

# Creator Marketing

Discover a new era of creator partnerships on YouTube



# Turn views into value with YouTube

Where massive reach, high-intent audiences, and the most trusted creators deliver lasting impact for your brand.

YouTube is the **#1 Platform** viewers turn to when they want to research, vet, or make a decision about a brand, product, or service.<sup>1</sup>

78% of US viewers agree that YouTube has the **most trusted creators** views turn to when they want to for product recommendations.<sup>2</sup>

YouTube has longevity: **40%** of views happen more than 30 days after a video goes live.<sup>3</sup>

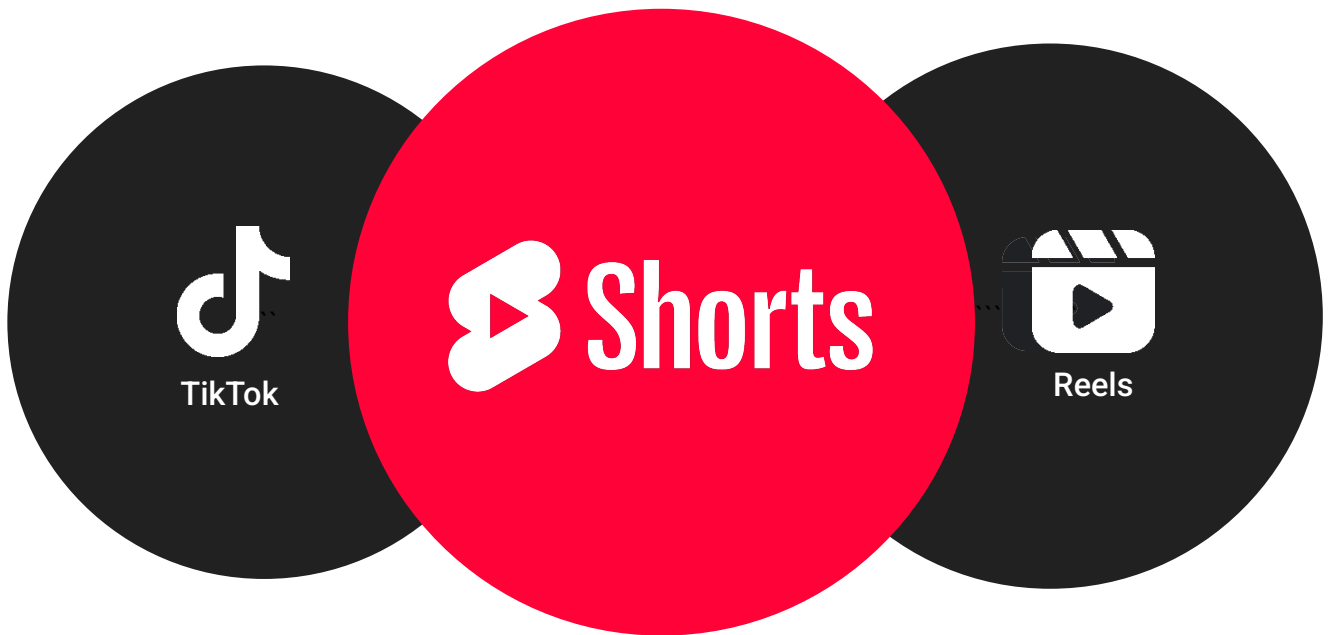
YouTube drove **86% higher incremental long-term ROAS** than paid social on average.<sup>4</sup>



1. Google/Kantar, Future of Video, US, n=7621 weekly video viewers 18-64, fielded from 12/10/2025-1/12/2026. Competitive set includes 9 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max, Facebook, Instagram, TikTok, Snapchat.  
2. Google/Kantar, Future of Video, US, n=344 GenZ (18-28) YouTube viewers, n=7621 weekly video viewers 18-64, fielded from 12/10/2025-1/12/2026. Competitive set includes 9 market competitors: Linear TV, Netflix, Disney+, Amazon Prime Video, Max, Facebook, Instagram, TikTok, Snapchat  
3. According to a study conducted by Agentio in the US involving an analysis of 10,000 YouTube integrations. 2026 YouTube Creator Marketing Playbook, US, Q1 2026.  
4. Circana, LLC, MMM meta analyses commissioned by Google in 2025 that measured the long-term impact of media via Brand Equity pathways; Research included 20 brand-level observations derived from 40 MMM models spanning 104 weeks across 10 US CPG brands in the Home Care, Personal Care, Beauty, Food, and Beverage verticals (2023-2024); ROAS defined as incremental sales per \$ spent for total Google media.

# Reach your audience

YouTube meets audiences exactly how and where they want to watch, from the Shorts feed to the living room. With audiences that social platforms don't reach, YouTube captures more attention and intent.

