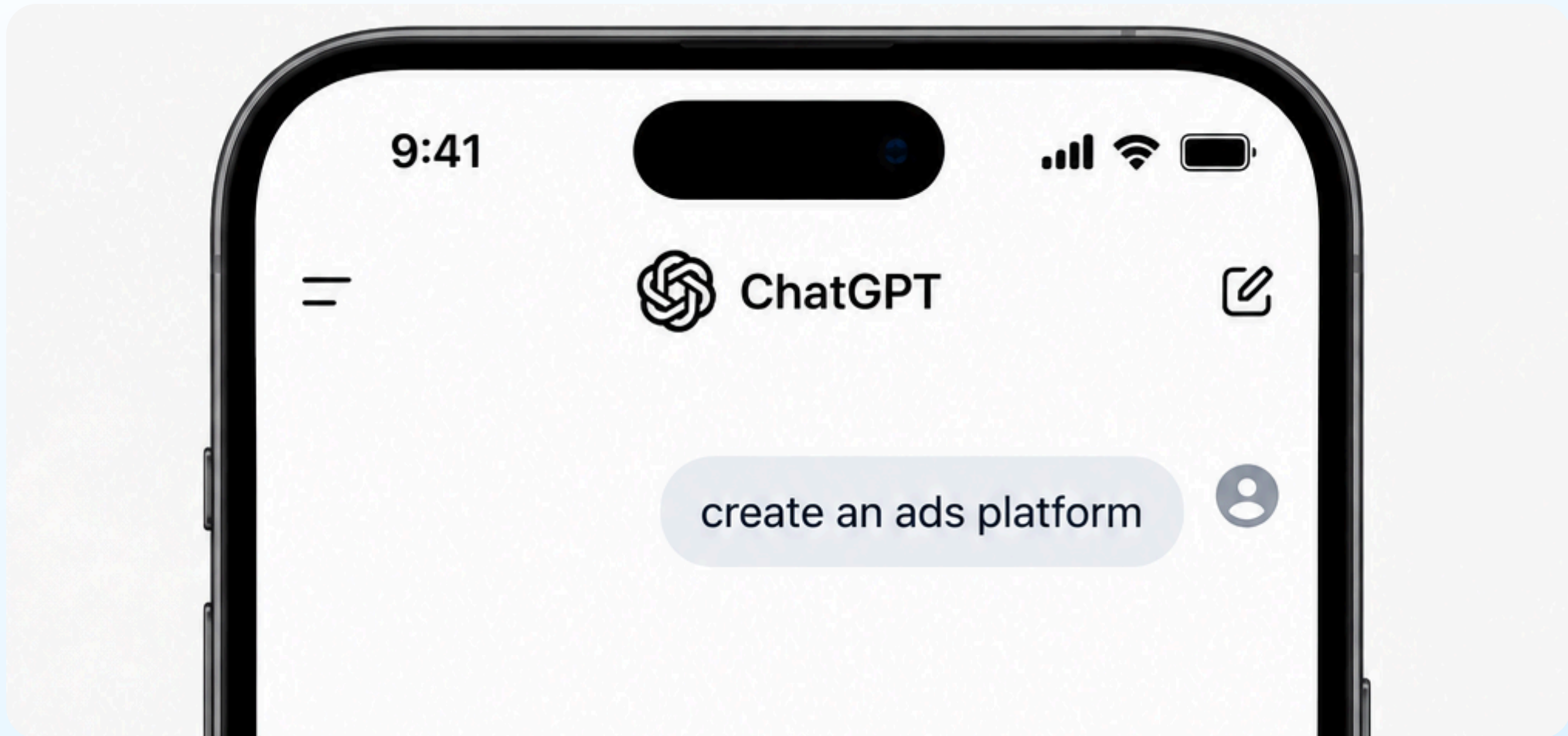


3 Months of ChatGPT Ads: What We Know Now

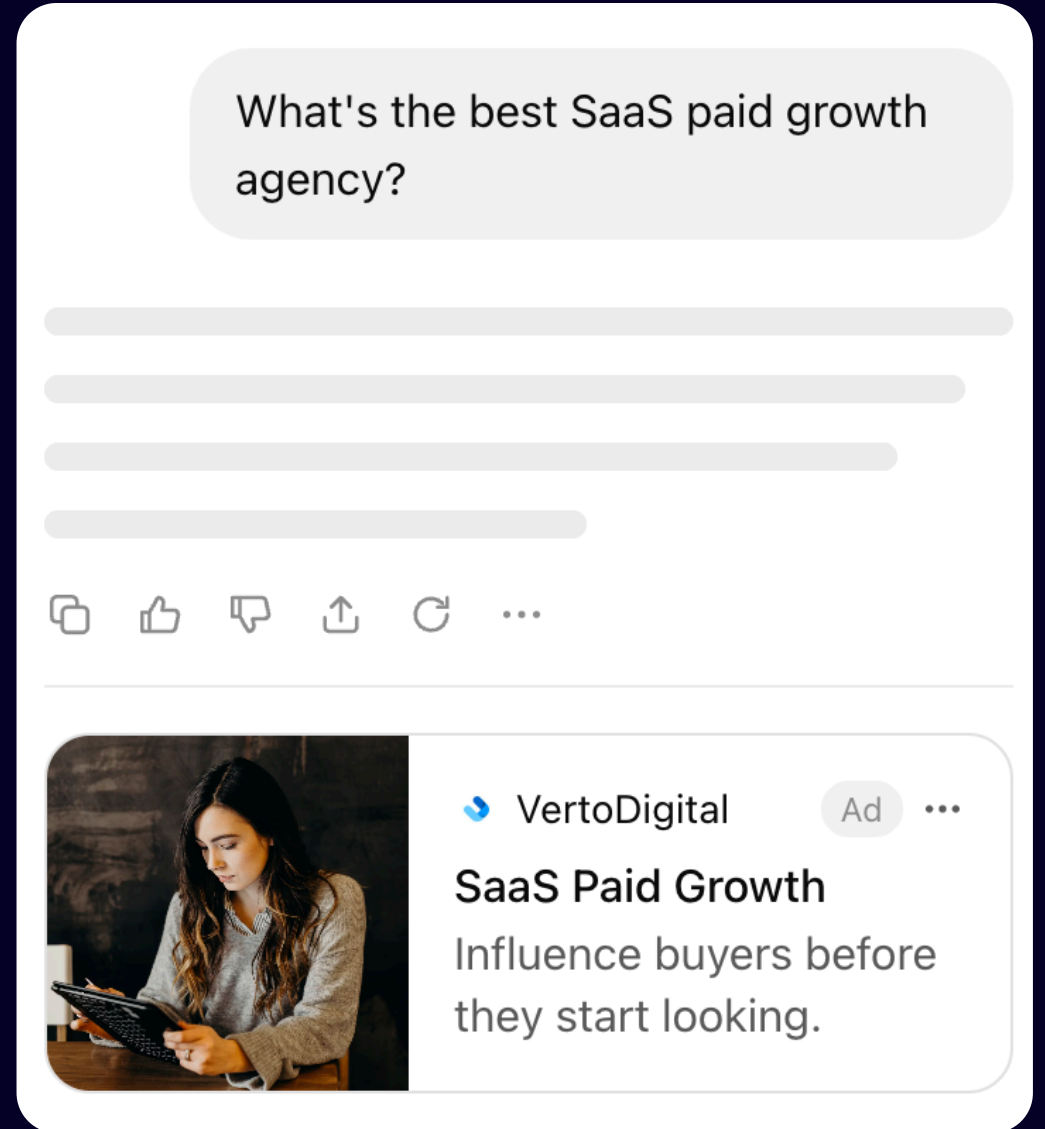
How ChatGPT Ads started its life



THE STORY

Someone asks ChatGPT: *"What's the best SaaS paid growth agency?"*

A small labeled ad sits right below the answer.



Ok, how do we show
up there?

No job titles.
No keywords.
No retargeting.
Just context.

