



Navigating ChatGPT: Advertising At Scale

A DISCIPLINED APPROACH FOR EMERGING OPPORTUNITIES

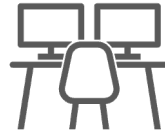
ChatGPT: A New Intent-Driven Channel

AS AN EMERGING ADVERTISING CHANNEL WITHIN AI, CHATGPT IS NOT READY FOR SCALE



WHERE ADS APPEAR

- Free + Go tiers only
- Not shown to paid plans
 - ~95% of active users are on free plans
- Clearly labeled as ads



HOW IT WORKS

- \$200K entry point for access to their evolving ad product at ~\$60 CPM
- Contextual to user queries & behaviors
- Search-like intent without mature measurement (yet)



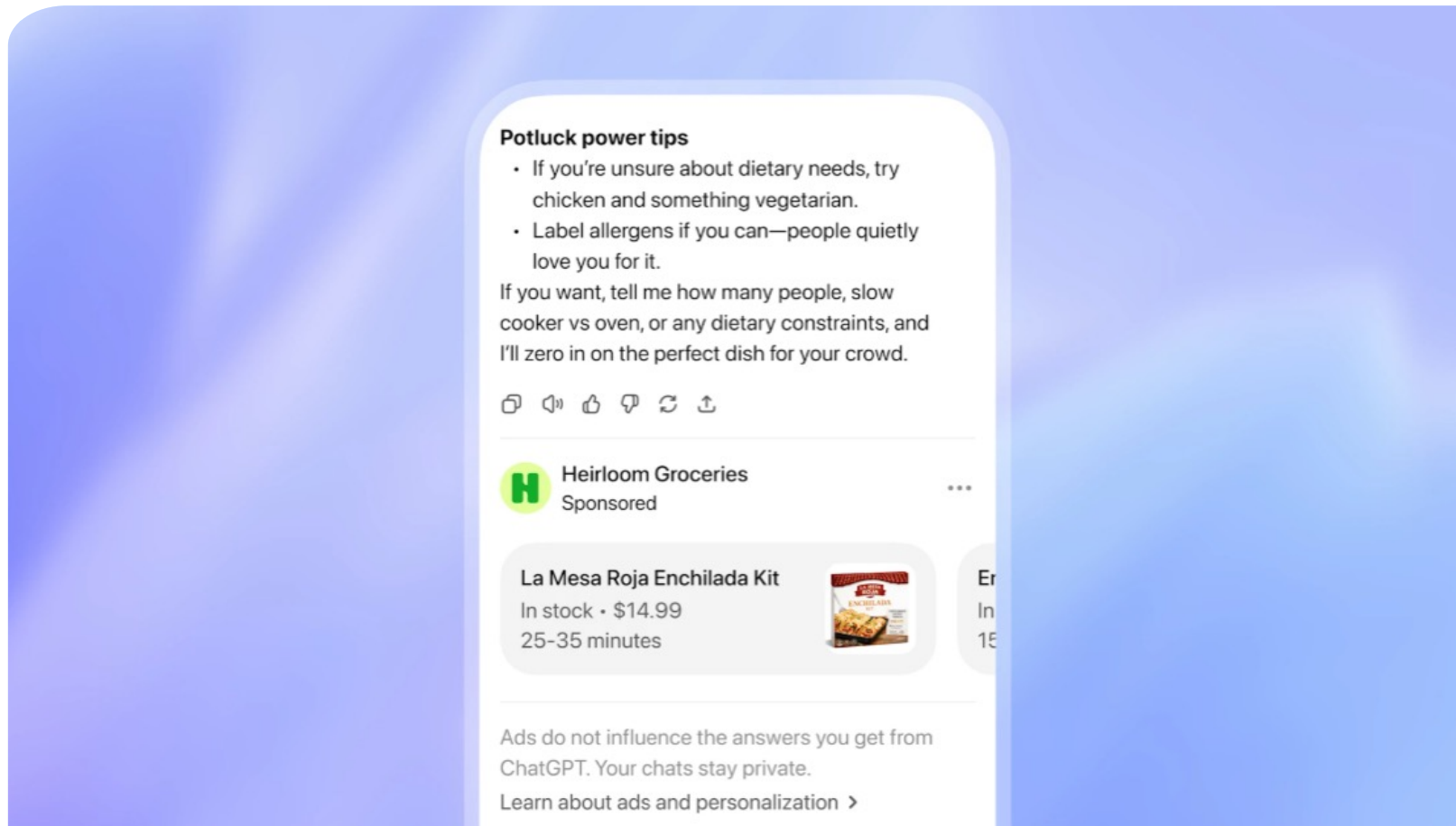
WHY IT MATTERS

- High-intent discovery
- Less clutter vs. other platforms
- Emerging channels could lead to consumer and advertising disruption
- Brand association with the future of AI

Source: [OpenAI: Testing Ads in ChatGPT \(2026\)](#)

