

ChatGPT Ads

Potential and strategy for advertisers

Spanish market · figures and benchmarks in euros

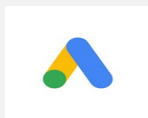
01

The channel

How does ChatGPT Ads differ from other advertising platforms?



ChatGPT Ads in the media mix



Google

Intent capture

*"I know what I want.
I'm going to search for it."*

Advertising based on searches



Meta and TikTok

Discovery and inspiration

*"I wasn't looking for it,
but I'm interested."*

Advertising based on interests



ChatGPT

Resolution and recommendation

*"I have a problem.
Help me decide."*

Advertising within the conversation



The user is in decision mode, not awareness.

They explore, compare, evaluate, decide and buy within a single conversation.



A channel with no established competition.

The learning window is inexpensive today and narrows with every new advertiser.

From competing for searches to competing for conversations

How it works

The ad appears at the end of the response, as a clearly marked sponsored card

1

The user asks

The user sets out a need within a conversation with ChatGPT.



2

ChatGPT responds

The AI answers as normal. The ad neither alters nor influences that content.



3

Sponsored card

A clearly distinct card, labelled as sponsored, is shown at the end of the response.

Key principle: the ad does not influence the AI's answers. It sits after them, not within them.

Search versus context

Google captures a search. ChatGPT captures the whole situation.

Google

Limited context

sofa pet friendly fabric

3 seater sofa €1,500

sofa delivery times

ChatGPT

Rich context for deciding

"I'm looking for a sofa for a living room with two dogs. My budget is around €1,500. It needs to be easy to clean and delivered before the summer. What should I be comparing?"

The same person and the same need. What changes is how much the platform knows before it decides what to show them.

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Intent and potential

***One in five queries expresses
a need to buy a product or a
service***

20%

of conversations show
purchase intent

Where it concentrates

Electronics

Home goods

Apparel

Beauty

Gear

The weight of each vertical changes the strategy: where purchase intent is high, the work is catalogue and conversion; where it is not, awareness and consideration.

Ads are served only in conversations that are brand-safe and not sensitive for the user.

Brand safety

Ads are placed with safeguards that keep them out of brand-unsafe conversations.

User safety

Ads are avoided in sensitive conversations, and the user is given clear controls.

It is both a guarantee of environment and a ceiling on reach: there are conversations you will not appear in, however much you bid.

Key points | Optimisation and buying



Campaign objectives

CPM for reach, CPC for clicks and conversion optimisation with the pixel.

Official recommendation

Start between €3 and €5 per click on CPC campaigns.

Auction

Second price, weighted by relevance: the bid is not everything.

Cost window

An estimated CPM of around €25, with an indicative range of €8 to €25 for the Spanish market.

Route to buy

Ads Manager at ads.openai.com. The account belongs to the advertiser and the agency is added by invitation.

Bidding

The maximum bid is set at ad group level, not campaign level.

Default CPM

A maximum bid of €60 per thousand impressions.

Targeting

Contextual, geographic and by platform (Android, iOS, desktop). No demographic profiling.

Markets live

31 European markets since 24 August 2026, Spain included.

Consent

GDPR requires explicit consent for personalisation.

How does targeting work?

Targeting is contextual: ChatGPT identifies the need within the conversation.

NO

Targeting is not defined by exact match terms.

There is no demographic targeting: no age, no gender, no platform interests.

YES

Geographic: target countries, set at campaign level.

By platform, with Android and iOS app and web, and desktop, each set separately.

First-party audiences uploaded by the advertiser, which is a different matter from demographic profiling.

The three inputs to relevance

The ad is matched to the context of the conversation from what we supply

01

Landing page

It tells the system what is actually being advertised. If the landing page is generic, relevance suffers.

02

Ad copy

The headline and description are used to build the right message for each user within their conversation.

03

Context hints

A broad list of hints guides the algorithm towards the right ad group. It is guidance, not exact match.

How a real need is expressed in ChatGPT

Choosing with constraints

"I need a laptop for working from home and editing video. I don't want to go above €1,200. What would you recommend?"

Comparing total cost

"Am I better off financing or paying outright? What should I compare between monthly payment, term and total cost?"

