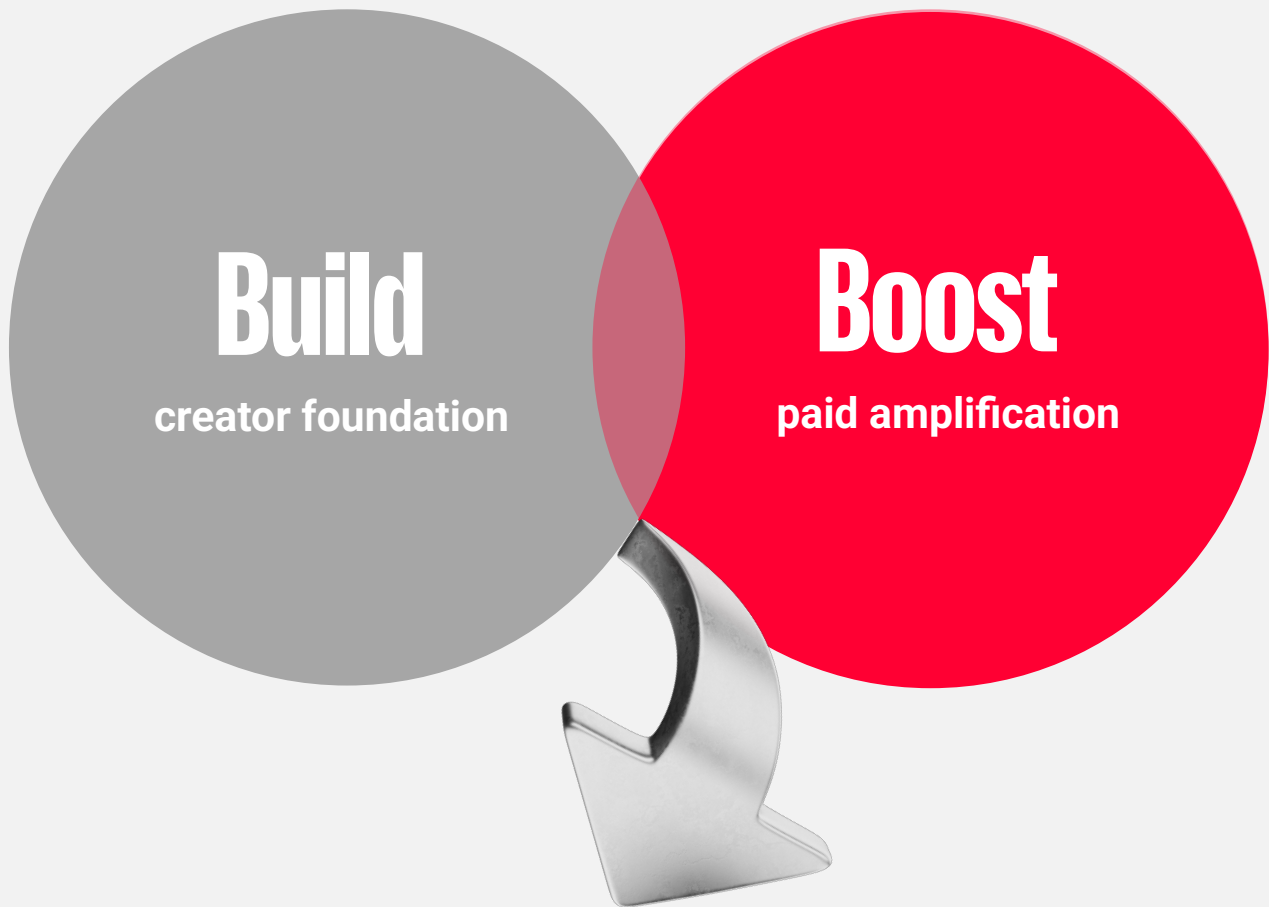
In this guide, you'll find practical steps to help you select the right creator voices, write briefs that get results, and scale campaigns with paid ads to put your videos in front of the right buyers.

1 - "When users viewed an organic video on YouTube about a brand, they were 13X more likely to make a branded search and 5X more likely to make a purchase." (Global, Dec 2025, Traffic observational data* from ~60 brands)

2 - According to a survey conducted by IPSOS in the US, for 76% of surveyed respondents, access to both short form and long form content is a top reason why YouTube is their go-to platform (US, Feb 2026). Among surveyed weekly YouTube or YouTube Shorts Users in the US, age 18-54, in the YouTube/Ipsos YouTube Shorts vs Long Form Video Study. Fielded Jan 30th 2026 - Feb 9th 2026.

