

ChatGPT Ads is open in Europe.

What you need to know before you start: access, structure, bidding, tracking and a test plan for the first 30 days.

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What is actually happening

The key is telling three things apart: the ad test, the self-service opening and the European rollout. They are three different moments, and confusing them leads to the wrong answer on when to start.

PHASE 1 US TEST

Ad testing starts in the United States, initially for adult users on the free and Go plans.

PHASE 2 SELF-SERVICE

OpenAI begins rolling out the Ads Manager self-service beta, introduces CPC and extends measurement with the Pixel and the Conversions API.

PHASE 3 EUROPE

ChatGPT Ads expands to 31 European markets. Initial access runs through Ads Solutions and partners.

TODAY EUROPE

Self-service through Ads Manager is available across the 31 European markets: you buy on your own, without an agency in between.

Watch out for a common mix-up. The US test and the arrival of the self-service beta are two separate moments: the first is about ads showing up, the second about being able to buy them yourself.

Separate from answers

Ads are labelled and do not influence what ChatGPT answers.

Private conversations

Advertisers receive no chats, no memory and no personal data from users.

Free and Go

Ads can appear on the free and Go plans; never to accounts identified as under 18.

How you get in

The 31 European markets are inside the rollout and self-service Ads Manager is open: you can register and buy on your own. Assisted channels stay available for anyone who prefers company at the start.

DIRECT CHANNEL

Self-service Ads Manager

You register the account, check that your market qualifies and build the campaign yourself. This is the normal route today.

ASSISTED CHANNEL

Ads Solutions, agencies and partners

OpenAI's sales team and the technology partners remain the route for larger budgets or for anyone who wants support while ramping up.

What to sort out before you spend

1

Account and eligibility

Register at ads.openai.com and check that your market and your industry are allowed.

2

Plumbing ready

Tracking, landing page, creative and structure go in before the first day of delivery, not after.

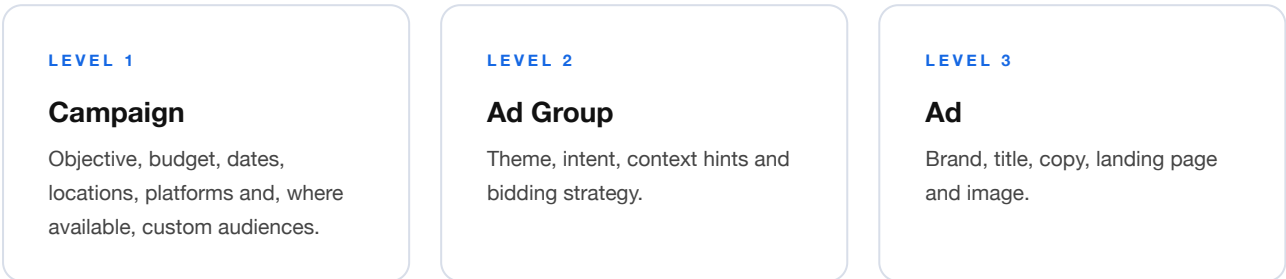
3

Exit criteria

Decide in advance which result makes the test acceptable and which one stops it. Afterwards, with the data in front of you, it is too late.

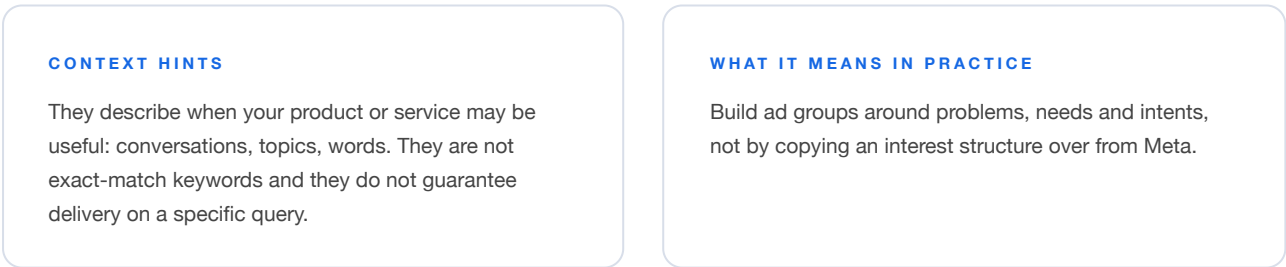
The advantage of arriving early is not spending first. It is arriving with measurement and decision criteria already in place.

