



# How to advertise on ChatGPT

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# The Benefits of GPT Advertising

ChatGPT, an advanced language model developed by OpenAI, has now been integrated into Bing's search engine to revolutionize the way users interact with the search platform and find information online. ChatGPT enables a more dynamic and conversational interaction, allowing users to input queries not only in the traditional keyword form but also in the form of natural, conversational sentences. It's designed to understand the context and respond appropriately, providing more accurate and detailed answers to search queries.

## How ChatGPT Works in Bing Search

With the integration of ChatGPT into Bing search, users can experience a seamless conversational interface that mimics human-like conversation. For example, instead of typing "weather in New York," users can ask, "What's the weather like in New York?" and ChatGPT will provide a comprehensive answer, not just a single data point. The technology opens up the scope for more nuanced and complex queries, providing a much richer and deeper search experience.

## Why Advertisers should be aware of this opportunity

In a remarkably short period of just six months, Bing's market share has experienced an impressive growth, rising from 1.4% to over 7%. This surge can be attributed to multiple factors including the recent integration of the highly advanced artificial intelligence model, ChatGPT, developed by OpenAI, into its search interface. This has significantly enhanced the user experience, making search more interactive and personalized. As users increasingly recognize these benefits, the shift towards Bing has naturally accelerated.

## Low Cost Per Click (CPC) and High Return on Investment (ROI)

One notable advantage that Bing has held over its more dominant rival, Google, is the significantly lower Cost Per Click (CPC). The reason behind these lower CPCs is the comparatively less competition on Bing. With fewer advertisers vying for the same keywords, businesses can enjoy less expensive ad placements and thus, lower advertising costs.

This scenario, when combined with the increasing market share, presents a unique opportunity for advertisers. The lower CPC means that the Return on Investment (ROI) can be incredibly high.

Every click on Bing could potentially deliver more value, as the cost of acquiring that click is significantly less than it would be on Google. Consequently, this efficiency leads to a more cost-effective advertising spend.

### **Future Market Share Growth and Early Mover Advantage**

Market trends indicate that Bing's market share is expected to continue growing in the future, given its recent enhancements and growing user acceptance. This presents a golden opportunity for advertisers to take advantage of the early mover benefits.

Advertisers who begin leveraging Bing's platform early will not only benefit from the current low CPCs and high ROIs but will also establish their presence ahead of competitors. As more users migrate to Bing, these early adopters will have already established a robust presence, developed a better understanding of the platform's nuances, and fine-tuned their strategies accordingly.

In conclusion, the remarkable growth of Bing's market share, its low CPCs, and the potential for high ROIs make it an attractive platform for advertisers. Those who recognize and act on this opportunity sooner rather than later stand to gain significantly from the continued growth and evolution of Bing as a formidable contender in the search engine market.

### **ChatGPT Advertising on Bing**

The advent of ChatGPT integration also introduces new opportunities for advertising on Bing. Advertisers can now create more engaging and interactive ads. Rather than static text or image-based advertisements, businesses can deploy conversational ads that interact with users in real-time, answering their queries about products or services, and providing personalized recommendations based on the conversation.

For instance, a user inquiring about the best hiking shoes might be presented with an interactive ad from a sporting goods company, wherein ChatGPT can provide detailed information about the various hiking shoes available, their specific features, pricing, etc., thereby creating a unique customer experience. It's a win-win situation, with users getting immediate, detailed responses to their queries, and advertisers gaining a more interactive and engaging way to reach potential customers.

In essence, the integration of ChatGPT into Bing and its use in advertising presents an exciting new chapter in the world of online search and digital marketing. The potential for a more interactive, personalized, and effective user experience is immense, promising a future where AI doesn't just assist but actively participates in our daily online interactions.

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