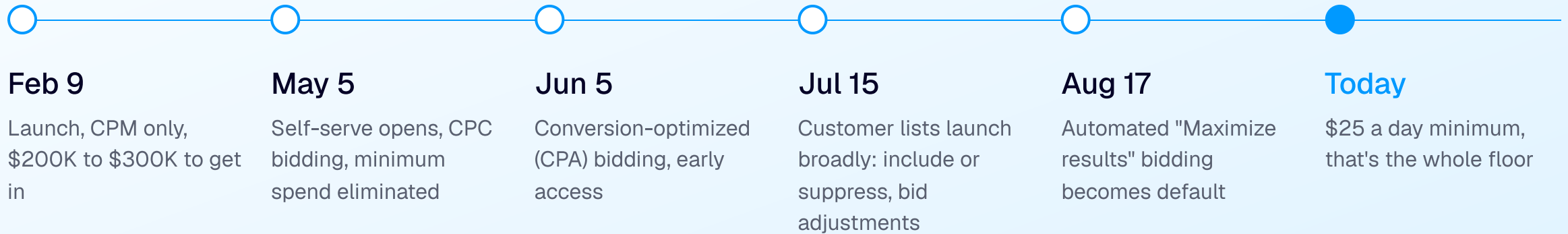


Evaluating marketing attribution tools because leadership is questioning whether campaigns are actually driving revenue.



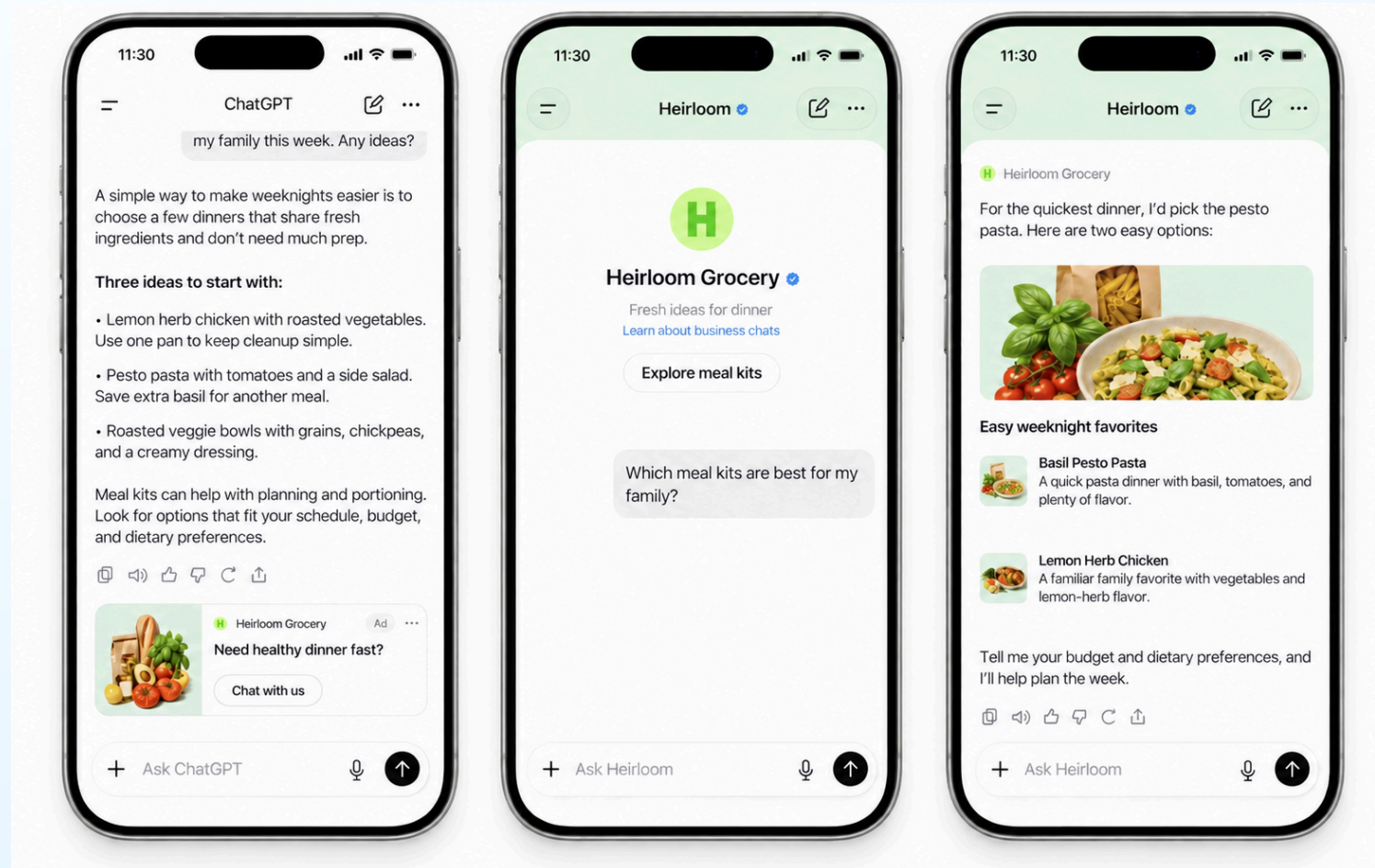
Comparing B2B marketing agencies who can prove pipeline impact, not just campaign activity.

