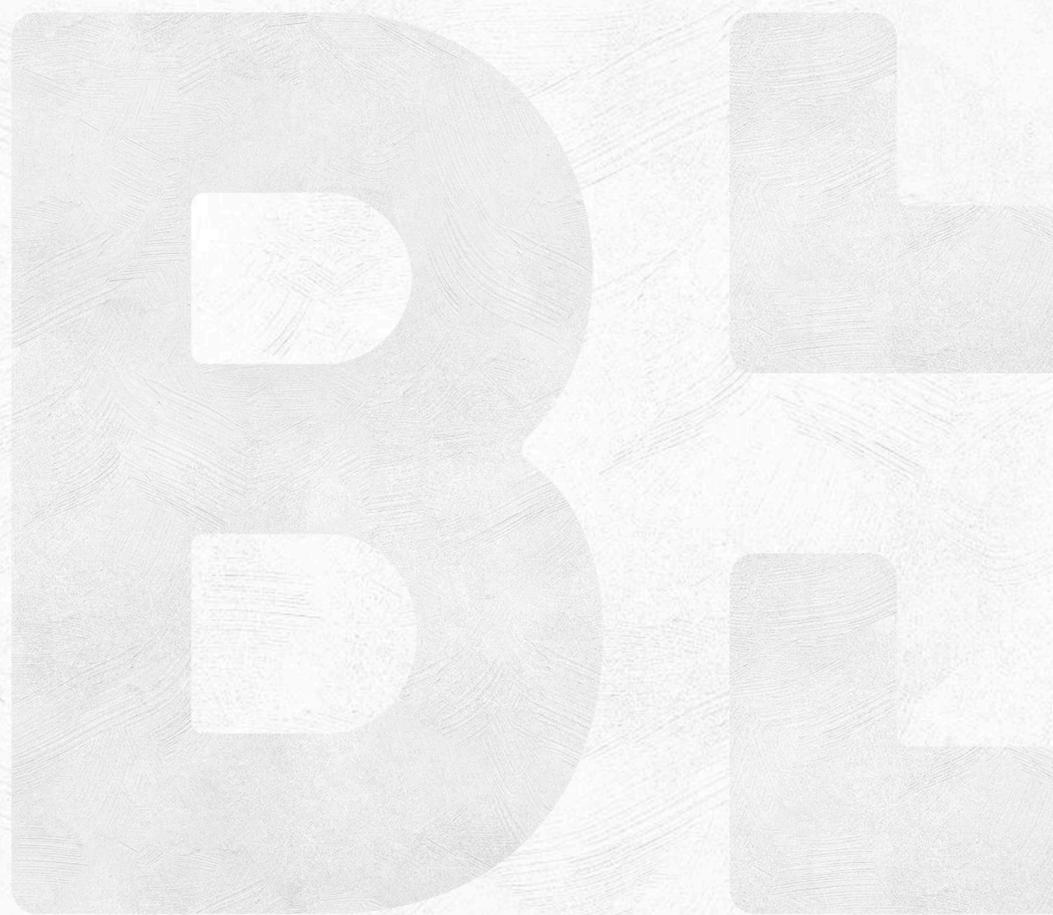ADS ON OPENAI

Search Ads vs. Conversational Ads : The OpenAI Shift

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Summary

1. Introduction

In January 2026, OpenAI confirmed what many had anticipated: **advertising is coming to ChatGPT.**

Starting February 2026, users on the Free tier and the new ChatGPT Go tier ($8/month) will see sponsored content at the bottom of their conversations. The US market goes first. Plus, Pro, Business, Enterprise, and Edu subscribers remain ad-free.

This is not a rumor or a beta test announcement buried in a blog post. This is OpenAI's official move into advertising—a market where Google alone generates **over $200 billion annually**.

For CMOs and marketing leaders, the question is no longer "Will AI change advertising?" It's: **"How do I position my brand in a channel that doesn't work like anything we've operated before?"**

Bulldozer Thesis : Conversational Ads will not reward the best media buyers. They will reward the brands that already influence how AI models reason about their category.

Everything in this document is based on confirmed announcements, verified market data, and established advertising principles. Where uncertainty remains, we say so.

2. Search Ads: Established Model

How Search Advertising Works

Search advertising operates on a simple premise: show ads to people who are actively looking for something.