A product within a budget

"I need a new mattress before we move house. I have around €600 and I would like it delivered quickly."

Worked example: how it chooses

"I'm looking for a sofa that will survive two dogs and a toddler, ideally under €1,500."

BRAND A

Max bid €3

- Tightly written context hint
- Landing page for a specific pet-friendly fabric sofa
- Copy about durability, cleaning and family life

High estimated relevance

BRAND B

Max bid €5

- Generic context hint
- General brand homepage
- Copy along the lines of "discover our new collection"

Medium estimated relevance

Refining the context hint, the copy and the landing page matters as much as the bid.

How to write a context hint

Several short, distinct hints per ad group describing when the product is useful

AVOID

- Vague single-word terms
- Long phrases that bundle need, profile and moment together
- The same idea repeated in different words
- Brand or competitor names on their own

RECOMMENDED

A set of four or five-word hints, each describing a different situation:

"starting to run from scratch"

"comfortable trainers for beginners"

"training for a first 5K"

"daily running with cushioning"

Need

+

Profile

+

Moment

Think in terms of need, profile and moment, and write each hint separately. They guide the system; they do not guarantee delivery.

02

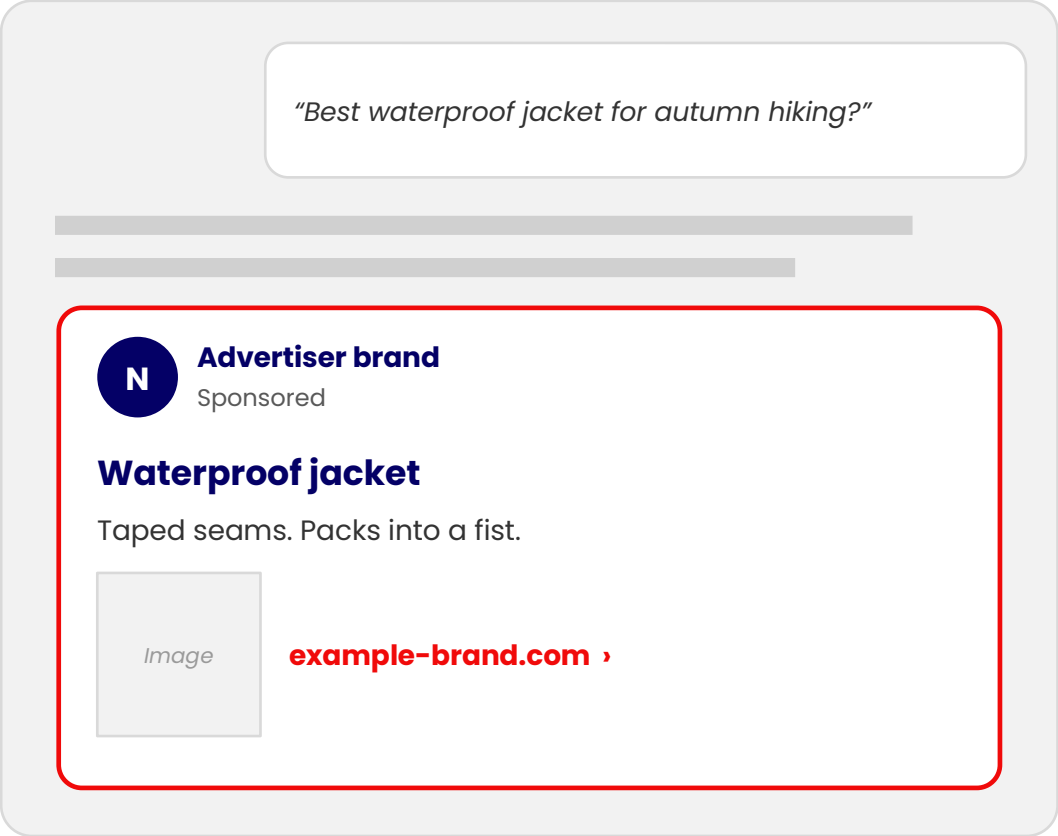
Formats and creative

What can be built, how it looks and which queries trigger it



The ad card, element by element

Six elements, with character limits and requirements worth respecting



01	Logo	Identifies the brand at a glance.
02	Company name	Advertiser shown alongside the logo.
03	Headline	Main message. 24 characters maximum.
04	Description	Supporting benefit. 48 characters maximum.
05	Square image	PNG or JPG with a public, direct URL.
06	Link	A product-specific landing page, not the homepage.

