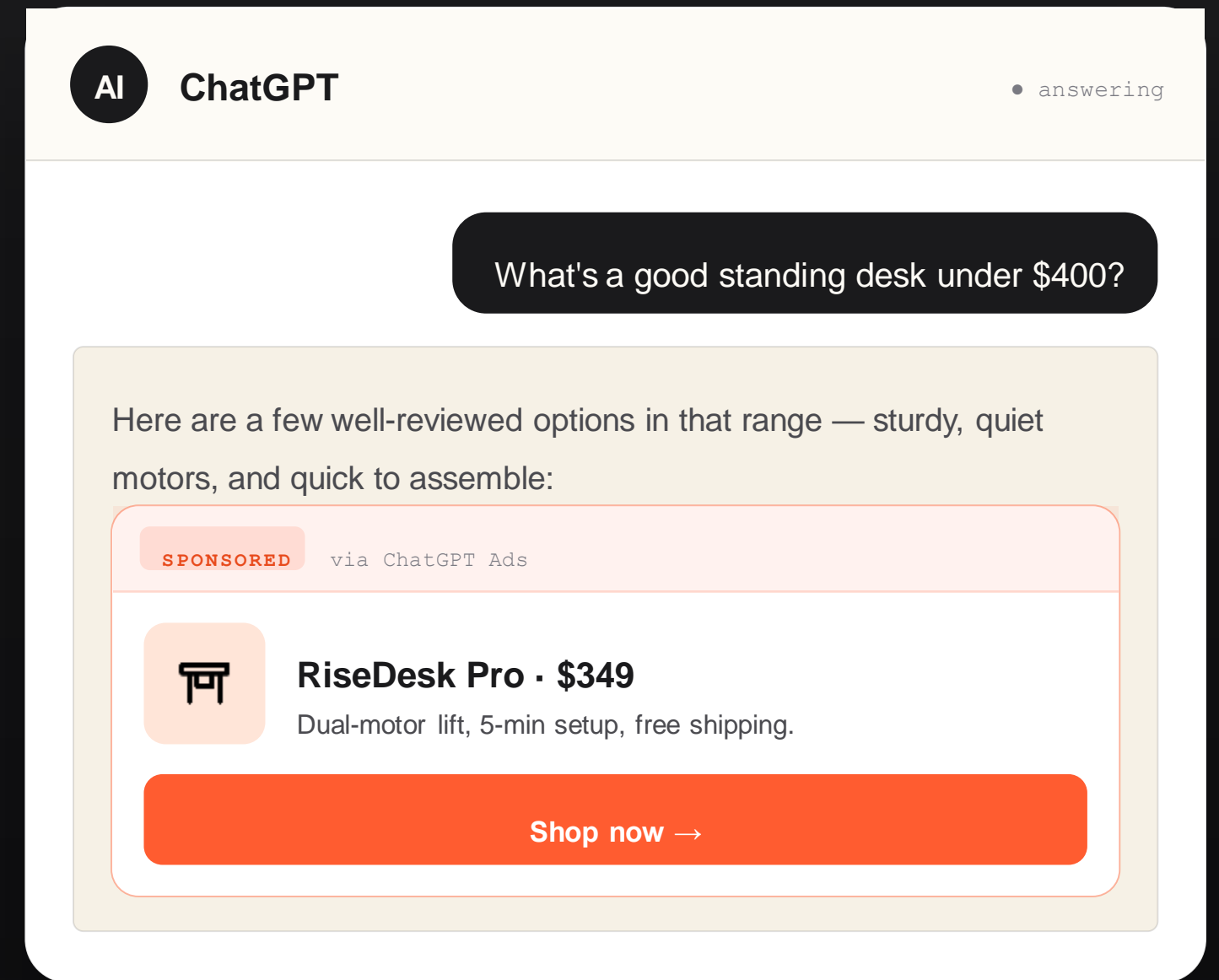


THE NEW FRONT PAGE OF THE INTERNET

# Advertising Inside ChatGPT

Ads just went live inside the world's busiest AI assistant. Here's what launched, how it works, and why your brand should be **in the answer**.



## WHEN CHATGPT ADVERTISING WENT LIVE

# Feb 2026

After years of an ad-free product, OpenAI flipped the switch — sponsored placements now run inside ChatGPT.



JAN 2026

## Ads announced

OpenAI confirms ads are coming, tested first with U.S. users on the Free and lower-cost Go plans.



FEB 2026

## Sponsored cards go live

The pilot launches — clearly labeled "Sponsored" cards begin appearing beneath ChatGPT's answers.