The structure is simple. The matching logic is not.



The objectives available

OBJECTIVE	USE IT FOR	YOU PAY	OPTIMISATION
CPM	Reach and visibility	Per 1,000 impressions	Delivery at scale
CPC	Traffic and clicks	Per valid click	Users more likely to click
oCPC	Actions after the click	Per valid click	Conversions that follow a click
oCPM beta	Actions after clicks and views	Per impression served	Conversions that follow clicks and views



The bid value is not what you think. In conversion campaigns the maximum bid is not a cost per click: it is what you are willing to pay for a conversion. In the panel it is called Bid Cap, and it is neither the price of a conversion nor a guaranteed CPA. Through the API it is expressed in millionths of the currency unit: 100 dollars is written 100000000. Objective, billing model and conversion event cannot be changed after creation.

Automation is there. It does not promise efficiency.

MAXIMIZE RESULTS

Selected by default for eligible ad groups. ChatGPT Ads sets and adjusts bids automatically to maximise clicks or conversions within the budget.

WHAT IT DOES

Optimises for the result you chose.
Cuts manual bid management.
Can be replaced with manual or advanced controls.

WHAT IT DOES NOT DO

It does not guarantee a specific CPA.
It does not guarantee a target CPC or ROAS.
Spending is not the same as performing.

Budget: the control that matters most

Daily

A delivery target: a single day's spend can land above or below the value you set.

Total

The campaign ceiling, and the rigid control over what gets spent in total.

Minimum daily budget (EUR) 15 EUR · varies by the account's billing currency

Recommended starting bid (CPC) 3-5 USD per click, OpenAI's own guidance

How far the daily can swing never beyond twice the daily in one day, nor beyond seven times over seven days

The careful way in. For a first test, decide the overall spending ceiling and the business result that makes the test acceptable before anything else. Then let the bidding work inside that perimeter.

Do not carry over the “interests + creative” habit.

PLATFORMS

You can include iOS App, Android App and Web. Reporting groups devices into Mobile and Desktop: per-platform detail is still limited.

TARGETING

Geographic targeting is available and, for eligible accounts, custom audiences. Location availability varies by market.

The ad: simple, but with precise specs

Title	16-24 characters recommended · 50 maximum
Copy	32-48 characters recommended · 100 maximum
Image	square PNG/JPG · 1200 × 1200 maximum
Landing	valid, reachable URL that must not block OAI-AdsBot or OAI-SearchBot
Brand	advertiser name + favicon/logo

The ad can appear while someone is exploring, comparing or deciding. The message has to be useful in that moment, not merely able to stop a scroll.

Where to start: real commercial questions, objections, comparisons, decision criteria and the problems that surface in calls, emails and the CRM. That material is worth more than a straight translation of your best Meta ad.

Tracking goes in before the first euro.

ChatGPT Ads supports the Pixel, the Conversions API and dynamic URL parameters. Set up properly, they let you read Ads Manager, analytics and CRM together.

OpenAI Pixel

Measures web events and automatically captures `oppref` from the landing page when available, keeping it in a first-party cookie.

Conversions API

Sends events from your server. When `oppref` is available it must be passed through unmodified, to help match the click.

Supported dynamic URL parameters

```
{campaign_id} · {ad_group_id} · {ad_id} · {ad_account_id}
```

`oppref` is not one of these macros: it is an attribution identifier handled separately by the Pixel and the Conversions API.

A UTM string ready to use

```
utm_source=chatgpt&utm_medium=paid&utm_campaign={campaign_id}&utm_term={ad_group_id}&utm_content={ad_id}
```

Minimum checklist

- ☐ Pixel initialised and tested on the landing page and on the conversion page.
- ☐ UTMs visible in your analytics after one real test click.
- ☐ CRM storing at least source, campaign, ad group, ad and commercial outcome.
- ☐ The right conversion event, attached to the campaign before any traffic arrives.
- ☐ With Pixel and CAPI together, the same event ID so the same event is deduplicated.

