HIGH-UP ADS

FREE GUIDE

THE 30-DAY TEST: DO CHATGPT ADS BRING IN CUSTOMERS?

> What it costs to find out, when to pull the plug, and how to measure it, step by step.



12 CHAPTERS

38 CHECKBOXES

12 BLOCKS TO COPY

HIGH-UP ADS · highupads.ro/en · November 17, 2026

WHAT'S INSIDE

CONTENTS

★ What you'll learn and what to do after reading

01 What ChatGPT ads are and what we know in the US

02 How it's different from Google Ads

03 Who it works for and who it doesn't

04 How much you can pay for a customer

05 Four worked examples, with the math step by step

06 The account, step by step

07 How to measure what the ad brings in

08 How to write the ads

09 Your first campaign, step by step

10 The 30-day test

11 Mistakes that cost you money, and how to fix them

12 Frequently asked questions

★ Worksheet 1. Customer situations and context hints

★ Worksheet 2. Five ad variations

★ Worksheet 3. The test budget

★ Worksheet 4. Reading the results

★ Your action plan

★ Appendix. For the person who builds your website

WHAT YOU'LL LEARN AND WHAT TO DO AFTER READING

Are ChatGPT ads worth it for your business?

The honest answer is that nobody knows yet, and that includes OpenAI. It says plainly that it doesn't have performance benchmarks yet, for any industry or any type of campaign.

What you can know today is what it costs to find out. A 30-day test at the minimum budget costs about $750 in ad spend.

You can know one more thing before you start: your stop-loss, the amount of spend where you pull the plug if no order or lead has come in. You set that number before day 1, not halfway through.

In this guide

- What the ad looks like: one ad, labeled as an ad, under ChatGPT's answer. It's shown to people on the Free and Go plans and to people using ChatGPT without logging in.
- Why you can't pay to have ChatGPT recommend you. OpenAI says the answers and the ads run on separate systems, so the answer above your ad can recommend a competitor.
- Why you don't buy keywords. You describe the situations where you can help someone, and OpenAI decides where your ad fits.
- Whether you're allowed to advertise what you sell. In the US some health, money and legal businesses can get in case by case, while alcohol, tobacco, gambling, dating, cannabis and political ads can't run at all.
- What the test costs: at least $25 a day, so about $750 over 30 days.
- Why a click can cost you too much. OpenAI suggests starting with a maximum bid of $3 to $5 per click. With small orders or thin margins, that loses money on every sale.
- How to set your stop-loss: three times your break-even cost per order or per lead. That's our rule, not OpenAI's.
- Why ChatGPT isn't your only shot at an AI answer. In the US, your Google ads can already show inside AI Overviews and AI Mode.

Your next steps, in order

1. Check chapter 3 to see whether you can advertise what you sell. If you can't, stop there. You just saved the cost of the test.
2. Fill in worksheet 3: your break-even cost per order or lead, your break-even cost per click and your stop-loss. Chapter 4 shows the math, and chapter 5 runs it for four example businesses. If your break-even per lead is $108, your stop-loss is $324 of spend with no lead, around day 13.

3. Set up your Ads Manager account (OpenAI's ad account, at ads.openai.com) by following chapter 6, without creating a campaign. Turn off automatic ad rewriting and create the pixel (a snippet of code your web developer adds to your site so OpenAI knows what people from your ad do there).
4. Send your web developer the message in chapter 7 and the appendix at the end.
5. Write down the situations where you're useful to a customer, then write five ads for each ad group (an ad group holds the ads written for one customer situation). Worksheets 1 and 2 and chapter 8 walk you through it.
6. Launch the campaign with chapter 9, run the 30-day test in chapter 10 and decide with worksheet 4: keep going, change something or stop.

The platform is new and the rules change often. Before you pay anything, check the minimum budget and the policies on the OpenAI pages listed under Sources at the end.

01 WHAT CHATGPT ADS ARE AND WHAT WE KNOW IN THE US

Before you spend your first dollar, be clear on what you're buying. A ChatGPT ad doesn't put you in the answer. It sits under the answer, as the next step for someone who just figured out what they need.

Say someone tells ChatGPT their car squeals when they brake and asks if it's serious. ChatGPT explains what it could be. Under that answer, one ad can appear, clearly labeled: a brake shop in their town with online booking. That's already happening in the US. Ads have run here since February 2026.

The ad itself

Each ad has:

- your business name and logo;
- a title and a short line of copy;
- an image;
- a link to your page.

Since October 26, 2026, there's also a multi-image ad, with 4 to 6 square images that all go to the same link. It's an open beta. OpenAI is also testing a multi-image ad that shows while ChatGPT is generating an image for someone.

You can't buy the answer

The ad doesn't change ChatGPT's answer, and you can't pay to be recommended. OpenAI says ads run on separate systems from the chat model and advertisers can't shape, rank or change the answers. So the answer sitting right above your ad might recommend a competitor. Your ad has to hold up next to

it.

Who sees the ads

People on the Free and Go plans see ads. So do people using ChatGPT without logging in, and OpenAI shows them only ads that are fine for all audiences.

People on Plus, Pro, Business, Enterprise and Edu don't see ads. Neither do accounts that OpenAI identifies as belonging to someone under 18.

Ads also don't show in Temporary Chats, and they don't show next to sensitive topics like personal health, mental health or politics. And a Free user can switch to an ads-free version of the plan in exchange for lower usage limits.

Your reporting

Totals only: impressions, clicks, spend and conversions. A conversion is the action you want from someone, like an order, an inquiry or a booking. You don't see the conversations, you don't know who the person is and you don't get their data.

The US facts so far

- OpenAI started testing ads in ChatGPT in the United States on February 9, 2026.
- A US business can open its own account. OpenAI started rolling out a self-serve Ads Manager (its ad account, at ads.openai.com) in beta in early May 2026, and US advertisers could register for access. Today the United States is listed as "Available," and the business that advertises and gets billed has to be based in a listed country.
- Ads can follow someone's history, if that person has ad personalization turned on. Then OpenAI can use signals from their past chats and memory, not just the current conversation. In the European Economic Area and Switzerland that isn't available yet.
- You can upload your own customer lists (custom audiences), but you need at least 25,000 matched users to target one. For most small businesses that's out of reach. Excluding a smaller list is allowed.
- The minimum budget is $25 a day for accounts billed in US dollars.
- Nobody knows what a click costs or how many sales it brings. OpenAI says it doesn't have benchmarks yet.

Still unknown

- The platform is in beta. OpenAI says delivery and spend can move around while it keeps changing its systems, so a slow week doesn't automatically mean your ads are weak.
- We couldn't find a number from OpenAI for how many people in the US see ads.
- Everything changes fast. At the end of October 2026, within a few days, OpenAI added the multi-image ad and turned on automatic ad rewriting by default.

So you can open an account today and target the US. You'll only find out how many people see you, what a click costs and what it sells by running the test. The rest of this guide shows you how to run that test without throwing money away.

02 HOW IT'S DIFFERENT FROM GOOGLE ADS

If you already run Google Ads, leave your Google habits at the door, or you'll start with the wrong math. In short, on Google you buy keywords, and in ChatGPT you describe situations.

Take a plumber. On Google, someone types "plumber Denver." You bought that keyword, so you show up. In ChatGPT, the person tells a story: "a pipe burst in my bathroom, it's Sunday night, what do I do until someone gets here?" OpenAI reads the conversation, your page, your title, your copy and the hints you give it. Then it decides whether your ad fits.

	GOOGLE SEARCH	CHATGPT
What you choose	keywords	context hints: phrases about who you help and when
Where the ad shows	above and below results, and inside AI Overviews and AI Mode	one ad under the answer
Who sees it	almost anyone searching	Free and Go users, and people who aren't logged in
How you pay	per click	per 1,000 impressions or per click
Cost benchmarks	your own history, if you've run Google Ads	none yet, for anyone
Ad next to an AI answer	yes, in English in the US, from your existing campaigns	yes, under ChatGPT's answer

A few more things worth knowing:

- Context hints aren't keywords and don't guarantee your ad shows.
- You never pay per conversion. With the "Conversions" objective, the system looks for people likely to buy, but you still pay per click or per impression.
- On Google, ads inside AI Overviews and AI Mode come from the Search, Shopping and Performance Max campaigns you already have. You don't build anything new, and you can't target or opt out of those spots separately.
- There's a catch on Google. Exact and phrase match keywords only show there when the search is a direct, shopping-type one, like "pool vacuum cleaners." For the longer, exploratory questions, your ad needs broad match, AI Max, Shopping or Performance Max.

The last row of the table matters most. In the US, Google can already put your ad inside its AI answer, with the same per-click billing and the campaigns you already run, as long as they use the right match types. So the reason to test ChatGPT isn't that it's the only AI answer you can buy into. It's that some of your customers ask ChatGPT instead of Google, and you won't reach them there any other way. The platform is new, so part of your test budget pays for learning.

03 WHO IT WORKS FOR AND WHO IT DOESN'T

"Is my business even allowed to advertise there?" Check this before anything else. If your category is banned, don't even open an account. You won't waste time, and you won't spend a dollar on ads that can't run anyway.

A debt relief company can't advertise in ChatGPT in the US, however good the ad is. A brake shop down the street can, because it's a local service. Two businesses on the same street, two different answers. Find yours below.

The accepted categories

OpenAI says that while ads are in early testing, they're mostly limited to these categories:

- household and consumer goods;
- local services;
- travel and experiences;
- digital products and education.

Health, financial services and legal services are being opened gradually, with approvals reviewed by hand, case by case, and some of them only in the US. Everything else is disallowed for now. Some businesses don't clearly fall in any category, like a lot of classic B2B services. For them, the only sure answer is to submit one ad for review.

Open, restricted and closed in the US

OpenAI's policy and its eligibility table by country open more categories in the US than anywhere else. This is how they read on November 17, 2026.

Allowed in the US, though the ad still goes through review: dietary supplements, minimally invasive cosmetic procedures, consumer medical devices, wearables and health apps, disease awareness that isn't advocacy, menstrual and pregnancy products (but not pregnancy tests), deposit accounts,

insurance (other than health insurance), auto loans and leasing, financial software, and legal services if you're licensed to practice law where the ad shows. OpenAI's ad policy also lists dental services and vision products as possible case by case. OpenAI may ask for proof of a license.

Only for select advertisers OpenAI has approved: health insurance, hospitals and urgent care, medical testing, credit cards, mortgages, investing and brokerage, personal loans, buy now pay later, payments, financial planning, credit monitoring and crypto. OpenAI says it's working with a small group here and isn't taking applications in some of these categories.

Not allowed, in the US or anywhere:

- prescription and over-the-counter medicines, pregnancy tests, online pharmacies, telehealth, medical procedures and experimental care, sexual health services;
- credit repair, debt relief, payday loans, earned wage access, private student loan refinancing;
- alcohol, tobacco, vaping, gambling, dating and adult products, cannabis and THC products, weapons;
- individual job listings and individual homes for sale or rent;
- political ads and ads on contested social issues.