3 - Based on an internal analysis, more than 99% of the viewers reached when boosting a creator's video with paid media are fully incremental to the video's organic reach (Global, June 4, 2026 - Sep 1, 2026).

Get the most from **YouTube** **creator partnerships**



**Grow
awareness**



**Drive
consideration**



**Increase
conversions**

Takeaways



Build

01

Build your creator roster around role and fit

Choose a creator mix based on creator role and brand fit (e.g. 1+ macro creator, 2-3+ mid-tier creators, 3-6+ micro creators – per campaign).

02

Brief creators for content that works on YouTube

Provide creators with category insights, your product value proposition, and a call-to-action. Let them shoot and edit in their authentic style.

Boost

03

Use Creator Partnerships Boost to meet your marketing goals

Optimize your campaign to your unique KPIs (e.g. unique reach, video views, customer acquisition).

04

Unlock stronger results with a variety of formats

Follow the Rule of 4 - give the system enough asset variety with combination of at least 2 brand and 2 creator assets across horizontal & vertical formats.



Build



01 Build your creator roster around **role and fit**

Creator role and brand fit

With YouTube Creator Partnerships, brands can create lists of creators who best fit their brand and campaign by searching with criteria like **content topics**, **audience demographics**, **activity status**, and whether they're part of the **YouTube Shopping affiliate program**.

Example creator mix

Macro creators
(100K+ subscribers)

1+ per campaign

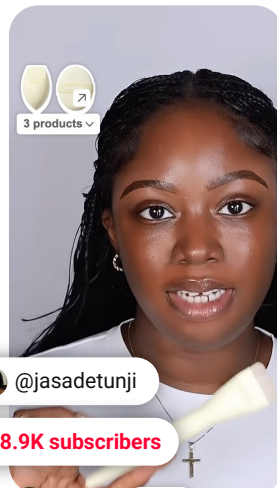
Creators with mass appeal can build brand equity with net-new viewers and drive massive reach across wide, general audiences.



Mid-tier creators
(10–100K subscribers)

2–3+ per campaign

Niche experts and up-and-coming creators can hold viewer attention and shape conversations. They build credibility and explain *why* or *how*.



Micro creators
(1K–10K subscribers)

3–6+ per campaign

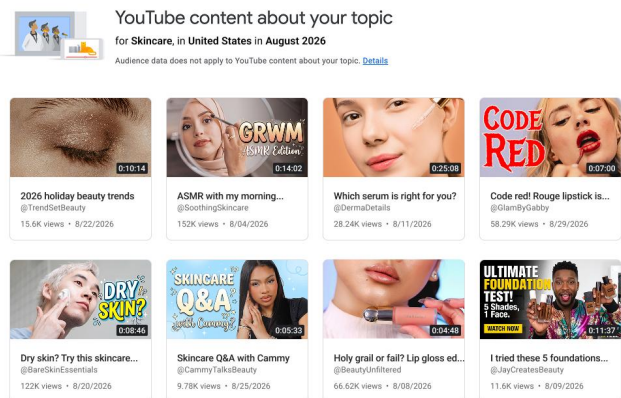
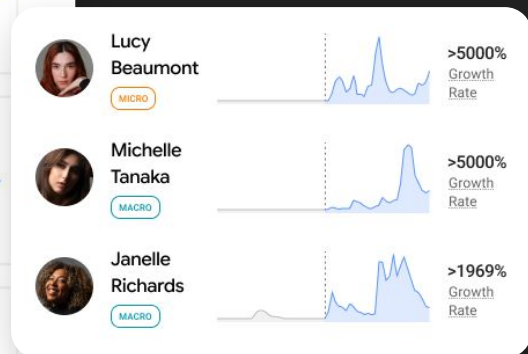
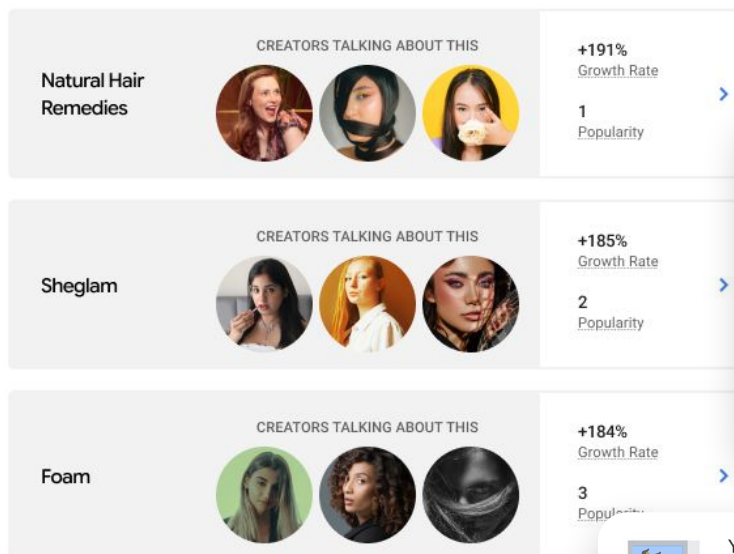
Grassroots creators who are part of highly engaged communities can drive direct action through authentic recommendations.