When a user types a query into Google, they express intent. "Best CRM for small business." "Flights to Barcelona in March." "B2B lead generation software." Each query signals what the user wants—and advertisers bid for the right to appear alongside the results.

The mechanics are well understood:

- **Keyword targeting.** Advertisers select keywords they want to trigger their ads. They can match exact phrases, broad variations, or exclude terms that attract the wrong audience. The keyword is the atomic unit of Search Ads—everything flows from it.

- **Auction-based pricing.** Every search triggers an auction. Advertisers set maximum bids for their keywords. Google's algorithm considers bid amount, ad quality (measured by Quality Score), and expected impact to determine which ads appear and in what order. The winner pays just enough to beat the second-highest bidder—a second-price auction model.

- **Pay-per-click (PPC).** Advertisers pay only when a user clicks. No click, no cost. This model tied advertising spend directly to user action, making it measurable in ways traditional media never was.

- **Landing page and conversion tracking.** The click sends users to a landing page. From there, advertisers track conversions—purchases, sign-ups, demo requests, downloads. The entire funnel, from keyword to conversion, is instrumented and optimized.

This system created a feedback loop: measure results, adjust bids, refine keywords, improve landing pages, repeat. For twenty years, marketers built careers and businesses mastering this loop.

The Numbers Behind Search Dominance

Google's advertising revenue tells the story of Search Ads' dominance. In 2023, Alphabet reported **$237.9 billion in total revenue**. Advertising accounted for approximately $237 billion of that—**over 80%** of the company's income. Google Search and related properties generated the lion's share: **$175 billion**.

To put this in perspective: Google's ad revenue alone exceeds the GDP of countries like Portugal or New Zealand.

The Search Ads market extends beyond Google. Microsoft Advertising (Bing) holds roughly **6-7% of the search market**. Amazon's advertising business—largely search-based within its marketplace—generated $46.9 billion in 2023. But Google remains the gravitational center.

- **Budget allocation patterns**. For most B2B and B2C companies with mature paid acquisition programs, Search Ads represent 40-60% of total digital advertising spend. The channel's measurability and intent-based targeting make it the default choice for performance marketing.

- **Cost trends.** CPCs have risen steadily. According to WordStream data, the average CPC across industries increased by 10-15% year-over-year between 2020 and 2023. Competitive verticals—legal, insurance, finance—routinely see CPCs exceeding $50-100 per click. Some keywords in the legal sector exceed $500.

This inflation reflects both the channel's effectiveness and its saturation. When everyone competes for the same high-intent keywords, prices rise.

The Limits of the Search Model

- **Saturation and rising costs.** The most valuable keywords are crowded. Established players with large budgets and historical Quality Scores occupy the top positions. Newer entrants pay premium prices for visibility—or settle for less competitive, lower-intent queries. For many categories, the "easy" arbitrage opportunities disappeared years ago.

- **Ad blindness.** Users have learned to distinguish ads from organic results. Studies consistently show that a significant portion of users scroll past sponsored listings to reach organic content. Google's own design changes—making ads look more like organic results—reflect this challenge. The more ads look like ads, the more users ignore them.

- **Zero-click searches.** Google's featured snippets, knowledge panels, and AI Overviews increasingly answer queries directly on the results page. Users get what they need without clicking anything. For advertisers, this means paying for impressions that never become clicks—or losing visibility entirely when Google's own content satisfies the query.

- **Privacy and tracking erosion.** The deprecation of third-party cookies (repeatedly delayed but still coming), Apple's App Tracking Transparency, and evolving privacy regulations have complicated conversion tracking and remarketing. The clear attribution that made Search Ads so attractive is becoming harder to maintain.

- **Diminishing marginal returns.** For mature advertisers who have optimized their campaigns over years, incremental gains require disproportionate effort. The low-hanging fruit was picked long ago. Scaling spend often means accepting higher CPCs and lower ROAS.

3. The Rise of AI-Powered Search

The Numbers

ChatGPT's growth has been exceptional by any measure.
- Weekly active users: **400 million+ as of February 2025**
- Search volume: **Over 1 billion** searches per week on ChatGPT Search
- Projected user base: **2.6 billion by 2030** (industry estimates)

For context, Google processes approximately 8.5 billion searches per day. ChatGPT is not replacing Google—yet. But a billion weekly searches represents a meaningful shift in where users go for information.