OpenAI can also turn an ad down if it conflicts with OpenAI's "competitive position." If you sell something that competes with OpenAI, you might run into that.

Not sure about your category?

Submit one ad for review before you spend real money. You'll set up the account in chapter 6. Review is mostly automated, with people looking at unclear cases, and it covers the title, the copy, the image and the landing page. A rejected ad doesn't run, so you pay nothing for it. An approved ad starts right away and spends until you pause it. Until you pause it, plan on spending up to about a day or two of budget.

How it fits four kinds of businesses

Online store. Works, if you sell allowed products. You track the order, and Ads Manager uses it to calculate your sales and ROAS (how many dollars of sales you get back for each dollar of ads). You can also upload your product list, the feed, but campaigns built from a feed can only target whole countries, not cities.

Services with booking or a quote request. Think auto repair, remodeling, cleaning, plumbing, barbershops. Local services are on the allowed list. You track the request or the booking. Watch out, though: a lot of customers call or text instead of filling out the form, and if you don't count calls and texts too, the campaign looks worse than it is.

Bookings: lodging, travel, experiences, restaurants. These work, because travel, experiences and local services are accepted. You track the booking, sent as an order or as an appointment, depending on how your system works. For a restaurant, alcohol can't be the point of the ad. If bookings go through a platform with its own system, that platform has to send the booking back to OpenAI, or you won't see it in your account.

Businesses that sell to other businesses. Software and digital products work. Classic B2B services like construction, manufacturing or freight don't clearly show up on any list, so the ad might get rejected. Submit one for review first, without a real budget. You track the quote request or the demo request. B2B sales take weeks, so in 30 days you judge inquiries, not signed contracts.

Steps

1. Look for your category in the "not allowed" list above. If it's there, stop. Come back when OpenAI opens it.
2. If you're in a "select advertisers" category or you're not sure, set up the account with chapter 6 and submit one ad for review at the minimum budget. Check its status on day one.
3. If the ad is rejected because of your category, stop. If it's approved, pause it right away and move on to chapter 4.

04 HOW MUCH YOU CAN PAY FOR A CUSTOMER

"How much can I pay for a click before I'm losing money?" Before your first dollar, figure out the most you can pay for an order or a lead, and the most you can pay for a click. On day 15 you compare those numbers with what you see in the account.

Take an online bedding store with an average order of $150 and a 30% margin. It can spend at most $45 to bring in one order. If 2% of the people who land on the page buy, it can pay at most $0.90 a click ($45 × 2%). Pay more than that and it loses money on every order, even while orders come in.

Nobody has published a cost per click for ChatGPT ads, but you can work out your own limit today.

Step 1. Your break-even cost per order or lead

Your break-even cost, or break-even for short, is the most you can spend on ads to bring in one order or one lead without losing money. A lead is an inquiry: a form, a call or a text asking for a quote or a booking. Your margin is what's left of the price after every cost of the sale: the product or materials, shipping, payment fees and labor.

- For a store, it's the average order value × margin. At $150 and 30%, the break-even is $45 per order.
- For services and B2B, it's the profit per job × your close rate, the share of leads that turn into paying customers. A remodeling company with an average job of $8,000 and a 40% margin makes $3,200 per job. If it closes 2 out of 10 leads, that's $3,200 × 20% = $640 per lead.
- For bookings, it's the average booking value × margin.
- For subscriptions, use the monthly price × how many months a customer stays on average, in place of the order value.

Your target cost is what you want to pay so you also make a profit. Per order or per customer, it's the break-even minus what you want to keep from each sale. Per lead, it's the target cost per customer × your close rate. The break-even tells you where you start losing money. The target cost tells you how far it's worth raising the budget.

Work with prices before sales tax. OpenAI's billing page says applicable taxes can push a card charge above the ad spend it covers, but it doesn't say which states that applies to. Washington State has taxed advertising services, including buying ad space online, since October 1, 2025, so a Washington business should check whether its OpenAI invoice adds it.

Step 2. Your break-even cost per click

Your break-even cost per click is the most you can pay for one click and still come out even. On day 15 you compare it with the real cost per click in Ads Manager.

Break-even per click = break-even per order or lead × conversion rate

Your conversion rate here is the share of people who click and then buy or send a lead. You get it from Google Analytics, from people who already come from ads to the page you'll use in the ad, or from your Google Ads and Meta accounts. If you don't have the number, start from the example in chapter 5 that's closest to your business and write it down as a guess. Run the math with half that rate too, because you'll only learn the real rate from the test.

Example: with a break-even of $45 per order and a 2% conversion rate, the break-even per click is $45 × 2% = $0.90.

Step 3. Compare it with OpenAI's suggested bid

OpenAI suggests starting with a maximum bid of $3 to $5 per click. Ads compete for every impression in an auction, and you usually pay less than your maximum. What matters, though, is your own break-even per click. If it's well under $3, then at the suggested bid you lose money on every customer, even

while customers come in.

Example: a pizzeria with an average check of $60 per table and a 30% margin has a break-even of $18 per table. Even if 5% of the people who click make a reservation, its break-even per click is $18 × 5% = $0.90, less than a third of the low end of OpenAI's range. For that pizzeria, ChatGPT isn't the first channel to test.

Step 4. Your test budget

At the $25 daily minimum, 30 days cost about $750. That's the floor. OpenAI won't take a smaller daily budget. If you want a hard cap on spend, use a campaign-total budget. It's the strictest control there is.

Step 5. How many campaigns and how many ads

At the minimum budget you run one active campaign at a time, because $25 a day isn't enough for two. If a click costs what OpenAI suggests, $25 a day buys about 5 to 8 clicks a day, or 35 to 58 a week. That's why you set up one or two ad groups, each built on one customer situation with five ads. More groups split the clicks so thin that you learn nothing.

Step 6. Start on clicks, not conversions

This one is our rule of thumb, not OpenAI's. OpenAI does say that to optimize for conversions you need an event that happens often enough, because events that happen too rarely make performance hard to judge. At $25 a day, a small business rarely gets enough orders in the first two weeks. So you start on clicks, learn which ads and which situations bring people who buy, and only after the first test do you move what worked to conversions (chapter 9).

The final benchmark

At the end of the test, compare your cost per customer from ChatGPT with your cost from Google or Meta, for the same landing page. That's the right benchmark, because it's yours.

Worksheet 3 at the end has every line to fill in.

05 FOUR WORKED EXAMPLES, WITH THE MATH STEP BY STEP

Does the math work for a business like yours? The more profit a customer leaves you, and the more of your clickers who buy, the better ChatGPT's odds. You count that profit on one order, or over the whole time someone stays a customer.

What follows are four example businesses, not clients: a running shoe store, a brake shop, a family cabin rental in the mountains and an invoicing app sold to other businesses. Their numbers are made up, and you put yours in worksheet 3. The only real numbers are OpenAI's: at least $25 a day and a suggested bid of $3 to $5 per click. Nobody knows yet what a click will really cost. That's why each example ends with the rule you'll decide by during the test.

Example 1. Online running shoe store

The working numbers: the average order is $130, the margin is 35%, and 2% of the people who land on the product page buy.

1. The break-even per order is $130 × 35% = $45.50.
2. The break-even per click is $45.50 × 2% = $0.91.
3. At that price, the $750 test budget buys $750 ÷ $0.91 = 824 clicks. That's about 16 orders, if a click costs exactly the break-even.
4. At the suggested bid it looks different. If a click costs $3, the $750 buys 250 clicks and about 5 orders. One order then costs $3 ÷ 2% = $150, more than three times the break-even and more than the order itself.
5. It tracks the order, with its value. One ad group, one situation: "my first 5K." The link goes to the beginner running shoe collection, not the homepage.
6. On day 15, it divides the money spent by the real orders in the store. If an order cost more than $45.50, it changes something that moves the math. That could be a bigger cart, like shoes plus socks as a bundle. It could be a page that sells better, or cheaper clicks. If an order still costs more than the break-even on day 30, it stops the test. It only counts repeat buyers if it already tracks them. Two or three orders by day 15 are too few to be sure, but they show the direction.

So a store where 2% of visitors buy has the hardest math, and the test is only worth continuing if the first days show clicks far cheaper than the suggested bid.

Example 2. Brake repair shop with online booking

The working numbers: the average brake job is $400, the margin is 45%, and the shop closes 6 out of 10 leads. Of the people who land on the page, 6% send a lead, through the booking form, a text or a phone call.

1. The break-even per customer is $400 × 45% = $180.
2. The break-even per lead is $180 × 60% close rate = $108.
3. The break-even per click is $108 × 6% conversion rate = $6.48.
4. At that price, the $750 test budget buys $750 ÷ $6.48 = 116 clicks, so about 7 leads and 4 customers. A customer would cost $180, right at the break-even per customer.
5. It tracks the booking, if it happens on the site. It also puts a "Text us" button with a code on the page and keeps a log of every call. Most brake shop leads come in by phone. Without the log, a big part of the result never shows up anywhere.

6. On day 15, it counts leads from all three channels. If a click costs less than $6.48 and leads come in at the pace in the math, it keeps going. If a click costs $9, it needs a conversion rate above 8% just to break even: at $9 a click and $108 per lead, that's one lead every 12 clicks. That calls for a better page, with the price and the next open slot near the top, not more money.

So a service with a big ticket and quick booking can afford more than the suggested bid. Here the test tells you something concrete.

Example 3. Family cabin rental in the mountains

The working numbers: the average booking is two nights at $200 a night, so $400. The margin is 40%. Of the people who land on the booking page, 1.5% book, or 15 out of 1,000.

1. The break-even per booking is $400 × 40% = $160.
2. The break-even per click is $160 × 1.5% = $2.40.
3. At that price, the $750 test budget buys $750 ÷ $2.40 = 312 clicks, so about 4 to 5 bookings.
4. It starts four to six weeks before the dates it wants to fill. Not in the middle of peak season, when the cabins fill up anyway.
5. It tracks the booking, with its value, if the booking engine can send it. If people book by phone, the only measurement is a tracked phone number or a "Text us" button with a code, plus a call log.
6. On day 15, if a click costs more than $2.40, one booking can't cover it. It keeps going only if guests come back or book for bigger groups than average.

The cabin's break-even per click, $2.40, sits below the bottom of the suggested range. That makes the test risky, like the store's. And if the booking engine can't send the booking, you judge the test on the call log alone.

Example 4. Invoicing software sold to other businesses

The working numbers: the plan costs $29 a month, and a customer stays 18 months on average. The margin is 80%. Out of 10 free trials, 2 turn into paid plans, a 20% trial-to-paid rate. Of the people who click, 5% start a trial.

