ChatGPT Ads Creative Launch and Scaling Guide

A practical guide to building, reviewing, and scaling ads purpose built for ChatGPT

Last updated June 22, 2026

Before you use this guide

This guide helps you use a chat-based AI assistant to draft ChatGPT Ads assets. Before anything is uploaded or launched, your team should review every ad, context hint, URL, and image for accuracy, completeness, brand fit, policy compliance, and any required legal or commercial approval.

What You Will Build

Use this guide to turn your existing text ads and website content into campaign assets for ChatGPT Ads.

You are not just rewriting Google or Meta ads. You are building an upload-ready campaign structure, supported by your existing ads and website, with enough creative variety to match the many ways people ask about the same need in ChatGPT and the way our relevancy algorithm looks to match.

- Launch with a valid campaign, ad group, and ad structure.
- Use your existing ads and website as source material.
- Build context hints around real customer needs, not exact-match keywords.
- Create enough high-quality ad variations to support delivery and spend.
- Check formatting, links, images, and claim support before upload.

The Main Idea

Build clean. Launch with scale.

A successful launch should be both clean and scaled. Plan for at least 100 reviewed, workbook-ready ads because people describe the same need in many different ways: problems, goals, tradeoffs, constraints, comparisons, occasions, budgets, and questions.

Scaling well does not mean creating hundreds of tiny rewrites. It means covering meaningfully different customer intents, each tied to the right landing page and supported by real source material.

Golden Path: Launch at Scale

Standard	Goal	Applies to	Minimum standard
Golden Path	Build a thoughtful, well-defined campaign that is ready to deliver.	Use for every launch. Scaled creative is the expected minimum, not an extra step.	At least 100 reviewed, workbook-ready ads distributed across focused ad groups and intent clusters.
Quality Bar	Make scale useful by keeping the campaign logical, reviewed, and source-supported.	Use the approved claims list, intent map, landing pages, and context hints to guide every ad.	Distinct creative angles, balanced ad groups, duplicate removal, workbook validation, and final human review.

What You Need Before You Start

Collect these inputs before beginning the workflow to create ads. These materials should be the source of truth for everything the assistant generates.

Input	What to provide	Why it matters
Exported ad files	CSV or XLSX exports from Google Ads, Meta, Microsoft Ads, or other text-oriented platforms.	Provides brand voice, existing offers/claims, landing pages, and known messaging.
Your website domain	Your main website plus the landing pages you want to use.	Prevents unsupported claims and helps map ads to real destinations.
Approved claims and offers	These will be pulled from your existing ads and your website. You can also supplement this.	Reduces the risk of unsupported or inaccurate claims.
Brand guardrails	These will be pulled from your existing ads and your website. You can also supplement this.	Keeps the drafts on-brand and easier to review.
Image assets	These can be pulled from your existing ad export or provided during creation. Public square image URLs, or a folder of approved images that can be hosted publicly.	Keeps the ads visually consistent and improves user engagement and clicks.

Input	What to provide	Why it matters
Measurement setup	Static UTM approach needed. Pixel or cAPI setup recommended as a fast follow.	Supports reporting and post-launch optimization.

Export Your Existing Text Ads

Use the current export or download option in each ad platform. Labels can change, so the most reliable approach is to export the ad table with campaign, ad group or ad set, text fields, URLs, status, and performance metrics where available.

Platform	Export guidance	Recommended fields
Google Ads	Export active and recently high-performing search ads. Include responsive search ad headlines and descriptions where possible.	Campaign, ad group, status, headlines, descriptions, final URL, display URL, path fields, impressions, clicks, CTR, conversions.
Meta	Export text-oriented ads and link ads. Exclude video-only creative unless the text can support future ChatGPT Ads copy.	Campaign, ad set, ad name, primary text, headline, description, destination URL, image URL if available, status, impressions, clicks, CTR, conversions.
Microsoft Ads and other text platforms	Export search, shopping text, native, or sponsored content ads that include reusable text and destination URLs.	Campaign, ad group, ad name, title, description, final URL, image URL if available, status, impressions, clicks, CTR, conversions.