Entry cost collapsed as features expanded



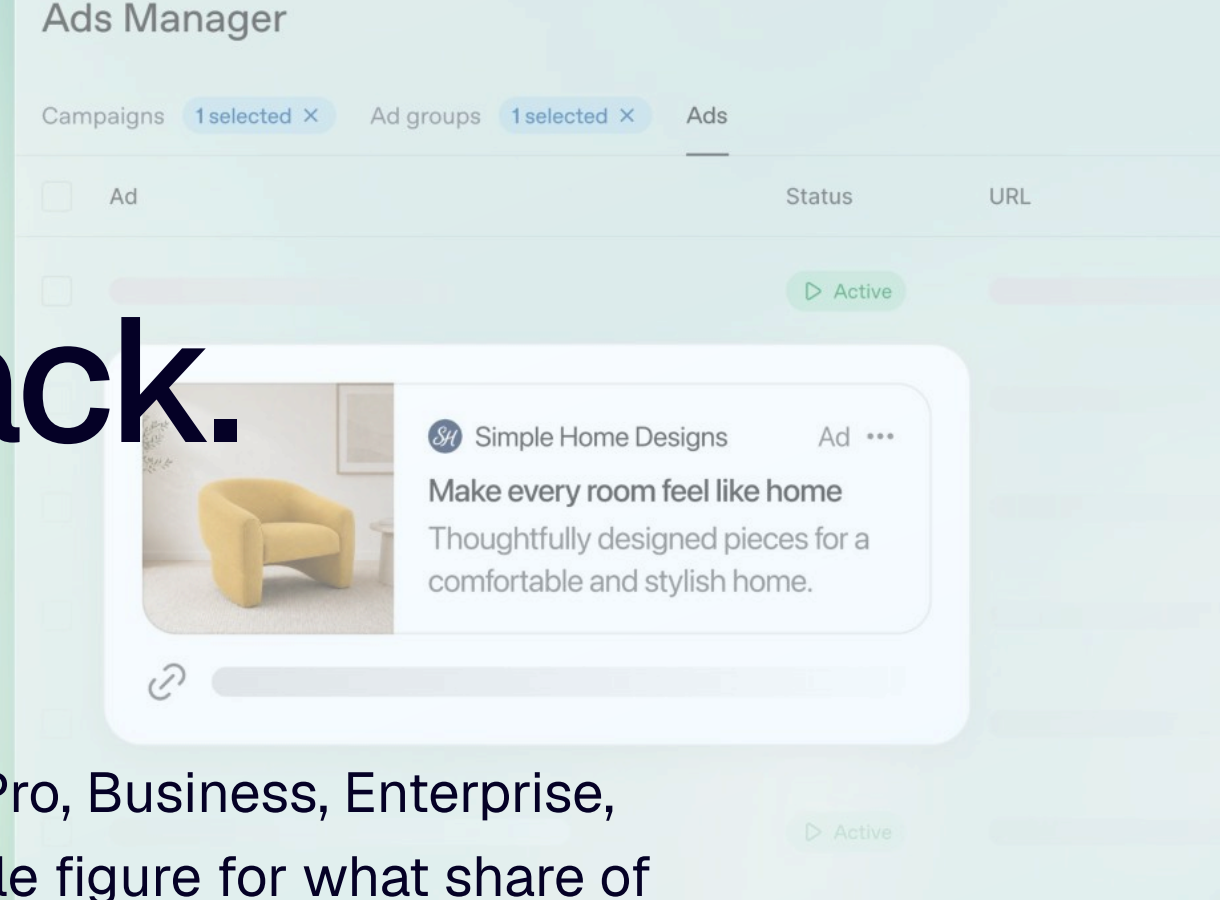
COMING SOON

Sponsored agents



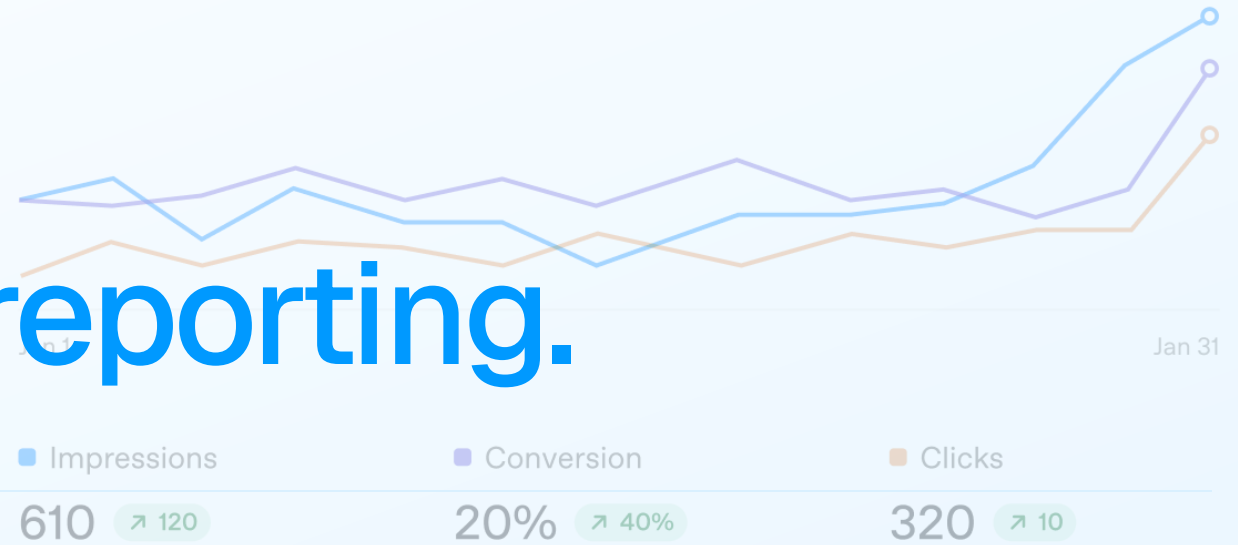
One big drawback. Who sees ads.

Ads only show to Free and Go tier users, Plus, Pro, Business, Enterprise, and Education see none. We don't have a reliable figure for what share of B2B buyers sit on paid vs. free tiers, so we can't size how much of the audience that excludes. And OpenAI feels like focusing more on B2C now.



We've been running ads for more than 3 months now.
But performance benchmarks are not worth summarizing yet.

7 numbers. That's the whole reporting.