1. A customer is worth $29 × 18 = $522. The profit is $522 × 80% = $417.60.
2. The break-even per trial is $417.60 × 20% = $83.52.
3. The break-even per click is $83.52 × 5% = $4.18.
4. At that price, the $750 test budget buys $750 ÷ $4.18 = 180 clicks, so about 9 trials and 1 or 2 paying customers.
5. It tracks the trial start as the main action. The paid plan is only recorded, not optimized for, because in the first month paid plans come in too rarely for the system to learn from.
6. On day 30, it judges the cost per trial, which has to stay under $83.52. It doesn't judge the number of customers, because after a month most people are still in their trial. After 2 to 3 months it sees how many trials became paid plans. The money comes back slowly: if it pays exactly the break-even, a customer covers its own cost only after about 18 months.

On paper, then, digital products with long subscriptions come out best, because their value counts over the whole subscription, not one payment. The break-even per click falls inside the suggested range, and the category is accepted. The catch is that the money comes back slowly, so you need cash to carry it. A business selling classic services to other businesses, like construction, freight or manufacturing, has a different problem: first it has to find out whether its ad gets approved at all.

The four, side by side

EXAMPLE	BREAK-EVEN	BREAK-EVEN PER CLICK	NEXT TO $3 TO $5
Running shoe store	$45.50 per order	$0.91	3 to 5.5 times lower: risky test
Brake shop	$108 per lead	$6.48	above the top of the range: useful test
Cabin rental	$160 per booking	$2.40	1.3 to 2 times lower: risky test, hard to measure
Invoicing software	$83.52 per trial	$4.18	inside the range, but the money comes back over months

The suggested amount is a maximum bid. In the auction you usually pay less, so a lower real cost is possible, but only the test tells you how much lower.

Steps: test now or not?

Answer these in order. Stop at the first "stop."

1. Is your category on the "not allowed" list in chapter 3? If yes, stop. Don't open an account.
2. Is your category uncertain? That includes classic B2B services, wellness products and anything that looks like a restricted category. If yes, set up the account with chapter 6 and submit one ad for review at the minimum budget. If it's rejected because of your category, stop. If it's approved, pause it right away until your measurement is done.
3. Is your break-even per click in worksheet 3 well under $3? If yes, the test is risky, like the store and the cabin in the examples. Go ahead only if you're willing to pay the test budget to learn the real cost per click. If you're not, stop: spend that money on Google or Meta first.
4. Can you measure what comes from the ad, with the pixel on your site or with leads logged in your CRM? Your CRM is the app or spreadsheet where you keep your leads and customers. If you can't, set up the measurement in chapter 7 first. Without it, after 30 days all you know is how many clicks you paid for.
5. Do you have $750 you can lose without it hurting? If you don't, wait. You can't test below the minimum budget.
6. Did you get through all of these without a "stop"? Go ahead: chapter 6 walks you through the account.

06 THE ACCOUNT, STEP BY STEP

Is it worth setting up your own ChatGPT ad account? Maybe. But first you have to set it up without paying for anything you didn't mean to. The order is: get the site and the account ready, then the measurement (chapter 7), and only at the end the campaign (chapter 9). There are two traps on the way that cost money. The first is a site that blocks OpenAI's crawlers, which gets your ad rejected. The second is the ad that gets built for you at signup and then starts running on its own, on your card. Set aside an hour for the steps below.

Business verification comes on top of that hour. OpenAI says it can take up to 7 business days.

Step 1. Make sure your site lets OpenAI's crawlers in

Your ad shows under the answer ChatGPT gives someone. To approve it, and to decide when to show it, OpenAI reads your page. `OAI-AdsBot` reviews the pages you submit as ads, and `OAI-SearchBot` is OpenAI's search crawler. OpenAI says landing pages must not block either one. If your site blocks them, the ad can get rejected even if the copy is perfect.

The tricky part is that a lot of sites have bot protection, from the hosting company or a security plugin, and it can block them without you knowing.

What you do: send your web developer **"Appendix. For the person who builds your website,"** at the end of this guide. They check three things:

- [ ] robots.txt doesn't block the crawlers;
- [ ] the bot protection lets them through;
- [ ] a quick test shows the ad's landing page opens for the crawler.

Fair warning: a clean test doesn't guarantee approval. You only know for sure when the ad passes review.

Step 2. Create your account at ads.openai.com

Go to ads.openai.com and choose "Sign up," or "Login" if you already have an OpenAI account. OpenAI recommends an account tied to your work email.

One person at the business creates the account, then invites everyone else.

Step 3. Skip the ad that gets built for you

This is the second trap. Ads Manager gives you two options. In the first, you enter your website address and it builds an ad for you. In the second, you go straight to the account.

Pick the second. Why? Picture an auto shop that picks the first. An ad gets made, you add your card and move on. After approval, that ad starts running on its own, with copy you didn't choose, on your dime.

Picked the first one by mistake? You'll see the message "Your ads will go live once they pass review." Click "Go to Ads Manager" and pause the campaign right away.

You'll write your own ads, with the worksheets.

Step 4. Pick the country, currency and time zone once

Three things can't be changed after you create the account: the country, the currency and the time zone. Pick the United States, US dollars and the time zone you work in, the one you'll read your reports in.

The account has three names:

NAME	WHAT IT'S FOR
Account Name	so you can recognize it
Brand Name	what people see next to your ads
Legal Name	billing and business verification

At first all three are the same. You can change each one separately, anytime, in "Settings" > "General." But changing the Brand Name pauses your ads until the new name is approved, and changing the Legal Name restarts business review and can pause them too. So change them only between tests.

Step 5. Add your card and know what charges you'll see

Your card and billing address should match the business. For a US business, that means a US billing address and a US card.

OpenAI may put a temporary hold on your card to check it. It drops off on its own, but your bank can show it for 8 days or longer. You'll find it in "Billing" > "Activity," on a line called "Authorization hold."

OpenAI charges your card each time your spend reaches a set amount, called the payment threshold. It starts small and goes up after successful payments. In OpenAI's own example, two $25 charges are followed by two $50 charges, then two $100 charges, before the threshold moves to $200. That's why at the start you'll see several small charges, sometimes two for the same amount. Don't panic: OpenAI says these aren't necessarily duplicates, because each one covers new ad spend. To be sure, check in "Billing" > "Activity" that each charge has its own invoice. Taxes, where they apply, can make a charge slightly higher than the threshold.

Step 6. Get through verification

The account, the business and every single ad are checked separately. One passing doesn't mean the others did.

When something's missing on the account, Ads Manager shows a banner at the top with the step you still need to do. Look there before you look anywhere else.

Your ads can start running, and spending, before the extra business verification is done. OpenAI says verification may be required once you reach a spending threshold, and that you shouldn't count on an unfinished verification to keep a campaign from spending. If you're not ready, pause the campaign.

Step 7. Check your logo and invite your team

Check your logo and the three names in "Settings" > "General."

Invite people in "Settings" > "Users" > "Invite," with the email they'll sign in with. There are three roles:

- "Admin" has full access;
- "Member" creates and edits campaigns;
- "Viewer" can only look.

Working with an agency? Invite them into your account. That way the account stays yours.

Step 8. Create the pixel so you know if sales come in

The pixel is a snippet of code on your site that tells OpenAI what people from your ad do there: whether they ordered, sent an inquiry or booked an appointment.

You create it in Ads Manager, under Conversions. A conversion is the action you want from someone. Your web developer adds it to the site, following chapter 7 and the appendix.

Without the pixel you can only pay for clicks and you never learn whether sales came in. That's why no ad runs until the measurement works. The only exception is the test ad you submit for review if your category is uncertain, from chapter 3.

Step 9. Turn off automatic ad rewriting

Since October 30, 2026, OpenAI has turned on "creative enhancements" by default on all self-serve campaigns, new and old. What does it do? It rewrites your titles and copy to fit the conversation. It can translate your ad into another language. It can send people to a different page on your site. The variations run without your approval, and you can't preview all of them ahead of time.

Turn it off for the whole test, in "Manage settings." Check two places:

- ▢ the account setting, which is the default;
- ▢ the setting on each campaign, which takes priority.

Why does it matter? If the system rewrites your ads, you no longer know which of your own lines worked. And you no longer control what the ad promises in your name.

After the test you can turn it back on. But OpenAI itself says that if your numbers go up after you turn it on, that alone doesn't prove the rewriting helped.

If you also sell outside the US

Some new accounts can advertise only in their home country at first, and picking other countries doesn't override that. OpenAI says it uses signals like account history to open up other countries over time.

It doesn't publish how much you need to spend first, and its support team won't tell you. We don't know either, so don't count on a number someone promises you.

07 HOW TO MEASURE WHAT THE AD BRINGS IN

Say you start the test. Thirty days go by, you've spent $750, and you open Ads Manager. What do you learn? How many clicks you paid for. That's it.

Did the phone ring more this month? Maybe. Because of the ad? You don't know.

And that's where the most expensive mistake comes from. You turn off the ad that "isn't bringing anything," which was exactly the one sending people to your phone.

Without measurement, Ads Manager shows you only impressions, clicks and spend. To know whether customers come in, you need three things:

- the pixel on your site;
- tagged links;
- a log of calls and texts.

Remember the brake shop in chapter 5? It's a made-up business with made-up numbers, just to show the math. At $750 it got about 7 leads, through the booking form, by text and by phone. If it counts only the form, it sees part of them, and the campaign looks worse than it is.

The pixel

The pixel is a snippet of code on every page of your site. Your web developer adds it. But you create it first, in Ads Manager (chapter 6, step 8), and then send it to them.

How does it work? When someone clicks your ad, OpenAI adds a click code to the link, called `oppref`. The pixel saves it. When the person orders, the pixel ties the order to the ad. That's why redirects on your site must not strip the code from the link.

Now, cookies and consent. In the US, the rules depend on your state and your business. OpenAI says to send conversion data only after you've clearly told visitors what you collect and gotten consent where the law requires it. The pixel itself measures by default: consent starts as "yes" unless your site tells it "no." Some state laws give people a right to opt out. California's privacy law, for example, lets

residents opt out of having their personal information sold or shared for targeted ads, including through a browser signal called Global Privacy Control, and it covers businesses that meet its thresholds, like about $25 million a year in revenue.

What this means for you:

- If your site already has a cookie banner or a "Do Not Sell or Share" opt-out, your web developer connects the pixel to it, so people who opt out get "no."
- When the pixel gets "no," it stops sending events and deletes the click code, so those people's orders don't reach Ads Manager.
- You catch them only in three places: your CRM, your store and your call log. That's why you decide on your own numbers, not the account's.
- If your site doesn't ask anything, the pixel measures by default. Whether your business has to ask is a question about your state and your size, not about the pixel.

The technical details are in the appendix.

The result to track, by type of business

A conversion is the action you want from someone.

In the first test, the campaign is on "Clicks." So the system looks for people who click, not buyers. You count the action in the table yourself, to learn what the ad brings in.

Only after the test, on "Conversions," does the system look for people who take that action. Even then you don't pay per conversion: you still pay per click or per impression.