Include paused ads only if they are still accurate and useful for brand voice. Exclude disapproved, expired, or legally outdated ads unless you clearly label them as examples not to reuse.

Use Only Supported Claims

Do not use a claim, offer, price, ranking, certification, guarantee, comparison, product capability, or proof point unless it is supported by your exported ads or website/landing pages.

- If the website and old ads disagree, use the more current source or flag the item for review.
- If the chat assistant cannot browse the website, paste the relevant website and landing page copy into the chat before generating ads.
- If a claim is regulated, time-sensitive, or unclear, mark it for review instead of using it freely.

Step-by-Step Workflow and Review Guidance

Ensure you input any dynamic fields marked in red, blue, or green in prompts #1, #2, #3, and #6 before submitting.

Step	Output	Move on when...
1. Approved claims list	Approved, risky, and unsupported claims.	Unsupported claims are removed or clearly flagged.
2. Intent map	Products and landing pages mapped to user needs.	Each priority URL has clear intent clusters.
3. Campaign structure	Campaign and ad group plan.	Ad groups are focused and names match the template.
4. Context hints	Context hints ready for the workbook.	Hints are specific, distinct, and not treated like exact keywords.
5. Clean launch ads	First reviewed draft ad set.	Rows meet copy, URL, image, and claim rules.
6. Scale expansion	100+ workbook-ready ads appended in reviewed batches.	The ads tab has at least 100 valid rows and is ready for duplicate removal.
7. Remove duplicates and score	Cleaner draft set for review.	Weak, repetitive, or unsupported rows are removed.
8. Workbook validation	Pass/fix checklist.	Schema, URLs, images, and names are checked.
9. Final Review	Final approval checklist.	A qualified reviewer on your team approves the file.

Prompt 1: Build Your Approved Claims List

Use this before generating any campaign structure or ad copy. The approved claims list sets the guardrails for what the chat assistant can use later.

*****Important: you must attach your exported .xslx file of existing ads**

Copy/paste prompt + edit text in red

```
I am preparing ChatGPT Ads for [ADVERTISER NAME].

Inputs I am providing:
- Exported ad file(s): see attached XLSX file uploaded
- Advertiser domain: [DOMAIN URL]
- Priority landing pages: [Choose one:
  Option A - Paste the approved landing page URLs to use, one per line. Include static UTM versions if those are the URLs you want used in the workbook.
  Option B - If landing pages are already in the uploaded ad export, name the exact tab and column to use, for example: "Google Ads export > Final URL" or "Meta export > Website URL".
  If only some export URLs should be used, specify the campaign, ad group, ad set, or row filters. Do not use URLs outside this list or mapped column.]

Before writing any ads, review only these sources:
1. The uploaded ad exports
2. The advertiser website and priority landing pages I provided or mapped from the export
3. Any brand or compliance notes I pasted in this chat

Create an approved claims list for "[ADVERTISER NAME]". Do not generate ad copy yet. Do not create or edit the campaign workbook yet.

Rules:
- Do not invent claims, offers, prices, discounts, rankings, awards, guarantees, certifications, comparisons, or product capabilities.
- Do not use or request credentials, customer lists, API keys, or private customer data.
- If a claim is not supported by the uploaded ads or website/landing pages, mark it unsupported.
- If a claim appears risky, regulated, time-sensitive, or incomplete, mark it for review.

Return a table with these columns:
- Claim or offer
- Supporting source: ad export row, website page, or landing page URL
- Safe wording that can be reused
- Risk notes
- Approved for ad generation? Yes / No / Review required
```

Prompt 2: Build the Intent Map

This step turns your source material into intent groups that fit how people ask for help in ChatGPT, instead of only mirroring search keywords.

