



ChatGPT Ads *Playbook*

2026 Ads inside ChatGPT

How advertising inside ChatGPT works in 2026, who can buy it, and **how to plan, write and measure your first campaign**, with every fact dated and every rumour labelled.

6 strategies

10 prompts

1 30-day test plan

15 pages

WHERE THE ADS SHOW



ChatGPT



Web



iOS app



Android app

*“The ad sits under the answer.
Make it the obvious next step.”*

THE IDEA BEHIND EVERY PAGE OF THIS PLAYBOOK

INSIDE THIS GUIDE

PAGE NUMBERS ON THE RIGHT

01	How ChatGPT ads work	03	02	Can you buy them yet?	04
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WRITTEN BY

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NEW TO CHATGPT ADS? [Start on page 3 →](#)



BEFORE YOU BEGIN

Start *here*

Three ways to read this guide, what to have ready, and how every strategy page is laid out.

YOU WILL BE
ABLE TO

pick your starting page and have everything ready before you spend on a new ad channel.

THREE WAYS IN

PICK THE ONE THAT FITS YOU

ROUTE A

New to ChatGPT ads

Read pages 3 to 8 in order, then plan your test on page 9.

ROUTE B

Already running them

Check your tracking on page 7, then run prompt P07 on last week's numbers.

ROUTE C

Here for the prompts

Set up Claude on page 11, then use the prompts on pages 12 to 14.

HAVE THESE READY

SETUP TAKES AN AFTERNOON

☐ **Your country and category**, to check against OpenAI's lists (page 4)

☐ **A page for each customer task** you want to advertise for (page 6)

☐ **A developer for an hour** to add the Pixel and server events (page 7)

☐ **Your cost per order** on Google or Meta for the last 90 days, as a benchmark

☐ **Three facts you can prove**: reviews, delivery times, guarantees

☐ **A test budget you can afford to learn from** (page 9 shows how to size it)

HOW EVERY STRATEGY PAGE WORKS

SAME ORDER, EVERY TIME

STEP 1

In plain words

What happens inside ChatGPT.

STEP 2

Do this

The actions, in order.

STEP 3

Watch out

The common mistake.

STEP 4

Prompt

The prompt that does the work.

CONTENTS

SECTION · WHAT YOU GET · PAGE

#	SECTION	WHAT YOU GET	PAGE
01	How ChatGPT ads work	Where ads show, who sees them, and what OpenAI promises users	03
02	Can you buy them yet?	Countries, categories and the three ways to buy	04
03	Set up a campaign that can learn	Campaigns, ad groups and ads; bidding; targeting without keywords	05
04	Ads that fit a conversation	OpenAI's chat card limits and copy that continues the task	06
05	Measurement you can trust	The Pixel and the Conversions API, counted once	07
06	Be found without paying	Shopping results, product feeds and the right crawlers	08
07	Your first 30-day test	A test plan with a budget rule and a decision at the end	09
08	Risks, rules and rumours	What you will not get, what can change, what is still rumour	10
09	Work faster with Claude	Where Claude helps, and a read-only reporting script	11
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Every fact names its source and date. Facts marked REPORTED come from the press, not from an OpenAI page. Prices that circulate without an OpenAI source are listed as rumour on page 10.

PART ONE · HOW THE SYSTEM WORKS

01

How ChatGPT ads *work*

Ads sit under ChatGPT's answers, labelled and kept apart, for adults on the Free and Go plans.

YOU WILL BE
ABLE TO

explain where ChatGPT ads appear, who sees them, and what OpenAI promises the people who see them.

IN PLAIN WORDS

FROM A QUESTION TO A CLICK

STEP 1 · THE CONVERSATION

Someone asks for help

Planning, comparing, choosing

The person is in the middle of a task: a trip, a purchase, a problem to fix.



STEP 2 · MATCHING

OpenAI picks an ad

From eligible advertisers

It reads the conversation, plus wider signals if the person keeps ad personalisation on. Your targeting decides who is eligible.



STEP 3 · THE AD

Shown under the answer

Labelled and kept separate

A click opens your site or, in a US test since 16 Sep, a labelled chat with your brand's own AI agent.

WHO

SEES ADS?

Logged-in adults on Free and Go

Yes, in countries where ads are live

Plus, Pro, Business, Enterprise, Edu

No

Accounts identified as under 18

No

Chats about health, mental health or politics

No ads beside them



What OpenAI promises users

Ads do not change answers. Chats are not shared with advertisers and data is not sold: advertisers see total views and clicks. People can switch off personalisation, clear ad data, dismiss ads, or drop ads on the Free plan in exchange for fewer free messages.

