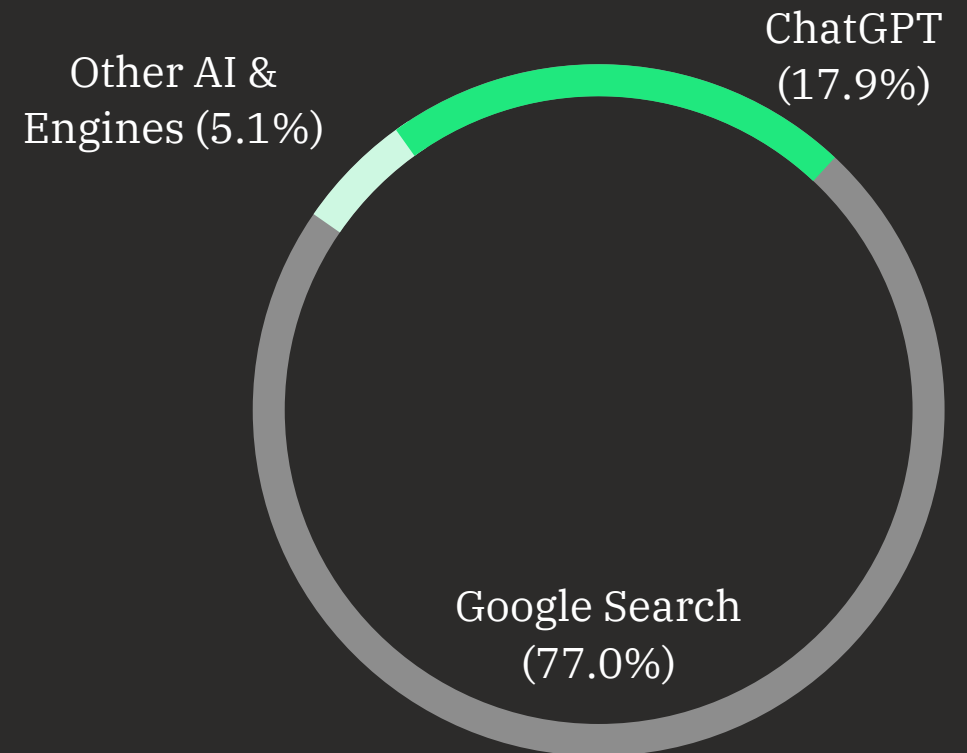


ChatGPT Ads

Search Market Share

ChatGPT is the first platform in two decades to capture double-digit search share from traditional engines.

Processing over 2.5 billion daily prompts, ChatGPT now secures approximately 17.9% of all digital queries. With a significant higher average session duration than traditional search, it represents a core shift in high-intent product discovery.



Chat is The Largest LLM By Volume

70%

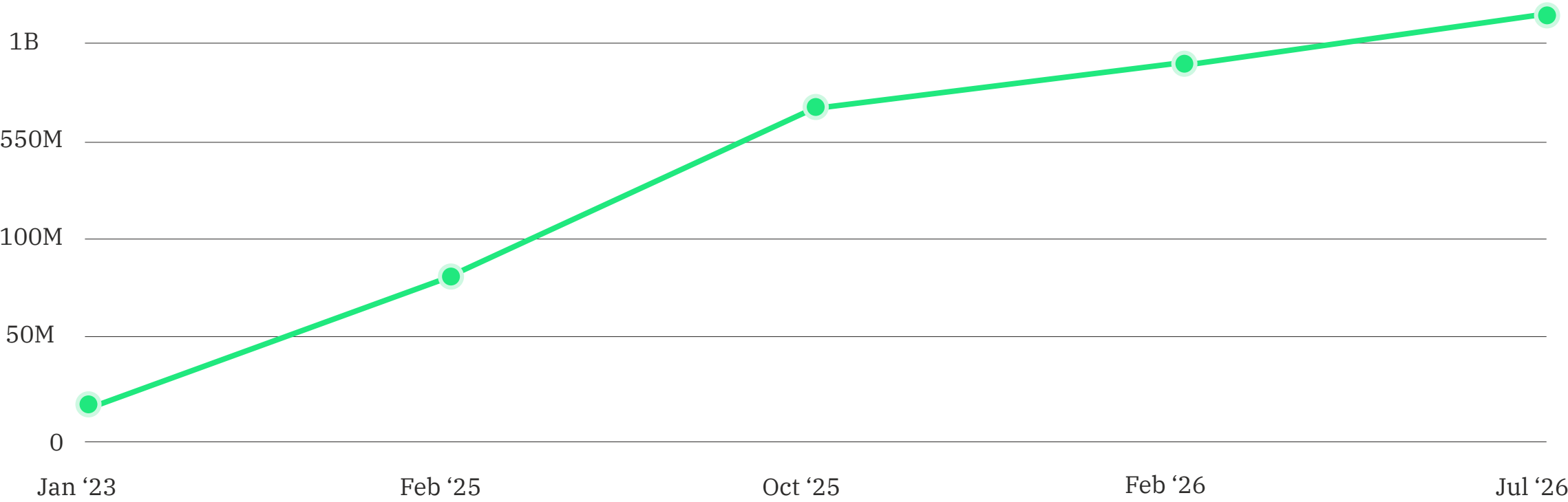
of traffic generated from AI assistants starts at
ChatGPT

While the AI assistant market is expanding, ChatGPT remains the undisputed category leader. 70% of these landings go straight to product pages (up from 50% last year). Investing in ChatGPT Ads allows brands to access the highest concentration of AI-driven commercial intent on the web today.