*****Only move onto this step after confirming whether any claims are unsupported / should be removed. If any should be removed, include the language in blue below. Otherwise, use the language in green.**

Copy/paste prompt

```
Before proceeding with next steps, remove [claim(s)] from the approved claim table.

Consider all claims in the approved claims table above approved for use.

Using only the uploaded ad exports, advertiser website, landing pages, and approved claims list, create an intent map for ChatGPT Ads.

Goal:
Map each priority product, service, or landing page to the different ways a user might naturally ask for help in ChatGPT.

Important ChatGPT Ads context:
- ChatGPT Ads are matched to richer conversational intent, not only short search keywords.
- Users may express the same need through problems, goals, tradeoffs, constraints, comparisons, budgets, occasions, or questions.
- The intent map should help us create focused ad groups, context hints, and distinct ad copy.

Rules:
- Use only products, offers, and claims that are supported by the approved claims list.
- Do not invent unsupported use cases or landing pages.
- Do not create or edit the campaign workbook yet. Prompt 3 will start the workbook.
- Avoid branded-search-only thinking unless the brand itself is central to the user need.
- Mark any uncertain idea as Review required.

Return a table with these columns:
- Product / offer
- Landing page URL
- User problem or need
- Intent cluster
- Audience or situation
- Constraint or tradeoff
- Funnel stage: problem framing / discovery / comparison / purchase
- Suggested ad group name
- Notes or review flags
```

Prompt 3: Create the Campaign and Ad Group Plan

Use this to create the workbook structure. Refer to field names, not column letters, because templates can change.

*****Important: you must attach the .xslx Campaign Schema Template file with this prompt.**

Copy/paste prompt + edit text in red

```
Using the approved claims list and intent map, start the ChatGPT Ads campaign
workbook.

Inputs I am providing:
- Blank Campaign Workbook Template
- Required campaign inputs: objective = [Views or Clicks], Target Countries =
[countries to target]
- Approved claims list and intent map above

Workbook rules:
- Use the uploaded template as the source of truth.
- Preserve tab names, headers, formatting, formulas, and validation.
- Refer to fields by header name, not column letter.
- Fill only the campaigns tab and required adgroups fields at this step.
- Create the campaigns tab row first. campaign_name is required there.
- Do not fill context_hints or ads yet unless the template requires a placeholder.
- Do not add unsupported claims, invented URLs, or sensitive data not required for
upload.
- Use normal, non-italic text for all populated workbook cells.
- If you cannot edit the workbook, say so and return paste-ready tables.

Populate these fields when present in the template:
- Campaigns Tab: campaign_name, objective, target_countries.
- Adgroups Tab: campaign_name, adgroup_name.

Campaign and ad group rules:
- Campaigns should group ad groups that share a business goal, objective, budget,
schedule, and country targeting.
- Ad groups should be focused around one product category, theme, audience, or
intent area.
- If products, audiences, or use cases are meaningfully different, create separate
ad groups.
- Every adgroups.campaign_name must exactly match a campaigns.campaign_name.
- Context hints guide matching but are not exact-match targeting rules.

Before returning, verify:
- The campaigns tab has campaign_name populated.
- Every ad group links to a campaign_name in the campaigns tab.
- Populated workbook cells are not italicized.

Return:
```

```
1. Updated .xlsx workbook with campaigns and adgroups populated.
2. Campaign plan table.
3. Ad group plan table.
4. Missing inputs or review flags.
```

Prompt 4: Generate Context Hints

Context hints are not exact-match keywords. They should describe real conversations, topics, user needs, or situations where the ad group may be relevant.

Copy/paste prompt

```
Use the latest campaign workbook created in this chat and populate context_hints for each ad group. If you cannot access the latest workbook, ask me to attach the latest saved .xlsx before continuing.

Workbook rules:
- Preserve tab names, headers, formatting, formulas, and validation.
- Update only context_hints in the adgroups tab unless a required workbook error blocks completion.
- Do not rename campaigns or ad groups.
- context_hints must be a valid JSON array, such as ["hint one", "hint two"].
- If you cannot edit the workbook, say so and return a paste-ready context_hints table.

Populate these fields when present in the template:
- Insert context hints into the keyword column.  Context Hints = Keywords in the file.

Context hint rules:
- Context hints are broad thematic signals, not exact-match keywords.
- They do not guarantee delivery for a specific query, keyword, phrase, or conversation.
- Write hints as descriptive natural-language phrases, usually around 4-5 words.
- Each hint should describe a real user need, topic, situation, use case, or conversation theme.
- Keep each ad group focused. Do not combine unrelated products, audiences, or use cases.
- Avoid vague hints like "software", "shopping", "travel", or "AI".
- Avoid relying only on brand names or competitor names.
- Avoid repeating the same idea with minor wording changes.
- Do not use unrelated popular terms to expand reach.
- Use only products, services, and claims supported by the approved claims list.

Return:
1. Updated .xlsx workbook.
2. Context hint review table with campaign_name, adgroup_name, context_hints, why they fit, and review flags.
```

```
3. Any workbook issues I need to fix.
```

