

Why Brands Should Aim For The YouTube Partner Program

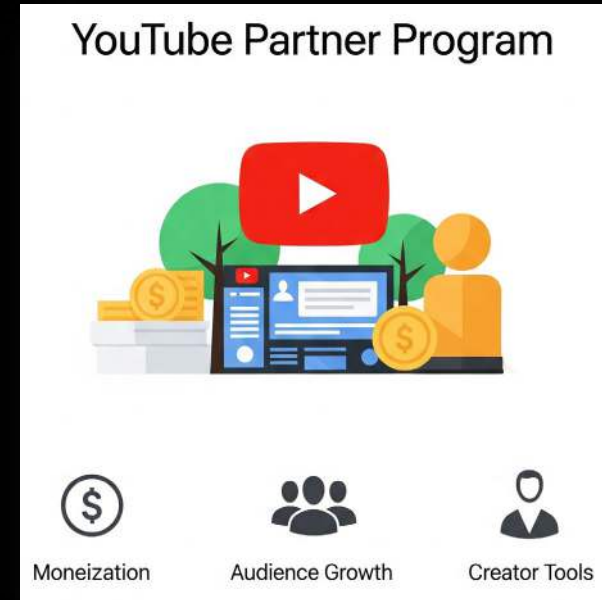
**It's about more than the
ad revenue split**



**3RD +
LAMAR**

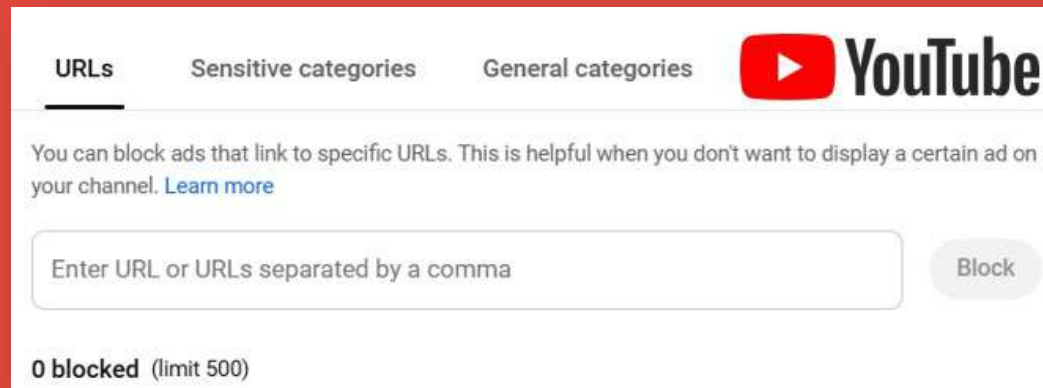
The Hidden Power of YPP Eligibility

For brands serious about their YouTube channels, focus on joining the YPP. Yes, you can monetize your content, but you'll also unlock crucial controls.



Keep Competitors Off Your Channels

Once in the YPP, you can prevent competitors' ads from appearing on your videos.



The screenshot shows the 'Block ads by URL' section of the YouTube Partner Program (YPP) interface. At the top, there are three tabs: 'URLs' (which is selected and underlined), 'Sensitive categories', and 'General categories'. To the right of these tabs is the YouTube logo. Below the tabs, a text box explains: 'You can block ads that link to specific URLs. This is helpful when you don't want to display a certain ad on your channel. [Learn more](#)'. Below this text is a large text input field with the placeholder text 'Enter URL or URLs separated by a comma'. To the right of the input field is a 'Block' button. At the bottom left of the interface, it says '0 blocked (limit 500)'.



Sensitive Ad Categories & Full Ad Control

- ✓ Keep sensitive ad categories off your channel
- ✓ Gain more control over your channel's ad experience

This means a more brand-safe and tailored viewing environment for your audience.



YPP Eligibility Thresholds

To unlock these benefits, meet these eligibility requirements:

- ✓ 1,000 subscribers
- ✓ 4,000 public watch hours (in the past 12 months) OR
- ✓ 10M YouTube Shorts views (in the past 90 days)



Did YPP Help Our Visibility?

Impressions for the 3rd + Lamar YouTube channel grew 22% in the 6 months after we joined the YPP. Could be a total coincidence, as many factors play into this. But joining YPP definitely did not hurt!



Ready to Supercharge Your YouTube strategy?

Is growing your YouTube channel a priority? Do you need help meeting the requirements for the YPP?

Connect with 3rd + Lamar:

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