The advertising market is responding. According to eMarketer, AI-driven search ad spending in the US is projected to grow from $1.1 billion in 2025 to $26 billion by 2029. That trajectory assumes conversational AI becomes a standard advertising channel within four years. OpenAI's own revenue projections reflect this expectation.

The company anticipates ad revenue of $1 billion in 2026, **scaling to $25 billion by 2029**—approximately 20% of projected total revenue. These are projections, not certainties. But they indicate where the market believes attention and budgets are heading.

How User Behavior Is Changing

The shift from search engines to AI assistants represents more than a change in technology. It reflects a change in how people seek information.

- **From keywords to questions.** In traditional search, users learned to think in keywords. They stripped their queries to essential terms: "best crm small business pricing." With conversational AI, users ask complete questions: "What CRM should I use for a 10-person sales team with a limited budget?" The AI interprets context, not just terms.

- **From comparison to recommendation.** Search engines present options. AI assistants provide answers. When a user asks Google for "best project management software," they receive a list of links to review articles, vendor pages, and comparison sites. When they ask ChatGPT the same question, they receive a direct recommendation with reasoning. The user's role shifts from researcher to decision-maker.

- **From clicking to receiving.** Traditional search requires clicks. The user scans results, selects a link, evaluates the page, returns to search, tries another link. Conversational AI compresses this process. The answer arrives in the chat. If it's insufficient, the user asks a follow-up question—they don't start over.

- **From anonymous to contextual.** Search queries exist in isolation. Each search starts fresh (unless the user is logged in and Google connects sessions). Conversational AI maintains context within a session. "What about cheaper alternatives?" makes sense as a follow-up. The conversation builds on itself.

These behavioral shifts have implications for advertising.

An ad model built on keyword auctions and click-through rates **operates differently** than an ad model built on conversational context and dialogue flow.

The established Search Ads model optimized for one set of behaviors. **The emerging Conversational Ads model must optimize for another.** Understanding what OpenAI has actually announced—and how it differs structurally from Search Ads—is where we turn next.

4. OpenAI's Advertising Announcement

What Has Been Confirmed

On January 16, 2026, OpenAI made it official: advertising is coming to ChatGPT. The rollout begins in February 2026. Internal testing started in January. The US market goes first.

Who sees ads:
- Free tier users
- ChatGPT Go subscribers ($8/month—a new tier launched globally in January 2026)

Who doesn't see ads:
- Plus subscribers ($20/month)
- Pro subscribers ($200/month)
- Business, Enterprise, and Edu accounts

This creates a clear split. Pay more, no ads. Pay less or nothing, ads are part of the experience.

The Ad Format

OpenAI described a specific format in their announcement.
Ads appear at the bottom of responses. They are visually separated from the AI-generated answer. Labels make clear what is sponsored and what is not.

The official example: a user asks about travel to Santa Fe. ChatGPT provides recommendations. Below the answer, a sponsored message promotes a cottage rental—with an option for the user to chat directly with the advertiser's bot.

This last detail matters. The ad isn't just a link. It can open a conversation. The user stays in ChatGPT and interacts with a branded assistant.

Restrictions

OpenAI announced clear boundaries on where ads can appear.
- No ads for users under 18.
- No ads alongside responses about politics, health, or mental health.

These restrictions limit advertiser reach in sensitive categories. They also signal OpenAI's concern for user trust—a theme that runs through their entire announcement.

Pricing Model

The pricing model differs from Search Ads.
ChatGPT ads use pay-per-impression (PPM), not pay-per-click (PPC).
Advertisers pay for exposure, regardless of whether users engage.

This is closer to display advertising or TV spots than to Google Search. At launch, there is no self-serve platform. OpenAI is working with select advertisers only. Each is committing under $1 million. This is a managed beta, not an open marketplace.

The Team Behind It

OpenAI hired Shivakumar Venkataraman to lead their advertising efforts. He previously ran Google's search ads business.

The company focused on:
- **Ad management tools**
- **Real-time attribution pipelines**
- **Experimentation frameworks**
- **Integration with existing ad platforms**

This infrastructure work suggests OpenAI is building for scale, even if the initial launch is limited.