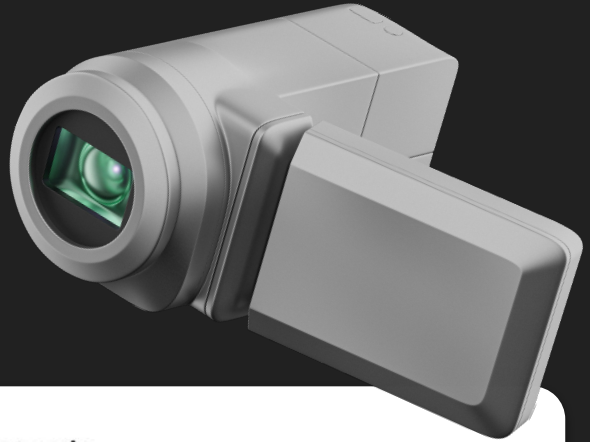
02 Brief creators for content that works on YouTube

Brief YouTube creators to build content that powers discovery in an AI-assisted world.

1 Use YouTube Insights to see what content resonates most with your audience in your category.



2 Brief creators to build evergreen content that answers your product's frequently asked questions in everyday consumer language. Include your call-to-action.



YouTube content about your topic

for Haircare, in United States in August 2026

Audience data does not apply to YouTube content about your topic. [Details](#)



2026 holiday hair trends
@TrendTresses
9.11K views • 8/28/2026



ASMR with my favorite ha...
@GentlemanGrooming
111K views • 8/31/2026



Which hair oil is right for...
@TheHairOilsLab
77K views • 8/2/2026



Code orange! New fall tre...
@CopperHairChronicles
9.78K views • 8/31/2026



Curly hair tips & routine
@NaturallyCurlyMaya
24K views • 8/01/2026



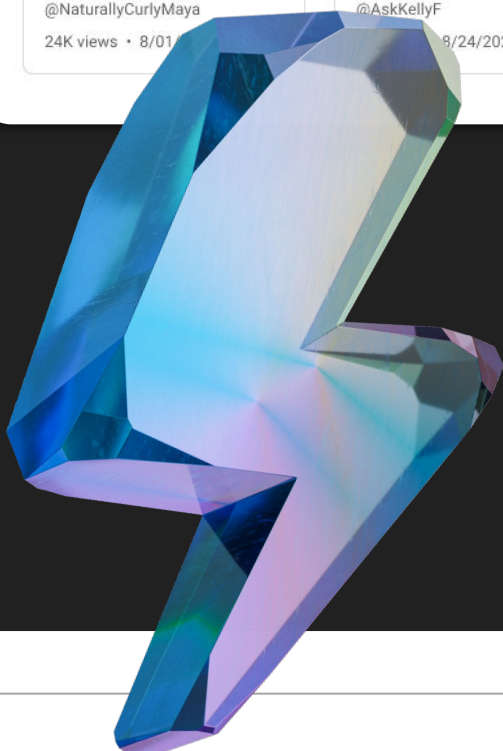
Hair Q&A with Kelly F
@AskKellyF
18K views • 8/24/2026