BUSINESS	WHAT YOU COUNT AS THE RESULT	WHAT YOU ONLY WATCH
Online store	the order, with its value	add to cart, checkout started
Services booked on the site	the booking	a visit to the pricing page
Services by quote request	the request sent	a visit to the pricing page
Bookings, if the booking system sends the value	the booking, with its value	booking started
Bookings, otherwise	the booking, as an appointment	booking started
Software or app sold to businesses	trial started, or a demo booked	paid plan

Pick one main action. For software sold to businesses, the paid plan comes too rarely in the first month to track only that.

Do bookings come through a booking platform with its own system? Then it has to send the booking back to OpenAI. Otherwise you won't see it in the account.

The message for your web developer

You don't do the technical part. You just need to know what to ask for. The message is below: copy it, fill in the brackets and keep only your action in point 3.

COPY THIS

Hi [name], we're starting a test with ChatGPT ads. I need five things on the site by [date]:

1. Let OpenAI's crawlers through, OAI-AdsBot and OAI-SearchBot, in robots.txt and in any bot protection or firewall. Their IP lists are here: https://openai.com/adsbot.json and https://openai.com/searchbot.json

2. Add the OpenAI pixel in the <head> of every page, with pixel ID [ID]. If we have a cookie banner or a "Do Not Sell or Share" opt-out, set oaiq("consent", ...) before init from the visitor's saved choice: false only for people who opted out, and call oaiq("consent", false) when someone opts out. If we honor Global Privacy Control, treat a GPC signal as an opt-out. Don't hard-code false on every page. Docs: https://developers.openai.com/ads/measurement-pixel

3. Send the [order_created / lead_created / appointment_scheduled / trial_started] event when [an order is completed / the form is sent / a booking is made / a trial starts]. Send the amount in cents (a $129.99 order = 12999) with currency USD, before sales tax and without shipping. Use the order, request or booking number as event_id.

4. Check that redirects on the site keep the oppref parameter and the utm_ parameters in the URL.

5. On the ad's landing page, add a tracked phone number [number] and a "Text us" button with this link: [sms link with message]. Show them only to visitors whose URL has exactly utm_source=chatgpt (not chatgpt.com, which comes from ChatGPT's regular answers, not from the ad).

When you're done, let's place a test order together with debug: true and check the browser console and the Test view in Ads Manager. The pixel's messages should show up, with the event name. Thanks!

The message asks for five things:

1. let OpenAI's crawlers through;
2. add the pixel, tied to your opt-out if you have one;
3. send your chosen action, with the amount and the order number;
4. make sure redirects keep the codes in the link;
5. put a tracked number and a "Text us" button on the ad's landing page, shown only to people who came from the ad.

At the end, the message suggests a test order you place together.

Once they're done, you check it. In Ads Manager, go to Conversions > Data Source, open the menu next to your pixel and choose "Test." Enter a page where the pixel is installed and do the action. Events from that session show up in the Event Stream with a "Test" label. One thing to know: an order placed without clicking an ad won't show up in the campaign's conversions, so don't look for it there.

Tagged links

Tagged links have a few labels at the end, called UTM parameters. With them, Google Analytics shows people from your ChatGPT ad separately, with the source "chatgpt" and the medium "cpc." You add them in Ads Manager under "Landing page query parameters," in Edit campaign, Edit ad group or Edit ad, and Ads Manager fills in the `{campaign_id}` and `{ad_id}` macros when the ad is shown.

COPY THIS

```
https://www.example.com/page?utm_source=chatgpt&utm_medium=cpc&utm_campaign={campaign_id}&utm_content={ad_id}
```

Watch for one trap. People who come from links ChatGPT puts in its regular answers, with no ad involved, arrive tagged `utm_source=chatgpt.com`. Don't mix them in with people from the ad.

Calls and texts

This is the biggest gap. Nothing OpenAI measures catches a phone call. And with services, a lot of customers call or text instead of filling out a form.

How many is it for you? We don't know. That's exactly why you count them.

1. On the ad's landing page, put a phone number used only on that page, through a call tracking service or a second line, and a "Text us" button with a message already written that includes a code, like "I saw your ad in ChatGPT."
2. Only people who came from the ad should see that number and that button, or you won't know where someone came from. Your web developer has two options:
   - show them only to visitors whose link has exactly `utm_source=chatgpt` (not `chatgpt.com`, which comes from ChatGPT's regular answers, not from the ad);
   - or make a copy of the page used only in the ad.
3. When someone calls your main line, ask "How did you hear about us?" and write down the answer.
4. Log everyone who came in with the code or on the tracked number in your CRM or in the log below.

A "Text us" link starts with `sms:`, then the number with the country code, then the message, with spaces written as `%20`. If your number is (614) 555-0142 (a made-up number), the link becomes:

COPY THIS

```
sms:+16145550142?body=Hi%2C%20I%20saw%20your%20ad%20in%20ChatGPT
```

When someone taps it on their phone, a text opens to your number with "Hi, I saw your ad in ChatGPT" already typed. Have your web developer test it on an iPhone and an Android phone before launch.

Whoever answers the phone and the texts keeps the log:

DATE	NAME OR NUMBER	CHANNEL (CALL, TEXT, FORM)	WHERE THEY HEARD ABOUT YOU	DID THEY BUY?	VALUE ($)

Reporting delays in Ads Manager

So you don't panic over nothing, this is what shows up and when:

- Impressions, clicks and CTR refresh about every 15 minutes. CTR is how many out of 100 people who see the ad click it.
- Spend shows up 7 to 8 hours late. "$0" in the morning doesn't mean nothing was spent.
- Conversions show up after 24 to 48 hours and can change after that.
- Sales and ROAS (how many dollars of sales you get back for each ad dollar) are calculated only from orders.
- You can split results by device, country and platform.

There's one more setting: the attribution window. It says how many days after the ad an order still counts for it:

- 7, 14 or 30 days after a click;
- 0 days or 1 day after someone only saw the ad.

The window changes only the report, not how the budget gets spent. You'll find it under "Edit columns," in "Attribution windows."

For the test, pick 7 days after a click and "0 Day" for views. That way the Ads Manager number can be compared with Google Analytics and your CRM.

One last thing. Ads Manager, Google Analytics and your CRM can show different numbers, because each one counts differently. OpenAI says outright that a difference doesn't necessarily mean an error. So don't get stuck on it. Decide on the number that matters for your business: orders in your store, inquiries in your CRM, appointments in your calendar.

08 HOW TO WRITE THE ADS

By the time someone sees your ad, they've just read a long answer from ChatGPT. What's missing is the concrete next step. Where, how much, how fast, for whom. The ad picks up where the answer stops. You pay for it to move the person one step further, not to impress them.

Picture someone who just got a long answer about what that brake noise might be. A title like "Quality without compromise" tells them nothing. But "Brake repair in [city]," with the line "Book online, same-day inspection," tells them where to go tomorrow.

How many characters you get

- title: 16 to 24 characters recommended, 50 at most;
- copy: 32 to 48 characters recommended, 100 at most;
- image: PNG or JPG, square, no larger than 1200 × 1200 pixels.

Everything counts, spaces included. In practice, 24 characters is three or four words.

Six rules for the copy

1. The title says what the person gets. "Hardwood floors in Tulsa" says more than "Quality without compromise." OpenAI asks for titles that inform, not slogans.
2. The copy adds something new. It doesn't repeat the title. Put there what ChatGPT's answer didn't give them: the starting price, the timeline, the service area, the warranty, the shipping.
3. Every variation takes a different angle. OpenAI explicitly asks for many variations per offer, each different from the others. Five ads that say the same thing in other words don't help the system find you other conversations.
4. The page picks up exactly where the ad left off. The link goes to the product or service page, not your homepage. If the ad says "Quote in 24 hours," the page says the same thing, near the top.
5. Promise only what you can prove. OpenAI's policy rejects ads that exaggerate results, prices or comparisons with other businesses.
6. The ad doesn't imitate ChatGPT. No copy that sounds like the assistant talking, like "This is what I'd recommend." No design that looks like its interface. OpenAI can pull those.

Context hints

Context hints tell the system which conversations your ad fits. Hints are where you win or lose money. You write them for each ad group, as natural phrases. Each hint describes one idea: what you sell, who it's for, or when you help. It doesn't need to cover all three. Don't write them as lists of keywords.

OpenAI gives you three questions:

- What exactly you sell, the price, the area and how fast you're available.
- Who it's for: the need or situation of the right customer.
- When you're useful: the point in their decision where you help.

OpenAI's own example, for a plumber: "After-hours residential plumbing in [city], with an $89 service-call fee for urgent repairs." That says a lot more than "plumber."

Two rules from OpenAI's docs:

- A hint isn't an instruction. "Show this ad only to people in Chicago" doesn't work. You pick the area in the campaign settings.
- A hint describes a real connection between what you sell and the person's situation. Wanting to reach a certain group isn't enough. The ad has to actually fit them.

Examples for four kinds of businesses

The brackets are where your real details go. Don't fill them with numbers you can't back up.

Online running shoe store

- The situation: a beginner is training for their first 5K.
- Title: "Shoes for your first 5K"
- Copy: "Try them at home, returns within [X] days."
- Hint: "Cushioned everyday running shoes for beginners training for their first 5K"

Auto repair shop

- The situation: the car makes noise when braking, and the driver asks if it's serious.
- Title: "Brake repair in [city]"
- Copy: "Book online, same-day inspection."
- Hint: "Brake pad and rotor inspection and replacement for drivers in [city] who hear squealing or grinding when they brake"

Family cabin rental in the mountains

- The situation: a family is looking for a weekend away with the kids.
- Title: "Mountain weekend, [area]"
- Copy: "Family cabins and a playground out back."
- Hint: "Cabins for families with young kids who want a quiet weekend in the mountains, [X] hours from [city]"

Invoicing software for small businesses

- The situation: an owner who sells both online and in a store asks how to keep invoices and inventory in one place.
- Title: "Invoices plus inventory"
- Copy: "Online and in-store sales, from $[price]/mo."
- Hint: "Invoicing software for small businesses that sell online and in a store and want their inventory in one place"

A weak hint and how to fix it

WEAK HINT	WHY IT DOESN'T HELP	FIXED HINT
running shoes, sneakers, running	it's a keyword list, like on Google	Cushioned running shoes for beginners who run on the road, not on a track
best auto shop in Phoenix	it's bragging and doesn't say who you help	Same-day brake pad replacement with online booking for drivers in Phoenix
show this ad only to families from Atlanta	it's an instruction, and the system won't follow it	Family cabins two hours from Atlanta, with a playground out back
invoicing, sales tax, inventory, POS	it's a keyword list with no customer situation	Invoicing software for small shops without a full-time bookkeeper that sell online and in person

The right-hand column is an example too, and every hint has to be true for your business: if you don't replace brake pads the same day, don't write it.

The landing page

The ad's link goes to a page on your site, not straight to a phone number or a text thread, because OpenAI wants product or service pages its review crawler can open. Its anti-fraud rules specifically mention unverified messaging channels. Put the phone number and the "Text us" button on the page.

