

10

AUTUMN 2026
OPENAI ADS MANAGER

BEST USES OF CHATGPT ADS FOR YOUR BUSINESS

Which AI training is best for a small team in Seville?

Here are the points to compare: format, language, hands-on exercises, follow-up...

SPONSORED

Hands-on AI training for small teams

In English or Spanish, built on your own workflows.

Be there when they decide.
Measure what it brings.

Be there when they decide. Measure what it brings.

Since 2026, ChatGPT shows ads, and any business can buy them through OpenAI's self-serve Ads Manager, including in Spain and 30 other European countries. You cannot buy the answer, only a place next to it. This playbook turns the channel into ten concrete uses, with the setup, the routines and the templates to run them.

How to read it

Part 1 explains the rules of the channel and the setup. Part 2 gives you ten plays, one per page: when to use it, setup, a context hints example, creative, KPIs, the trap to avoid and an automation idea. Parts 3 and 4 are your operating system and templates.

How to use it

Pick one or two plays, not ten. Set up tracking first, test small for two to three weeks, and judge on cost per qualified lead or per sale. Facts are "as of October 2026": ChatGPT Ads changes every month, so check your own Ads Manager.

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■ OVERVIEW

Ten plays with ChatGPT Ads

From the first research question to the Monday report. Start with the play closest to how your customers already buy.

■ WIN CUSTOMERS

01

Research moments

02

Service leads

03

Product feeds

04

"Best X" and
alternatives

■ GROW YOUR MARKET

05

Local business or
event

06

Several languages

07

Launch an offer

■ LEARN AND SCALE

08

Ads + organic
(GEO)

09

Market research

10

Automated
reporting

Golden rule. Ads do not change ChatGPT's answers. Win with precise context hints, a landing page that continues the conversation, and honest measurement.

Part 1 — Understand the channel, then set it up

1.1 The facts that shape everything (as of October 2026)

Topic	What we know	What it means for you
Who sees ads	Logged-in adults on ChatGPT Free and Go; paid plans are ad-free; under-18 accounts excluded	Your audience is the large free user base, not paying power users
Answer independence	Ads are labelled, separate from the answer, and do not influence it	Ads and organic visibility (GEO) are two different jobs
Privacy	Advertisers do not receive chats, memories, names or emails	Reporting is aggregated; measure outcomes on your side
Sensitive topics	No ads near personal health, mental health or politics	Some conversations are simply not available
Restricted categories	e.g. credit repair, debt settlement, individual housing and job listings not allowed; regulated health/finance reviewed case by case; legal services restricted	Check the policy for your sector first
Availability	US first (Feb 2026), self-serve beta from May 2026, 31 European countries incl. Spain from late Aug 2026, 60+ countries reported by late Sept 2026	Check your country in Ads Manager
Buying	CPM or CPC; conversion campaigns billed per click	Start on CPC if you want leads or sales
Minimums	No platform minimum in self-serve; small daily minimum per campaign by currency (about €15/day reported for Europe, \$25/day reported for the US)	Testing is affordable
Suggested bids	OpenAI suggests starting CPC around \$3–\$5; reported CPMs ~\$18–\$65 by topic	Budget at least for 100–200 clicks per test
Formats	Text cards widely; larger image ads, product-feed shopping carousels and Sponsored Agents (announced Sept 2026) rolling out or in test	Check what your account offers
Targeting	Context hints (plain-language description of conversations); location mostly country level	No keywords, no interest targeting
Measurement	Conversion tracking, Ads API (campaigns, ad groups, ads, insights, conversions), GA4 connection	Tracking must be in place before launch

1.2 Is ChatGPT Ads right for you now?

Answer yes/no:

- ☐ People ask ChatGPT questions that lead to what you sell (research, comparison, "how much", "which is best").
- ☐ Your sector is not restricted by OpenAI's ad policy.

- ☐ ChatGPT Ads are available in your country.
- ☐ You have a landing page that answers a specific question (not only a home page).
- ☐ You can track a conversion (form, booking, purchase).
- ☐ You can spend a test budget for 3–4 weeks without needing an immediate return.

4+ yes: run a test. **Fewer:** fix the gaps first (landing pages, tracking) and revisit next quarter.

