**YouTube Expands E-Commerce Ambitions With Test**

Google's expanding its e-commerce ambitions by running a test that enables YouTube video creators to tag and track products highlighted in their content and link data to Google analytics and shopping tools with the goal of creating a vast shoppable catalog for consumers, according to Bloomberg sources. In related news, Google is working with Shopify to sell through YouTube.

***Mobile Marketer 10.12.20***

<https://www.mobilemarketer.com/news/youtube-expands-shopping-tools-with-video-creators-before-holidays/586803/>