Steps

1. Fill in worksheet 1: customer situations and context hints.
2. Keep one or two situations, the ones closest to the moment someone buys. Each becomes an ad group.
3. Fill in worksheet 2: five ads per group, each from a different angle.
4. Count the characters and read every ad out loud.

Worksheets 1 and 2 at the end are the templates.

09 YOUR FIRST CAMPAIGN, STEP BY STEP

Take an auto shop in Columbus. The owner opens Ads Manager for the first time and sees a lot of buttons. What now? One campaign, "US-Clicks-brakes-Columbus-Nov." You pay per click, $25 a day, targeting the United States and Columbus. One ad group, "brake noise," with five ads. That's it.

For a first test that's all you need: the minimum budget, pay per click, the simplest settings. And one question you answer before you click anything: what does it cost me to find out?

The three levels of the account

The account has three levels, one inside the other.

1. The campaign is where you choose the objective, the budget, the dates, the country and, if you want, the platforms. There are five: Android app, Android web, Desktop web, iOS app and iOS web.
2. The ad group holds the ads for one customer situation, like "brake noise." It's where you write the context hints and choose how you bid.
3. The ad is the title, the copy, the image and the link.

The objective

You have three options, with the names you'll see in the interface:

- "Views": you pay per 1,000 impressions.
- "Clicks": you pay per click.
- "Conversions": the system looks for people who take a specific action on your site. You still pay per click or per impression, never per conversion.

One important thing: the objective, how you're billed and the tracked action can't be changed once the campaign exists. To change them, you make a new campaign.

For your first test, pick "Clicks," with "Maximize results." That's our rule of thumb, not OpenAI's. Why? Your account doesn't have enough conversions yet for the system to learn from. And you first want to learn which situations and which ads bring you good people. Stay on clicks for all 30 days.

What about "Views"? In a 30-day test on a small budget, it tells you nothing about sales. It's for launches, when you just want as many people as possible to see you.

Bidding

You have two options:

- "Maximize results" comes selected by default. The system sets the bid per click itself, to get you as many clicks as it can from your budget. It doesn't promise any particular cost.
- "Manual: Max bid": you decide the most you'll pay for a click.

OpenAI suggests starting with a maximum bid of $3 to $5 per click. Nobody knows yet what a click really costs for your kind of business.

How is it decided? Ads compete for every impression, like in an auction. But how well the ad fits the conversation matters too, and OpenAI weighs both relevance and bids. Ads Manager may also tell you whether your bid looks competitive or might limit delivery. You usually pay less than your maximum.

The budget

This is the part that surprises most people.

You choose a daily budget or a campaign-total budget. Pick daily and enter $25, and the next day you might see $50 spent. Is something broken? No.

The daily budget is an average over 7 days, not a daily limit. On a given day, the campaign can spend up to twice as much. Over a budget week, Sunday to Saturday in your account's time zone, it spends at most 7 times the daily budget. At the $25 minimum:

	AT MOST
In one day	$50
In one week	$175

So plan your money by the week, not by the day.

The campaign-total budget is the stricter limit. Still, OpenAI recommends starting with a daily budget so you can watch how it spends. You can switch from a campaign-total budget to a daily one, but not back.

One more thing. After you pause a campaign, ads can keep showing for up to 24 hours. Whatever gets spent then, you pay for. At $25 a day, that's up to $50 more, one day at twice the budget.

You already know your stop-loss from worksheet 3 and chapter 10: three times your break-even per order or lead. Three things make it easy to overshoot. Spend shows up 7 to 8 hours late, a single day can spend twice the budget, and "Maximize results" has no cap on what a click costs. So until your first order or lead comes in, check spend once a day. It takes a minute. Pause the campaign when spend is within a day's budget of your stop-loss, not after it passes. At the minimum, that's $25 short of it.

Even then, the worst case is your stop-loss plus whatever spends before you see it, plus up to 24 hours of delivery after the pause. That's the number you have to be OK with before you start.

Country and city

On regular campaigns you can target states, regions, cities, markets and ZIP codes where OpenAI has them. You'll see the options for your area when you search for it in the account. Campaigns built from your store's product list only target whole countries.

Money leaks here. For the ad to show only in the US, select the United States. If you only exclude other countries, the ad can still show elsewhere, and money spent there doesn't come back.

Steps: your first campaign

Have worksheets 1, 2 and 3 handy. Then:

1. In Ads Manager, click "Create," then "Create campaign."
2. Give it a name you'll still understand in a month, like `US-Clicks-brakes-Columbus-Nov`.
3. Under "Campaign objective," choose "Clicks (CPC)."
4. If Ads Manager offers a conversion event or a data source for the campaign, pick your main event from chapter 7 now, before launch. OpenAI says the right conversion has to be attached before traffic starts, and events from a wrong setup don't fill in later.
5. For the budget, choose a daily budget and enter 25.

6. For locations, choose the United States. Then search for your city, state or ZIP code. Pick it only if you work only there. If it doesn't come up, note that you're paying for clicks from the whole country.
7. Leave all five platforms on if your page works well on both phones and computers. If you sell something people only buy on a computer, keep only "Desktop web."
8. Move to the ad group. Name it after the situation in worksheet 1 and add the context hints from the same worksheet.
9. Under "Bid strategy," leave "Maximize results." If you want to set the cap yourself, choose "Manual: Max bid" and enter your break-even per click from worksheet 3.
10. If your break-even per click is well under $3, you might not get any impressions. Ads Manager can warn you with a "Low bid" message. Then either go back to "Maximize results" and watch the cost per click in the first days, or stop.
11. Move to the ad. Under "Ad format," choose "Single image." "Multiple images," with 4 to 6 square images that go to the same link, launched on October 26, 2026 and is still an open beta. Save it for when you have a benchmark.
12. Add the title, the copy, the image and the tagged link from worksheet 2. Save the ad and repeat for all five.
13. Check that the campaign, the ad group and the ads are "Active." Then go to "Manage settings" and check that automatic rewriting is off, both on the account and on this campaign.
14. The next day, look at the status column. "Serving" means it's running. Where it says "Not serving," hover over the status and read the reason.

About start and end dates. On the first campaign in an account, you might not see the date fields before you publish. They only show up when you edit the campaign afterward. And OpenAI warns against publishing just to get to those fields, because your ads could start running before you set the schedule. So build the first campaign on the day you want the test to start, and publish it that day.

About bulk upload. You can also create campaigns from a file ("Create," then "Upload bulk"). For a test with one campaign and five to ten ads, it isn't worth it.

Later: moving to conversions

After the first test, switch to "Conversions" only if a "Clicks" campaign brings in a few dozen measured conversions a month (our rule of thumb; OpenAI gives no number), the pixel sends them correctly and your cost per click stayed under your break-even.

You can't change an existing campaign's objective. "Clone Campaign" makes a copy on "Conversions," billed per impression. Want to keep paying per click? Create a new campaign on "Conversions" and pick click billing.

There, the cap is set per conversion. The "Bid Cap" field means the most you'd bid for one conversion, and OpenAI doesn't give a suggested amount. Start from your break-even per order or lead in worksheet 3. If you put a click-sized number there, like $4, the campaign can end up with no impressions.

10 THE 30-DAY TEST

You're probably wondering, "How soon will I know if it works or if I'm throwing money away?" Short version: the test isn't "I spend $750 and see what happens." You have a stop-loss, a day when you read the ads and a day when you decide. And the decision can be "I'm stopping."

Take the brake shop from chapter 5. Its break-even per lead is $108, so its stop-loss is $324. At $25 a day it gets there around day 13, so it pauses at $299 if no lead has come in.

Before day 1

The plan is simple: one campaign on "Clicks" (you pay per click), at the $25 daily minimum, and one person at the business who checks spend once a day until the first order or lead comes in, then looks at the numbers twice a week. Over 30 days, that's $750.

Now the stop-loss. Take your break-even per order or per lead from worksheet 3 and multiply it by three. If spend gets within a day's budget of that amount and no lead or order has come in, you pause the campaign and the test is over. Count everything, including calls and texts.

For the shoe store in chapter 5, the break-even per order is $45.50, so the stop-loss is $136.50. It gets there around day 6, so it pauses at $111.50 if nothing has sold.

Why pause early? Spend shows up 7 to 8 hours late, and after you pause, ads can keep showing for up to 24 hours. So the worst case is your stop-loss plus whatever spends before you see it, plus up to 24 hours after the pause. Count that from the start in the money you can afford to lose.

The stop-loss, the early pause and the day 14 rule are our own practical rules, not OpenAI's. The platform is new, and there are no public cost benchmarks yet.

- [ ] You filled in worksheets 1, 2 and 3, including the stop-loss.
- [ ] Your site lets OpenAI's crawlers through, and your web developer ran the test in the appendix.
- [ ] The pixel is on the site, tied to your opt-out if you have one.
- [ ] Your web developer placed a test order or lead, and the action showed up in Ads Manager.
- [ ] The tracked number and the "Text us" button with a code are on the page.
- [ ] The account is set up, the card is added and verification has passed.

You're ready when you have your situations, your break-even, your stop-loss and measurement that works. You check the measurement before launch, not after.

Days 1 and 2: launch

1. Build the campaign with chapter 9: "Clicks," $25 a day, the United States and your area, if it comes up in the search. Choose "Maximize results," meaning the system tries to get as many results as it

can from your budget.

2. Make one or two ad groups. Each group has its own context hints and 5 ads from worksheet 2.
3. Check that automatic rewriting is off.

You're ready when the campaign is active and the ads are approved.

Days 3 to 13: don't touch anything

This is the hardest part. The daily budget is an average over the week. From Sunday to Wednesday the campaign can spend everything it's allowed for the whole week, up to $175, and then sit idle until Sunday. That's normal. If you panic and change things on day 3, you break the test.

During these days you do only this:

- Check that the ads are showing, meaning impressions are going up, and that all of them got approved.
- If an ad gets rejected, read the reason in the account, fix it and resubmit.
- On day 8, fill in the first row of worksheet 4, just to see whether the budget is being spent.
- Until the first order or lead, check spend once a day.
- Log every lead, order, call or text that came in with the ChatGPT code.
- If spend gets within a day's budget of your stop-loss and no lead or order has come in, pause the campaign and end the test.

Otherwise, change nothing.

Day 14: first read, on the ads

Fill in the per-ad table in worksheet 4. Judge the ads by CTR, meaning how many out of 100 people who see the ad click it. Don't judge them by conversions: at the minimum budget, each ad has too few to tell you anything.

The rule: within a group, pause the ads whose CTR is half or less of the best ad's CTR in that group. Do it only if the best ad has at least 10 clicks.

Ad A has 20 clicks on 1,000 impressions, a CTR of 2%. Ad B has 8 clicks on 1,000 impressions, or 0.8%. 0.8% is less than half of 2%, and A has more than 10 clicks. So B gets paused. In place of the paused ads, add new variations built on the angle of the ones that work.

If all the CTRs are close, don't pause anything.