1.3 Account setup checklist

#	Item	Done
1	Ads Manager account created with the company's details and billing (VAT number)	☐
2	At least two people with access; access removed when someone leaves	☐
3	Country and currency correct	☐
4	Ad policy checked for your sector and your landing pages	☐
5	Conversion tracking set up on your key action (form, booking, purchase)	☐
6	GA4 connected; UTM parameters on every ad URL	☐
7	Cookie consent covers the new tracking (EU) and privacy policy updated	☐
8	Product feed prepared (if you sell products and shopping formats are available)	☐
9	API key stored safely if you automate (one key per ad account, never in a shared doc)	☐

1.4 Account structure: keep it simple

Level	Holds	Rule of thumb
Campaign	Objective, budget, dates, country	One campaign per objective and country
Ad group	Bid, context hints, default landing page	One theme or intent per ad group
Ad	Creative, optional landing page override	2–4 clearly different messages per ad group

A first test usually needs **one campaign, three ad groups (three themes), two or three ads each**.

1.5 Naming convention

Campaign: [YMM][Objective]_[Offer]_[Country]
 2611_CONV_AITraining_ES
 Ad group: [Theme]_[Language]_[Bid type]
 TeamTraining_EN_CPC
 Ad: [Angle]_[Format]_[Version]
 LiveSessions_Text_v2

Part 2 — The 10 plays

Each play gives you: **when to use it**, **setup**, **context hints example**, **creative**, **KPIs**, **the trap to avoid**, and an **automation idea**.

01 Research moments before a purchase

USE WHEN	your customers research before buying (training, software, services, equipment).
SETUP	conversion campaign on CPC; one ad group per buying question.
CONTEXT HINTS EXAMPLE	<i>"Small business owners in Spain researching how to train their team to use AI tools like ChatGPT or Claude, comparing course formats, prices and languages."</i>
CREATIVE	answer the question in the ad ("Hands-on AI training for small teams, in English or Spanish, from €..."), then send to a page that continues that answer.
KPIS	CTR, landing-page conversion rate, cost per qualified lead.
TRAP	sending research traffic to a home page.
AUTOMATION	new lead → CRM → instant reply with the programme PDF.

02 Leads for a service business

USE WHEN	you sell consultations, quotes, appointments or projects.
SETUP	conversion campaign, CPC bid in OpenAI's suggested range, a landing page with a 3–5 field form or a booking link.
CONTEXT HINTS EXAMPLE	<i>"Owners of real estate agencies on the Costa del Sol looking for ways to answer leads faster and automate follow-up."</i>
CREATIVE	one problem, one outcome, one next step ("Book a free 30-minute audit").
KPIS	cost per lead, % qualified, cost per qualified lead, lead → customer rate.
TRAP	judging on cost per click alone.
AUTOMATION	form → n8n → CRM + Slack/WhatsApp alert → reply within minutes; weekly "qualified lead" count back into the report.

03

Product sales with a product feed

USE WHEN	you sell products online and shopping formats are available in your market.
SETUP	product feed with clean titles, plain-language descriptions, prices, stock and images; campaign optimised for purchases.
CONTEXT HINTS EXAMPLE	<i>"People looking for a gift for a runner under €80, comparing shoes, watches and accessories."</i>
CREATIVE	product image, price, one benefit, reviews where supported.
KPIS	cost per purchase, ROAS checked against your shop data, new-customer share.
TRAP	a messy feed; AI shopping surfaces read your product data literally.
AUTOMATION	daily stock and price sync; pause products that are out of stock.

04

"Best X" and "alternatives to Y" conversations

USE WHEN	buyers compare providers before choosing.
SETUP	a dedicated ad group for comparison and switching situations.
CONTEXT HINTS EXAMPLE	<i>"Teams comparing online AI courses with in-person workshops, or looking for an alternative to generic e-learning platforms."</i>
CREATIVE	one clear difference, stated factually. Never name or attack a competitor.
KPIS	CTR, conversion rate versus other ad groups.
TRAP	claims you cannot prove (OpenAI prohibits exaggerated results and false endorsements).
AUTOMATION	monthly check of which comparison questions mention you organically (see Play 8).