HOW FAST IT MOVED

2026 · PRESS-ONLY DATES MARKED REPORTED

DATE

WHAT HAPPENED

SOURCE

16 Jan

OpenAI says it will test ads on the Free and Go plans in the US

OpenAI; press

9 Feb

Testing starts in the US for logged-in adults

OpenAI; press

5 May

Self-serve Ads Manager beta opens to US businesses

REPORTED

27 Aug

Ads go live in India for adults on Free and Go

REPORTED

16 Sep

Sponsored Agents: a test with select US advertisers

OpenAI; press

24 Sep

Southeast Asia and Taiwan added; 60+ countries in total

REPORTED



Your ad arrives in the middle of someone's task.

Write it as the next useful step, not as an interruption.

MAP THE TASKS FIRST
PROMPT P02 · PAGE 12

Sources · OpenAI: Our approach to advertising; Testing ads in ChatGPT; Ads in ChatGPT, the basics (Help Center); Reimagining advertising with AI · TechCrunch 9 Feb 2026 · Axios 5 May 2026 · Outlook Respawn and CNBC, 28 Aug 2026 · TechNode 24 Sep 2026.

02

STRATEGY 1 OF 6

Can you *buy* them yet?

Check the country, the category and the buying route before you plan a single ad.

YOU WILL BE
ABLE TO

confirm in ten minutes whether your business can advertise in ChatGPT, and through which route.

DO THIS

FOUR CHECKS, IN ORDER

1

Check your country

OpenAI's Ads Manager Availability page lists where the billed business must be based. If yours shows Coming Soon, register at ads.openai.com to hear when it opens.

2

Check your category

Not allowed at launch: dating or sexual content, health claims, alcohol and drugs, healthcare, financial or legal services, gambling, and political ads.

3

Pick a buying route

Self-serve Ads Manager (in beta), an agency partner, or OpenAI's own Ads Solutions team. The table below compares them.

4

Set up measurement first

Add the Pixel and server events before the first campaign, so every click can be judged against real orders (page 7).

ROUTE	WHO IT SUITS	HOW IT WORKS
Self-serve Ads Manager	Businesses that run their own ads	Sign up at ads.openai.com , pay, set budgets and bids, upload ads and track results
Agency partner	Brands that already work with a large agency	Dentsu, Omnicom, Publicis and WPP are named partners; the press adds Havas
OpenAI Ads Solutions	Brands that want OpenAI's own team	Contact OpenAI through its advertising pages



India: reported, not yet on an OpenAI page we could read

Indian and US press report ads live since 27 Aug 2026 for adults on Free and Go, self-serve from 4 Sep with daily budgets from ₹725, WPP and Omnicom as the first agencies and 50+ brands at launch. Check the Availability page before you plan a budget.

WHAT PEOPLE CLAIM

CPMs of \$25 to \$60, CPCs of \$3 to \$5, and pilot minimums of \$50,000 or \$200,000. None of these figures comes from OpenAI.

WHAT OPENAI SAYS

There is **no public rate card**. The \$60 CPM in OpenAI's docs is a worked example. Daily minimum budgets depend on your account currency. Plan with your own test (page 9).



Write within the ad rules

Claims must be true: no exaggerated results, fake endorsements, or price and comparison claims you cannot back up. No offensive content.



Never look like ChatGPT

OpenAI does not allow creative that imitates ChatGPT's own interface. Your ad must look like your brand, not like an answer.

Sources • OpenAI Help Center: Ads Manager availability • OpenAI: New ways to buy ChatGPT ads; Ad policies • developers.openai.com/ads: Bidding and budgets (read 30 Sep 2026) • Outlook Respawn, Storyboard18, CNBC (India, Aug to Sep 2026) • TechNode 24 Sep 2026.

03

STRATEGY 2 OF 6

Set up a campaign that can *learn*

Three layers: the campaign holds money and bidding, the ad group holds targeting, the ad holds words.

YOU WILL BE
ABLE TO

build a first campaign with the right billing, bid strategy and targeting, and know what you cannot target.

IN PLAIN WORDS

THREE LAYERS

LAYER 1

Campaign

Budget (daily or lifetime), billing (per impression or per click) and the bid strategy.

