



crews

Where you belong

TRAINING

OpenAI Ads

LEARNING OBJECTIVES

- Understand the new advertising formats offered by OpenAI and conversational AI
- Design advertising strategies adapted to generative interfaces
- Create relevant campaigns that respect the user experience
- Measure and optimise campaign performance in conversational environments

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, communication and acquisition professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to OpenAI Ads
 - Overview of new advertising opportunities in conversational interfaces
 - Evolution of search and advertising with generative AI
 - Understanding OpenAI's role within the digital ecosystem
- Understanding conversational advertising
 - How native advertising experiences work
 - Differences between traditional advertising and conversational advertising
 - User journey in an AI environment
- Building an OpenAI Ads strategy
 - Defining marketing objectives
 - Selecting audiences and messaging
 - Creating relevant and contextualised advertising experiences
- Creating advertising content
 - Designing messages adapted to AI conversations
 - Optimising content according to user intent
 - Campaign personalisation and brand consistency
- Performance analysis and optimisation
 - Defining key performance indicators
 - Analysing visibility, engagement and conversions
 - Continuous optimisation of campaigns and creatives
- Best practices and future outlook
 - Protecting the user experience
 - Ethics, transparency and data privacy
 - Market evolution and new AI-driven advertising opportunities
- Practical workshop
 - Developing an OpenAI Ads strategy for a company
 - Creating a complete conversational advertising campaign
 - Presenting recommendations and analysing results

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage advertising campaigns adapted to conversational interfaces, integrate OpenAI Ads into their acquisition strategy and anticipate emerging advertising practices in the age of artificial intelligence.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Attendance rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
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- By email: contact@crews-education.com

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