05

Local business or event, with the city workaround

USE WHEN	you serve one city or run an event there.
SETUP	country-level targeting (city radius is not available); city named in context hints, ad text and landing page; short flight (2–4 weeks before the event).
CONTEXT HINTS EXAMPLE	<i>"Business owners in Seville or Málaga looking for an in-person workshop on AI and automation in November."</i>
CREATIVE	city, date, format, "places limited" only if true.
KPIS	cost per registration, show-up rate, cost per attendee.
TRAP	expecting local precision; keep budgets small and judge on registrations.
AUTOMATION	registration → confirmation + calendar file → reminders D-3 and D-1 → follow-up after the event.

06

Several languages, one market

USE WHEN	your customers speak different languages (Spain: Spanish, English, French, German...).
SETUP	one ad group per language; context hints, ads and landing page all in that language.
CONTEXT HINTS EXAMPLE (EN)	<i>"English-speaking expats and international companies in Spain looking for AI training or automation support."</i>
CREATIVE	native wording, not translation; local proof (city, clients, currency).
KPIS	cost per qualified lead by language.
TRAP	one landing page in one language for all ad groups.
AUTOMATION	route leads to the right salesperson by language.

07

Launch a new product, offer or brand

USE WHEN	nobody searches for you yet.
SETUP	awareness campaign on CPM for 2–4 weeks, then a conversion campaign on the themes that responded.
CONTEXT HINTS EXAMPLE	<i>"Freelancers and autónomos in Spain discussing how to save time on invoicing, quarterly taxes and admin."</i>
CREATIVE	the problem in their words, a simple promise, the brand name.
KPIS	reach, CTR, then branded searches and direct visits during and after the flight.
TRAP	expecting immediate sales from an awareness flight.
AUTOMATION	weekly snapshot of branded search volume (Search Console) next to ChatGPT Ads spend.

08

Ads + organic visibility in ChatGPT (GEO)

USE WHEN	always; ads and organic mentions are complementary.
SETUP	<ol style="list-style-type: none"> 1. List 20–30 buying questions your customers ask. 2. Check in ChatGPT which ones already mention you (and what they say). 3. Run ads on the questions where you are absent. 4. Publish clear, factual pages (prices, services, locations, FAQs, case studies) that AI assistants can cite.
KPIS	share of questions where you appear organically; ad performance on the "absent" questions.
TRAP	expecting ads to improve how ChatGPT talks about you. They do not.
AUTOMATION	monthly n8n workflow that asks the question list and logs mentions.

09

Market research through context themes

USE WHEN	you are not sure which problem or message sells best.
SETUP	3–5 ad groups with clearly different themes, equal budgets, 2–3 weeks, same landing-page template.
EXAMPLE THEMES	"save time on admin" · "train my team on AI" · "automate client follow-up" · "reduce errors in invoicing".
KPIS	CTR and cost per qualified lead by theme.
TRAP	changing several things at once.
OUTPUT	a one-page summary of winning themes and words, reused on your website, Google and Meta ads and sales pitch.

10

Automate reporting and follow-up

USE WHEN	you run more than one channel and want one view.
SETUP	Ads API key (one per ad account, stored in your automation tool's credential store), GA4 connection, UTM parameters.
MONDAY REPORT (N8N)	spend, impressions, clicks, conversions from ChatGPT Ads + leads and customers from the CRM + the same for Google and Meta → cost per qualified lead by channel → one email.
ALERTS	spend above plan, conversions at zero for 3 days, CTR halved versus last week.
RULE	automation warns and prepares; a person approves budget and creative changes.

Part 3 — The operating system

3.1 Writing context hints that work

- Describe **the person and their situation**, not just the product: who, what they are trying to do, what they compare, where.
- One theme per ad group. If you write "and" three times, split it.
- Use the words your customers use (from sales calls, emails, reviews), in their language.
- Include the city or region in the text when location matters.
- Add what you do **not** want to be matched with in your own notes, and check results for irrelevant conversations; refine the description rather than widening it.

Weak: "AI training." **Strong:** "Owners and managers of small companies in Andalusia who want their team to use ChatGPT or Claude in daily work, and are comparing in-person and online training with practical exercises."

3.2 Creative rules

- One message per ad; 2–4 genuinely different angles per ad group (outcome, proof, offer, format).
- Plain, factual language. The ad sits next to a helpful answer; hype looks out of place.
- No exaggerated results, false endorsements or fake urgency (prohibited, and it erodes trust).
- The landing page continues the conversation: same question, same words, one clear next step.