User Growth

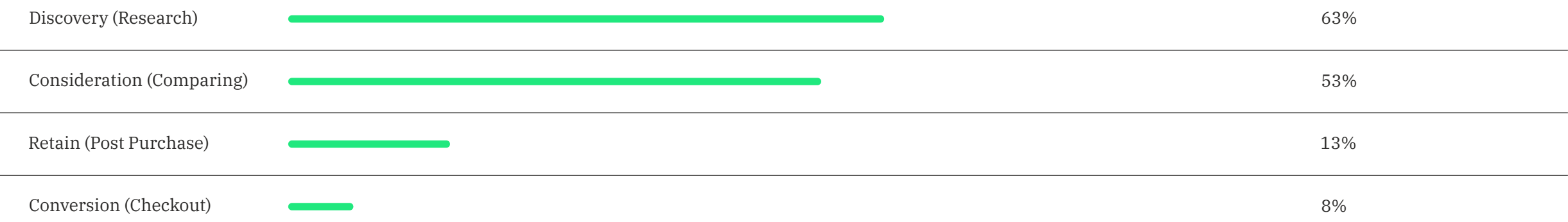
The platform reached an unprecedented 1 Billion Monthly Active Users globally by mid-2026, marking the fastest consumer technology adoption curve in history. This highlights a massive, untapped channel for advertisers as weekly active usage holds steady at 900 million.



The AI Shopping Funnel

The vast majority of consumers are already using AI assistants to shop.

Data highlights the critical role AI currently plays at the top of the funnel (Discovery and Consideration), representing a massive opportunity for brands to intercept shoppers during high-intent research phases.



Supported Regions

While the beta expands globally, the United Kingdom serves as a core testing ground. Activating now secures a first-mover advantage with live budget pacing and click optimisation.



Available Campaign Types

Standard Brand Campaigns:

Manual asset definitions targeting exact conversational intents or specific product launches.

- ✓ Highly customisable ad copy
- ✓ Fixed visual anchors and favicons
- ✓ Best for core brand protection

Dynamic Product Feed Campaigns:

Dynamic modules populated in real-time from your active SKU database via SFTP integrations.

- ✓ Surfaces specific prices and variants
- ✓ Real-time inventory status matching
- ✓ Best for scaling long-tail queries



Available Campaign Objectives

The OpenAI Ads Manager is rapidly evolving. We align campaigns with the currently supported objectives while preparing the infrastructure for future rollouts.

Traffic (Clicks) LIVE IN BETA

Optimises bidding to drive high-intent users directly out of the chat interface and onto your specific, high-margin product URLs.

Reach (Impression Share) LIVE IN BETA

Secures category dominance, ensuring your brand is the primary sponsor surfaced during broad, exploratory conversation blocks.

Conversions (CAPI) COMING SOON (Q3/Q4)

Algorithmic profit tracking feedback loops. While not natively active for bid optimisation today, we integrate the Server-Side APIs now so your account is pre-trained the moment the feature goes live.

Investment & Bidding Model

CPC Model

£2.20

Starting CPC Bid

You only pay when a user clicks the deep link in the sponsored recommendation and lands on your site. Bidding operates on a clean, competitive auction cadence.

Daily Budget

£15

Minimum Daily Spend

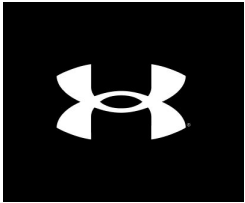
The platform allows for highly controlled experimentation. Minimum entry begins at £15 per day, or a capped test budget of £500 per month.

Ad Formats

ChatGPT Plus Environment

What's the best workout gear for high-intensity training that keeps me cool and dry?

Sponsored · Under Armour UK



Engineered to stretch. Built to outperform.

Wicks more sweat. Carries less weight.
Designed to absorb any kind of pressure.

Shop Now at UnderArmour.com

Ads do not influence the organic answers you get from ChatGPT. Your chats stay private.

Audience Targeting & Modifiers



1st Party Data Uploads

Securely import your existing customer lists (Customer Match). This allows us to target returning accounts with custom promotions directly within their chat prompts.



Audience Bid Modifiers

Apply strategic bid modifiers. If a user in your high-value audience segment initiates a relevant chat, we can bid aggressively to ensure your product recommendation wins the placement.