LAYER 2

Ad group

Who is eligible: locations, platforms and audiences, plus context hints that describe what you sell.

LAYER 3

Ad

A chat card (image, title, text, link), or a product ad built from your product feed.

BIDDING

OPENAI'S THREE STRATEGIES

STRATEGY	WHAT IT DOES	USE IT WHEN
Fixed bid	You set and change the maximum bid yourself	You want full control of price
Maximize clicks	OpenAI adjusts bids for more clicks from your budget	Conversions are not tracked yet
Maximize conversions	OpenAI adjusts bids for more conversions from your budget	The Pixel or server events are recording sales

OpenAI calls the two automated strategies **Maximize Results**. Budgets are set in micros through the API: one million micros is one unit of your currency. The daily minimum depends on the currency.

TARGETING

WHO IS ELIGIBLE TO SEE YOUR ADS

SETTING	WHAT YOU CAN DO
Location	Country codes or OpenAI's location IDs, up to 2,500 in the include and exclude lists
Platform	Web, the iOS app and the Android app
Custom audiences	Upload emails or phone numbers (or their SHA-256 hashes) or Android ad IDs. At least 25,000 matched people to include or bid up
Context hints	Describe your products and the jobs they do. They are not exact-match keywords

**There are no keywords to bid on**

You cannot choose words, topics, interests or ages. Matching reads the conversation. Your context hints and your copy tell OpenAI what you sell, so write them like a clear product brief, not a list of search terms.

Sources · developers.openai.com/ads: Bidding and budgets, Targeting, Location targeting, Custom audiences, Ads API reference (all read 30 Sep 2026) · Prompt P02 writes your context hints.

04

STRATEGY 3 OF 6

Ads that fit a *conversation*

The person has read an answer. The ad that works is the next useful step in their task.

YOU WILL BE
ABLE TO

write chat card ads inside OpenAI's limits and rules, and send each click to the right page.

THE CHAT CARD

OPENAI'S FIELDS AND LIMITS

THE ANSWER

Placeholder for the answer text.

IMAGE

SPONSORED · ADDED BY CHATGPT

Title · 3 to 50 characters

Body · up to 100 characters: one proof, one next step

[Your landing page →](#)

FIELD

LIMIT

Title

3 to 50 characters

Body

Up to 100 characters

Image

A file you upload

Link

Your landing page

Product ads

Image, link and price come from your product feed

A diagram of the ad unit, drawn for this guide. It is not a screenshot of ChatGPT.

DO THIS

FOUR RULES FOR THE COPY

1 Start from the task

Write for the job the person is doing: planning a trip, comparing tools, fixing a problem. One ad group per task.

2 Title: the task plus your answer

Name what you offer and what it does for this task. No slogans, and 50 characters at most.

3 Body: one proof, one next step

A fact you can prove, then what happens after the click. The body allows 100 characters at most.

4 Land on the matching page

Send each ad to the page that answers the same task, never your home page. Its first line repeats the title.

EXAMPLES

FICTIONAL BRANDS · CHARACTER COUNTS CHECKED

THE TASK

TITLE

BODY

Planning a monsoon trip to Goa

Goa monsoon stays with free cancellation 40

Rated 4.6 by 2,300 guests. See sea-view rooms and pay at the hotel. 67

Choosing invoicing software as a freelancer

GST invoices for freelancers in two minutes 43

Free for your first 20 invoices. Import your clients from a spreadsheet. 72

Finding a birthday cake for tomorrow

Same-day birthday cakes, delivered by 7 pm 42

Order by 1 pm for evening delivery in Pune. Eggless options on every cake. 74

BANNER THINKING

A slogan, "best in class", the home page as the link, and one ad for every task.

NEXT-STEP THINKING

One ad per task, a concrete offer, a fact you can prove, and a page that continues the conversation.

A Let OpenAI's ad checker in

OpenAI checks the safety of ad landing pages with a crawler called **OAI-AdsBot**. Its data is not used to train models. Make sure robots.txt and your firewall let it reach every landing page.

05

STRATEGY 4 OF 6

Measurement you can *trust*

Two sources, one event ID. Without both, you cannot tell which ads sold anything.

YOU WILL BE
ABLE TO

set up the Pixel and server events without double counting, and check that events arrive.

IN PLAIN WORDS

TWO WAYS IN, ONE COUNT

BROWSER

Measurement Pixel

A script on your site

It fires when a visitor buys or sends a lead. No API key sits in the browser.