Timeline

Here's what we know about timing:
- **August 2025:** ChatGPT Go tested in India at ₹399/month
- **December 2024:** CFO Sarah Friar confirms OpenAI is exploring ads
- **January 16, 2026:** Official announcement—ChatGPT Go global launch, ads confirmed
- **January 2026:** Internal ad testing begins
- **February 2026:** External beta with select US advertisers

No timeline has been announced for:
- Self-serve ad platform
- Expansion beyond the US
- Additional ad formats

5. OpenAI's Five Principles: What They Mean for Advertisers

OpenAI didn't just announce ads. They announced a framework for how ads would work. **Five principles.** Each one shapes what advertisers can and cannot do on the platform.

Principle 1: Answer Independence

What OpenAI said

> Advertising will never influence ChatGPT's responses. The AI's answers remain independent of commercial interests.

What this means in practice:

- You cannot pay to be recommended. If a user asks "What's the best CRM?", the answer comes from ChatGPT's training and reasoning—not from whoever bid the most.
- This is fundamentally different from Search Ads, where paid results appear above or alongside organic results. On ChatGPT, the answer is the answer. Ads are separate.

Implication for advertisers:

Clear separation between organic recommendations and sponsored ads; brand strength determines ad impact

Organic visibility (GEO) and paid advertising function in parallel, not as replacements

Principle 2: Conversation Privacy

Conversation data will never be sold to advertisers. User privacy is protected.

What this means in practice:

- No behavioral targeting based on past conversations. No retargeting based on what users discussed last week. No audience segments built from chat history.
- Targeting is contextual only. Your ad appears based on what the user is asking right now—not who they are or what they've done before.

Implication for advertisers:

Targeting is contextual, based on conversation topics rather than user behavior or demographics

Requires a shift from audience-based remarketing to topic-driven media planning

Principle 3: User Choice and Control

What OpenAI said

Users can control their ad experience. They can disable personalization if they choose.

What this means in practice:

- Even the limited contextual personalization available can be turned off by users. Some users will see fully generic ads. Others will see contextually relevant ones.
- OpenAI is giving users agency over their experience.

Implication for advertisers:

Reach and impression quality vary due to user personalization settings

Lower personalization reduces contextual relevance and engagement

Platform design prioritizes user control, limiting aggressive ad experiences

Principle 4: Long-Term Value Over Short-Term Revenue

What OpenAI said

They will prioritize user trust and experience over maximizing ad revenue in the short term.

What this means in practice:

- Expect conservative ad loads. Few ads per session. No pop-ups. No autoplay video. No interstitials.
- OpenAI has stated they will move slowly. They're watching how users respond before scaling.

Implication for advertisers:

Inventory is limited and tightly controlled, restricting rapid scale

Scarcity leads to higher CPMs but reduced competitive noise

Higher attention per impression, with pricing focused on exposure rather than guaranteed performance

Principle 5: Mission Alignment

What OpenAI said

Advertising revenue will help keep AI accessible to everyone. Ads fund the free tier.

What this means in practice:

- OpenAI is framing advertising as a subsidy for access. Users who can't afford $20/month still get ChatGPT—supported by ads.
- This is the Spotify/YouTube model. Free with ads, paid without.

Implication for advertisers:

Ads fund free AI access, positioning brands as part of a value exchange

This narrative can support brand positioning, depending on strategy

The free tier represents the majority of reach, with most users exposed to ads

The Principles as a Whole

Taken together, these five principles describe a cautious, user-first approach.

- **The upside**: high-trust context, less ad fatigue, less competition.
- **The downside**: less targeting precision, no performance guarantees, limited inventory.

Whether this trade-off makes sense depends on your objectives. Brand awareness campaigns may fit well. Direct-response campaigns may struggle—at least until measurement matures.

6. Search Ads vs. Conversational Ads : Structural Comparison

Two models. Different mechanics. Different assumptions about how users behave and how advertisers reach them. This section compares them dimension by dimension.

Pricing Model

- **Search Ads: Pay-Per-Click (PPC)**

You pay when someone clicks. No click, no charge.
This model rewards relevance. If your ad doesn't appeal, users ignore it—and you pay nothing. If it does appeal, you pay for a visitor who chose to engage.
CPC varies by competition. High-intent keywords in competitive verticals cost $50-100+. Long-tail keywords cost less. You control bids and budgets with precision.

- **Conversational Ads: Pay-Per-Impression (PPM)**

You pay when your ad is shown. Engagement is not required.
This model is closer to display or TV advertising. You buy exposure.
What users do with that exposure is up to them—and up to your creative.
PPM shifts risk to the advertiser. You pay whether the ad works or not.
But you also get guaranteed visibility, which PPC doesn't offer.

