

PPCmateX

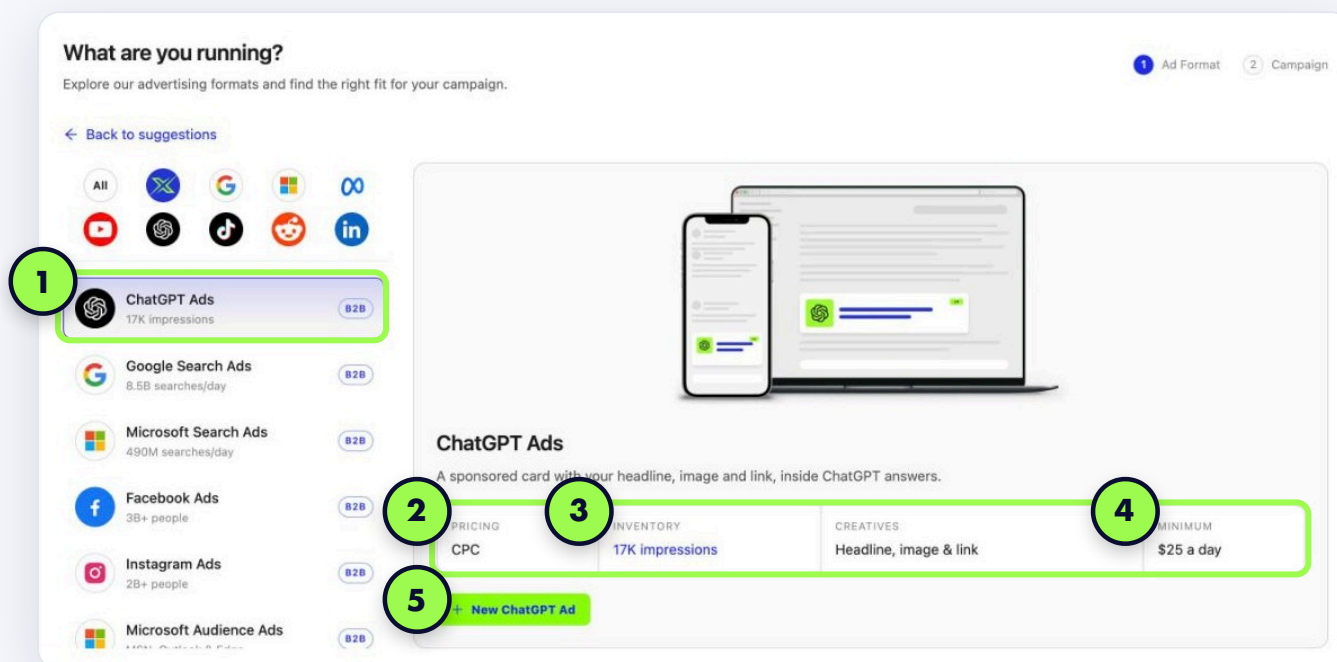
How to set up ChatGPT Ads

CHANNEL GUIDE • CHATGPT ADS

Step by step, with real screenshots of every screen

PPCMATE.COM/GUIDES

Go to Campaigns and click New Campaign, then See all formats. ChatGPT Ads is at the top.



- 1 ChatGPT Ads**
A sponsored card with your headline, image and link, inside ChatGPT answers.
- 2 Pricing**
Bought per click (CPC).
- 3 Inventory**
How many ChatGPT impressions are available.
- 4 Minimum**
\$25 a day.
- 5 New ChatGPT Ad**
Opens the campaign form.

Tip: ChatGPT Ads work well for B2B and considered purchases, where people ask detailed questions.

In the creative editor, pick ChatGPT Ad, add the landing page and write the card.

The screenshot shows the 'ChatGPT Ad' creative editor interface. It includes the following elements:

- 1 Landing Page (URL)**: A text input field with 'https://' and a checkbox for 'Add UTM tags (Required for Google Analytics)'.
- 2 Headline (shown as the card title)**: A text input field with 'Trail running shoes, made for grip' and a character count of '16 letters left'.
- 3 Description**: A text input field with 'Light, cushioned shoes for road and trail, with easy 30-day returns.' and a character count of '32 letters left'.
- 4 Card image**: A section for uploading an image, with a note 'Square, at least 256x256 px (512x512 recommended · PNG, JPG)' and an 'Upload' button.
- 5 Preview**: A preview window showing how the ad will appear in ChatGPT, including the PPCmate logo, headline, and description.

1 Landing Page (URL)

Where the click goes. Tick "Add UTM tags" if you use Google Analytics.

2 Headline

Shown as the card title, up to 50 letters.

3 Description

Up to 100 letters.

4 Card image

Square, at least 256 × 256 px (512 × 512 recommended), PNG or JPG.

5 Preview

How the card may appear in ChatGPT. ChatGPT may translate or personalise your text.

Tip: Answer the question people ask, for example "best trail shoes for beginners". Save the creative and you return to the campaign with it added.

Set your daily budget and the price per click.

Finance

Total budget **1** Daily budget

Minimum \$25 a day, \$25 total. We stop the campaign for the day once it reaches your daily budget.

2 CPC bid **Fixed**

Fixed: every click is bid at exactly this CPC.

3 Recommended bid: CPC \$0.35 **Use \$0.35**

Conversion Tracking

4 **Delivery estimate**

MAX SPEND / DAY	\$100.00
MAX SPEND / WEEK	\$350.00

- 1 Daily budget**
Minimum \$25 a day and \$25 in total. The campaign stops for the day at your daily budget.
- 2 CPC bid**
Fixed: every click is bid at exactly this CPC.
- 3 Recommended bid**
Click "Use" to take the suggested CPC.
- 4 Delivery estimate**
The most the campaign can spend per day and per week.

Tip: Start at the recommended bid and adjust after a few days of data.

Pick the dates, then where your card is relevant.

Start date: 2026-10-18 End date: 2026-10-31

1 Pacing, day-parting and frequency capping are handled by ChatGPT and cannot be set here. A pause can take up to one business day to take effect.

Targeting

2 **Who sees the ad**
Customer lists and topics

3 **Context**
Topics and questions where your offer is relevant

Topics

- best running shoes for beginners
- how to choose a CRM
- cheap flights to Athens
- learning Spanish online

Guides matching; not exact keywords. One per line, or comma separated.

4 **Platforms**
Where in ChatGPT the ad may show

5 **Location**
Countries and regions

Devices, network, audiences and content targeting are not available on ChatGPT. Audiences are not available in the EEA.

1 **Handled by ChatGPT**

Pacing, day-parting and frequency caps are set by ChatGPT. A pause can take up to one business day.

2 **Who sees the ad**

Customer lists and topics. Audiences aren't available in the EEA.

3 **Context → Topics**

Topics and questions where your offer is relevant. This guides matching; it isn't exact keywords.

4 **Platforms**

Where in ChatGPT the ad may show.

5 **Location**

Countries and regions.

Tip: Devices, network, audiences and content targeting aren't available on ChatGPT. Click Save when you're done.

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