SERVER

Conversions API

From your own systems

Your server sends the same events, a second source that does not depend on the browser.



OPENAI

One conversion

Duplicates removed

The same Pixel ID, event name and event ID mean one action counts once.

DO THIS

THE SETUP, IN ORDER

1 Create the data source

Ads Manager gives you a Pixel ID and, for the server, an API key. Keep the key on the server only.

2 Send standard events

`order_created` for purchases and `lead_created` for leads. Amounts go in minor units: 8900 means ₹89.00.

3 Give each action one ID

Use the same `event_id` in the Pixel and the server call. Your order or lead number works.

4 Check that it arrived

OpenAI's monitoring endpoint shows a sample of events from about the last 15 minutes, marked browser or server.

ON YOUR SITE • THE PIXEL EVENT FOR A PURCHASE (PATTERN FROM OPENAI'S DOCS)

```
oaiq("measure", "order_created",
  {type: "contents", amount: 8900, currency: "INR"}, // 8900 = ₹89.00, in minor units
  {event_id: "order_12345"}) // your own order number
```

ATTRIBUTION

DETAIL

SOURCE

Click window

Conversions up to 30 days after an eligible click

OpenAI docs

More windows

7, 14 or 30-day click, and 0 or 1-day view

REPORTED, Sep 2026

Bidding for conversions

Click billing optimises for conversions after a click; impression billing also counts conversions after a view

OpenAI Help Center

WATCH OUT

Two events with different IDs count twice. Amounts sent in rupees instead of paise inflate value a hundred times.

ADVANCED MOVE

Match OpenAI's conversions to your own orders every month (P09). Where the law requires consent, set the Pixel's consent controls before it loads.

Sources • developers.openai.com/ads: Conversion tracking, Conversions API, Measurement Pixel, Insights (read 30 Sep 2026) • OpenAI Help Center: Conversion-optimized campaigns • PPC Land, Sep 2026 (windows) • Prompt P06 writes the spec for your developer.

06

STRATEGY 5 AND 6 OF 6

Be found without *paying*

Shopping results, product feeds and crawler access decide whether ChatGPT can recommend you at all.

YOU WILL BE
ABLE TO

get your products and pages ready to appear in ChatGPT's own answers, with or without ads.

SHOPPING IN CHATGPT

WHAT IS LIVE ON 30 SEP 2026

SURFACE	WHAT IT MEANS	STATUS
Product results, shopping research	ChatGPT shows products inside its answers	Live
Product feeds	Your catalogue, prices and offers, sent through the Agentic Commerce Protocol	Shopify and Etsy stores already connected
Checkout	Buyers pay on your own site	Instant Checkout stepped back, March 2026
Merchant shopping	Listing products for organic results	US first; India not stated

1 On Shopify or Etsy?

Your catalogue is already integrated. Make each product's title, price, stock and photos complete and correct.

2 On any other platform

Apply through OpenAI's merchant form. Feed onboarding is for approved partners and runs a waitlist.

3 Prepare the feed

A full file every day plus API updates for changes, in CSV or JSON. Ads Manager takes product feeds for product ads too.

4 Keep your checkout fast

Since March 2026 buyers finish on your site, so the product page must load fast and work on a phone.

LET THE RIGHT CRAWLERS IN

OPENAI'S BOTS, EACH CONTROLLED SEPARATELY

BOT	ITS JOB
OAI-SearchBot	Finds pages for ChatGPT's search answers. Block it and you drop out of them.
GPTBot	Collects content that may train OpenAI's models. Blocking it does not affect search.
OAI-AdsBot	Checks ad landing pages for safety. Not used for training.

ROBOTS.TXT • SHOW UP IN CHATGPT SEARCH, OPT OUT OF TRAINING (A BUSINESS CHOICE, NOT A RULE)

User-agent: OAI-SearchBot
Allow: /

User-agent: OAI-AdsBot
Allow: /

User-agent: GPTBot
Disallow: /

24 Changes take about a day

OpenAI says a robots.txt change takes about 24 hours to reach its systems. It publishes IP lists for each bot so your firewall can allow them.

S Apps inside ChatGPT

Businesses can also build an app with OpenAI's Apps SDK. Apps are reviewed before listing and need identity verification.

Sources • OpenAI: Powering product discovery in ChatGPT (Mar 2026); Merchants page • developers.openai.com: Commerce get started, Apps SDK submission, Bots (read 30 Sep 2026) • CNBC 24 Mar 2026.