The character limits on headline and description shape the copy: it is written to that space, not trimmed afterwards.

Available formats

What can be built today

01 • Text and image (the main format)

Appears beneath the response, labelled as sponsored. It carries advertiser name, favicon, headline, description, creative and landing page.

02 • Product feed

Campaigns built from the product feed: the response shows product, price, description and image, linking through to the product page.

03 • Multiple variants

Several headlines and descriptions for the same offer. The system combines them according to the context of the conversation.

04 • Context hints

The advertiser describes the conversations and topics where their product is relevant. This is the real targeting lever.

What does NOT exist

There are no Stories Ads.

There are no Reels Ads.

There is no video inventory equivalent to Meta or TikTok.

Presenting it as though it had formats equivalent to the whole of Meta or TikTok inventory is the easiest mistake to make, and the first to come apart under questioning.

Formats at a glance

Text and image

"Which option suits me?"

Brand · Sponsored
The option that fits you

Compare, choose and sign up in minutes.

Creative

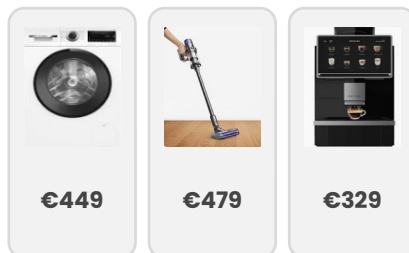
See options →

CPM · CPC · conversion

Product feed

"Which model should I buy?"

Store · Sponsored



Card by card, with its own impressions and clicks.

CPC · conversion

Multiple variants

"Which one will last longest?"

Headline A
How much are you overpaying?

Headline B
The option that fits you

Headline C
Compare and decide in minutes

Any objective

Anatomy of the unit

01 Advertiser name

02 Favicon or logo

03 Headline **max 24**

04 Description **max 48**

05 Square image

06 Landing page

Common to all

A single placement: beneath the response and labelled as sponsored. What changes is the content of the unit, not where it sits.

The full picture on formats



FORMAT	STATUS	USE
Text and image	Available	The main advertising format
Intent and context based	Available	Reaching users by conversational intent
Product feed	Available	Ecommerce and product catalogue
Multiple headlines and copy lines	Available	Coverage and relevance
Reach · CPM	Available	Awareness
Clicks · CPC	Available	Traffic
Conversion optimisation	Available	Leads and sales
Video	Not available	Not documented today
Stories and Reels	Not available	Does not exist
Sponsored answer	Not available	Does not exist: the ad sits outside the response

The multi-product carousel appears in OpenAI product notes but not in the published list of formats. Confirm before committing to it.

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One offer, two conversations

Multiple variants in action: the system serves the angle that fits each context

"I'm trying to kit out the new flat without overspending."

Brand · Sponsored

Everything for the new flat, in one place

Compare ranges, prices and delivery times in minutes.

The same creative in both cases

See the range →

"Which option gives the best value for under €500?"

Brand · Sponsored

Compare and keep the one that fits best

We show you the options for your own usage and budget.

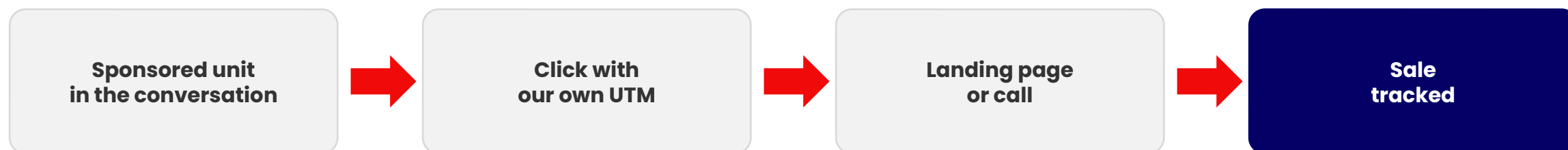
The same creative in both cases

Compare options →

A single offer loaded with several headlines and copy lines covers different angles without duplicating campaigns.