Key difference: PPC optimizes for action. PPM optimizes for attention.

Targeting Mechanism

- **Search Ads: Keyword Intent**

You target keywords. The user types a query. Your ad appears if the query matches your keywords and you win the auction.
Targeting options are extensive:
  - Exact match, phrase match, broad match
  - Negative keywords to exclude irrelevant queries
  - Audience layers (demographics, remarketing, in-market segments)
  - Geographic and device targeting

- **Conversational Ads: Contextual Dialogue**

You target conversation context. The user asks a question. Your ad appears if the topic aligns with your offering.
No keyword bidding. No audience segments. No remarketing based on past behavior. OpenAI has committed to privacy-first targeting. This means the ad system reads the current conversation—not the user's history.

Key difference: Search Ads target what users type. Conversational Ads target what users discuss.

User Mindset

- **Search Ads: Research Mode**

The user is comparing options. They typed a query to see what's available. They expect multiple results. They plan to click, evaluate, and decide. The mindset is active and skeptical. Users know ads are ads. They weigh them against organic results.

- **Conversational Ads: Advisory Mode**

The user is asking for help. They posed a question to get an answer. They expect guidance, not a list.
The mindset is receptive but trusting. Users came to ChatGPT for advice. An ad that interrupts poorly timed advice may feel intrusive. An ad that complements good advice may feel useful.

Key difference: Search users are shopping. Chat users are consulting.

Creative Format

- **Search Ads: Text-Based, Link-Driven**

The format is standardized:
- Deadlines (30 characters each, up to 3)
- Descriptions (90 characters each, up to 2)
- Display URL
- Extensions (sitelinks, callouts, structured snippets)

The goal is the click. Everything points to a landing page where conversion happens.
Creative testing is granular. You test headlines, descriptions, and extensions in combinations. Algorithms optimize toward click-through rate and conversion rate.

- **Conversational Ads: Message-Based, Dialogue-Ready**

The format is different:
- Sponsor message below the AI response
- Clean visual separation and labeling
- Option for users to chat with the advertiser's bot

The goal is not necessarily a click. It might be a conversation. The user can engage with a branded assistant without leaving ChatGPT.
This requires new creative assets. Not just headlines—but conversational scripts. Not just landing pages—but chatbot experiences.

Key difference: Search Ads drive clicks. Conversational Ads may drive dialogues.

Measurement and Attribution

- **Search Ads: Mature and Precise**

Measurement infrastructure is decades old.
You track:
- Impressions, clicks, CTR
- Conversions (purchases, sign-ups, leads)
- Cost per conversion, ROAS
- Attribution across touchpoints (last-click, data-driven, etc.)

The feedback loop is tight. You know what works. You optimize daily.

- **Conversational Ads: Early and Uncertain**

Measurement infrastructure is nascent.
You can track:
- Impressions
- Engagement with the sponsored message
- Conversations initiated with the advertiser's bot

You cannot yet track (reliably):
- Conversions attributed to the ad
- ROAS with confidence
- Incrementality vs. other channels

Key difference: Search Ads offer performance measurement. Conversational Ads currently offer exposure measurement.

Comparative Table

DIMENSION	SEARCH ADS	CONVERSATIONAL ADS
Pricing	Pay-per-click (PPC)	Pay-per-impression (PPM)
Targeting	• Keywords • Audiences • Remarketing	Contextual (conversation topic only)
User mindset	Comparing options	Seeking advice
Creative format	• Headlines • Descriptions • Landing page	• Sponsored message • Chatbot dialogue
Measurement	Conversions, ROAS, attribution	Impressions, engagement, brand lift
Maturity	20+ years, highly optimized	Launching February 2026
Inventory	Abundant, self-serve	Limited, managed partnerships
Competition	High (saturated verticals)	Low (early stage)
Risk profile	Performance-based → pay for results	Exposure-based → pay for visibility

The question is not "which is better." The question is: what role does each play in your marketing mix?

That depends on your objectives, your budget, and your tolerance for uncertainty. Which brings us to the decision framework.

7. The CMO's Decision Framework

ChatGPT advertising is coming. The question is not whether to pay attention. The question is what to do about it—and when. This section provides a framework for that decision.

Before choosing a posture, answer four questions.