07

PART TWO · PUT IT TO WORK

Your first 30-day test

A new channel earns its budget with real orders. Here is a test you can run, judge and defend.

YOU WILL BE
ABLE TO

size a test budget from your own numbers, run it in four weeks, and decide to keep, change or stop.

SIZE THE BUDGET

A RULE OF THUMB, NOT AN OPENAI FIGURE

30

conversions before you judge cost per conversion

a common testing rule

× ₹

your target cost per order from Google or Meta

your own benchmark

= total

the least you should plan to spend over the test

then split it by days

Example. Your Google Search cost per order is ₹250. Thirty conversions at that price is ₹7,500, so plan at least ₹7,500 over 30 days, about ₹250 a day, and check it clears OpenAI's daily minimum for your currency. If you cannot afford 30 conversions, test fewer ad groups, not a smaller budget per ad group.

THE FOUR WEEKS

ONE JOB PER WEEK

WEEK	DO THIS	LOOK AT
Before day 1	Pixel and server events tested; 2 or 3 ad groups, one per task; matched landing pages	Events arriving, with no duplicates
Week 1	Run on click billing with Maximize clicks. Change nothing	Impressions, CTR, cost per click
Week 2	Pause the weakest ad group; rewrite its copy with P03 if the task still matters	CTR by ad group
Weeks 3 and 4	Move the best ad group to Maximize conversions once sales are tracked	Cost per real order (P09)

READ THE RESULT

WHAT THE NUMBERS ARE TELLING YOU

YOU SEE	IT USUALLY MEANS	DO THIS
Impressions, but a low CTR	The copy does not fit the task	Rewrite titles around the task
A good CTR, few conversions	The page or the offer lets people down	Fix the first screen (P05)
Most conversions are view-through	The ads may not be causing the sales	Judge on click-through first
Conversions, but no matching orders	Tracking is counting wrongly	Check event IDs and amounts (P06)

STOP OR CHANGE

After 30 days, cost per real order is well above your best channel and neither copy nor page changes moved it.

KEEP AND GROW

Cost per real order is close to your best channel. Raise the budget in steps of 20% or less and add one new task at a time.

Method · a practitioner test plan built on OpenAI's documented bid strategies and metrics (developers.openai.com/ads, read 30 Sep 2026). Thresholds are rules of thumb: adjust them to your margins.

Risks, rules and *rumours*

New channels change fast. Know what you will never get, what can move and what is unproven.

YOU WILL BE
ABLE TO

brief your team on the limits of ChatGPT ads and tell a sourced fact from a rumour.

WHAT YOU WILL NOT GET

BY DESIGN

PRIVACY

No chat data

Advertisers never see chats, history, memories or personal details. Reports are totals.

TARGETING

No keywords or interests

You cannot target words, topics, ages or interests. Matching reads the conversation.

SAFETY

No placements near sensitive chats

No ads beside health, mental health or politics, and none for under-18 accounts.

WHAT CAN CHANGE UNDER YOU

IT ALREADY HAS, MORE THAN ONCE

CHANGE	WHAT HAPPENED	YOUR GUARD
Checkout	Instant Checkout launched, then stepped back in March 2026	Keep buyers on your own fast checkout
Billing	CPM only at first; CPC added later (OpenAI)	Recheck billing before each test
Countries	From the US only to 60+ countries in months (reported)	Recheck the Availability page
Formats	Sponsored Agents in a US-only test since 16 Sep	Plan for chat cards first

K

Your API key can do everything

Each Ads API key belongs to one ad account, and OpenAI's docs describe no read-only keys. The key that reads reports can also create and switch on campaigns. Keep it on a server or in an environment variable, never in a chat or a shared file.

STILL RUMOUR ON 30 SEP 2026

DO NOT PLAN ON THESE

CLAIM YOU WILL HEAR	WHY IT IS NOT A FACT YET
"CPMs are \$25 to \$60" or "CPCs are \$3 to \$5"	No OpenAI rate card exists; \$60 is a worked example in the docs
"Pilots needed \$50,000 or \$200,000"	Sources disagree and none links to OpenAI
"Self-serve opened in India on 31 Aug"	Two trade outlets say 4 Sep; neither is an OpenAI page
"There is an official ChatGPT Ads MCP server"	Only third-party servers exist
"Clean rooms" or "Sponsored Agents outside the US"	No announcement found

Sources · OpenAI Help Center: Ads in ChatGPT, the basics · developers.openai.com/ads: Authentication, Targeting (read 30 Sep 2026) · OpenAI: Powering product discovery (Mar 2026) · research ledger R4, 30 Sep 2026.