Prompt 5: Create the Clean Launch Ads

This is your first draft ad set. The goal is a clean, valid upload, not the final scaled campaign.

Copy/paste prompt

```
Use the latest campaign workbook created in this chat and append the Clean Launch
ads to the ads tab. If you cannot access the latest workbook, ask me to attach the
latest saved .xlsx before continuing.

Workbook rules:
- Preserve tab names, headers, formatting, formulas, and validation.
- Append only to the ads tab.
- Use exact adgroup_name values from the adgroups tab.
- The upload-ready ads tab should contain only template-required fields.
- Put source claim and review flag in a separate review table, not in upload
columns.
- Format inserted ads cells as normal text, not italic, matching the workbook data
rows.
- If you cannot edit the workbook, say so and return paste-ready ads rows.

Ad requirements:
- Output fields: adgroup_name, title, copy, link, image_link.
- Title should be 16-24 characters where possible. Do not exceed the current
template maximum.
- Copy should be 32-48 characters where possible. Do not exceed the current template
maximum.
- Use exact landing page URLs from the approved source list.
- Use only approved image links. If no image is available, leave image_link blank
and flag it in review notes.
- Do not invent claims, URLs, offers, prices, proof points, or image links.
- Ads should be clear, specific, benefit-focused, and aligned to conversational
intent.
- Avoid generic, vague, repetitive, brand-only, or overly promotional copy.
- Make title and copy complement each other instead of repeating the same message.

Clean Launch guidance:
- Prioritize the highest-value products, offers, and landing pages.
- Create enough distinct ads to begin learning, but do not sacrifice accuracy or
review quality.
- This is still a draft for your team to review, not an automatically launch-ready
file.

Before returning, verify inserted ads rows are not italicized.

Return:
```

```
1. Updated .xlsx workbook.
2. Workbook-ready ads rows added.
3. Review notes with source claim used and review flag.
```

Prompt 6: Scale Ads in the Workbook

Use this after the clean launch ads and campaign structure are in your workbook. The goal is to build the ads tab to at least 100 valid, **high-quality ads in batches of up to 50,** while keeping the workbook as the source of truth.

You will have to execute this step in two batches with the batch number input below.