Holy grail or fail? Haircare...
@StrandReviews
18K views • 8/31/2026

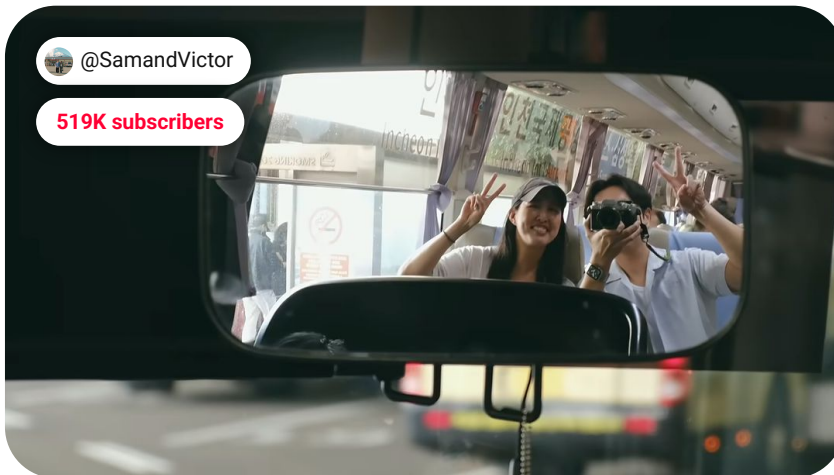


Overnight heatless curls t...
@HeatlessHairHacks
19K views • 8/15/2026



3 Give creators the freedom to shoot and edit in their authentic style, across a mix of vertical and horizontal formats. Trust them to hook the viewer, test what works, and keep the video replayable.

Try these winning ideas for content that works on YouTube



Immersive, real-time travel-along content

A travel creator vlogs an entire trip in real time, booking friction and all, from arrival to the last day.

Product drop moments that create urgency

A retail creator gets 24-hour early access to a limited seasonal collection and counts down to public launch.

Myth-busting, explainer-style content

An insurance creator breaks down “3 things your policy doesn’t actually cover” in a quick, myth-busting format.

Product decision-guide listicles

One tight video broken down by a specific use case, for example “Which laptop is actually right for you”.

“How it’s made” deep-dives

An auto brand’s engineering team walks a creator through how a battery pack is assembled from start to finish.



Try these winning ideas for content that works on YouTube

Unscripted in-the-moment reviews

A creator tries a new drive-thru menu item on camera, filmed casually from the car. No script, just genuine reactions.



Lifestyle-first conversations

A finance creator and guest discuss budgeting for a first apartment, weaving in the cashback perks of a credit card.

Clear, direct comparisons

A telecom creator does a side-by-side speed and coverage test between two carriers in the same city.



Behind-the-scenes access

A fashion creator films behind-the-scenes footage of a photoshoot, showcasing how it all comes to life.



BOOST



Boost



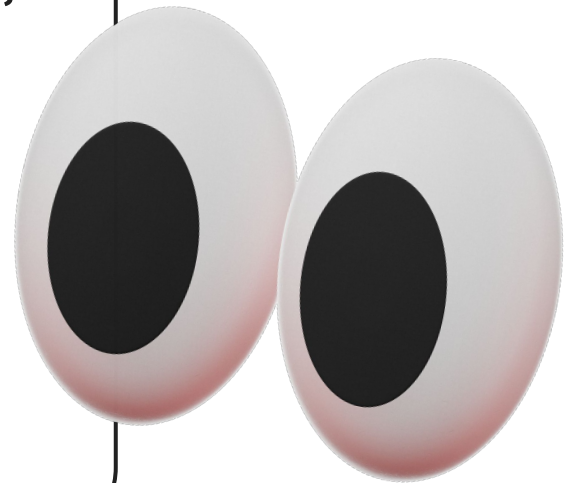
BOOST

03 Use Creator Partnerships Boost to meet your marketing goals

When you boost a creator's video,

99%

of the viewers reached are
**fully incremental
to organic reach**



Optimize to your unique KPIs in Google Ads and DV360

Reach unique
viewers at a
predictable CPM

Video Reach Campaign

Tip

Use Target Frequency to
optimize exposure of your
creator content

Efficiently
scale up video
engagement

Video View Campaign

Tip

Use Lookalike Audiences to
find new viewers that are
similar to subscribers

Drive new or
lapsed customers
to take action

Demand Gen Campaign

Tip

Enable Optimized Targeting
paired with a first-party
customer list

Source Based on an internal analysis, more than 99% of the viewers reached when boosting a creator's video with paid media are fully incremental to the video's organic reach (Global, June 4, 2026 - Sep 1, 2026).

Get more control over your creator campaigns

With **Brand Partner Access (BPA)**, a creator can allow you to run their video as an ad. It also unlocks precise audience targeting and comprehensive measurement, turning creator trust into measurable paid performance.