09

PART THREE • WORK FASTER

Work faster with *Claude*

No official ChatGPT Ads connector exists for Claude. Claude still researches, writes and checks.

YOU WILL BE
ABLE TO

pick the right way to use Claude on your ChatGPT ads, and keep your API key safe.

THREE WAYS TO WORK

CHECKED 30 SEP 2026



A research desk in a Claude Project

Create a Project for your ChatGPT ads. Add your product facts, proof points and the skill below. Each week, paste or screenshot the Ads Manager report and run P07. You make every change yourself.

NO CODE



Claude Code with OpenAI's Advertiser API

OpenAI's own API, with a key from Ads Manager settings. Claude Code builds a script that only reads reports (prompt S1 below). Limits: 600 requests a minute per endpoint.

OFFICIAL API



Third-party MCP servers

Open-source ChatGPT Ads servers exist on GitHub, and HubSpot has announced one. None is made by OpenAI. Read the code and what it can change before you give it a key.

UNOFFICIAL

S1

Build my read-only reporting script

ONCE, IN CLAUDE CODE

For technical teams. The script's output feeds prompts P07 and P09.

In this folder, build a small reporting tool for our ChatGPT ads.
First read OpenAI's Advertiser API docs at developers.openai.com/ads
(API overview, Insights, Reporting). Base URL: <https://api.ads.openai.com>
Rules:

- Read the key from the OPENAI_ADS_API_KEY environment variable. Never print it, log it or write it to a file.
- Call only reporting endpoints: GET /v1/ad_account, the GET insights endpoints and POST /v1/conversions/insights. Nothing that creates, updates or activates.
- For last week and the week before, per campaign and ad group: spend, impressions, clicks, ctr, cpc, conversions, click_through_conversions, view_through_conversions.
- Handle pagination and stay under 600 requests a minute per endpoint.
- Save each run as reports/<YYYY-MM-DD>.json with a CSV beside it.

Before the first run, list every URL the script will call. Then run it once and compare the totals with Ads Manager for the same dates.

ACCURACY

Test the script

Its totals must match Ads Manager for the same dates. Insights dates use the account's local time, so compare like with like.

SAFETY

Prove it cannot change anything

Ask Claude Code to list every URL the script calls. Only `/ad_account` and `/insights` paths may appear.

Sources • developers.openai.com/ads: API overview, Authentication, Insights (read 30 Sep 2026) • [HYPD-AI/openai-ads-mcp](#) on GitHub (third party) • PPC Land, Sep 2026 (HubSpot) • the skill file is on page 14.

10

PART THREE • THE PROMPTS

Ten prompts to *paste*

Each prompt is written to be copied as it is. Fill in the parts in angle brackets first.

YOU WILL BE
ABLE TO

research, write, check and report on ChatGPT ads in under an hour a week.

FILL IN

<angle brackets>

Replace these with your own details before you paste.

SAFETY

READ ONLY

Nine prompts only read. P08 proposes changes that you make yourself.

TRUST

REPORTED vs READ

Press-only facts and your own numbers stay labelled, so nothing gets mixed up.

P01 Can we advertise here?

BEFORE ANYTHING ELSE

Run it first. Countries and rules change month to month.

You are my ChatGPT ads researcher. Use web search.

Business: <what we sell>, billed from <country>, customers in <markets>.

1. Open OpenAI's Ads Manager availability page and its ad policies.
Note the date shown on each page.
2. Is our billing country available, Coming Soon, or missing?
3. Does anything we sell fall into a category OpenAI disallows or limits? Quote the policy line.
4. Which buying route fits us: self-serve, an agency partner, or OpenAI's Ads Solutions team? One reason for each.
5. List anything you could not confirm on an OpenAI page as UNCONFIRMED, with the source you did find.

Start with a verdict: yes, not yet, or no. Then the table.

P02 Customer task map

BEFORE THE FIRST CAMPAIGN

Map the tasks our customers bring to ChatGPT before they buy.

Business: <what we sell, price range, who buys, where>.