1. What is your primary objective?
Are you optimizing for brand awareness or direct response?

2. What is your category?
Some categories align naturally with conversational discovery. Consider how your product fits into natural conversations. Do users ask questions that lead to your solution? Or do they search with transactional intent that Search Ads capture better?

3. What is your current paid media maturity?
New channels reward teams that can isolate variables, measure incrementality, and iterate quickly. If that's not your current capability, building it may be the priority.

4. What is your risk tolerance?
Early channels carry uncertainty. Metrics are incomplete. Best practices don't exist. You learn by doing—and sometimes by failing. Some organizations accept this. They budget for experimentation. They treat early losses as tuition.

Neither approach is wrong. But they lead to different postures.

Three Strategic Postures

- **Posture A: Early Mover**
  - You enter now. You seek beta access. You allocate 5-15% of paid budget before the channel is proven.
  - This fits organizations with brand-building objectives, categories with natural conversational fit, and leadership that values learning over guaranteed ROI.
  - You accept unclear measurement, manual reporting, and spend that may not "work" by traditional standards. In exchange, you gain proprietary knowledge competitors can't buy.

- **Posture B: Fast Follower**
  - You prepare now. You enter in 6-12 months when measurement improves.
  - This fits organizations balancing brand and performance, with limited experimentation budget or leadership that wants evidence first.
  - You accept that competitors may gain learning advantages and inventory may be more competitive when you enter. In exchange, you benefit from others' mistakes and published benchmarks.

- **Posture C: Strategic Observer**
  - You watch. You don't allocate budget. You revisit in 12-18 months.
  - This fits purely performance-driven organizations, categories with poor conversational fit, or teams with no experimentation capacity.
  - You accept entering from behind if the channel scales fast. In exchange, you preserve budget for proven channels.

The Decision Matrix

Cross your answers to position yourself.

	High risk tolerance	Low risk tolerance
Brand objectives + conversational category	EARLY MOVER	FAST FOLLOWER
Performance objectives + conversational category	FAST FOLLOWER	OBSERVER
Brand objectives + non-conversational category	FAST FOLLOWER	OBSERVER
Performance objectives + non-conversational category	OBSERVER	OBSERVER

Add a modifier for paid media maturity:

- **High maturity**: move one cell toward Early Mover
- **Low maturity:** move one cell toward Observer

This is a heuristic, not a formula. Your specific context matters. But the matrix provides a starting point for internal discussion.

What All Three Postures Share

Regardless of which posture you choose, three actions apply to everyone.

1. Invest in GEO.
Organic visibility in AI responses is valuable whether or not you advertise. Being cited by ChatGPT builds credibility
It's the SEO equivalent for conversational AI. And it costs content investment, not media spend.

2. Build conversational assets.
If you enter the channel later, you'll need creative that works in dialogue format. Start developing it now. FAQ content. Chatbot scripts. Product descriptions optimized for AI understanding.

3. Track the market.
This channel will evolve quickly. OpenAI will add features, expand geographies, open self-serve access. Competitors will publish results. The decision you make today may change in six months. Stay informed.

8. Preparing Now: GEO + Operational Readiness

You don't need beta access to start preparing. Whether you plan to advertise on ChatGPT in February or in 2027, there's work you can do today.

GEO: Generative Engine Optimization

Before paid ads, there's organic visibility. GEO is not optional. It's the foundation.

How to improve organic visibility:

- **Content structure.** AI models parse structured content more easily. Use clear headings. Answer questions directly. Format information in ways that are easy to extract.
- **Q&A format.** Create content that mirrors how users ask questions. FAQ pages. How-to guides. Comparison articles. "What is X?" and "How does X compare to Y?" formats.
- **Authority signals.** AI models weight authoritative sources. Backlinks from reputable sites matter. Citations in industry publications matter. Domain authority matters.
- **Structured data.** Schema markup helps AI understand your content. Product schemas, FAQ schemas, review schemas—all increase the chance of accurate extraction.
- **Presence on cited sources.** ChatGPT pulls from sources it trusts. Wikipedia. Major publications. Industry databases. If your brand appears in these sources accurately, you're more likely to be cited.

GEO is a long game. But it's an investment that pays dividends across all AI platforms—not just ChatGPT.

Assets to Prepare Now

When ChatGPT ads become available to you, you'll need creative assets ready. Prepare them in advance.