Contextual In-Feed Visibility

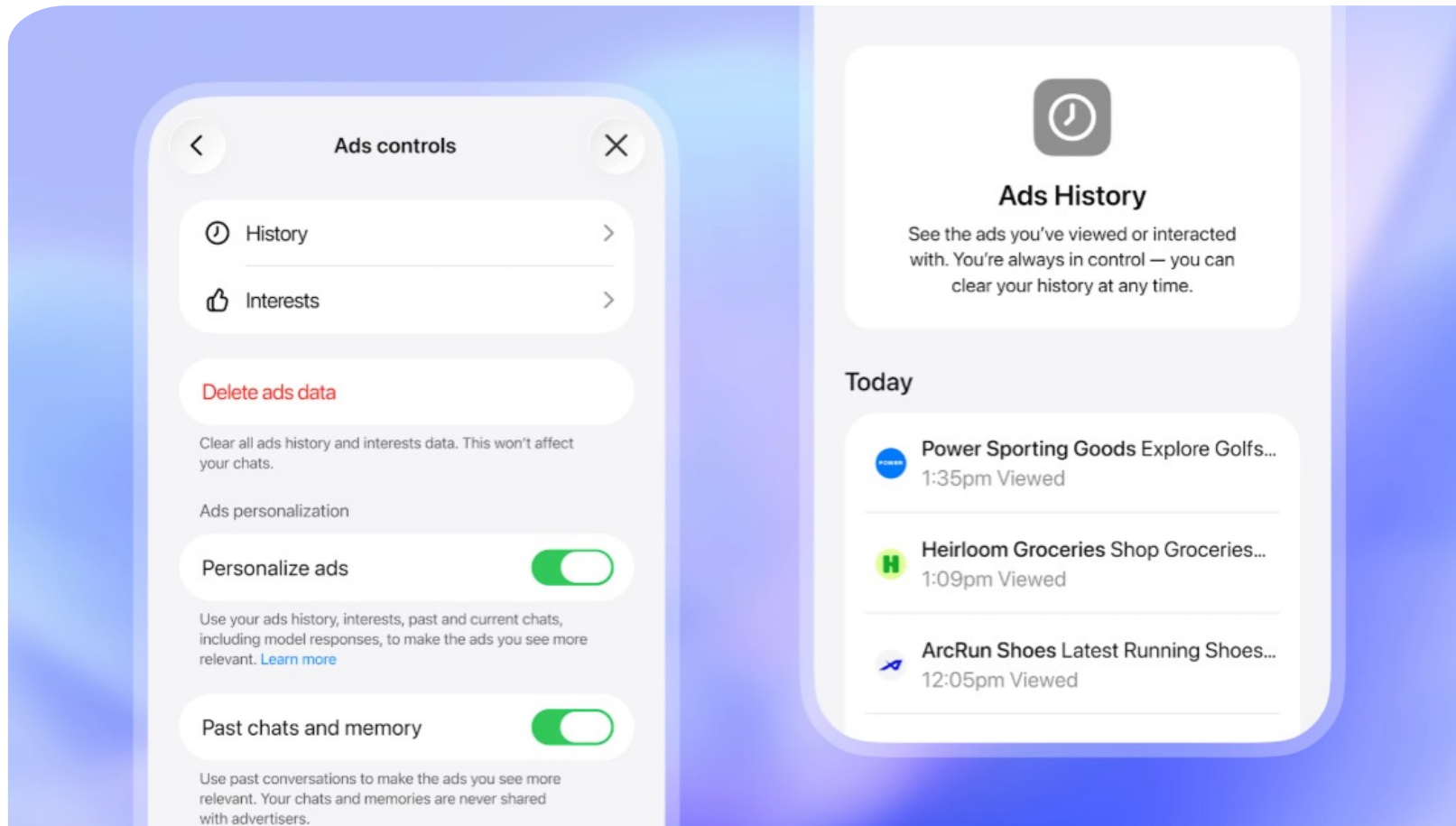
ADS APPEAR BASED ON SEARCH HISTORY, RELEVANCE TO QUERIES, AND PRIOR AD ENGAGEMENT



Source: [OpenAI: Testing Ads in ChatGPT \(2026\)](#)

In-App Privacy Controls

CHATGPT WILL NEVER SHARE USER INFORMATION WITH ADVERTISERS, INCLUDING CHAT HISTORY



Source: [OpenAI: Testing Ads in ChatGPT \(2026\)](#)

© Learfield. All Rights Reserved.

High-Intent Potential, but Early-Stage Adoption

SEARCH-LIKE INTENT WITHOUT SEARCH-LEVEL MEASUREMENT MATURITY

OPPORTUNITIES



HIGH INTENT

Reach users at the moment of active research and decision-making.



CONTEXTUAL RELEVANCE

Aligns messaging to live user queries, increasing relevance.



LOW AD SATURATION

Less saturated environment vs. traditional paid channels.



EMERGING CHANNEL

Early indicator of shift toward AI-driven discovery.

RISKS & UNKNOWNNS



SUBSTANTIAL INVESTMENT

High investment with limited proven performance creates risk without proven ROI expectations.



NO BENCHMARKS

No established benchmarks on ROAS, conversion, or incrementality.



MEASUREMENT GAPS

Aggregated reporting with limited visibility into full-funnel impact.



EVOLVING EXECUTION

Creative formats, buying models, and best practices are still developing.

Fast Follower Strategy

Not Early Adopter

INVEST AFTER PROVEN VALUE. MOVE QUICKLY ONCE PRICING AND PERFORMANCE ALIGN.

ChatGPT Ads represent a meaningful shift in how users discover and evaluate brands, but today, **the channel lacks the scale, measurement, and cost efficiency.** This does not yet justify the \$200K investment today. We **recommend reallocating your investment toward proven high-intent channels** like search and social.

Our approach is to **monitor closely and be prepared to activate quickly** once pricing becomes more accessible, measurement improves, and early case studies validate performance



HOLD INVESTMENT

- Defer entry until pricing aligns with performance expectations
- Avoid committing to high minimums without proven ROI
- Prioritize capital efficiency over early access



VALIDATE THE MARKET

- Monitor pricing trends and platform accessibility
- Track early case studies and advertiser testimonials
- Assess improvements in measurement and reporting



ACTIVATE WITH SPEED

- Enter once performance benchmarks are established
- Scale quickly as measurement and economics stabilize
- Invest after proven value. Move quickly once pricing and performance align



POWERED BY  LEARFIELD

Thank You

2026



Logan.Brewer@learfield.com



216-565-6397



www.learfieldedge.com