



CreatorIQ



YouTube



How YouTube Creators Drive Powerful Results for **Retailers**



Today's shoppers are overwhelmed with options. From e-commerce sites to social media platforms and streaming services, shoppers are bombarded with a ton of brand messages and product recommendations.

To navigate these choices and make confident purchases, they're increasingly turning to the [trusted voices](#) of creators. Specifically, YouTube creators, who have built deep bonds with audiences over time and are especially influential. According to an Ipsos survey, **online users are 98% more likely to trust the recommendations of creators on YouTube compared with those on social media sites/apps.**¹

This unparalleled trust in YouTube creators presents retailers with a powerful opportunity to break through. To understand the scope and value of this opportunity, CreatorIQ examined the creator content on YouTube that's behind the success of top retailers on the platform.

Explore how you can apply these learnings to leverage creators effectively:



¹Source: Google/Ipsos, Video & Social Ad Impact Study, July 2023-August 2023, online survey, n=13328 US, UK, BR, FR, DE, IT, JP online users 18-54 who use social apps/sites monthly or more often (social apps/sites: Discover, YouTube, YouTube Shorts, Gmail, Facebook, Instagram, TikTok, Twitter, Snapchat).

Top retailers are growing fast on YouTube

People aren't buying \$300 hair tools or tablets on a whim. Today's shoppers make decisions based on information they trust, extensively researching the best options for their needs.

When YouTube creators review products, show a step-by-step tutorial, vlog about shopping hauls, or share gift guides, their communities pay attention. And brands are benefitting from this dynamic.

Creators not only reach a wider audience than many retailers' owned media efforts, they keep up with cultural shifts and tell your story in the most compelling, resonant way. To take one major retailer as an example, YouTube creators in the U.S. drove 147 times more mentions of Walmart than the posts shared on their owned channels. This translated to **a staggering 3.4 billion video impressions**.² And because YouTube spans everything from Shorts to connected TVs, these views occurred across every format and screen that consumers engage on.

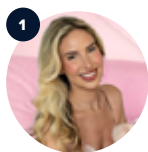
A number of top YouTube creators singlehandedly drove millions of impressions for Walmart, including [Melissa Metrano](#) (19.5M impressions), [Nisha Noelle](#) (13.8M), and [Marnie Goldberg](#) (8.7M), [Angie Schmitt](#) (6.1M), and [Madison Reed Payne](#) (4.9M).



According to CreatorIQ data, the volume of creator content that mentions brands on YouTube grew over

55% YoY

Top 5 Walmart Content Creators on YouTube Shopping By Impressions



Melissa
Metrano

19.5M



Nisha
Noelle

13.8M



Marnie
Goldberg

8.7M



Angie
Schmitt

6.1M



Madison
Reed Payne

4.9M

²CreatorIQ Research, U.S. creator panel and public brand data, 1/2024-12/2024, March 2025.

Creator content delivers undeniable results for brands

Many businesses have discovered the power of creators broadly: according to CreatorIQ's [State of Creator Marketing Report](#), 94% of marketers report higher ROI from creator content than traditional digital advertising. Our analysis found that YouTube creators specifically deliver strong, measurable business results for retailers.

Earned Media Value (EMV) is a metric based on CreatorIQ's proprietary data that quantifies the holistic impact of creator content mentions. Using this metric, we identified the five fastest-growing retailers on YouTube last year, who ranged from traditional retailers such as Kohl's (+98% YoY growth in EMV) to digital platforms like eBay (+95%).

Fastest-Growing Retailers by YoY % EMV Growth on YouTube

1	KOHL'S	+98%
2	eBay	+95%
3	COSTCO WHOLESALE	+62%
4	Etsy	+58%
4	YESSTYLE®	+58%



Across the creator channels, data from more than a thousand YouTube creators showed that these standout retailers averaged:



29.6M

Engagements (+97% YoY)



1.1B

Impressions (+105% YoY)

How savvy retailers are leveraging the creator playbook

To understand how to achieve these results for your own business, look to the brands that are consistently finding success with YouTube creators.

A useful guidepost is Sephora, one of the most talked about retailers on the platform last year. Sephora's success as a top retailer on YouTube stems partly from its mastery of creator partnerships. They effectively collaborate with creators of all sizes, from macro to micro, ensuring broad reach and accessing diverse and engaged communities. Across their campaigns, Sephora gives creators the freedom to bring their own unique styles and voices to the content, resulting in authentic, resonant content.

All of this was brought to life in their holiday campaign. Coming up with gift ideas is a stressor for many people. Sephora focused on solving that by intentionally partnering with trusted creators to showcase their gift sets and make life easier for shoppers.

Sephora tapped seven YouTube creators, including not only the beauty community but also experts in lifestyle, travel, productivity and DIY content, to reach new audiences. Creators like [Wendyskin](#) and [Kenna Marie](#) didn't just tell you about the products, they led with their own personal stories about holiday party plans, and what they're planning to get for their moms and friends. This campaign yielded impressive results, with the search term "Sephora holiday" achieving an 82% relative lift.

Sephora's approach highlights that in order to maximize YouTube's potential, you need to leverage the platform's creators strategically. In the content-first, creator-led future, a number of CreatorIQ and YouTube solutions can help with this, especially in three key areas that are essential to success:



**Finding the
right creators**



**Partnering
with creators**



**Measuring
outcomes**



Find the Right Creators

With YouTube's [Insights Finder](#) tool you can find the most relevant creators, including those who are talking about your topic area as well those beyond your category who your audience is already watching. And you can click-through to see their engagement, the types of content they create, and the brands they have a strong affinity for.

You can also speed up creator discovery by using discovery databases from software with direct access to social platforms via APIs. CreatorIQ's partnership with YouTube and other social platforms means that you can feel confident that you're sourcing the best creators for your use cases.



Partner with Creators

YouTube's Creator Partnerships Hub makes it easier to partner with creators in a number of ways, including by enabling you to discover videos creators have already made in collaboration with your brand and run them as part of ad campaigns.



Measure the Impact

Having [one source of truth](#) where you can evaluate your program on every level—from market, to program, to campaign—is essential. CreatorIQ's intelligence and workflows help you turn insights into action with centralized reporting and [competitive benchmarking](#).

YouTube's Creator Partnerships Hub also has everything you need to start, manage and optimize brand deals. In it you'll find organic and paid metrics together in one place—everything you need to know about how a video is performing without having to ask the creator you partnered with.

The future of retail marketing: Seizing the YouTube opportunity

YouTube creators are delivering the confidence that shoppers want, and the attention, relevance, and results that retail marketers need. The unmatched trust that creators inspire combined with YouTube's scale and sophisticated solutions enable you to move consumers from discovery to purchase faster — driving more sales with greater efficiency.

The creator marketing landscape is maturing fast, so the tools and processes you use need to mature, too. Ultimately, the brands that'll successfully seize this powerful opportunity will do so by finding and partnering with the right creators, and use actionable intelligence to continually refine their strategies.

Ready to build trust and drive results at scale through creators?

Listen to **Bridget Dolan, Director of YouTube Shopping**, speak about the future of retail on CreatorIQ's Earned podcast.



About CreatorIQ

CreatorIQ is the leading creator marketing platform brands and agencies rely on to maximize creator marketing programs. Its enterprise-grade workflows and industry-leading intelligence deliver AI-powered creator discovery, unified program management, and standardized measurement that is safe, seamless, smart, and built for scale. Thousands of global organizations use CreatorIQ, including Nestlé, Movers+Shakers, RQ, Sephora, Unilever, and more.

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