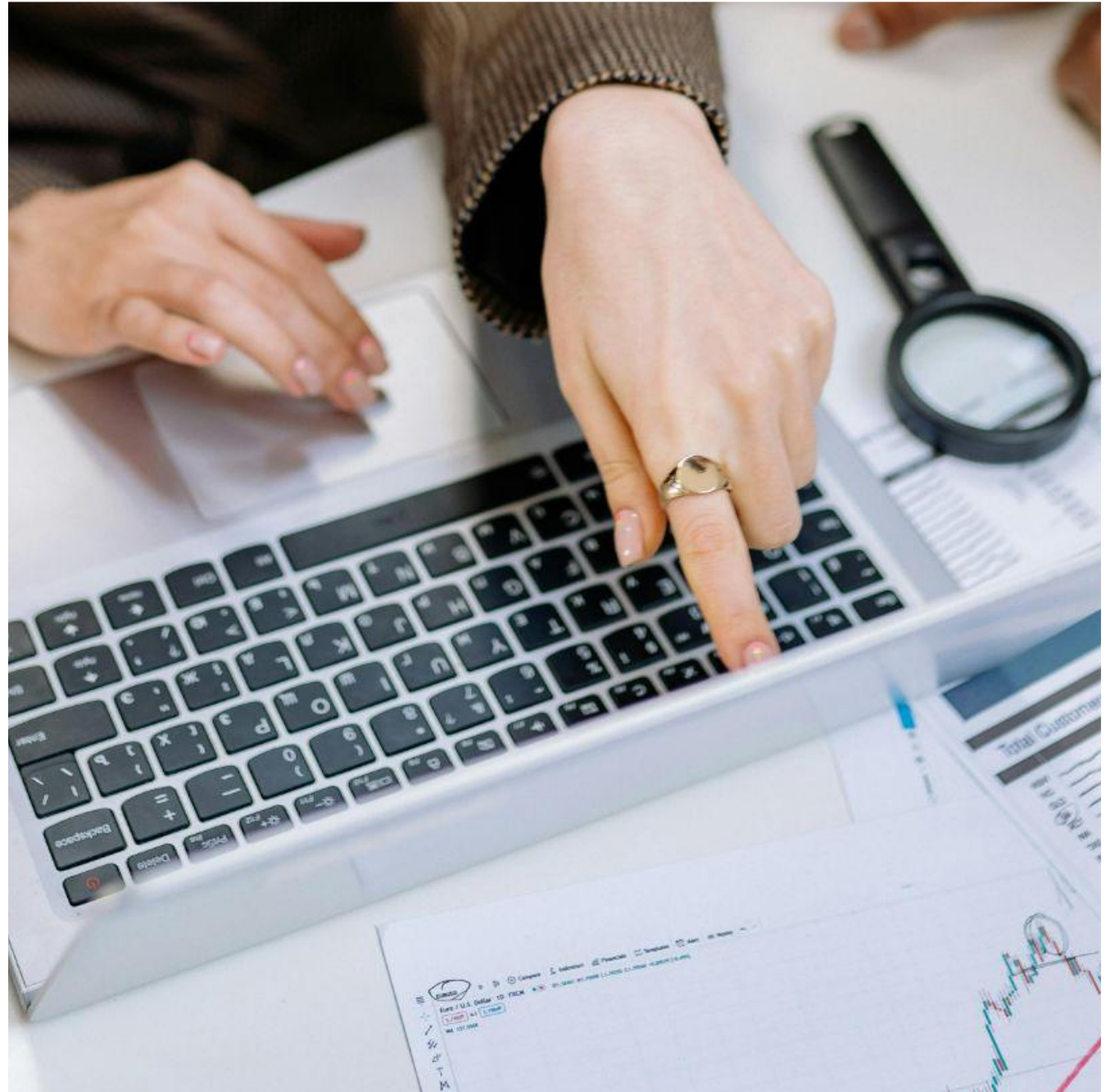
Keyword Targeting: Context Hints

OpenAI “Content Hints”

We supply seed concepts, product descriptors, and user scenarios instead of exact keywords. The LLM interprets these Context hints dynamically.

Results:

Your ad is seamlessly injected into relevant chats even when users employ complex, conversational, or entirely unique phrasing.



Conversion Tracking Options

To accurately measure conversational commerce ROI, we implement a multi-layered tracking framework before launch.

01.

Strict UTMs

Mandatory UTM parameters isolate OpenAI traffic from standard Paid Search inside your Google Analytics (GA4) panels.

02.

OpenAI Pixel

A lightweight site tag deployed via GTM to monitor post-click interactions and build retargeting pools

03.

Event Mapping

Tracking vital checkout milestones: Item View, Add to Cart, and completed Transactions directly attributed to chat ads.

04.

Server-Side API

Securely passing precise conversion telemetry back to the AI model to improve future prompt matching relevance.

Conversion Tracking Options

Connect your existing eCommerce infrastructure directly to the OpenAI Ads Engine via Shoptimised.



eCommerce Platform

Pull raw catalog data (pricing, imagery, SKUs) directly from your core CMS architecture..

Shopify / Plus

Adobe Commerce



Feed Management Tool

Shoptimised handles the processing, cleaning and filtering of your product data, structuring attributes specifically for LLM semantic matching.

Shoptimised



OpenAI Ads via SFTP

The optimised feed is pushed securely via automated daily SFTP into the OpenAI Ads Manager, mapping live inventory to conversational queries (Up to 50k SKUs).