Day 15: second read

1. Work out your cost per lead or per order from the numbers in your CRM and your store, calls and texts included. Don't look only at Ads Manager.
2. Compare your average cost per click with your break-even per click in worksheet 3. If it's above the break-even, more ads won't fix the math. What fixes it is what happens after the click: a page that sells better, with the price and what they get near the top, or a bigger offer per order, like a bundle,

as in examples 1 and 2 in chapter 5. Make those changes now, on day 15, and leave them alone until day 30.

3. Stay on "Clicks" and change only the weak ads. Don't switch to "Conversions" in the first test. There you'd still pay per click or per impression, never per conversion; the difference is that the system looks for people who take the action. Chapter 9 tells you when the switch makes sense, after the test.
4. If you have zero conversions, check the measurement and the page first. Only then blame the platform.

Days 16 to 30

The campaign keeps running with what you changed on day 15 and nothing else. The stop-loss holds until the end.

After day 30: the final read

Wait 48 hours after the last day so all the conversions come in, then fill in worksheet 4. Compare your cost per lead or per order with the break-even in worksheet 3 and with what you pay for a customer on Google or Meta.

How to decide at the end

First you need your target cost, from worksheet 3, in the same unit as your result: per order or per lead.

Per order or per customer, the target cost is the break-even minus what you want to keep from each sale. Per lead, it's the target cost per customer × your close rate.

Say you run the brake shop. A job leaves you $180, and you want to keep at least $80 of it. $180 minus $80 gives a target cost per customer of $100. It closes 6 out of 10 leads, a 60% close rate. So $100 × 60% = $60, the target cost per lead. The break-even per lead is $108.

Now compare:

- If the cost is under your target cost, keep going and raise the budget gradually.
- If it's between your target cost and your break-even, keep going at the same budget and work on the ads, the hints and the page.
- If it's above your break-even, stop. Example 1 in chapter 5, the shoe store, says the same thing: if an order still costs more than the break-even on day 30, stop the test. The money goes to Google or Meta, where you know what a customer costs. You can come back when there are cost benchmarks.
- If clicks come in but nobody buys or reaches out, check the measurement and the call log first. If they work, stop the test. The problem is the match or the page. A new test only makes sense after you rewrite the hints around the moment someone's ready to buy and send the link to the product page.
- If there are no impressions at all, even though the ads are approved and the budget is active, wait 24 hours from launch. Then write to OpenAI's support team with the message below.

The message to OpenAI if you get no impressions

Send it to ads-support@openai.com and attach a screenshot.

COPY THIS

Hi, my campaign has been approved and active since [date, time, time zone], but it has zero impressions.
Ad account: [name and ID]. Campaign: [name]. Targeted country: United States.
Account verification and billing are complete, the campaign dates include today, and the daily budget is $[amount].
A screenshot is attached.
Could you check whether anything is blocking delivery for this campaign or this account?
Thanks.

You'll find the account name at the top of Ads Manager. If you can't find the account ID, send just the name. Never put your password or card details in the message.

11 MISTAKES THAT COST YOU MONEY, AND HOW TO FIX THEM

"I did everything it says, and my ad still isn't showing. What did I get wrong?" Before you change anything, read the reason in the account. Otherwise you end up fixing what wasn't broken, and the test you budgeted for stalls.

Picture an ad with nothing banned in the copy that still sits on "Not serving." Your first urge is to rewrite it. Often that fixes nothing, because one of the common causes is a site that blocks OpenAI's crawler. The test in the appendix, which your web developer runs, helps you see that.

The ad is rejected or stuck on "Not serving," even though nothing in it is banned

A common cause, and the one people miss most, is a site that blocks OpenAI's crawlers, usually through bot protection.

Hover over the status and read the reason. Ask your web developer for the test in the appendix and for the fix, then resubmit the ad for review.

The campaign is approved and active, but has no impressions

It's too early, the account isn't verified, a payment failed or the start date is in the future.

Wait 24 hours from launch, as OpenAI asks. Then check, in order: the verification banner in the account, Billing, the campaign dates and the status of each ad.

The campaign spends a lot early in the week, then stops until Sunday, even though it says it's active

The weekly allowance, 7 times the daily budget, got used up early.

Do nothing. That's normal with a daily budget. Read results by the week, not by the day. Don't raise the budget just to restart it.

In the morning it shows $0 spent, even though you have clicks

Spend shows up 7 to 8 hours late.

Don't touch the budget until 8 hours have passed. Look at clicks, which refresh every 15 minutes.

Your first campaign started before the date you wanted

On the first campaign, the date fields only show up after you publish. And the ad built at signup starts on its own after approval.

If you're not ready, pause it. Next time, build and publish the campaign on the day you want it to start, instead of publishing just to reach the date fields.

The pixel sends events, but conversions show 0

On a Conversions campaign, the site sends a different event than the one chosen for the campaign, for example a lead instead of a booking. A campaign's event can't be changed after you create it. On a Clicks campaign, the right conversion may simply not be attached to it.

Change what the site sends so it matches the campaign's event exactly, or attach the right conversion if Ads Manager lets you. Or create a new campaign on the event the site sends. Test with new traffic: lost conversions don't come back.

Sales in Ads Manager are 100 times lower than in your store

The amount was sent in dollars, not in cents.

Send a $129.99 order as `12999`. For orders already sent, do the right math in worksheet 4, from your store's numbers.

The pixel sends nothing, even after people accept cookies

The banner doesn't call `oaiq("consent", true)` after someone accepts.

Your web developer ties that call to the accept button and tests with `debug: true`.

Google Analytics shows ChatGPT visits before you've had a single click

OpenAI's review crawler opens your page with the link's parameters, `utm_source=chatgpt` included.

Take them out of your math at the start. They're crawler visits, not paid clicks, so you don't pay for them.

Your ad shows in other countries

You excluded countries instead of selecting the United States.

Select the United States explicitly in the campaign. Money already spent in other countries doesn't come back.

Your ad shows with copy you didn't write, sometimes in another language

Automatic rewriting is on. It's been on by default since October 30, 2026.

Turn it off in "Manage settings," on the account and on each campaign.

You see two charges for the same amount on your card

OpenAI charges your card each time spend reaches a set amount, and each charge covers different spend.

Check in Billing > Activity that each charge has its own invoice. They usually aren't duplicates.

After you changed your brand name, your ads stopped

Changing the Brand Name sends it back to review and pauses your ads until it's approved.

Change names only between tests, not during them.

A campaign on Conversions gets no impressions

You put a click-sized amount in "Bid Cap," not a conversion-sized one.

Enter your break-even per order or lead, from worksheet 3.

After a month you have clicks, but no sales and no leads

Your hints describe people who are researching, not people ready to buy. Or the page doesn't pick up where the ad left off.

Rewrite the hints around the moment of decision, meaning the "when" question. Send the link to the product page and put the price near the top.

12 FREQUENTLY ASKED QUESTIONS

Do my customers who pay for ChatGPT see my ad?

No. Ads show only on Free and Go, and to people who aren't logged in. Anyone on Plus, Pro or a business plan doesn't see ads. Free users can also switch to an ads-free version with lower usage limits.

If I pay, will ChatGPT recommend me in its answer?

No. OpenAI says ads don't influence answers and run on separate systems. Your ad sits under the answer, and the answer might recommend a competitor.

What does a click cost?

Nobody knows, because OpenAI doesn't have benchmarks yet. The only thing you can know ahead of time is your own break-even per click, from worksheet 3. That's what you compare with your account after the first two weeks.

Can I advertise only in my city?

Usually, yes. Regular campaigns can target states, regions, cities, markets and ZIP codes where OpenAI has them. Search for your area in the account to see what's there. Context hints can't limit the area, and campaigns built from a product feed only target whole countries.

Do I need a website?

Yes. The ad goes to a page that OpenAI's crawler can open and review. The page should match what the ad promises as closely as possible. A phone number or a text link alone doesn't count as a page.

Can I change the currency or time zone later?

No. The country, the currency and the time zone are set when you create the account. To use different ones, you need a separate account.

Can I put a spending cap on the whole account?

OpenAI describes one only for accounts billed by invoice after they spend, in Billing > Account limits. On a card-billed account, the strictest control is a campaign-total budget.

How long does approval take?

OpenAI says business verification can take up to 7 business days. It doesn't publish a timeline for reviewing ads. If 24 hours after launch you have no impressions and see no reason in the account, write to OpenAI with the message in chapter 10.

Can I make my ads from inside ChatGPT?

Sometimes. OpenAI describes an Ads Manager plugin you use from ChatGPT: it drafts ad variations, shows you what it would change and doesn't change anything in your account without your approval. Check whether it shows up for your account. The hints and the customer situations are still your job, because only you know what people ask you.

If I work with an agency, who owns the account?

You do, if you create it and invite the agency in Settings > Users with the role it needs. If the agency creates the account under its own business, the account is theirs. The Legal Name and the billing belong to whoever created it. And if an agency pays with its own card on your self-serve account, OpenAI says that doesn't make the agency the customer on the invoices.

What happens when I pause the campaign?

Ads can keep showing for up to 24 hours, and what gets spent then is billed. OpenAI says reported spend won't go past the applicable budget limit. If you want to stay under a fixed amount, use a campaign-total budget.

WORKSHEET 1. CUSTOMER SITUATIONS AND CONTEXT HINTS

Start with worksheet 3, then fill in worksheets 1 and 2. They take about two and a half hours. You fill in worksheet 4 during the test. Without the worksheets, you're testing by guesswork.

Write down the situations where someone would ask ChatGPT something you're the answer to. Start from what customers ask you on the phone, by text or in the store, not from what you want to sell.

#	THE CUSTOMER'S SITUATION: WHO THEY ARE, WHAT HAPPENED	HOW THEY'D ASK CHATGPT, IN 2 OR 3 SENTENCES	WHAT YOU OFFER: PRODUCT, PRICE, TIMELINE, AREA	LANDING PAGE	AD GROUP
1					
2					
3					
4					
5					
6					

Now turn each situation you kept into context hints. Each hint is one natural sentence about one idea: what you sell, who it's for, or when you help.

AD GROUP	HINT 1	HINT 2	HINT 3

- [ ] I have at least 6 situations, written from what customers say, not from what I think.
- [ ] I cut the situations from banned or sensitive areas: personal health, money, legal, politics.
- [ ] I kept 1 or 2 situations, the ones closest to the moment someone buys.
- [ ] Each situation I kept has its own landing page.
- [ ] Each hint describes one idea, not a list of keywords.
- [ ] No hint is an instruction like "show only in city X."
- [ ] The page shows, near the top, exactly what the hint promises.

WORKSHEET 2. FIVE AD VARIATIONS

Fill in one sheet for each ad group. The title is 16 to 24 characters recommended and 50 at most, and the copy is 32 to 48 characters recommended and 100 at most, spaces included. Each variation starts from a different angle.