Copy/paste prompt + edit text in red. Attach the template xlsx file.

```
I am continuing the scaled ChatGPT Ads workbook build.

Use the latest campaign workbook created in this chat. If you cannot access it, ask
me to attach the latest saved .xlsx before continuing.

Inputs:
- Approved claims list, intent map, campaign plan, context hints, landing pages, and
brand notes from this chat
- Current number of valid ads in the ads tab, if known: [NUMBER]
- Batch number: [1 OR 2]

Goal:
Append the next batch of workbook-ready ads so the ads tab reaches at least 100
valid ads, spread as evenly as possible across approved ad groups and intent
clusters.

Workbook rules:
- Preserve tab names, headers, formatting, formulas, and validation.
- Append only to the ads tab.
- Use exactly the ad fields required by the template.
- adgroup_name must match an adgroup_name from the adgroups tab exactly.
- Title must be no more than 24 characters. Aim for 16-24 characters where possible.
- Copy must be no more than 48 characters. Aim for 32-48 characters where possible.
- Link must be an approved landing page URL.
- image_link must be an approved public direct image URL. If unavailable, leave
blank and flag it in review notes.
- Do not add review notes, scoring, batch numbers, creative angles, or source claims
to the upload-ready ads tab.
- Format inserted ads cells as normal text, not italic, matching the workbook data
rows.

Batch rules:
```

```
- Create no more than 50 new ads in this batch.
- For Batch 1, count any Clean Launch ads already in the workbook toward the 100-ad target.
- For Batch 2 and later, use the current ads tab to avoid duplicates and fill coverage gaps.
- Prioritize ad groups with the fewest valid ads so far.
- Keep distribution across ad groups as even as possible. If exact balance is not possible, explain the gap.
- Stop if the workbook already has at least 100 valid ads and the ad groups are reasonably balanced. Tell me to run Prompt 7.

Creative rules:
- Do not create minor rewrites of the same ad.
- Do not invent new claims, URLs, offers, prices, proof points, or images.
- Use only the approved claims list, intent map, context hints, landing pages, and brand notes.
- Keep each ad aligned to its ad group, intent cluster, context hints, and landing page.
- Make title and copy complement each other instead of repeating the same words.

Before returning, verify inserted ads rows are not italicized.

Return:
1. Updated .xlsx workbook.
2. Workbook-ready rows added with only template-required ad columns.
3. Review notes with batch_number, adgroup_name, title, creative angle, source claim used, why this variant is distinct, and review flag.
4. Batch Summary with valid ads before this batch, new ads created, total valid ads after this batch, remaining ads needed to reach at least 100, ads by ad group, and recommended next-batch allocation.

If you cannot edit the workbook, return paste-ready rows and tell me exactly where to paste them.

After each batch, I will download the updated workbook as a backup and continue in this same chat. Ask for re-upload only if you cannot access the latest workbook or we start a new chat.
```

Prompt 7: Remove Duplicates and Score Quality

This step keeps the scaled set useful. It removes weak or repetitive rows before your team invests review time.

Copy/paste prompt

```
Use the latest workbook created in this chat after all Prompt 6 batches are complete. If you cannot access it, ask me to attach the latest saved .xlsx before continuing.

Review the full ads tab. Do not permanently remove rows without first showing the Keep, Fix, and Remove lists. Keep review output in chat only. Do not create audit, review, summary, temp, or working tabs such as ads_review or ads_review_summary. If
```

```
you create a cleaned workbook, return it as a new version, preserve workbook
structure, and include only these tabs: Campaigns, adgroups, ads.

Score each row from 1-5 on:
- Source support: claim is supported by ads or website
- Landing page fit: ad promise matches destination page
- Conversational intent fit: copy maps to how users ask for help in ChatGPT
- Distinctiveness: not a minor rewrite of another ad
- Clarity: clear value, audience, use case, or next step
- Character compliance: title and copy fit the current limits

Remove or flag ads that are:
- unsupported by source material
- misleading, overstated, or incomplete
- too generic
- repetitive or templated
- overly brand-first without user intent
- mismatched to the landing page
- outside character requirements
- using unavailable or non-public image links

Return:
1. Keep: ads ready for your team to review
2. Fix: ads that need editing, with reason
3. Remove: ads that should not be used, with reason
4. Updated .xlsx review copy, if you can safely create one, with only Campaigns,
adgroups, and ads tabs
```

Prompt 8: Validate the Workbook

Use this after rows are assembled in the workbook. Chat-based validation is helpful, but your team should still manually review and test the file.