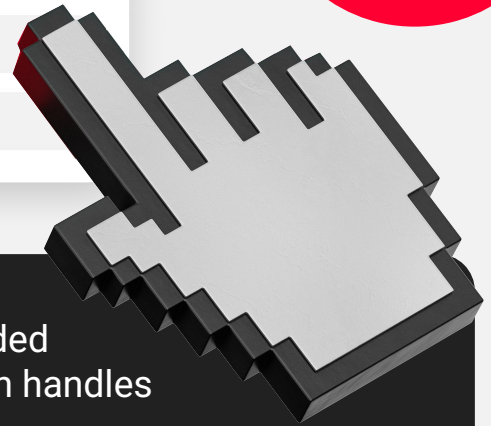
Set up BPA
in one click

Brand partnerships

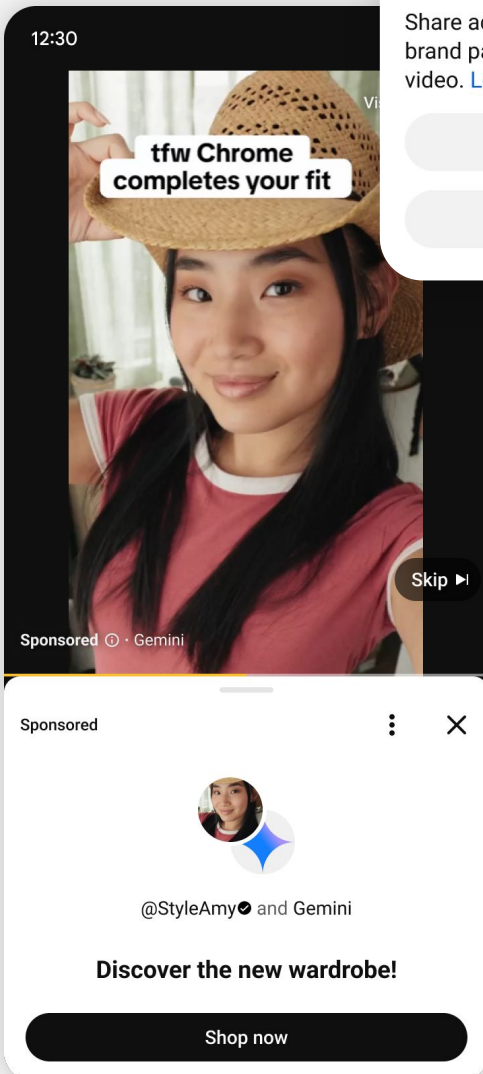
Share access to your video and its metrics with brand partners, and allow them to promote the video. [Learn more](#)

Share access with a code

Search for a brand



- Run co-branded ads with both handles
- Pull creator videos directly into your existing Google Ads campaigns
- Reach an incremental audience beyond the creator's own
- Measure both paid and organic views for a creator's asset alongside your brand assets
- Enable comments to add a layer of engagement with your audience



Boost the right content with confidence and ease

How can you tell what content is **boost-worthy**?

YouTube Creator Partnerships surfaces creator videos that can be boosted, based on relevance to your brand, including:

- Content with brand partner access enabled
- Content detected as sponsored without brand partner access
- Affiliate content that is consented and tagged

Advertisers can take action in just a few clicks, to integrate assets into campaigns or to request brand partner access.

Try this WOW product with me
@imcatherinecho • 323k subscribers
Uploaded 02/01/2026

TOTAL VIEWS	ORGANIC VIEWS
877K	234K
ENGAGEMENT	TOTAL SALES
5%	19K
CTR	
5.1%	

PRODUCT TAGGED

cBalm
Soft Pinch Tinted Lip Oil

3 products tagged

Boost

Daily routine of a Broadway actor
@Alicemakeup • 293k subscribers
Uploaded 02/01/2026

TOTAL VIEWS	ORGANIC VIEWS
457K	349K
ENGAGEMENT	TOTAL SALES
7%	28K
CTR	
14.1%	

PRODUCT TAGGED

cBalm
Radiant Creamy Concealer

3 products tagged

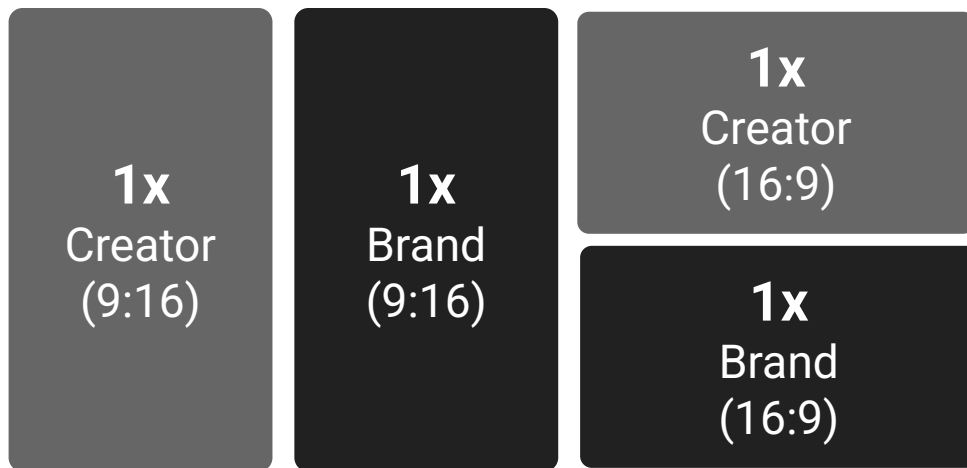
Boost

@thekaylaflash
32K subscribers

04 Unlock stronger results with a variety of creatives



Follow the Rule of 4 - give the system enough asset variety by using at least 2 brand and 2 creator assets across horizontal & vertical formats, for example:



Measure results across the consumer journey

Grow awareness

Drive consideration

Increase conversions

✓ YCP Analytics (Paid & Organic Views)

✓ Conversion Lift Studies

✓ Brand and Search Lift Studies

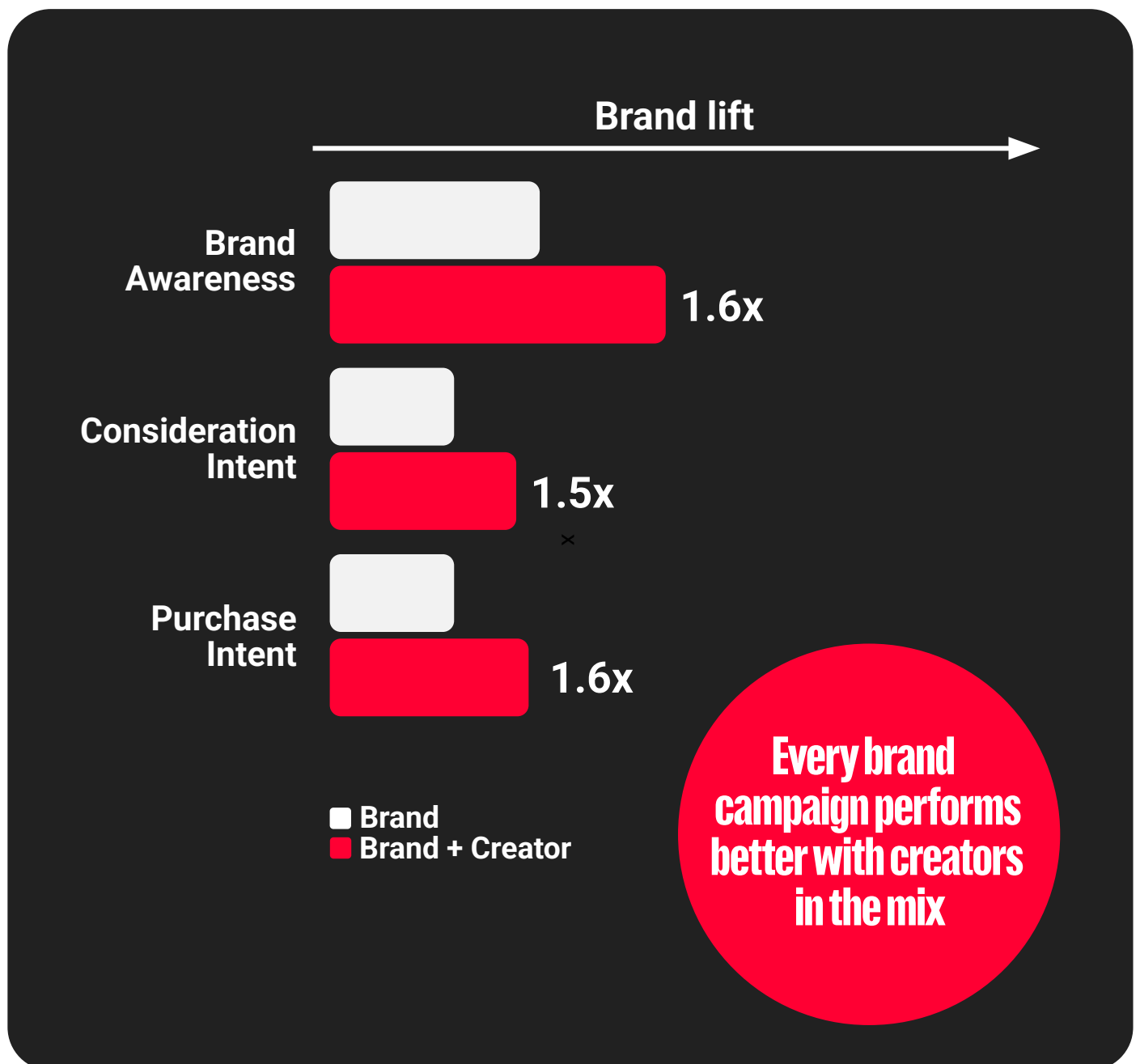
✓ Marketing Mix Modeling

✓ Brand Pulse Report

✓ Attributed Branded Searches

✓ Full Funnel Impact Report

Brand and creator content are more **effective together**

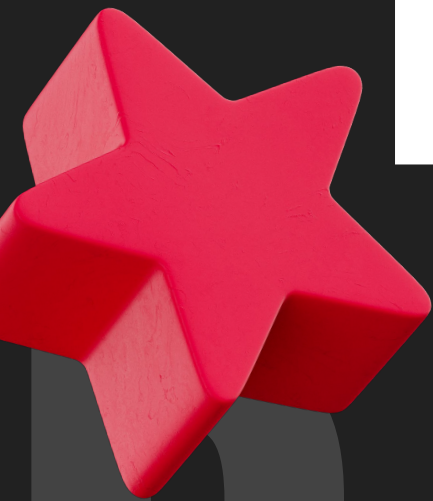


Source: According to Kantar, on average, YouTube creator ads and brand ads work better together. Combined they increase [Aided Brand Awareness, Consideration Intent, Purchase Intent] by increased absolute lift outperforming brand ads alone by X, and outperforming competitors by Y.(US, 2026) Kantar, US, 20 Brand Campaigns, 10 Verticals (Apparel, Automotive, Consumer Electronics, Education, Financial Services, Food/Beverages/Restaurants, Media & Entertainment, Retail, Technology, and Toys), 2026, Kantar Context Lab Meta-Analysis Commissioned by Google on Mobile Devices for A25-54, Total Sample Size of n=4,342 (2,259 Control, 2,083 Exposed) at a 95% Confidence Level; Comparison to Creator Ads on Other Platforms References Kantar Context Lab Benchmarks for Non-YouTube Short-Form Video Platforms Featuring Creator Content