From ad to sale

The journey to close before launching in assisted-sale businesses



Brand · Sponsored

We'll call and talk you through it in two minutes

Leave your number and an adviser will help you choose the option that fits you best.

Advertiser creative

Call me back →

What to resolve first

Whether the click can open a direct dial or must route through a landing page. The answer changes the CTA copy.

Why it matters

If the business closes over the phone and the hashed phone number never reaches the pixel or the Conversions API, that sale falls outside attribution.

03

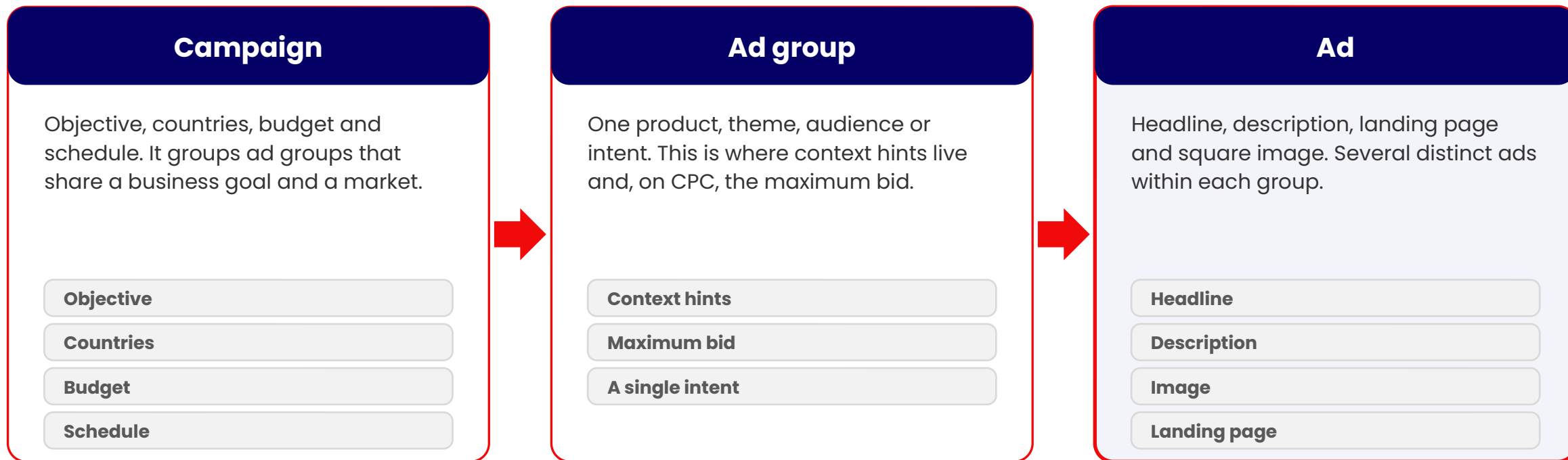
Structure and launch

How the account is built, how it scales and what is needed to begin



Account structure

Three levels: the campaign sets the objective, the ad group the intent and the ad the message



Rule: if products, audiences or use cases differ, they belong in separate ad groups. Intents are never mixed within one.

From product to intent

The intent map translates each product and landing page into the way people actually ask for help

STAGE	HOW THE USER ASKS	AD GROUP	LANDING PAGE
Problem	<i>"The sofa is falling apart and we have two dogs"</i>	Pet-friendly fabric sofas	Family sofas category
Discovery	<i>"Which sofa fabrics stand up to pets?"</i>	Pet-proof fabrics	Fabric range
Comparison	<i>"Fabric or leather for a family living room?"</i>	Fabric versus leather	Comparison guide
Purchase	<i>"Price of a three-seater sofa this month"</i>	Sofa offer	Offer page

Each row is a cluster with its own ad group, context hints, ads and specific landing page. This is the step that turns a catalogue into an account.

Launching at scale

The recommended starting point is 100 reviewed ads, spread across intents

100+

reviewed ads before launch

This is the standard OpenAI recommends. The same need is expressed in many different ways, and variety gives the system room to find matches and deliver.

Problem

"The sofa is falling apart and we have two dogs"

Goal

"I want to replace the living room furniture this year"

Comparison

"Fabric or leather with children at home?"