Copy/paste prompt

```
Validate the latest ChatGPT Ads workbook created in this chat before launch. If you
cannot access it, ask me to attach the latest saved .xlsx before continuing.

Use the latest template requirements in the workbook. Refer to fields by header
name, not column letter. Do not make silent changes. If fixes are unambiguous,
return a fixed copy and list every change; otherwise return issues only. Deleting
extra non-ingestion tabs is an allowed fix; list any deleted tabs.

The final workbook must contain exactly these tabs and no others: Campaigns,
adgroups, ads. Delete any extra tabs before returning the workbook, including
ads_review, ads_review_summary, review, summary, QA, temp, or working tabs. Keep
audit notes in chat only. If you cannot delete extra tabs, stop and tell me which
tabs I must delete manually.
```

```
Check the campaigns tab:
- campaign_name is populated for every campaign row.
- Campaign names are unique.
- Objective is Views or Clicks.
- Dates use the required template format.
- Country targeting is in the required template format.
- If Budget or Budget Type is blank, enter TBD only if the workbook accepts it
without breaking validation; otherwise leave blank and flag as launch-blocking.
- Do not overwrite existing Budget or Budget Type values.
- Treat any remaining TBD as Needs fix, not upload-ready.

Check the adgroups tab:
- Required ad group fields are filled in.
- Ad group names are unique.
- Every ad group links to an exact campaign_name in the Campaigns tab.
- Context hints are valid JSON arrays, such as ["hint one", "hint two"].
- If a Clicks / CPC campaign has blank Max Bid, enter TBD only if the workbook
accepts it; otherwise flag as launch-blocking.

Check the ads tab:
- Required ad fields are filled in.
- Every ad row links to an exact adgroup_name in the adgroups tab.
- Titles are within the current character limits.
- Copy is within the current character limits.
- Landing page URLs are valid, reachable, and source-approved.
- Image URLs are public, direct, square, and meet current size and format
requirements.
- No unsupported claims appear in title or copy.

Check formatting:
- The only workbook tabs are Campaigns, adgroups, and ads.
- Column headers have not been renamed.
- Upload data rows are not italicized. If inserted values are italicized, remove
italics while preserving headers and instructions.
- There are no duplicate rows.
- There are no merged cells.
- Campaign and ad group names match exactly across tabs.

Return:
- Pass / Needs fix summary
- Deleted extra tabs, if any
- Issue table with tab, row, field, issue, recommended fix
- Fixed .xlsx copy only if changes are safe and clearly listed
- Final checklist for manual review

Important: If you cannot actually test URLs or image accessibility from this chat,
say so and tell me which links must be manually opened in a browser.
```

Prompt 9: Final Review

Passing formatting checks does not mean the campaign is ready to launch. A final review is still required before upload.

```
Create a final advertiser review checklist for the latest validated ChatGPT Ads
workbook created in this chat. Also return the final downloadable .xlsx workbook
built through the prior steps. If you cannot access the latest workbook, ask me to
attach the latest saved .xlsx before continuing.

Do not return only a chat-based checklist. The final output must include the .xlsx
file so I can download it, fix any remaining review items, and upload it to Ads
Manager.

Your team should review every generated ad, context hint, landing page, and image
link before upload.

Checklist categories:
- Accuracy: all ads describe the business correctly
- Completeness: required qualifiers, exclusions, or disclaimers are not missing
- Source support: claims are supported by exported ads or website/landing pages
- Brand fit: copy sounds appropriate for your brand
- Landing page fit: every ad points to the right destination
- Image fit: image matches the ad and opens publicly as a direct square image
- Policy fit: ad, image, and landing page comply with applicable ad policies
- Commercial approval: offers, prices, guarantees, discounts, and proof points are
approved
- Workbook tabs: only Campaigns, adgroups, and ads are present; no ads_review,
ads_review_summary, review, summary, QA, temp, or working tabs remain
- Upload readiness: workbook fields, names, JSON, formatting, and tabs are valid

Return:
1. Final advertiser review checklist in chat with Review item, Owner, Pass / Fail /
Needs review, and Notes
2. Final downloadable .xlsx workbook with exactly these tabs: Campaigns, adgroups,
ads
3. Any remaining TBD sections the advertiser must complete
4. Confirmation that no extra workbook tabs remain

If you cannot return a downloadable .xlsx file, stop and say: "I cannot create the
final downloadable workbook from this chat. Please attach the latest saved .xlsx and
rerun this prompt."

Add this warning at the top:
"Do not upload or launch this campaign until a qualified reviewer on your team has
approved every row for accuracy, completeness, compliance, and brand fit."
```

Scale Phase: Add Conversion Tracking

Treat conversion tracking as a scale-phase next step, not a launch blocker. Launch first with clean campaign structure, enough distinct ads, validated context hints, and approved landing pages. Once the campaign is live or close to live, add measurement so your team can connect ChatGPT Ads activity to the results that matter most to your business and prepare for conversion-optimized campaign workflows as they become available.

