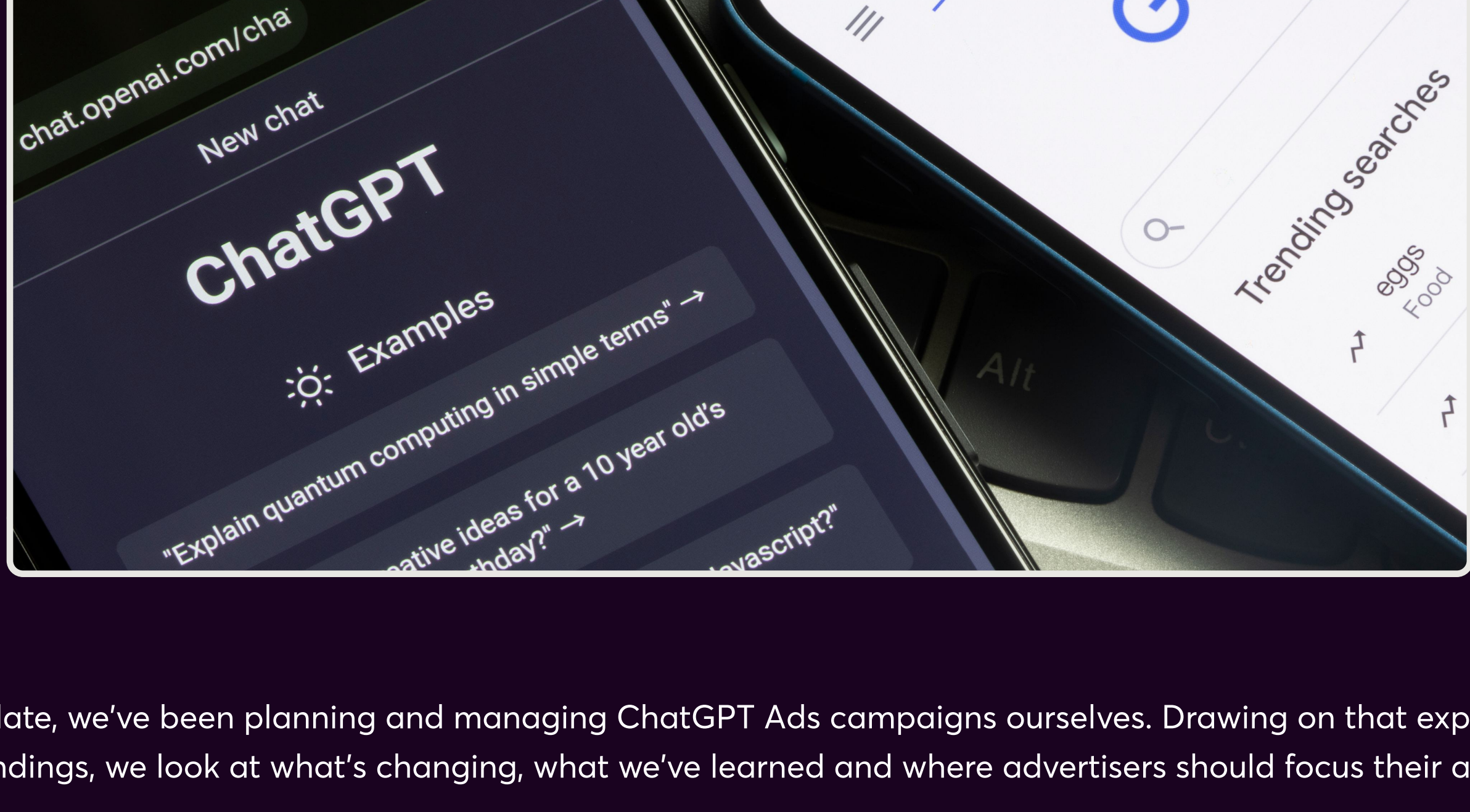


ChatGPT Ads

What's becoming clearer, what remains uncertain and where advertisers should focus next.

ChatGPT advertising is moving beyond its initial launch. New audience data, campaign guidance and early advertiser results are beginning to reveal where the opportunities lie, and what advertisers still need to understand.



Since our last update, we've been planning and managing ChatGPT Ads campaigns ourselves. Drawing on that experience and OpenAI's latest findings, we look at what's changing, what we've learned and where advertisers should focus their attention.

01 / AUDIENCE & ADOPTION

ChatGPT is growing and its audience is changing.

OpenAI's latest figures show substantial growth across every measured region since June 2023. The mix of people using ChatGPT is also shifting, with those aged 35 and over accounting for an increasing share of messages.

24.1×

Africa

15.9×

Asia

11.0×

South America

10.8×

Europe

9.2×

North America

6.7×

Oceania

33.6%

of messages from users aged 35+

Up from 28.3% YOY, a 5.3 percentage-point increase in their share of ChatGPT activity.