ANGLE	TITLE	CHARACTERS	COPY	CHARACTERS	WHAT THE IMAGE SHOWS
1. What exactly the person gets					
2. What it costs or starts at					
3. How fast you solve it					
4. Who it's for: the situation from worksheet 1					
5. What sets you apart that you can prove					

The tagged link for this group:

LANDING PAGE	FULL LINK, WITH UTM PARAMETERS

- [ ] The title says what the person gets, no slogan.
- [ ] The copy adds something that isn't in the title.
- [ ] The five variations have five different angles, not one idea said five ways.
- [ ] Every number in the ad, like the price, the timeline or the warranty, is also on the page, and I can prove it.
- [ ] No ad imitates the way ChatGPT writes.
- [ ] The images are square, PNG or JPG, no larger than 1200 × 1200 pixels, and I have the right to use them.
- [ ] I read every ad out loud, and it sounds like one person answering another.
- [ ] Automatic rewriting is off for the whole test.
- [ ] The link goes to a page on my site, not straight to a phone number or a text link, and the page passes the test in the appendix.

WORKSHEET 3. THE TEST BUDGET

Part 1. How much you can pay for a customer

LINE	YOUR NUMBER
Average value of an order, a job or a booking, before sales tax and shipping ($)	
Subscriptions only, instead of the line above: monthly price × how many months a customer stays ($)	
Your margin (%)	
Services and B2B only: close rate, the share of leads that become customers (%)	
Break-even per order or per customer ($) = value × margin	
Break-even per lead ($) = break-even per customer × close rate	
Conversion rate: the share of people who click and then buy or send a lead (%)	
Target cost per order or per customer ($) = break-even per order or customer minus what you want to keep from each	
Target cost per lead ($) = target cost per customer × close rate	

LINE	YOUR NUMBER
Break-even per click ($) = break-even per order or lead × conversion rate	
Break-even per click with half the rate above, as the cautious version ($)	
Stop-loss ($) = break-even per order or lead × 3. With no lead or order yet, pause when spend is within one day's budget of it. Up to 24 hours of spend can still come after the pause	
What a customer from Google costs you now ($)	
What a customer from Meta costs you now ($)	

Part 2. The budget for 30 days

PERIOD	CAMPAIGN	OBJECTIVE	DAILY BUDGET ($)	MOST PER WEEK = BUDGET × 7 ($)	ESTIMATED TOTAL ($)
Days 1 to 15		Clicks			
Days 16 to 30		Clicks			
Whole test					

- [ ] The daily budget is at least $25.
- [ ] I know one day can spend twice the daily budget, and I have the money for it.
- [ ] I have only one active campaign at a time.
- [ ] I wrote my stop-loss in the table above, and someone checks spend once a day until the first order or lead.
- [ ] The card is in the business's name, with a US billing address.

WORKSHEET 4. READING THE RESULTS

Fill in one row on day 8, on day 15 and 48 hours after day 30. Copy the Ads Manager columns from the account. Take the CRM and store numbers from your own system.

DAY	IMPRESSIONS	CLICKS	CTR (%)	AVG COST PER CLICK ($)	SPEND ($)
8					
15					
30					

On the same days, the results. Cost per lead or order = spend ÷ real leads or orders, and the break-even comes from worksheet 3, in the same unit.

DAY	CONVERSIONS IN ADS MANAGER	REAL LEADS OR ORDERS, CALLS AND TEXTS INCLUDED	COST PER LEAD OR ORDER ($)	BREAK-EVEN FROM WORKSHEET 3 ($)	PAYING CUSTOMERS
8					
15					
30					

For each ad, on day 14 and day 30, one table per group:

AD	IMPRESSIONS	CLICKS	CTR (%)	CONVERSIONS	KEEP OR PAUSE
1					
2					
3					
4					
5					

The day 30 decision:

QUESTION	YOUR ANSWER
Is the cost per lead or order under my break-even?	
Is it under my target cost?	
Is the average cost per click under the break-even in worksheet 3?	
Is it lower than on Google or Meta?	
Which situation from worksheet 1 brought the best customers?	
Which variation from worksheet 2 worked best, and why do I think so?	
Keep going, change something or stop?	

- [ ] I waited 48 hours after the last day before reading conversions.
- [ ] I compared the same period and the same time zone in every system.
- [ ] I judged on real customers from my CRM or my store. I used the Ads Manager number as a reference.
- [ ] I also logged the people who called or texted with the ChatGPT code or on the tracked number.
- [ ] I checked that automatic rewriting stayed off for the whole period I read.

- [ ] I wrote down the decision and the reason, so I know where to start the next test.

YOUR ACTION PLAN

WHEN	WHAT YOU DO	HOW LONG	DONE WHEN
Prep, day 1	Look up your category in chapter 3	10 minutes	you know if it's accepted, banned or uncertain
Prep, day 1	Fill in worksheet 3: break-even per order or lead, target cost, break-even per click and stop-loss	30 minutes	you have four numbers written down
Prep, day 1	Go through "Test now or not?" in chapter 5	10 minutes	you know whether you're going ahead
Uncertain category only	Set up the account and submit the test ad, as in chapter 3	an hour, plus review time	the ad is approved and paused, or you stop
Prep, day 2	Finish the account with chapter 6 (if you didn't already for the test ad), no campaign, turn off automatic rewriting and create the pixel	an hour, plus verification	you have the pixel ID
Prep, day 2	Send your web developer the message in chapter 7 and the appendix, with the pixel ID	5 minutes	you have a date when it'll be done
Prep, day 2	Fill in worksheet 1 from what customers ask on the phone and by text	an hour	you have 1 or 2 situations and a page for each
Prep, day 3	Fill in worksheet 2: five ads per group	an hour	your titles, copy and images are ready
When the site is ready	Your web developer runs the test in the appendix and a test order, together with you	30 minutes	the event shows up in Ads Manager
Right after	Launch the campaign with chapter 9	an hour	the ads show "Serving"
The test, days 1 to 30	Follow chapter 10 and fill in worksheet 4 on days 8 and 15 and 48 hours after day 30	15 minutes, twice a week	the decision is written down

APPENDIX. FOR THE PERSON WHO BUILDS YOUR WEBSITE

The business owner sent you this appendix because they want to run ads in ChatGPT and know what those ads bring in. To measure that, a few things need to be in place on the site: access for OpenAI's crawlers, the pixel, the events and a tracked phone number with a "Text us" button. They're below, in the order you'd do them. At the end, you place a test order together, and it has to show up in Ads Manager.

1. OpenAI's crawlers

If the crawlers are blocked, the ad can get rejected. `OAI-AdsBot` visits the pages submitted as ads, to check them against OpenAI's policies and to help decide when the ad is relevant. `OAI-SearchBot` is OpenAI's search crawler. OpenAI says landing pages must not block either one.

The fix, step by step:

1. Check that robots.txt doesn't block them. If you want to allow them explicitly, add this block:

COPY THIS

```
User-agent: OAI-AdsBot
Allow: /

User-agent: OAI-SearchBot
Allow: /
```

2. Make sure bot protection lets them through. That means the site's firewall, a security plugin like Wordfence or the hosting company's protection. OpenAI publishes the crawlers' IP addresses in two lists, https://openai.com/adsbot.json and https://openai.com/searchbot.json. Add them to your allowlist.
3. Run the test from a terminal:

COPY THIS

```
curl -sIL -A "Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; OAI-AdsBot/1.0;
+https://openai.com/adsbot" https://www.example.com/ad-landing-page

curl -sL -o /dev/null -w "%{http_code}\n" -A "Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko);
compatible; OAI-AdsBot/1.0; +https://openai.com/adsbot" https://www.example.com/ad-landing-page
```

The block has two commands. The first asks only for the headers, follows redirects and prints the headers of each step. The line that counts is the last one starting with "HTTP." The second makes a normal request, not just for headers, follows redirects and prints only the final code.

This is what they printed on November 17, 2026, run on our own site, starting from the plain `http://highupads.ro/en` address (only the status lines and the redirect target shown):

COPY THIS

```
HTTP/1.0 308 Permanent Redirect
Location: https://highupads.ro/en
HTTP/2 200

200
```

The first command shows a redirect to the secure address, then a 200. The second shows only the final 200.

How to read the codes:

CODE	WHAT IT MEANS
200	the page opens for the crawler
301, 302, 307 or 308	a redirect; the first command follows it, and you look at the last code
403 or 503	the crawler is blocked
405	the server refuses a headers-only request; look at the second command instead
nothing from the first command, `000` from the second	the address is wrong or the server isn't responding

On Windows, in PowerShell, type `curl.exe` instead of `curl`, or you'll get an error. There you also type `-o NUL` instead of `-o /dev/null`.

One caveat: this test only checks the crawler's name, not its IP address. A 200 doesn't guarantee the crawler also gets past protection that checks IPs. You only know for sure when the ad passes OpenAI's review.

2. The pixel and consent

If the pixel is missing or consent is handled wrong, orders stop being tied to the ad. The owner pays for clicks and can't see what they brought in.

The setup:

1. Ask the owner for the pixel ID. They create it in Ads Manager and send it to you.
2. Put the code in the `<head>`, as high as you can, on every page:

COPY THIS

```
<script>
 (function (w, d, s, u) {
  if (w.oaiq) return;
  var q = function () { q.q.push(arguments); };
  q.q = [];
  w.oaiq = q;
  var js = d.createElement(s);
  js.async = true;
  js.src = u;
  var f = d.getElementsByTagName(s)[0];
  f.parentNode.insertBefore(js, f);
 })(window, document, "script", "https://bzrcdn.openai.com/sdk/oaiq.min.js");
 oaiq("consent", SAVED_CHOICE);
 oaiq("init", { pixelId: "YOUR-PIXEL-ID", debug: true });
</script>
```

3. If the site has a cookie banner or a "Do Not Sell or Share" opt-out, replace `SAVED_CHOICE` with the visitor's saved choice: `false` if they opted out, `true` otherwise. If the site has no such tool, remove the `oaiq("consent", SAVED_CHOICE);` line. The pixel starts with consent on.
4. When someone opts out, call `oaiq("consent", false);`. If the site honors Global Privacy Control, treat a GPC signal as an opt-out too. If your banner asks first and measures only after a "yes," call `oaiq("consent", true);` on that "yes."
5. Check that redirects on the site keep `oppref` and the `utm_` parameters in the URL. When someone clicks the ad, OpenAI adds `oppref`, the click code, to the link.

The pixel docs say this about consent:

- Consent is set before `init`.
- The pixel starts with consent on (`true`), unless you set it to `false` or it finds a stored denial.
- With `false`, the pixel doesn't send events.
- `oaiq("consent", false)` deletes both cookies, `__oppref` and `__obref`.
- If consent later switches to `true`, events are allowed from then on. Blocked events aren't sent later.
- The pixel reads `oppref` from the URL of the page the person lands on and keeps it for 30 days in the `__oppref` cookie, so later pages can use it.

So if your banner sets `false` until someone says yes, a person who says yes only on the second page has already lost the click code, because `oppref` is read only from the landing page's URL. Their order won't be tied to the ad. The owner knows this and counts those orders from the CRM.