Build & Boost

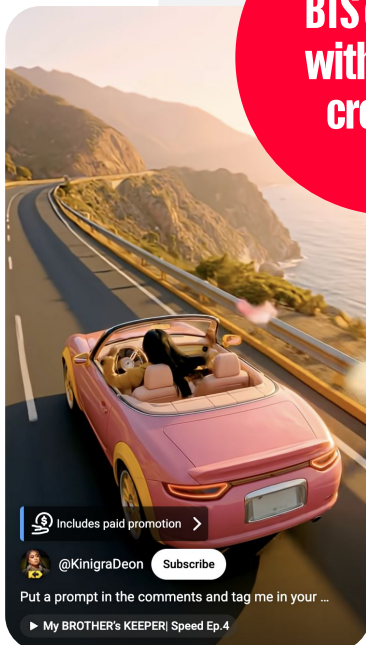
in action



Adobe and creative power users

Adobe used the contrast between macro creators and niche experts to win both mass awareness and high-intent consideration.

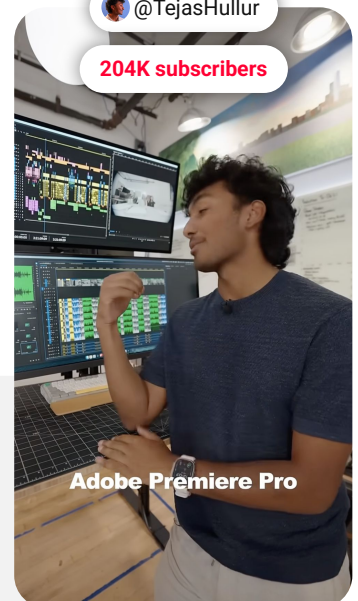
BTS content
with macro
creators



Kinigra Deon is an independent filmmaker and web-drama director. Her audience is invested in high-stakes, episodic comedy/drama sketches. For Adobe, she acts as a creative business owner showing how Adobe Firefly solved an active production emergency.

@TejasHullur

204K subscribers



Lizzie Peirce is a freelance photographer and videographer who teaches her audience how to shoot, edit, and run a creative business. Her audience consists of active video editors and software buyers hungry for actionable tutorials.



Explainer style
with niche
experts

Tejas Hullur is a fast-paced creator-economy analyst and tech trendspotter. His audience is comprised of tech-savvy Gen Z entrepreneurs looking for shortcuts, AI tools, and monetization strategies.

* Kimberly-Clark and occasion-based essentials

Kimberly-Clark targeted consumer moments, not demographics. Instead of buying generic “F25-54” media, they built utility-led stories around real-life occasions.

