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Amazon Influencer Programme Surpasses 2 Lakh Creators, Expands Monetisation Through YouTube and Pinterest



CHENNAI – 3 Nov, 2026 Chennai: Amazon announced that its Amazon Influencer Program has crossed two lakh creators in India, doubling its network year-on-year. The company is expanding opportunities for creators to develop sustainable businesses through content-led commerce across Amazon.in, YouTube and Pinterest.

Creators can now tag Amazon products in their YouTube and Pinterest content, earn commissions on qualifying purchases and help customers make informed shopping decisions.

This year, creators have enabled nearly 40 million customers to shop for hundreds of millions of products on Amazon.in. Their contribution is gaining further momentum during the ongoing Amazon Great Indian Festival.

Nidhi Thakkar, Head of Social Commerce – Emerging Marketplaces, Amazon, said creators are transforming how customers discover, research and purchase products. Through its creator programmes and partnerships, Amazon aims to help storytellers turn their passion into entrepreneurship.

Gunjan Soni, Managing Director – India, YouTube, highlighted that over 450 million people in India conduct shopping-related searches on YouTube. The partnership allows creators to tag millions of products across Shorts, long-form videos and livestreams.

Nearly 70% of shoppers purchasing through Amazon creators are from non-metro cities, while approximately 75% of creators also belong to these regions. Earnings per creator have increased 60% year-on-year.

Amazon supports creators through Creator Rewards, Creator Connections, Creator Central and Creator University, offering performance-based incentives, brand campaigns, insights and learning resources.