3.3 Budgets and bids

TEST BUDGET	enough for roughly 100–200 clicks per ad group over 2–3 weeks. At \$3–\$5 per click, that is about \$300–\$1,000 per ad group.
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- Start at the suggested CPC; raise in steps of ~20% if delivery is low, lower if cost per lead is above target with good volume.
 - Keep ChatGPT Ads at around 5–10% of paid media until it proves its cost per customer.

3.4 Launch checklist

- ☐ Sector and landing page checked against OpenAI's ad policy
- ☐ Conversion tracking tested with a real conversion; GA4 connected; UTMs added
- ☐ Country, language and currency correct
- ☐ Context hints written per the rules in 3.1
- ☐ 2–4 distinct ads per ad group
- ☐ Landing page loads fast on mobile and matches the ad
- ☐ Follow-up ready (CRM, instant reply, owner)
- ☐ Review date in the calendar

3.5 Review rhythm

When	What to check	What to do
Day 1–3	Ads approved, delivery started, tracking fires	Fix errors only
Weekly	Spend, CTR, conversions, cost per qualified lead by ad group	Pause clear losers, refine context hints
Every 2–3 weeks	Theme results (Play 9)	Keep winners, launch the next test
Monthly	ChatGPT Ads vs Google vs Meta on cost per qualified lead and per customer	Reallocate budget
Quarterly	New formats and countries, policy updates, organic visibility (Play 8)	Update the plan

3.6 Early benchmarks (directional only)

OpenAI publishes no official benchmarks; these come from independent analyses in 2026.

Metric	Reported	Use it to
CTR	~0.7% average, top quartile ~1%, best cases several %	Spot weak ads, not to judge the channel
CPC	Suggested starting bid \$3–\$5	Size your test
CPM	~\$18–\$65 depending on topic	Size awareness flights
Conversion rate	Very variable by advertiser	Judge only on your own data

3.7 Troubleshooting

Symptom	Likely cause	First fix
No or very low delivery	Context hints too narrow or sensitive topic, bid too low	Broaden the description, raise bid ~20%
Ad rejected	Restricted category, claims, landing page issue	Read the policy reason, fix claims or page, resubmit
Clicks but no conversions	Landing page does not continue the conversation; tracking broken	Test tracking; rewrite the page for that question
Irrelevant conversations	Context hints too vague	Describe person + situation more precisely
Good CTR, poor lead quality	Promise too broad	Qualify in the ad (price "from...", audience)
Numbers differ from GA4	Attribution differences	Compare trends, decide on your CRM's numbers

3.8 Compliance essentials (EU / Spain)

- Update your cookie consent and privacy policy for the new tracking.

- Only send customer data you are allowed to send; never paste conversations or personal data into ad tools.
- Keep claims provable; keep regulated sectors (health, finance, legal) for after a policy check.
- Label prices with VAT where required and keep offer terms on the landing page.

Part 4 — Templates

4.1 Ad group brief

Ad group name:
 Theme / intent (one sentence):
 Who is in the conversation:
 What they are trying to do:
 What they compare:
 Location and language:
 Context hints (final text):
 Landing page URL (+ UTM):
 Ads (2-4 angles):
 1. Outcome:
 2. Proof:
 3. Offer:
 Bid type and starting bid:
 Success metric and target:
 Reviewed by (name, date):

4.2 Buying-question list (for Plays 1, 4 and 8)

#	Question customers ask ChatGPT	Language	Mentioned organically?	Ad group	Landing page
1			☐ yes ☐ no		

4.3 Theme test log

Dates	Theme	Context hints (short)	Spend	Clicks	CTR	Conversions	Cost / qualified lead	Decision
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4.4 Weekly report (one page)

Week of:
 ChatGPT Ads spend: clicks: conversions: cost/qualified lead:
 Google Ads spend: clicks: conversions: cost/qualified lead:
 Meta Ads spend: clicks: conversions: cost/qualified lead:
 Best ad group this week (why):
 Worst ad group (action):
 Tests running:
 Decisions:

Sources and further reading

Third-party figures are directional; OpenAI's pages are the reference and change often.

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