~6 WEEKS IN

## \$100M run-rate

The pilot crosses \$100M in annualized revenue and expands to 600+ advertisers in its first weeks.



NOW · 2026

## Open & scaling

Self-serve access widens to more U.S. businesses as OpenAI builds out a full auction-based ad platform.

**Still ad-free**

Paid Plus, Pro, and Enterprise plans keep an ad-free experience.

## HOW IT WORKS

# Ads built into the conversation

## 1 You ask, ChatGPT answers

The assistant replies as normal. Ads **never change the answer** — the response stays independent.

## 2 A "Sponsored" card appears

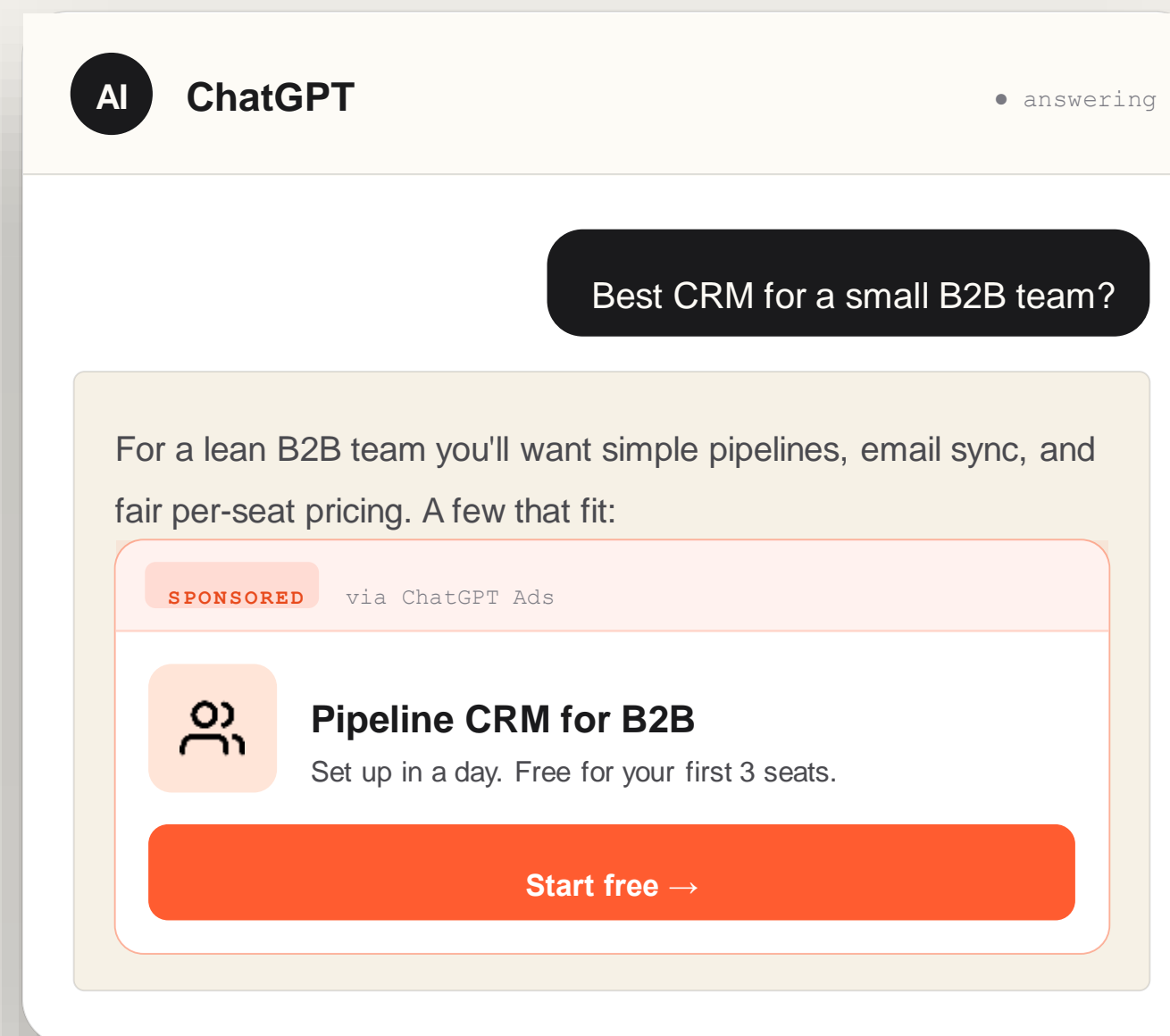
A clearly labeled card surfaces below the reply: brand, headline, a line of copy, and a deep link.

