

ChatGPT Ads



Reach High-Intent Audiences During Active Discovery

ChatGPT Ads are **sponsored placements within ChatGPT conversations** that allow brands to appear alongside relevant discussion topics while users actively research, compare options, and make decisions. As conversational AI shapes how consumers discover information, Q1Media enables brands to **stay ahead of emerging advertising opportunities** without the operational burden of constantly testing and monitoring evolving platforms themselves.

Position Your Brand for the Future of Search

2.5B Number of prompts entered into ChatGPT daily **73%** Market share ChatGPT has of AI chatbot platforms

Prepare to Activate Faster

1 Sign Up

Visit openai.com/advertisers and register for free.

2 Invite Q1Media

Invite Q1Media as your agency partner to access your Ads Manager.

3 Strategize with Q1Media

Your AE will reach out to build a custom strategy for maximum ROI.

4 Q1Media Takes Over

Q1Media manages campaign set up, creative, targeting, and budgets.

5 Launch + Optimize

Q1Media continuously monitors, reports, and optimizes your campaigns for ROI.

Early-Stage Insights

Company Email Only

OpenAI requires a business domain to register.

Have Your EIN Ready

Your Employer Identification Number is required for signup.

Credit Card Only

Billing documents are available like any other platform.

Approval Timing Varies

Approval can take days, weeks, or longer.

Recommended Bids | \$5 CPC to \$60 CPM

Bids below these will have a tough time serving.

Optimization | Reach, Clicks, and Conversions

Conversions are now available for new campaigns.

Who Sees Ads | Free + Go Users Only

Plus, Pro, Business, Enterprise, Education, and under-18 users excluded.

Location Exclusion

Geo exclusions available at the state, DMA, and ZIP level.

Eligible Verticals

Eligible: Ecommerce, Tech, Retail, Food + Bev, Travel, Education

Excluded: Dating, Healthcare, FinServ, Politics, Mental Health, Under-18

Geographic Availability

Inclusion targeting supported in both the U.S. and Canada.

Q1Media Pricing

Management Fee Model:

Q1Media manages your ChatGPT campaigns on a management fee basis. Contact your Q1Media rep for details.