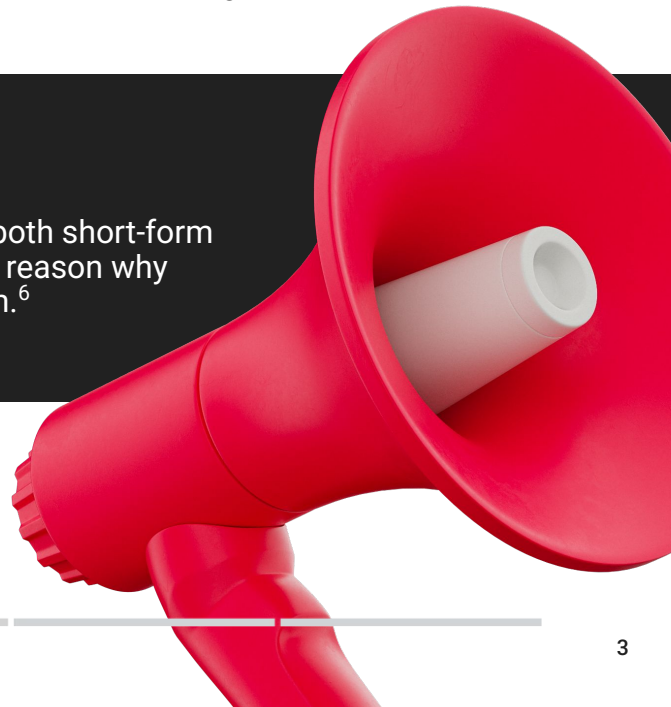


**45%**  
of YouTube Shorts  
users **aren't** on TikTok<sup>5</sup>

**65%**  
**aren't** on  
Instagram Reels<sup>5</sup>

**76%**

of viewers say that access to both short-form and long-form content is a top reason why YouTube is their go-to platform.<sup>6</sup>



5. GWI, All Internet Users Aged 18+, Feb 2025  
6. 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.

# Activate with YouTube

Bring your best assets, build custom partnerships,  
and boost to scale your impact



Bring

Build

Boost

**Adapt your existing video ads for YouTube.**

Leverage built-in AI solutions like Trim video, Nano Banana and Veo in Asset Studio to scale a single asset across every format, every screen - everywhere your customers are watching and shopping.

Repurposing short-form video ads from other platforms on YouTube Shorts can increase

**long-term brand growth by 21%<sup>7</sup>**

# Bring Build Boost

**Leverage YouTube Creator Partnerships to seamlessly discover and collaborate with exactly the right creators for your brand**

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

**3M+ vetted YouTube Creators** are available for partnership.<sup>8</sup>

## **For advertisers** **Using Google Tools**

Access YouTube Creator Partnerships in Google Ads or DV360 to:

- **Boost existing assets**  
Use the Overview tab to discover sponsored creator videos that mention your brand.
- **Unlock co-branding**  
Ensure brand partner access is in place to enable co-branding and organic data visibility.
- **Measure total impact**  
Use the Analytics tab to seamlessly track paid and organic performance in one place.

## **For advertisers** **working with agencies**

Explore YouTube Creator Partnerships directly, or guide your agency to:

- **Publish Open Call\* briefs**  
Upload your briefs directly in Google Ads to source bespoke creator videos at scale
- **Identify hero creators**  
Lean on your agency's expertise to align creator selection with marketing objectives and secure long-term brand ambassadors
- **Optimize your asset mix**  
Partner with your agency to include creator-led assets in every AI-powered campaign

\*Alpha product available to select US advertisers at this time

## **For influencer** **marketing agencies**

Integrate with YouTube Creator Partnerships API to:

- **Accelerate discovery**  
Source, vet, and contact YouTube creators that align perfectly with your clients' specific briefs.
- **Automate workflows**  
Manage brand partner access across all clients at scale.
- **Prove holistic ROI**  
Show your clients the combined power of organic creator influence and paid media conversions.

# Bring Build Boost



## Measure your results

Leverage Google's built-in incrementality studios to prove your success

### Take your campaign beyond organic reach.

Amplify your creator videos with AI-powered ad campaigns designed to meet any marketing objective: **Video Reach Campaigns, Video View Campaigns, or Demand Gen.**

Advertisers who used creator partnerships boost saw 5% higher lift in long-term brand equity,

**outperforming other platforms by 3.1X<sup>9</sup>**

Creator partnerships boost on Demand Gen campaigns delivered an average

**20% increase in conversion lift<sup>10</sup>**

### Brand Lift

Measure KPIs like awareness, consideration, or purchase intent.

### Search Lift

Show the connection between audiences watching your ad and then searching for your brand/product.

### Conversion Lift

Prove that your ads drive specific actions, not just passive views.

9. Kantar US Context Lab meta analysis commissioned by Google in 2026 on YouTube creator partnerships boost; Research spanned 20 brand campaigns across 10 major verticals (Apparel, Automotive, Consumer Electronics, Education, Financial Services, Food/Beverages/Restaurants, Media & Entertainment, Retail, Technology, and Toys) on mobile devices for A25-54; Study used a total sample size of n=4,342 (2,259 control, 2,083 exposed) at a 95% confidence level; Long-term brand equity defined by Kantar's MDS framework, averaging lift in "meaningfulness" (the extent to which a brand builds a clear and consistent emotional connection and delivers against consumer needs) and "difference" (the extent to which a brand offers something unique compared to competitors and leads the way)

10. Google Data, Global, Jan 2025 - Jan 2026.