Share of messages, not unique users. June 2025 to June 2026. Source: OpenAI

What are people using it for?

The volume of conversations across consumer and business categories is particularly relevant to advertisers assessing the channel.

1.5bn+

Retail & ecommerce
+74% since January

2.7bn+

Consumer goods
+45% since January

115m+

Automotive
Weekly messages in July

~600m

Financial Services
AVG. weekly prompts in July, +33% from January

330m+

Travel
Weekly messages in July

490m+

B2B Technology
Weekly messages in July

What does this mean for advertisers?

The breadth of conversations across consumer and business categories suggests opportunities for brands to reach people as they research products, explore options and make decisions. The challenge is understanding which of those conversations are commercially relevant, rather than treating overall message volumes as a measure of advertising reach.

02 / CAMPAIGN STRUCTURE

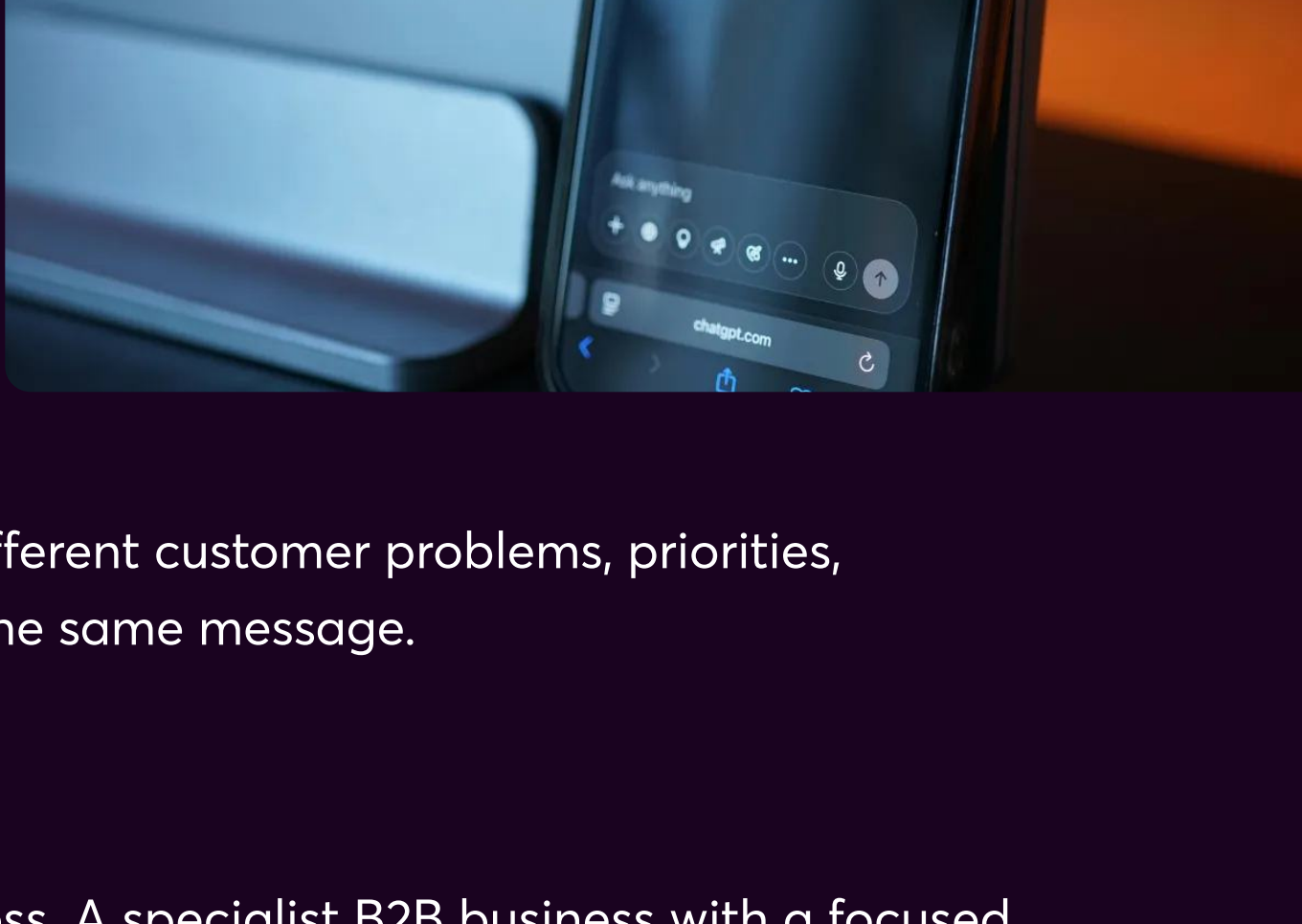
100 ads. But does every advertiser need that many?