Constraint

"Three-seater sofa for no more than €1,000"

Occasion

"A new sofa before the family visit"

Question

"How long does a fabric sofa usually last?"

Scaling is not rewriting the same ad a hundred times: it is covering distinct intents, each with its own landing page.

Launch process



Nine steps across three phases, with human review before anything is uploaded to Ads Manager

PREPARE

1. Approved claims
2. Intent map
3. Campaign structure

What the agency brings

We validate what can be said and map intents against commercial judgement.

Deliverable

Claims list, intent map and campaign plan

BUILD

4. Context hints
5. Launch ads
6. Scale to 100+

What the agency brings

Production with brand judgement: distinct angles per intent, not marginal variations.

Deliverable

Workbook with more than 100 ads and their hints

VALIDATE

7. Deduplication and scoring
8. Technical validation
9. Final review

What the agency brings

QA on limits, URLs, images and naming, plus human review of accuracy and policy.

Deliverable

Upload-ready workbook and approval checklist

Steps 2 and 4, the intent map and the context hints, are what genuinely set an agency apart: no tool produces them for you.

What we need to begin

Six inputs that are the single source of truth for everything produced afterwards

01

Ad exports

Google Ads, Meta or Microsoft Ads in CSV or XLSX, with copy, URLs and metrics.

02

Website and landing pages

Domain and priority landing pages by product or service.

03

Claims and offers

Prices, promotions, guarantees and substantiation that can be used.

04

Brand guardrails

Tone of voice, terms to avoid and mandatory legal disclaimers.

05

Images

Square, in PNG or JPG, with a public, direct URL.

06

Measurement

Static UTMs for launch; pixel or CAPI as the next step.

Rule: only claims already substantiated in live ads or on the website are used. Anything regulated or time-limited goes through review.

Common mistakes

The failures that cost a launch most, and how to avoid them

MISTAKE	HOW TO AVOID IT
❖ Launching with too few ads	Start from 100 reviewed ads and keep expanding by intent
❖ Treating context hints as keywords	Four or five-word phrases describing real situations
❖ Unsubstantiated claims	An approved claims list before a single ad is written
❖ Sending all traffic to the homepage	Each ad to the landing page most relevant to its intent
❖ Images that fail to load	Public, direct URLs, opened one by one before upload
❖ Skipping the final review	Human approval before upload: validating the format is not approving the content

The first five are caught in QA. The sixth is avoided only by naming an individual owner.

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04

Activation and measurement

Product updates, tactics, measurement and go-live



Conversion optimisation with impression billing

AVAILABLE

RECOMMENDED

Optimises for conversions arising from both ad clicks and ad views. Billing is impression-based while delivery is steered towards the chosen conversion goal. OpenAI presents it as its recommended model for maximising performance.

Flexible attribution windows

A 7, 14 or 30-day click window and a 0 or 1-day view window when customising columns. The choice applies to every conversion column.

Event Quality Score

A 1 to 10 score for each Pixel and Conversions API source, with user-data coverage and recommendations. Under Tools > Conversions.

Platforms targeted separately

Android app

Android web

Desktop web

iOS app

iOS web

Product updates · Creative, integrations and pilots

AI-assisted ad creation

IN TESTING

Suggests copy and imagery from the landing page and the objective. Everything is reviewed and edited before it is added.

Text customisation

Adapts headlines and descriptions to the context of each conversation and translates into the user's language. Opt-in.

Shopify

US ONLY

Catalogue, measurement and campaigns from the ChatGPT Ads app. International availability expected shortly.

HubSpot

Create ads, track performance and follow up on leads without leaving HubSpot.

Sponsored Agents

IN TESTING

US ONLY

After the click, the user can open a clearly labelled sponsored conversation with a brand agent to ask questions and explore the offer. Currently with selected advertisers.

With impression billing, cells are compared on CPA rather than on CPC.

Platform tactics and ideas



Operating by conversation

The Ads Manager plugin creates, manages and troubleshoots campaigns in plain language. It previews changes and asks for confirmation before applying them.

Cross-sell to the customer base

Existing customer audiences as the basis for selling complementary products or services.