Product information for AI consumption.
Review your:
- Product titles (clear, descriptive, not keyword-stuffed)
- Product descriptions (benefit-focused, specific)
- Category taxonomy (logical, consistent)
- Pricing information (accurate, up-to-date)

Conversational messaging.
Write sponsored messages that:
- Acknowledge the user's likely question
- Offer relevant value without overselling
- Feel natural in a chat interface
- Invite further engagement (not just a click)

Chatbot or conversational agent.
Your chatbot should:
- Answer common questions about your product
- Handle objections gracefully
- Guide users toward relevant actions (demo, trial, purchase)
- Escalate to humans when needed

Landing pages (still relevant)
Test landing pages that:
- Continue the conversational tone
- Reference the context that led them there
- Minimize friction to conversion

Measurement: What You Can Track Today

- **Impressions.** How many times your ad was shown. Basic, but foundational.
- **Engagement rate**. If users can interact with your sponsored message or chatbot, you can measure how many do. Clicks, conversation starts, messages exchanged.
- **Brand lift.** Survey-based measurement of aided awareness, consideration, and preference. Run pre/post studies around your campaign flight. This is how brand advertisers have measured TV and display for decades.
- **Search lift**. Track branded search queries during and after your campaign. If ChatGPT exposure drives awareness, you should see an increase in people searching for your brand on Google. This is an imperfect proxy, but a useful one.
- **Chatbot analytics.** If users engage with your bot, you can measure conversation depth, questions asked, and outcomes (demo requests, purchases, drop-offs).

How to approach measurement:

Define proxy metrics. What does success look like if you can't track conversions? **Pick metrics you can measure:** engagement rate, brand lift, search lift.

Build baselines now. If you plan to measure search lift, establish your baseline branded search volume before you start advertising. Same for brand awareness—run a benchmark survey before launch.

9. Key Takeaways

- **Search Ads are not going away.** Twenty years of infrastructure. Proven ROI. Mature measurement. For performance marketing, Search remains the standard.

- **Conversational Ads are not a replacement.** They're a new channel with different mechanics. Better suited for brand awareness than direct response—at least today.

- **The two models serve different purposes.** Search Ads capture intent at the moment of decision. Conversational Ads build presence in the moment of exploration. Both have a role.

- **Early movers take risk but gain learning.** No benchmarks exist. You learn by doing. The knowledge you build is proprietary—competitors can't buy it.

Three postures. Choose based on your objectives, category, maturity, and risk tolerance.

- **Early Mover:** Enter the beta. Allocate 5-15% of budget. Accept measurement uncertainty. Build proprietary learnings.
- **Fast Follower:** Prepare assets now. Enter in 6-12 months when measurement improves. Benefit from others' published learnings.
- **Observer:** Focus on existing channels and GEO. Revisit in 12-18 months. Accept that competitors may gain ground.

No posture is universally correct. The right choice depends on your context.

The Preparation Checklist

ORGANIC VISIBILITY (GEO)

- ☐ Audit content for AI readability and structure
- ☐ Create Q&A and comparison content in your category
- ☐ Implement structured data markup (schema)
- ☐ Build domain authority through quality backlinks
- ☐ Monitor your brand's mentions in AI-generated responses

ASSET READINESS

- ☐ Structure product catalog with clear titles and descriptions
- ☐ Draft conversational ad messages
- ☐ Build or improve a chatbot for potential user engagement
- ☐ Prepare landing pages suited to conversational traffic

MEASUREMENT FOUNDATION

- ☐ Establish current branded search volume baseline
- ☐ Run brand awareness benchmark survey
- ☐ Define proxy success metrics
- ☐ Set up chatbot analytics if applicable

MARKET MONITORING

- ☐ Track OpenAI announcements and feature updates
- ☐ Follow early mover case studies and results
- ☐ Maintain contact with OpenAI or partners for access updates
- ☐ Set internal review date to reassess posture (e.g., Q3 2026)

One Final Point

This document is based on what we know in **January 2026**.

ChatGPT advertising is new. Formats will evolve. Measurement will improve. Self-serve access will come. New competitors will enter. The landscape six months from now will look different.

The CMOs who succeed will be those who act on current facts while staying **flexible**. Commit to a posture. Execute against it. But keep watching. Adapt when the facts change.

The shift from Search to Conversation is not a single event. It's **a transition that will unfold over years**. Position your brand for it— starting now.

Let's grow ! 👊

Jordan.

Prendre RDV