OpenAI's launch guide sets an expectation of at least 100 distinct, reviewed ads across ad groups as part of its recommended launch process. The rationale is understandable: people can describe the same need in many different ways.



100+

Distinct, reviewed ads prepared for launch
The expected minimum described in the Golden Path guidance.



But variety needs to serve a purpose. The guidance encourages advertisers to address different customer problems, priorities, comparisons and buying situations, rather than produce multiple versions of essentially the same message.

The right number depends on the business.

A retailer with hundreds of products may have plenty of distinct customer needs to address. A specialist B2B business with a focused proposition is unlikely to have the same range of relevant conversations.

Relevance matters more than reaching 100.

Our approach is to identify the conversations where a brand has something useful to contribute, then develop creative around those specific needs. For some advertisers, that could justify 100 ads or more. For others, a smaller, more focused campaign may make greater commercial sense, even if it falls short of OpenAI's recommended launch volume.

03 / HOW CAMPAIGN PLANNING CHANGES

Start with a question, not a keyword.

OpenAI's guidance introduces context hints to describe where an ad may be relevant. These are broader relevance signals, not exact-match keywords or guarantees that an ad will appear alongside a particular question.

One coffee machine. Three different conversations.

Consider a brand selling a bean-to-cup coffee machine. Three potential customers could have very different reasons to consider the same product.

01



"How can I make better coffee at home without spending ages preparing it?"

Convenience and ease of use

02



"Is buying a coffee machine cheaper than getting takeaway coffee every day?"

Cost of ownership and potential savings

03



"What's the best bean-to-cup coffee machine for a small kitchen?"

Compact size and product suitability

The product hasn't changed, but the customer's priorities have.

Each conversation presents a different opportunity for the advertiser to demonstrate relevance, with context hints and messaging tailored to the needs being expressed. Advertisers don't need to start from scratch. Existing product information, approved claims and landing pages provide a useful foundation. The task is to organise those materials around the situations in which the product could matter.

04/ EARLY PERFORMANCE

The early results look promising.

OpenAI's published findings include stronger engagement, improved measured conversion coverage and lower reported acquisition costs. Some evidence comes from comparisons across advertiser groups. Other findings come from individual campaigns.

44%

lower median observed cost per acquisition

Across 27 eligible advertisers using conversion bidding, compared with click optimisation.

57%

higher measured conversion coverage

Advertisers using both Pixel and Conversions API (CAPI), compared with Pixel alone.

28%

lower median measured cost per acquisition

Advertisers using Pixel and CAPI, compared with Pixel alone.

74%

higher observed click-through rate

Campaigns with active product feeds, compared with those without.

Source: OpenAI Insights Stat Pack

The results extend beyond engagement.

TRAVEL & HOSPITALITY

80%

lower cost per booking

With 72% higher CTR and 123% more attributed bookings versus the prior 28 days.

FINANCIAL SERVICES

50%

lower cost per lead

Alongside a 4% CTR improvement following adoption of conversion optimisation.

Source: Anonymised advertiser examples.

Better tracking can reveal conversions that were previously missed, reducing reported CPA without necessarily improving actual acquisition performance. Similarly, an improvement following a bidding change doesn't prove the change alone caused it. OpenAI is now reporting outcomes beyond clicks, including leads, bookings and revenue signals. The next step is establishing how much additional business ChatGPT Ads generates, rather than relying on attributed conversions alone.

05/ PLANNING YOUR PILOT

Where should advertisers start?

Understand the intent behind the question.

Use existing search queries, customer research and conversion data to identify the problems, comparisons and purchase considerations that matter. Group these into distinct conversational contexts where the brand has a credible role.

Match creative to the conversation.

Build context hints around different customer needs, then tailor creative to the benefit each audience is looking for. Use approved claims, relevant landing pages and distinct ad variations rather than relying on generic product messaging.

Connect engagement to commercial value.

Apply a consistent UTM naming convention to identify ChatGPT Ads traffic in analytics, and implement Pixel or CAPI tracking to measure conversions and support optimisation. Assess lead quality, acquisition costs and downstream outcomes, not just clicks. Compare results with existing channels before increasing investment.

Launch a managed ChatGPT Ads pilot from £1,500

Rika can help you put these recommendations into practice, from identifying commercially relevant conversations and developing campaign creative to technical setup, launch and performance evaluation.

Speak with our strategy team today. →

Our services include:

- ✓ Audience and conversational intent strategy
- ✓ Campaign & ad group setup
- ✓ Landing page optimisation
- ✓ Ad creative and messaging
- ✓ Product feed setup, where relevant
- ✓ Conversion tracking and measurement

Media spend is flexible and set around your objectives and a level you are comfortable with.