YOU GET

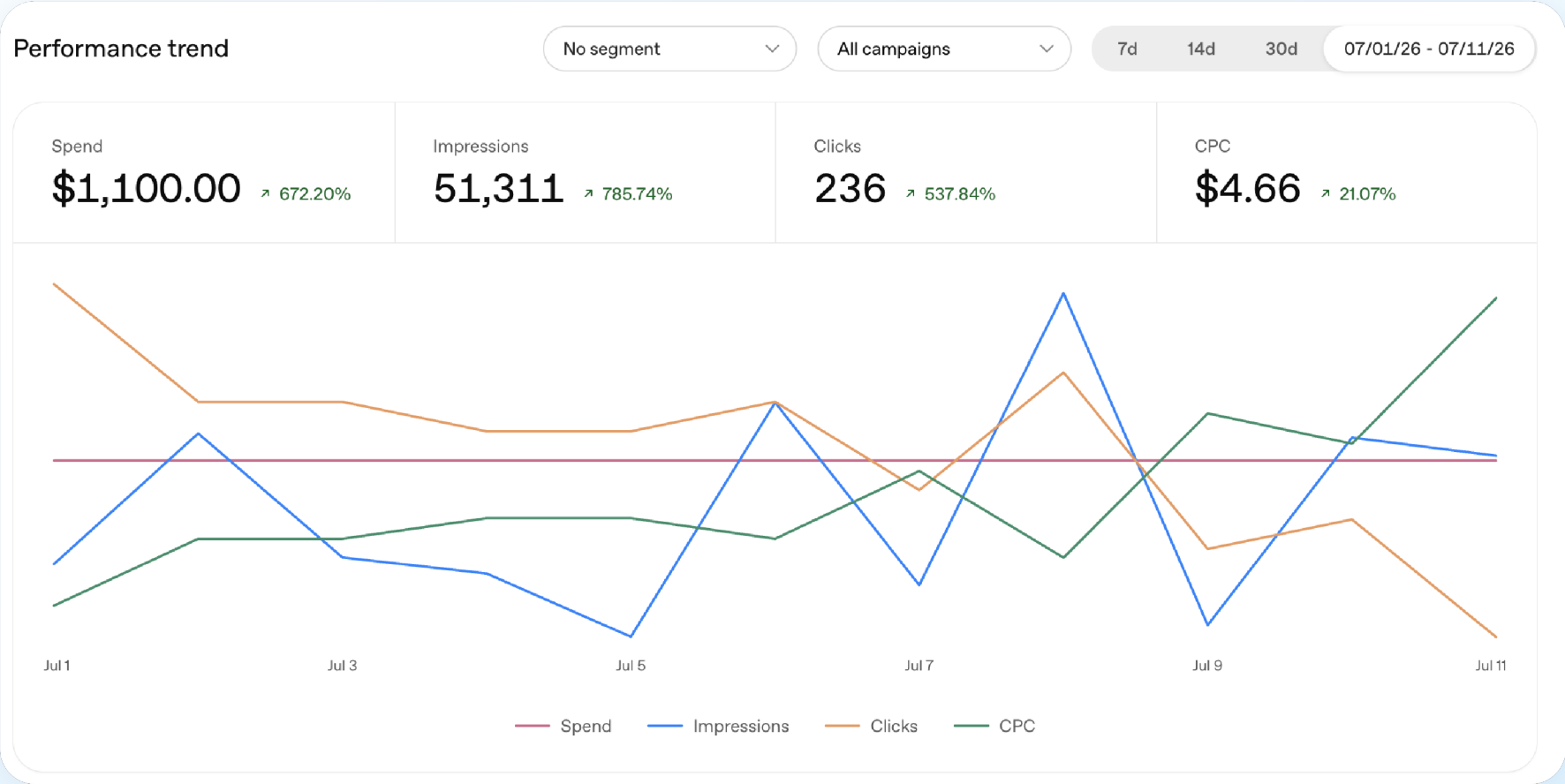
Impressions · Clicks · Spend · CTR · Avg CPC · Avg CPM · Conversions

YOU DON'T

Demographics · Reach · Frequency · Prompt or query data · Placement breakdown · Competitors and so on.

ChatGPT's reporting dash

We mainly track performance with UTM parameters plus OpenAI's own Pixel and server-side Conversions API.



WHAT WE'RE SEEING

**It shapes decisions.
It doesn't close them.
Not yet.**

WHY THIS IS WORTH TESTING

- Showing up in high-intent conversations: vendor comparisons, compliance checks, renewal evaluations
- AI-written language already turning up in client contact-form inquiries
- More organic contact-us fills when awareness-layer channels are running
- Offers matched to the conversation stage land better than a generic "book a demo"

WHY IT'S STILL EARLY

- Built CPM-only by design, performance tools bolted on later
- Automated bidding only became default 6 weeks ago
- No prompt-level data shared, ever, by design
- No third-party verification yet, numbers are self-reported

Additive, not a replacement

01

LinkedIn

Recognition before
you're looking

Builds awareness before
someone has a problem to
solve

02

Google

You know what you
want

Captures the hand-raisers,
people already searching.
Brand might be most
important here.

03

ChatGPT

Actively comparing, mid-
decision

Catches someone while they're
evaluating, before they've
committed to anything

**So, should we spend
on ChatGPT Ads now?**

OUR RECOMMENDATION: TEST IT

Yes. It would only get better.
And you probably should
be part of the conversation.

Choose and MVP – your top ICP, biggest pains. No massive budgets. Give it 6-8 weeks and evaluate each week. And don't focus on conversions.

HOW TO RUN THE TEST RIGHT

01

Check fit first and choose your top ICP

02

Build tracking and CRM connection before spending a dollar

03

Checkpoint each week, not just at the end

04

Count pipeline influence, not only direct conversion

Q&A

Thank you for joining.
And Nikol for making it happen.