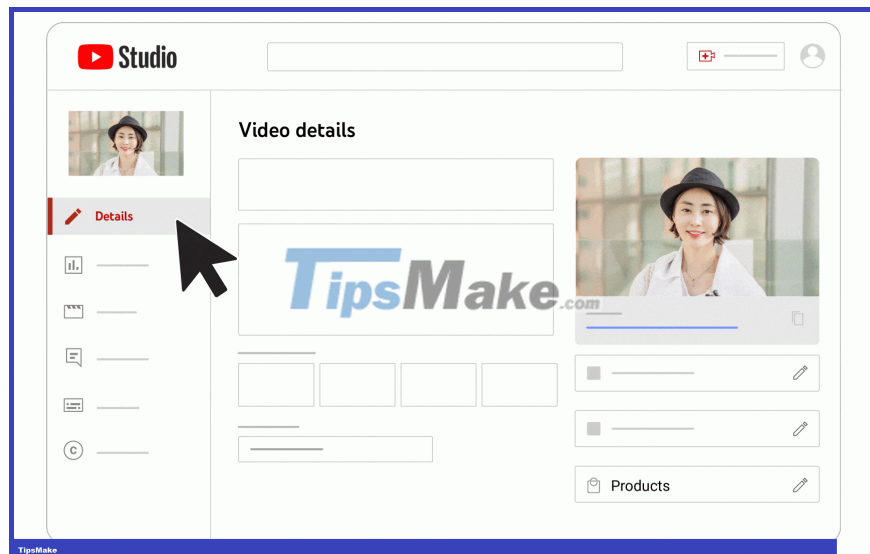


YouTube allows users to choose when and what products to advertise

YouTube is preparing to provide content creators with new tools that allow them to choose when to display product ads in videos.

Accordingly, it is possible to add a time stamp to tagged products in the video so that the shopping icon appears at the appropriate time while the user is watching.



According to experts, the new tool will help companies and content creators more easily produce videos. Content creators having control over when shopping icons appear will also please sponsors.

In addition, YouTube also allows content creators to mass-tag affiliate products in their video library. YouTube's purpose is to help creators increase revenue from older content that still has high traffic.

In the near future, this video platform will allow YouTube Studio to show which affiliate products bring in the most revenue.

YouTube also recently confirmed that it will add several new features and interfaces for phone, tablet, PC, and TV users in an upcoming update to improve viewing and search quality. Some outstanding new features include Searching for songs by melody, Fast forwarding videos, Adding effects when users press Register and volume balance feature.

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