



crews

Where you belong

TRAINING

ChatGPT Ads

LEARNING OBJECTIVES

- Understand how ChatGPT Ads works and its advertising opportunities
- Get started with OpenAI's ChatGPT Ads Manager to create and manage campaigns
- Build campaigns adapted to new conversational search journeys
- Analyse and optimise advertising performance on ChatGPT

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing, advertising 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

- Discovering ChatGPT Ads Manager
 - Getting started with the ChatGPT Ads Manager environment
 - Understanding account structure and campaign organisation
 - Discovering the main features available to advertisers
- Building a ChatGPT Ads strategy
 - Defining objectives and audiences
 - Understanding the intentions expressed by users in their conversations
 - Integrating ChatGPT Ads into an overall digital acquisition strategy
- Creating and managing campaigns
 - Structuring and configuring a campaign in ChatGPT Ads Manager
 - Creating relevant advertising messages adapted to the context
 - Managing campaigns and adjusting settings
- Advertising and conversational experience
 - Understanding the product and service discovery journey in ChatGPT
 - Adapting campaigns to users' needs and intentions
 - Creating useful advertising experiences without compromising the conversational experience
- Measuring and optimising performance
 - Identifying the main performance indicators
 - Analysing results in ChatGPT Ads Manager
 - Optimising campaigns, audiences and creatives based on performance
- ChatGPT Ads best practices and developments
 - Understanding transparency and trust issues
 - Identifying best practices for advertisers
 - Monitoring developments in OpenAI's advertising offering and anticipating new uses
- Practical workshop
 - Building a ChatGPT Ads strategy tailored to a company
 - Creating and configuring a campaign in ChatGPT Ads Manager
 - Analysing results and formulating optimisation recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to use ChatGPT Ads Manager to design and manage advertising campaigns on ChatGPT, integrate this new channel into their acquisition strategy and optimise their advertising investments based on observed performance.

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

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