1. List 15 tasks people ask ChatGPT for help with that end in buying something like ours: planning, comparing, fixing, choosing.
2. Group them into 3 to 5 ad groups. For each group give:
 - the task, in the customer's words
 - a context hint: two sentences on our product and the job it does (a clear brief, not a keyword list)
 - the landing page that answers it: <our URLs>, or MISSING
3. Flag any task that touches health, money advice, dating, gambling, alcohol or politics. We cannot advertise there.

P03 Chat card writer

FOR EACH AD GROUP

Write chat card ads for the ad group <name>. Landing page: <URL>. Read it first. Proof points we can back up: <3 facts>.

Limits: title 3 to 50 characters, body up to 100 characters. Count every character, spaces included.

- 6 titles: the customer's task plus our answer. No slogans.
- 6 bodies: one fact we can prove, then what happens after the click.
- No superlatives we cannot prove, no invented reviews, no price or comparison claims without a source, nothing that imitates ChatGPT's own interface.

Show each line with its character count. Mark the 2 strongest pairs.

P04 Policy pre-check

BEFORE EVERY UPLOAD

Check this ad and its landing page against OpenAI's ad policies before I upload it. Use web search to read the current policy page first.

Title: <title> Body: <body> Landing page: <URL>

1. Quote the policy lines that apply, with the page's date.
2. For each claim in the ad and on the page's first screen: PASS, FIX or REMOVE, with the reason.
3. Check that the page works on a phone, repeats the ad's promise in its first line, and does not block OAI-AdsBot in robots.txt.

Give a verdict, then the fix list. Rewrite any FIX line within limits.

P05 Landing page for chat visitors

FOR EACH AD GROUP

Rewrite the first screen of <URL> for people who arrive from a ChatGPT ad in the ad group <task>. They have read an answer and want the next step.

1. Headline: repeat the ad's promise in the customer's words.
2. Under it: the one fact that proves it, and the price or offer.
3. One button that takes the next step: book, buy, get a quote.
4. Remove anything above the fold that does not serve this task.

Give the new copy, then what to remove, then 3 things to test.

P06 Measurement spec for our developer

ONCE, BEFORE LAUNCH

Write a one-page spec for our developer to add OpenAI's Measurement Pixel and Conversions API to <site and platform>. Read OpenAI's conversion tracking and Conversions API docs first (developers.openai.com/ads).

1. Where the Pixel loads, and the consent controls <our markets> need.
2. Events: order_created on purchase, lead_created on a lead. Amount in minor units (₹89.00 = 8900) plus currency.
3. One event_id per action, the same in the browser and on the server. Use our order or lead ID.
4. The server call: fields, timestamp_ms, action_source "web", source_url.
5. How to test: the monitoring endpoint, what to check, and what a duplicate looks like.

Ask me about our stack before you start.

P07 Weekly report

EVERY MONDAY

Here is last week's ChatGPT ads report: <paste the Ads Manager table, attach a screenshot, or attach the JSON from our reporting script>.

Compare with the week before, per campaign and ad group: spend, impressions, clicks, CTR, CPC, conversions, cost per conversion.

READ ONLY: suggest, never change.

1. Explain each change over 25% either way with one cause: DELIVERY (impressions moved), CLICKS (CTR moved), CONVERSION (clicks steady, conversions moved: check tracking) or CHANGE (an edit we made).
2. Split conversions into click-through and view-through.
3. At most one recommendation per ad group.

Numbers first, then three lines for our team chat.

P08 Budget and bid plan, with approval

WHEN RESULTS DRIFT

Claude proposes and logs. You make the change in Ads Manager.

Goal: <campaign> at <cost per conversion or daily budget>. Read the latest report first. Propose; do not change anything.

1. Check the bid strategy fits: Fixed bid or Maximize clicks while conversions are not tracked; Maximize conversions once they are.
2. At most one change per campaign: budget, bid strategy or max bid. Keep budget moves under 20%.
3. A numbered list: campaign, field, old, new, why.
4. Ask "Approve changes 1 to N?" and wait for my answer.
5. After approval, give me the exact steps for each change in Ads Manager. Log: date | campaign | field | old | new | approved by.

P09 Reality check

MONTHLY, WITH YOUR OWN ORDERS

I am attaching our orders (or qualified leads) for <month>: date, ID, value, and source if known.

Compare with ChatGPT ads conversions for the same month. READ ONLY.