Why it matters

- It helps separate clicks from business outcomes such as leads, sign-ups, checkout starts, purchases, appointments, or trials.
- It gives your team a clearer read on which ad groups, context themes, landing pages, and creative angles are creating value.
- It helps budget decisions move from CTR-only optimization toward actual conversion quality.
- It builds the measurement foundation needed for future conversion-optimized campaign workflows.
- It can improve post-launch iteration because teams can scale what converts, not just what gets attention.

Implementation paths

OpenAI provides two measurement implementation paths: the Conversions API and the JavaScript Pixel. Use the docs for implementation details and involve the right technical owner before sending production events.

Conversions API (server-side): Best when your team can send events from your backend, ecommerce platform, CRM, or offline systems. OpenAI describes CAPI as server-to-server conversion events and notes it is more reliable than the pixel alone for more accurate insights. The tradeoff is that it usually requires engineering support, event mapping, data handling review, and server-side access. See OpenAI Conversions API.

JavaScript Pixel (client-side): Best when you need a faster website-based setup or have limited server-side access. The pixel can measure common page, commerce, lead, registration, appointment, subscription, and trial events from the browser, and it automatically handles several browser-side transport details. The tradeoff is that client-side measurement can be more affected by browser limits, consent settings, script blocking, and page implementation quality. See OpenAI JavaScript Pixel.

Recommended scale-phase approach

- Start by defining the 3-5 conversion events that reflect real business value.
- Use the Pixel for speed when server-side work is not immediately available.
- Use CAPI when reliability, backend events, offline or CRM events, or stronger attribution quality matter.
- If using both, align event names and reuse event IDs so teams can deduplicate browser and server events.
- Do not make conversion tracking a reason to delay a clean first launch, but do make it part of the Scale Launch plan before significantly increasing spend.

Manual Validation Checklist

- Open every landing page URL in a browser.
- Confirm landing pages do not block required OpenAI user agents or otherwise prevent review.
- Open every image URL in a browser and confirm it opens directly to the image.
- Confirm images are square, public, and within current size and format requirements.
- Check that every title and copy line fits the latest template requirements.
- Check that context hints are valid JSON arrays.
- Check that every campaign and ad group name matches exactly across workbook tabs.
- Confirm every claim is supported by exported ads or website/landing pages.
- Confirm a qualified reviewer on your team has approved accuracy, completeness, policy fit, and brand fit.

Common Breakpoints for Smaller Advertisers

Breakpoint	How to avoid it
Only uploading a few ads	Plan for at least 100 ready ads before launch, then keep expanding across intent clusters and creative angles.
Treating context hints like keywords	Write conversational phrases that describe real user needs and situations.
Unsupported claims	Use the approved claims list and supported-claims rule before generating ads.

Breakpoint	How to avoid it
Broken image links	Use public, direct PNG or JPG image links and manually open each URL.
Homepage-only landing pages	Map ads to the most relevant product, collection, service, or content page.
Template errors	Use header names, preserve tab names, avoid merged cells, and validate names across tabs.
Skipping final review	Require approval before upload. Formatting checks do not equal launch approval.

Final Review Warning

Required review before upload

Before uploading or launching campaigns, review every generated ad, context hint, landing page, and image link for accuracy, completeness, policy compliance, and brand fit. Chat-generated drafts can contain errors, miss important qualifiers, overstate claims, or create copy that is technically valid but not appropriate for your business. Do not upload ads until a qualified member of your team has reviewed and approved them.

Public Resources

Use the latest Ads Manager template and current Help Center guidance if requirements differ from this guide.

Ads in ChatGPT: The Basics
Create Campaigns for ChatGPT
Create Ad Groups for ChatGPT
Create Ads for ChatGPT
Launch Campaigns
Bulk Upload Campaign Schema Checklist
Measure Results
Troubleshooting Common Issues
Billing and Payment
Conversions API implementation guide
JavaScript Pixel implementation guide

OpenAI Ad Policies

End of guide.