

ChatGPT Ads

Expand to Over 60 Countries: What Businesses Should Know

ChatGPT is evolving into an advertising platform where businesses can reach potential customers as they research products, compare services, and make decisions. Its expansion into over 60 countries creates new opportunities for AI-powered advertising.



01 Rapid Growth:

By August 2026, **ChatGPT Ads** reached a $1 billion annualized revenue run rate in under 200 days, attracting tens of thousands of advertisers.

02 Global Expansion:

On September 23, 2026, OpenAI added Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam, and Taiwan, expanding access across more than 60 countries. Availability depends on account eligibility and geographic restrictions.

03 ChatGPT Ads vs. Google Ads:

Google Ads primarily targets search intent, while **ChatGPT Ads** considers conversational context and user needs. Sponsored ads appear separately below responses, complementing traditional advertising.



04 Ads Manager and Costs:

Eligible businesses can manage campaigns, targeting, budgets, and performance. Billing options include CPM and CPC, alongside conversion optimization. Minimum daily budgets include CAD $25, USD $25, and €15, depending on account

05 Getting Started:

Set clear objectives, create relevant ads, optimize landing pages, implement conversion tracking, and measure leads, sales, and customer acquisition costs before scaling campaigns.

06 Privacy and Transparency:

- Ads do not influence ChatGPT's answers.
- Conversations remain private from advertisers, and user data is not sold to them.
- Free and Go plans may display ads, while Plus, Pro, Business, Enterprise, and Edu remain ad-free.

07 What's Next:



OpenAI announced a **visual advertising** format on **October 5, 2026**, with limited US testing planned for later in October, alongside evolving measurement capabilities.

08 Is It Worth Exploring?

Businesses in software, travel, education, professional services, and other research-driven categories may benefit. Test performance before reallocating existing advertising budgets.

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