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FREE GUIDE

YouTube Shopping Product Shelf: who can use it, how to tag products, how you get paid, and a weekly routine for creators

YouTube Studio is reported to be adding a shelf of suggested products to tag, each with an estimated commission. Who can use the YouTube Shopping affiliate program, how to join, how to tag products by hand or automatically, how you get paid, and a 30 minute weekly routine for creators and small businesses. Free PDF checklist, no sign-up.

WHAT THIS ADDS

Most coverage of the YouTube Shopping update repeats the announcement. This guide sticks to what YouTube's own help and creator pages say (opened November 8, 2026), separates it from what a trade report says about the new product shelf, says plainly that it was not clicked through on a live Studio account, and turns it into a 30 minute weekly routine a creator or small business can run.

Why people are searching for this

On November 8, 2026, typing *youtube shopping affiliate* into Google autocomplete suggested *program*, *requirements*, *reddit* and *amazon*; typing *youtube tag products* suggested *automatically*, *criteria* and *eligibility*. People want to know who can do this, and how.

Important: this guide was not clicked through on a live YouTube Studio account. Everything below comes from YouTube's own help and creator pages opened on November 8, 2026, and from two reports by PPC Land. The product shelf is only in one of those reports, and it was not on the YouTube pages that were opened. It is marked as reported.

What is new: the product shelf (reported)

According to PPC Land, YouTube announced on November 6, 2026, in a Creator Insider video, a product recommendation shelf in the Shopping hub of YouTube Studio. Eligible affiliate creators get a personalized list of products to tag in future videos. Each product shows an estimated commission rate. The picks draw on the channel's past content, audience engagement and trends in its niche, and a save tab lets you bookmark products for later uploads. The report says the video gave no start date and named no countries, and that it is unclear how the commission estimates are calculated, whether the commission rate affects ranking, or whether sellers can influence what you see.

Who can use it

The only requirement the report gives for the shelf is membership in the YouTube Shopping affiliate program. YouTube's creator page lists the requirements for the program:

- Be in the YouTube Partner Program.
- Have at least 500 subscribers in an available market.
- Not be a Music or Made for Kids channel.
- Eligibility also depends on channel type and location. Eligible creators receive an invitation in the Earn section of YouTube Studio.

YouTube's help page says you must be based in one of the listed countries, which include the US, UK, Germany, India, Japan and Brazil. A September PPC Land report says YouTube plans to reach 35 markets by December 2026, up from 15 in August. That is YouTube's plan, so check your own Studio.

How to join

1. Sign in to YouTube Studio.
2. In the left menu, select **Earn**.
3. Under Programs, click **Join Now**.
4. Review and accept the YouTube Shopping Affiliate Program Terms of Service.
5. Start tagging products in your content.

These steps come from YouTube's affiliate program overview.

How to tag products by hand

From YouTube's creator page: during or after upload, open the Details page, go to the description and click **Products**, then the plus button, and search by product name, link or seller. Drag the product into the indicated area. You can tag up to 60 products per video. On long videos you can add timestamps to tags. On Shorts, viewers see a Shopping Product Sticker instead of a button, and you can reorder the list to choose which product it shows.

Automatic tagging

YouTube's auto-tagging help page says an AI model scans your uploaded video, including its title, description and captions, and tags matching products from the YouTube Affiliate catalog. It also adds automatic timestamps showing where a product appears, and turns description links from participating sellers into tags. For Shorts it places one product sticker in a default spot.

- **Per video:** in Studio, go to Content, open the video, click the settings icon and switch *Automatic tags & timestamps*.
- **Whole channel:** YouTube's creator page says to go to Settings, Channel, Advanced settings and check *Tag products automatically*.
- **Skipped videos:** videos that already have product tags, videos with third-party claims, Made for Kids videos, videos using music from outside the Shopping Sounds library, and videos with a paid partnership label, including sponsored content.

- **Check the result:** the help page says the system can make mistakes. Edit tags in Studio under Content, More, Edit, Tag Products. Opting out at channel level removes existing auto-tags and timestamps; your manual tags are not affected.

How you get paid

From YouTube's help page:

- Each brand sets its own commission rate and attribution window for each product, shown on the offer.
- You earn a commission when a viewer clicks a tagged product and buys it on the retailer's site.
- Commissions can change if an order is canceled, fully refunded or exchanged during the settlement period.
- Commissions are paid through AdSense for YouTube 60 to 120 days after purchase.
- A temporary incentive currently sends 100% of affiliate merchant commissions to creators. The page says this will decrease later, with at least 30 days' notice, so do not plan your income on today's split.

Results appear in the Shopping section of YouTube Studio, with expanded reports in YouTube Analytics. The creator page also mentions the Affiliate Hub, which lists sellers, commission offers and promotions, and a Trending Products card in the Studio mobile app showing the most-clicked products over the last 28 days.

A 30 minute weekly routine

1. Open the Shopping hub in Studio. If you have the new shelf, read the suggestions and the estimated commission. If not, open the Affiliate Hub.
2. Pick three products you would honestly recommend: ones you have used, or that match a video you already made. Not simply the highest commission.
3. Tag them on your most-viewed older videos where they fit.
4. Save the others for next week's upload.
5. A week later, open Analytics and check clicks and sales. Keep what gets clicks; drop what does not.
6. Tell viewers in the video or description that you may earn a commission. YouTube's creator page says to follow its paid product placement policies and use the disclosure tools for sponsored content.

Reported in the press, not on YouTube's help pages

These details come from one PPC Land report and could not be confirmed on the three YouTube pages opened on November 8, 2026. Treat them as reported.

- The product shelf in the Studio Shopping hub, with a personalized list of products to tag.
- An estimated commission rate on each product.
- A save tab to bookmark products for later uploads.

The report also says YouTube gave no start date and no country list. Before you tag anything, open the real offer page and check the real commission and attribution window.

Honest limits

- The shelf was not used on a live account for this guide, so there is no report on what it looks like or how good the suggestions are.
- It has no announced start date or country list, so you may not have it today.
- The affiliate program itself depends on your country, your subscriber count and your channel type.
- Commissions are set by each brand and can change.
- Payment is slow: 60 to 120 days after purchase.
- Auto-tagging can be wrong, and it skips sponsored and Made for Kids videos.

What it costs

The YouTube pages opened for this guide do not mention a fee to join the affiliate program or to tag products. You earn a commission when a sale is completed. No subscription is mentioned for the shelf or for tagging, but this could not be checked on a live account. Checked November 8, 2026, and it can change.

DO THIS

If you are in the YouTube Partner Program, open Studio this week and go to Earn. If you have joined the affiliate program, look for the Shopping hub and the product shelf, pick three products you would honestly recommend, tag them where they fit, and check clicks and sales a week later. Tell viewers about the commission. If you do not see the shelf yet, it has no announced date, so check again in a few days. If you do not make YouTube videos, nothing changes for you.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io is for the business behind the videos: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a YouTube tool and is not connected to YouTube or YouTube Shopping.

Sources

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- YouTube for Creators: YouTube Shopping affiliate program — https://www.youtube.com/intl/en_us/creators/partner-program/shopping/
- PPC Land: YouTube Studio now suggests products for affiliate creators to tag — https://ppc.land/youtube-studio-now-suggests-products-for-affiliate-creators-to-tag/
- PPC Land: YouTube creators in 35 markets to earn shopping commissions by year-end (Sep 24, 2026) — https://ppc.land/youtube-creators-in-35-markets-to-earn-shopping-commissions-by-year-end/