Don't hard-code `false` on every page on top of a choice someone already made. That deletes the click code for people who said yes.

Google Tag Manager works, on one condition: it can't block the pixel or change the order in which the pixel and the events load. OpenAI also notes that a tag firing in Tag Manager doesn't by itself prove the event was delivered.

3. The events

If you send the wrong event or the wrong amount, Ads Manager shows something other than what happened on the site.

The standard events OpenAI recognizes on a website:

EVENT	WHEN YOU SEND IT
`order_created`	an order is paid or completed
`checkout_started`	the person started checkout
`items_added`	they added something to the cart
`lead_created`	they sent a form or asked to be contacted
`appointment_scheduled`	they booked an appointment, a meeting or a demo
`registration_completed`	they created an account
`trial_started`	they started a free trial
`subscription_created`	they started a paid subscription
`contents_viewed`, `page_viewed`	they viewed a product or an important page
`custom`	anything else, with a name you choose

A conversion campaign optimizes for one standard event. Custom events show up in reports, but you can't optimize for them. In the first test, the owner's campaign is on clicks. The main event gets counted as the result, and the system only starts looking for people based on it later, if the owner moves to conversions.

Which event is the main one, by type of business:

BUSINESS	MAIN	WATCHED ONLY
online store	`order_created`, with the order value	`items_added`, `checkout_started`
services booked on the site	`appointment_scheduled`	`page_viewed` on the pricing page
services by quote request	`lead_created`	`page_viewed` on the pricing page
bookings, if the system sends the value	`order_created`, with the booking value	`checkout_started`
bookings, otherwise	`appointment_scheduled`	`checkout_started`
software for businesses	`trial_started`, or `appointment_scheduled` if they book a demo time	`subscription_created`

A completed order, sent from the thank-you page:

COPY THIS

```
oaiq("measure", "order_created", {
  type: "contents",
  amount: 12999,
  currency: "USD"
}, {
  event_id: "order_10234"
});
```

Two places where it's easy to get this wrong:

1. The amount goes in cents, as a whole number, before sales tax and without shipping, so it matches the order value the owner uses in their break-even math. For $129.99 you write `12999`. If you write `130`, Ads Manager thinks the person spent $1.30 and shows a ROAS 100 times too low.
2. `event_id` is the order number.

Leads and appointments:

COPY THIS

```
oaiq("measure", "lead_created", { type: "customer_action" }, { event_id: "lead_5521" });
oaiq("measure", "appointment_scheduled", { type: "customer_action" }, { event_id: "appt_881" });
```

Here `event_id` is the lead or appointment number. When OpenAI gets the same `event_id` twice for the same event, it keeps the first one and ignores the second.

A trial:

COPY THIS

```
oaiq("measure", "trial_started", { type: "plan_enrollment", plan_id: "pro_trial" }, { event_id: "trial_3307" });
```

4. Server-side events and other details

The browser loses some orders. If the site has a security rule that won't let OpenAI's code load, no orders get through at all.

Three fixes:

1. Use the Conversions API. Send the same orders straight from the store or the CRM, from the server instead of the browser. That catches the ones the browser loses. If the same order goes through both the pixel and the API, use the same `event_id` so OpenAI doesn't count it twice. Don't call the API from page code.
2. Know what automatic advanced matching does. This pixel feature picks up the email or phone number from forms on the site. In the browser, it turns it into a SHA-256 hash, so the raw address isn't sent. OpenAI uses it to tie a conversion to the ad when the click code is missing. Outside Japan it's on by default, with no code changes. It also depends on consent: with `false`, the pixel sends nothing.
3. Check the CSP. If the site has a Content Security Policy that lists which scripts may load, add OpenAI's domains from the pixel docs (https://developers.openai.com/ads/measurement-pixel). Add `https://bzrcdn.openai.com` to `script-src`, add `https://bzr.openai.com` and `https://bzrcdn.openai.com` to `connect-src`, and add `https://bzr.openai.com` to `img-src`.

5. The tracked number and the "Text us" button

Without a separate number or a code in the message, the owner can't tell people who came from the ad apart from everyone else who calls or texts.

The setup:

1. On the ad's landing page, show a phone number used only there (a call tracking number or a second line the owner gives you) and a "Text us" button with a message already written. The message includes the code "I saw your ad in ChatGPT."
2. Only people whose URL has exactly `utm_source=chatgpt` should see them. Don't use `chatgpt.com`, because ChatGPT puts that on links in its regular answers, and that traffic doesn't come from the ad. Another option is a copy of the page used only in the ad.
3. Build the text link from three pieces. It starts with `sms:`, then the number with +1 and the area code, digits only, so (614) 555-0142 becomes `+16145550142`. Then comes `?body=` and the message, encoded for a URL, with spaces written as `%20` and commas as `%2C`.

COPY THIS

```
sms:+16145550142?body=Hi%2C%20I%20saw%20your%20ad%20in%20ChatGPT
```

The number in the example is made up. The owner gives you the real one. Test the link on an iPhone and an Android phone before launch.

6. Checking it, together with the owner

If you don't test, you find out something's broken only after money's been spent.

What you do together:

1. Place a test order or inquiry with `debug: true`. Look at the browser console: the pixel's messages should show up, with the event name.
2. The owner opens Ads Manager, goes to Conversions > Data Source, opens the menu next to the pixel and chooses "Test." They enter a page where the pixel is installed, and you do the action again. Events from that session show up in the Event Stream with a "Test" label. An order placed without clicking an ad won't show up in the campaign's conversions.
3. After testing, remove `debug: true`.

One last thing, so neither of you gets spooked. After the owner submits the ads for review, Google Analytics can show visits with `utm_source=chatgpt` before any paid click. Those are OpenAI's review crawlers opening the page with the link's parameters, and they aren't billed as clicks.

SOURCES

1. OpenAI Help, Ads in ChatGPT
   https://help.openai.com/en/articles/20001047-ads-in-chatgpt
2. OpenAI Help, Ads in ChatGPT: The Basics
   https://help.openai.com/en/articles/20001207-ads-in-chatgpt-the-basics
3. OpenAI, New ways to buy ChatGPT ads
   https://openai.com/index/new-ways-to-buy-chatgpt-ads/
4. Search Engine Journal, OpenAI Launches Self-Serve Ads Manager for ChatGPT (May 5, 2026)
   https://www.searchenginejournal.com/openai-launches-self-serve-ads-manager-for-chatgpt/573971/
5. OpenAI Help, Ads Manager Availability
   https://help.openai.com/en/articles/20001245-ads-manager-availability
6. OpenAI Help, Ads Manager Account Setup
   https://help.openai.com/en/articles/20001213-ads-manager-account-setup
7. OpenAI Help, Creating campaigns for ChatGPT Ads
   https://help.openai.com/en/articles/20001210-creating-campaigns-for-chatgpt-ads
8. OpenAI Help, Create Ad Groups for ChatGPT Ads
   https://help.openai.com/en/articles/20001211-create-ad-groups-for-chatgpt-ads
9. OpenAI Help, Writing context hints for ChatGPT Ads
   https://help.openai.com/en/articles/20001521-writing-context-hints-for-chatgpt-ads
10. OpenAI Help, Creating ads for ChatGPT Ads
    https://help.openai.com/en/articles/20001212-creating-ads-for-chatgpt-ads
11. OpenAI Help, Launch Campaigns
    https://help.openai.com/en/articles/20001209-launch-campaigns
12. OpenAI Help, Creative enhancements for ChatGPT Ads
    https://help.openai.com/en/articles/20001614-creative-enhancements-for-chatgpt-ads
13. OpenAI Help, Conversion-optimized Campaigns
    https://help.openai.com/en/articles/20001412-conversion-optimized-campaigns
14. OpenAI Help, Maximize results bid strategy
    https://help.openai.com/en/articles/20001425-maximize-results-bid-strategy
15. OpenAI Help, Conversion Measurement
    https://help.openai.com/en/articles/20001409-conversion-measurement
16. OpenAI Help, Measure Results
    https://help.openai.com/en/articles/20001214-measure-results

17. OpenAI Developers, Supported Events
https://developers.openai.com/ads/supported-events
18. OpenAI Developers, Measurement Pixel
https://developers.openai.com/ads/measurement-pixel
19. OpenAI Help, Billing & Payment
https://help.openai.com/en/articles/20001216-billing-payment
20. OpenAI Help, Frequently asked questions
https://help.openai.com/en/articles/20001220-frequently-asked-questions
21. OpenAI Help, Quickstart: Launch your first campaign
https://help.openai.com/en/articles/20001224-quickstart-launch-your-first-campaign
22. OpenAI Help, Create Campaigns from Product Feeds
https://help.openai.com/en/articles/20001268-create-campaigns-from-product-feeds
23. OpenAI Help, Troubleshooting Common Onboarding and Policy Issues
https://help.openai.com/en/articles/20001534-troubleshooting-common-onboarding-and-policy-issues
24. OpenAI Help, Troubleshooting Common Issues
https://help.openai.com/en/articles/20001217-troubleshooting-common-issues
25. OpenAI Help, Use the ChatGPT Ads Manager plugin
https://help.openai.com/en/articles/20001558-use-the-chatgpt-ads-manager-plugin
26. OpenAI, Ad policies
https://openai.com/policies/ad-policies/
27. OpenAI Developers, Overview of OpenAI Crawlers
https://developers.openai.com/api/docs/bots
28. OpenAI Help, Publishers and developers FAQ (Internet Archive copy of August 27, 2026)
https://web.archive.org/web/20260827151735/https://help.openai.com/en/articles/12627856-publishers-and-developers-faq
29. Google Ads Help, About ads in AI-powered experiences in Google Search
https://support.google.com/google-ads/answer/18826097?hl=en
30. State of California, Office of the Attorney General, California Consumer Privacy Act (CCPA)
https://oag.ca.gov/privacy/ccpa
31. IETF, RFC 5724: URI Scheme for Global System for Mobile Communications (GSM) Short Message Service (SMS)
https://www.rfc-editor.org/rfc/rfc5724
32. Washington State Department of Revenue, Advertising services
https://dor.wa.gov/taxes-rates/retail-sales-tax/services-newly-subject-retail-sales-tax/advertising-services

HIGH-UP ADS

WANT A SECOND PAIR OF EYES ON YOUR NUMBERS?

Reading the guide is the easy part. The hard part comes later, when you have to decide what a customer is worth to you, what to track, and when to stop. You can get our help with that in two ways, and both are free.

THE NEWSLETTER

One marketing topic a week, written for business owners, with something you can try the next day. One email a week, and you can unsubscribe in one click.

Subscribe

highupads.ro/en/newsletter

A FREE AD AUDIT WITH OANA

An hour on Zoom or Google Meet. Oana goes through your ads and your numbers with you, then sends you a written plan you can use with or without us.

Pick a day

highupads.ro/en/session

The audit is for businesses that can spend at least $1,500 a month on ads, and calls run between 9 am and 2 pm ET. Oana won't follow up with a sales pitch. If you want to work with us after that, you tell us.