## 3 Matched by context, not keywords

Placement is driven by the **topic and intent** of the live conversation — plus location and language.

## 4 A relevance-weighted auction

The most **relevant** ad wins the slot — not simply the biggest bid. Tight, useful creative is rewarded.



The screenshot shows a ChatGPT chat window. At the top left, it says "AI ChatGPT" and "answering". The user's question is "Best CRM for a small B2B team?". Below the question, the assistant's response reads: "For a lean B2B team you'll want simple pipelines, email sync, and fair per-seat pricing. A few that fit:". Below the response, a sponsored card is displayed. The card has a "SPONSORED via ChatGPT Ads" label at the top. The main content of the card features the Pipeline CRM logo, the headline "Pipeline CRM for B2B", and the subtext "Set up in a day. Free for your first 3 seats." At the bottom of the card is a prominent orange button that says "Start free →".

## THE TARGETING OPTIONS

# Reach the right moment, not just the right keyword



## Conversation context

Match the **live topic & intent** of the chat — the strongest signal of what someone wants right now.



## Location & language

Target by **geography and locale** so the offer fits where — and how — your buyer is searching.



## Audience signals

Optional, opt-in **personalization** from chat history and prior ad interactions for tighter relevance.



## CPC & CPM bidding

Pay **per click or per thousand impressions** in an auction, with budgets you set and control.



## Brand safety

Sensitive categories are **excluded by default** — politics, health, mental health, and minors.



## Measurement

A **conversions API & pixel** tie clicks to real outcomes — first-party, no third-party cookies.

## HOW YOUR BRAND GETS FOUND — AND WHERE

# Two ways to show up in the answer

## PLACEMENT 01

## In-conversation cards

A **Sponsored card** rendered beneath the reply, inside the chat thread — exactly when the user is weighing options.

"...recommend a project tool for designers?"

 **Your brand, in the recommendation**

SPONSORED

## PLACEMENT 02

## Search results in ChatGPT

When users **search inside ChatGPT**, sponsored results appear alongside organic answers — the AI-era version of paid search.

🔍 "ergonomic office chair"

 **Top sponsored result**

SPONSORED

**800M+**

weekly active ChatGPT users

**2.5B**

prompts handled every day

**#1**

fastest-growing query surface online

## HOW YOU GET NOTICED INSIDE CHATGPT

# Earn the mention, then own the placement

01

## Be the source ChatGPT cites

Answer-engine optimization (AEO) makes the model **recommend you organically** — before a dollar of ad spend.

ORGANIC

02

## Publish answer-ready content

Clear, structured, factual pages the model can parse and quote — **machine-readable** beats marketing fluff.

ORGANIC

03

## Win the auction with relevance

The relevance-weighted auction rewards **tight, useful creative** — a sharp offer beats a bigger budget.

PAID

04

## Deep-link to the exact action

Send clicks straight to the product or signup — **fewer steps** from the answer to the conversion.