Carousel reporting by card

Impressions and clicks by card, plus product-level fields in the Insights API: an attention map of the catalogue.

Excluding existing customers

Audiences below 25K can now be used for exclusions: you stop paying for traffic the advertiser already owns.

Total budget with pacing

Set the test as a whole-window budget rather than a daily one, so the cell does not burn out in the first few days.

View-through, now available

Optimises for click and view conversions with impression billing. OpenAI recommends it for performance. It is read separately.

Measurement: pixel, CAPI and plan

It does not delay the launch, but it must be in place before investment is scaled

CLIENT-SIDE

OpenAI pixel

- Quick to deploy on the website
- Measures visits, leads, sign-ups and purchases
- Sensitive to consent, blockers and browser

SERVER-SIDE

Conversions API

- Events from back end, CRM or offline
- More reliable for attribution and optimisation
- Requires development and event mapping

PLAN

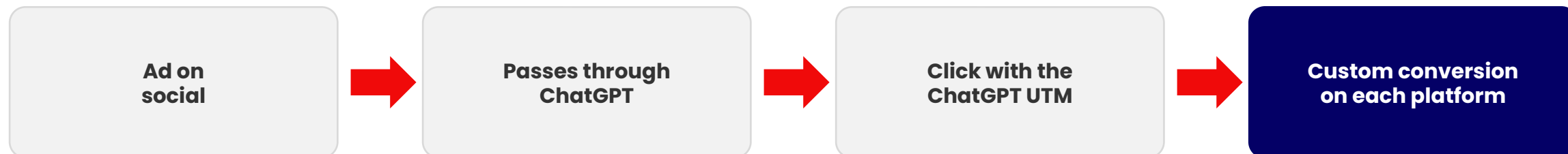
How we approach it

- Define between three and five business events
- Pixel to move quickly, CAPI to scale
- Where both run, use the same names and event IDs to deduplicate

GDPR: the pixel sends hashed form data through advanced matching, on by default since 17 August 2026. Validate this with legal and with the consent banner.

Cross-platform measurement

The starting problem: the platforms do not share data with one another



Measurement pixel

Accepts hashed phone, first name, last name, region and postcode: this is what matches a phone sale back to the ad.

Conversions API

Plural list fields for email, phone, external ID, first and last name, country, city, region and postcode, plus GAID on mobile.

Connectivity with call tracking

The click should dial directly, the landing page should capture the lead, and the match rate with the platforms should be high.

Ad server click tag or tracking ad

Alongside the UTM, a Campaign Manager 360 tag brings the channel into the ad server and measures it beside the rest of the mix.

What it requires

A redirect URL set-up must exist. Where it does, the CM tag drops in without touching anything else.

Cross-channel read potential

A custom conversion per platform on the same UTM makes the social → ChatGPT → purchase journey readable.

Without this set-up closed before launch, no test can be interpreted.

Entry requirements and billing



What must be resolved before the first campaign goes live

Minimum investment

More than €15,000 of expected monthly investment. This is anticipated spend, not a card credit limit.

Monthly invoicing

Available by bank transfer on Net 30 terms, subject to internal review and approval.

On switching method

Any outstanding balance is charged to the registered card at the point of the change.

Default payment method

A credit card registered on the account.

The condition that limits it

It applies only where invoicing is direct to the advertiser. The agency is not invoiced.

What must be confirmed in writing

Expected investment, the need for monthly invoicing, acceptance of the outstanding charge, Net 30 payment and billing details.

The cost per impression is low; the cost of entry is not. And the invoice is issued to the advertiser, never to the agency.

Account set-up checklist

Seven steps between having nothing and being able to upload the first campaign

01 Create the account

Campaigns, budgets, reporting and access are all managed at ads.openai.com.

02 Invite the agency

Team members who need access are invited from within the account itself.

03 Validate billing

It must be complete before any campaign is activated.

04 Country, currency and time zone

These must match the paying entity. They are fixed when the account is created.

05 Upload the favicon

It sits in account settings and forms part of the ad unit.

06 Follow the scaling guide

A document and a video setting out how to produce the volume of ads.

Upload the campaign schema

The campaign schema file is uploaded in Ads Manager.

Technical support

ads-support@openai.com for pixel, measurement and platform queries.

Together to get there.