1. OpenAI-reported conversions and value, by campaign.
2. Our orders that match an OpenAI event_id, and those that do not.
3. The ratio of reported to real, explained plainly.
4. Cost per real order = spend / matched orders.
5. The same for Google and Meta if I paste them, side by side.
6. Three sentences: keep, change or stop, and why.

P10 Product feed readiness

BEFORE SHOPPING OR PRODUCT ADS

Audit our product catalogue for ChatGPT shopping and product ads.

Attached: our feed or product export (CSV or JSON). Platform: <Shopify, Etsy or other>.

1. Missing or weak fields per product: title, description, price, stock, image, link.
 2. Titles that do not say what the product is and who it is for.
 3. Prices or stock that differ from the live page (check 10 at random).
 4. If we are not on Shopify or Etsy: the steps to apply through OpenAI's merchant form, and what a daily full file plus API updates means for our systems.
- Give the fix list in order of impact.

SKILL chatgpt-ads-operator / SKILL.md

SAVE AS A SKILL

```
---
name: chatgpt-ads-operator
description: Rules for our ChatGPT ads work. Use for any ChatGPT ads
  plan, ad copy, policy check, report or budget proposal.
---
# How to work on our ChatGPT ads
- Default to READ ONLY. Only prompt P08 may propose changes, as a
  numbered list I approve. I make changes in Ads Manager myself.
- Our API key never appears in chat, files or code. Scripts read it
  from OPENAI_ADS_API_KEY and call reporting endpoints only.
- Chat cards: title 3-50 characters, body up to 100. Count them.
- No claims we cannot prove, no invented reviews, nothing that
  imitates ChatGPT's interface. Disallowed categories stay out.
- Label every figure READ (from OpenAI or our systems) or ESTIMATE.
  Mark press-only facts about ChatGPT ads as REPORTED.
- Our business: <what we sell, prices, margins, markets, proof points>.
```

Save the skill. In the Claude app: Customize > Skills > + Add > Upload skill, with the file zipped inside a folder named `chatgpt-ads-operator`. In Claude Code: `~/claude/skills/chatgpt-ads-operator/SKILL.md`.

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PART THREE • MAKE IT YOURS

Your business and the *checklist*

The strategies stay the same. The primary event, the ad groups and the first things to watch change.

D2C AND E-COMMERCE

Online store

Primary event: `order_created` with value.

Set up: Product feed (Shopify and Etsy are already connected) plus one chat card ad group per task.

Watch: Feed prices that differ from the page; a high view-through share.

Prompts: P02, P03, P10, P09

STAYS, CLINICS, CLASSES, REPAIRS

Travel and local services

Primary event: `order_created` for bookings, or `Lead_created`.

Set up: Location targeting to your service area; one ad group per trip or job type.

Watch: Clicks from outside your area; slow booking pages.

Prompts: P02, P03, P05, P07

EDUCATION, REAL ESTATE, B2B

Lead generation

Primary event: `Lead_created`, then leads your team qualifies.

Set up: Custom audiences need 25,000 matched people, so most start without them.

Watch: Cheap leads that never qualify.

Prompts: P06, P07, P09

SAAS, TOOLS, SUBSCRIPTIONS

Software and apps

Primary event: A trial start or a purchase.

Set up: Platform targeting to where your product runs: web, iOS or Android.

Watch: Trials that never turn into paid plans.

Prompts: P02, P05, P09

BEFORE LAUNCH

☐ Country and category checked (P01)☐ Pixel and server events deduplicated☐ One ad group per customer task☐ Titles 50 characters or fewer, bodies 100☐ OAI-AdsBot allowed on landing pages

EVERY WEEK

☐ P07 report read; one change per ad group☐ New ads checked with P04☐ Budget moves kept under 20%☐ Change log updated☐ No API key in any chat or file

EVERY MONTH

☐ P09 reality check against real orders☐ P01 rerun: countries and rules move☐ P10 feed audit if you sell products☐ Rumour list on page 10 rechecked☐ Skill file updated with what you learned

AUTHOR

Written by Anisha Dogra

Anisha works on performance marketing and AI systems for brands. This playbook is built from OpenAI's own documentation and a source-checked press ledger, read on 30 September 2026.

METHOD

How the facts were handled

OpenAI's developer docs were read directly. Press-only facts are marked REPORTED. Prices with no OpenAI source are listed as rumour, never as fact.



Start with one prompt this week: P01.

It tells you whether you can buy ChatGPT ads yet, and through which route.

CHATGPT ADS PLAYBOOK 2026
ANISHA DOGRA

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