PAID

**Organic findability + paid placement = compounding visibility inside the answer.**

GOOGLE SEARCH VS. CHATGPT

# Where the queries are going

## Google Search

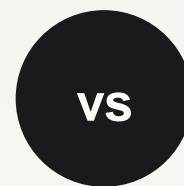
Still the giant — but plateauing

**~14B**

searches per day

**-25%** traditional search volume projected to drop as users move to AI (Gartner)

**56→69%** of searches now end with *no click* after AI Overviews



## ChatGPT

The fastest-growing surface

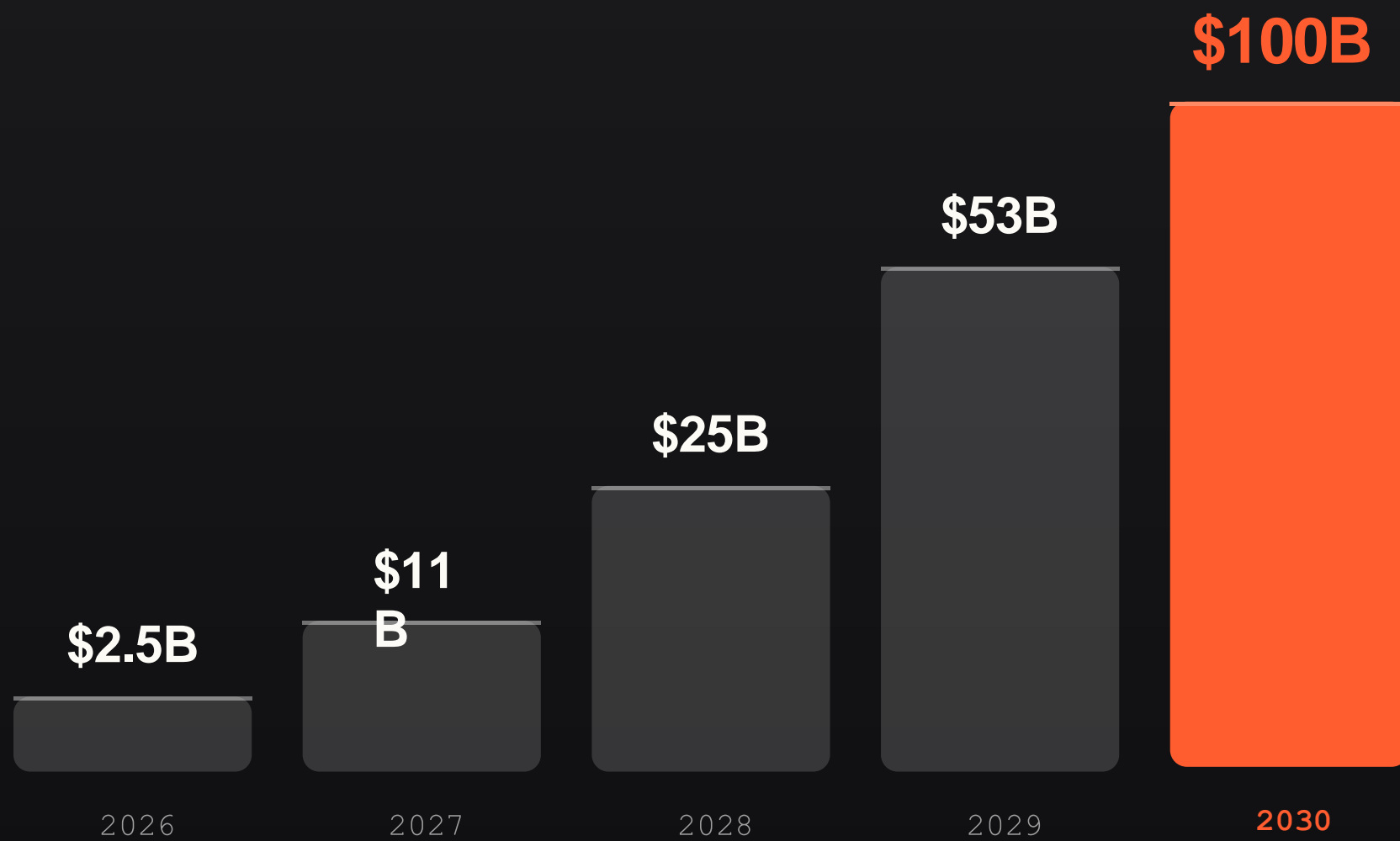
**2.5B**

prompts per day · 800M+ weekly users

**~18%** of Google's daily query volume — and climbing fast

**New** a paid surface most competitors haven't touched yet

It's not either/or — **95% of ChatGPT users still use Google too.** ChatGPT is an **additive surface** : a new place to be found, with far less competition for the slot.



PROJECTED AD SPEND

# A \$100B channel by 2030

OpenAI has told investors it expects ChatGPT ad revenue to scale from **\$2.5B in 2026** to roughly **\$100B in 2030** — a curve few channels have ever matched.

**\$25.9B**

projected **U.S. AI-search ad spend by 2029**, up from ~\$1B in 2025 — about 14% of all U.S. search ad dollars.

**6 weeks**

for the pilot to hit a **\$100M annualized run-rate** — the fastest ramp the ad industry has seen.

## 5 REASONS TO START ADVERTISING ON CHATGPT TODAY

# The early-mover window is open

01

## First-mover advantage

Competition is thin and the **relevance auction rewards good creative** — not just big spenders. That edge won't last.

02

## Intent-rich moments

You reach people **mid-decision**, actively asking what to buy, choose, or fix — the highest-intent moment there is.

03

## Low barrier to entry

Self-serve and flexible budgets mean you can **start small, test, and learn** without a major commitment.

04

## Massive, growing reach

800M weekly users and 2.5B daily prompts, on a curve toward a **\$100B channel**. Get in before it's crowded.

05

## Fully measurable

A conversions API ties **every dollar to revenue** — so you can prove ROI before CPMs rise with demand.



THE ANSWER IS THE NEW AD SLOT

# Get your brand **into the answer.**

Web2Market helps you launch ChatGPT advertising and the answer-engine optimization behind it — so you're recommended organically **and** placed when it counts.

[Book a ChatGPT ads strategy session](#)

[web2market.com](https://web2market.com) · [hello@web2market.com](mailto:hello@web2market.com)