First test: 30 days to find a signal.

This is a careful operating structure, not an official OpenAI rule. The point is to learn without fragmenting budget and data.

1 One campaign, one business goal

Do not mix awareness, traffic and conversion inside the same mental test. Start from what you actually want to measure.

2 Two to four ad groups for different intents

Urgent problem, comparison between alternatives, search for proof and credibility, search for price or process.

3 Two or three genuinely different messages per ad group

Change the promise or the angle, not one word in the title.

4 A daily budget plus a ceiling decided upfront

The daily governs delivery; the overall ceiling keeps an exploratory phase from turning into a spending chase.

5 Avoid constant edits

On oCPC especially, judge performance over enough volume before touching bid, budget or creative.

D1

Tracking, delivery, URLs, events.

D7-14

CPC and CPM, on-site behaviour, first conversions.

D30

Real CAC and CPA, lead value, commercial quality.

How to decide after 30 days

The thresholds go in before you start. There is no universal ChatGPT Ads benchmark worth more than your own economics: margin, sustainable CAC, lead value and close rate.

WHEN	WHAT TO LOOK AT	YOUR THRESHOLD
Day 1	Pixel and CAPI, UTMs, events and source in the CRM	OK / not OK
Day 7	Delivery, average CPC and CPM, CTR, session quality	_____
Day 14	First attributable conversions and conversion rate	_____
Day 30	Real CPA and CAC, or average lead value	€ _____
Day 30	Lead and customer quality, judged by CRM or sales	1-5: _____

The three possible exits

1

Continue and scale with judgement

The business result sits inside the range you decided and volume is reasonably stable. Raise gradually and check that efficiency holds.

2

Keep the test alive, but small

There is a signal, but cost or volume do not convince. Work on offer, intents, bid and landing page without multiplying the spend.

3

Stop, or fix the measurement and start again

No signal after enough volume: stop. But if tracking was incomplete, do not conclude the channel does not work: the test was simply unreadable.

Six things to remember

1

Europe is in

Self-service Ads Manager is open across the European markets: you buy on your own, with nobody in between.

2

Assisted channels remain

Ads Solutions and the technology partners are still the route for anyone who wants support while ramping up.

3

Three objectives, four ways to pay

CPM, CPC and the Conversions objective, bought per click (oCPC) or per impression (oCPM, in beta). Maximize Results automates the bid, but guarantees neither CPA nor ROAS.

4

Context hints are not keywords

They guide matching by describing when your product is useful, with no exact match and no delivery guarantee.

5

Tracking comes before spending

Pixel, Conversions API, `oppref`, UTM's and CRM go in before the first euro.

6

The platform is in beta

Availability, formats and features can change quickly: check before applying a setting.

Official sources

OpenAI announcements “ChatGPT Ads expands across Europe” (openai.com/index/chatgpt-ads-expands-across-europe) and “New ways to buy ChatGPT ads” (openai.com/index/new-ways-to-buy-chatgpt-ads).

OpenAI Help Center: Ads in ChatGPT: The Basics (art. 20001207) · Create Campaigns for ChatGPT Ads (20001210), source of the minimum daily budget per currency and of the platforms · Create Ad Groups (20001211) · Create Ads (20001212), source of the user agents that must not be blocked · Launch Campaigns (20001209), source of the creative specs · Conversion-optimized Campaigns (20001412), source of oCPC, oCPM and Bid Cap · Maximize Results Bid Strategy (20001425) · Ads Manager Availability (20001245).

OpenAI Developers: Measurement Pixel; Conversions API; Supported Events; Campaign Targeting; Ad Groups; Ads API.

The thresholds in the 30-day test plan are this author's operating proposal, not an OpenAI rule.

Questions?

If you are weighing ChatGPT Ads for your company or for a client and you want to work out how to set up a measurable test, write to me.

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