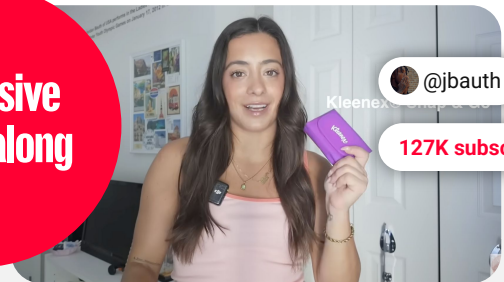


@morgansandiego

78.2K subscribers

Morgan Sandiego is a travel and lifestyle creator. Her audience tunes in for packing guides and daily vlogs in foreign locales, making her the perfect vessel to position Kleenex as a travel-pack essential.

Immersive
travel-along



@jbauth

127K subscribers

Jordan Bauth is a travel and lifestyle creator. Her audience tunes in for behind-the-scenes travel diaries and cruise ship life. She utilized her signature, highly immersive cruise-ship “Pack With Me” vlogs to weave the product naturally into her travel prep.

Colby Mitchell is a modern menswear and lifestyle creator. His audience is style-conscious and focused on personal care. He positions Kleenex into daily personal routines.



@M3colby

55.8K subscribers

Everyday
usage



@nicosheri

34.4K subscribers

Nico Sheri showcased a specific physical occasion (the sweaty, post-run long distance backup bag) to highlight the utility of the product.



How **Wayfair** approached their creator strategy

For Wayfair customers, seeing is believing and believing is buying.

Wayfair invested in YouTube to build its brand. Partnering with creators helped it unlock results across the full customer journey, especially when it combined creator and brand assets to drive performance.

From pixel-perfect, brand-produced assets



To authentic content built across the full journey

It partnered with creators to achieve the authenticity and creative variety needed to move customers from awareness to purchase.

This shift, powered by the Build & Boost framework, drove strong campaign results and long-lasting value for the home retailer.



@ChristinaMuscarelli

555K subscribers



@jonkung

649K subscribers



Build a creator foundation



01

Wayfair **built a roster of YouTube creators based on creator role and brand fit**, across the customer journey

Discovery

[Jon Kung](#) — *Five spice recipe*

Consideration

[The Furniture Dr. by Lilly](#) — *Upholstery cleaner demo video*

Purchase

[Melissa Metrano](#) — *Before and after room styling*

02

Wayfair **briefed creators for content that works on YouTube.**

Creators received a limited brief and ran with creative freedom to develop a **variety of on-brand messages and formats** from inspirational visuals to practical how-tos.

By commissioning content designed to keep performing, Wayfair saw **results that reached well past the campaign window** offering lasting power that no other platform provides.



Get smarter about **sourcing** **content**

Wayfair used **Open Call** to generate a vast library of **boost-ready creator assets** that featured its products in real homes.

It also used the **YouTube Shopping** affiliate program to align creator incentives directly with performance.

Once the content existed, Wayfair became the first retailer to use **Affiliate Partnerships Boost** to simplify usage rights and access at scale and **give creators a stake in the results**.



We're seeing really strong performance from the videos we briefed through Open Call because they are native YouTube creators. It's not just stuff we're bringing over from other channels.

Annie Pemberton
Marketing Director, Wayfair



Boost for paid amplification

03

Wayfair **used Creator Partnerships Boost to meet their marketing goals**

Wayfair used **Demand Gen to bring its creative library to lookalike audiences** across YouTube, Discover, and Gmail without overlap.

It brought top-performing creator content directly into its brand campaigns, **pairing high-gloss broadcast spots with native creator content**, rather than running them as separate efforts.

04

Wayfair **unlocked stronger results with a variety of formats**

By mixing **Shorts and horizontal placements**, Wayfair gave the same story room to work across every **surface**, driving stronger results than any single format could on its own.

Streamline the purchase

On YouTube, you can use actionable end-screens, shoppable product feeds, and checkout links to turn views into immediate purchases.





The results

Affiliate Partnerships Boost on YouTube exceeded Wayfair's expectations by **generating the strongest ROAS** of all their Google creator-centered campaigns.

Wayfair has **expanded its budget** behind **Affiliate Boost** to fuel this effort further.

Primary marketing objectives:

- Grow online sales

Featured product areas:

- Affiliate Boost
- Demand Gen



34%

higher engagement rate vs. benchmarks

8x ROAS

on Affiliate Boost compared to BAU



Creator content is a scalable source of paid performance creative and Affiliate Partnerships Boost gives creators a stake in boosting results. It has helped us simplify rights and access while establishing the incentive structure we're excited to roll out further.

Annie Pemberton
Marketing Director, Wayfair



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