

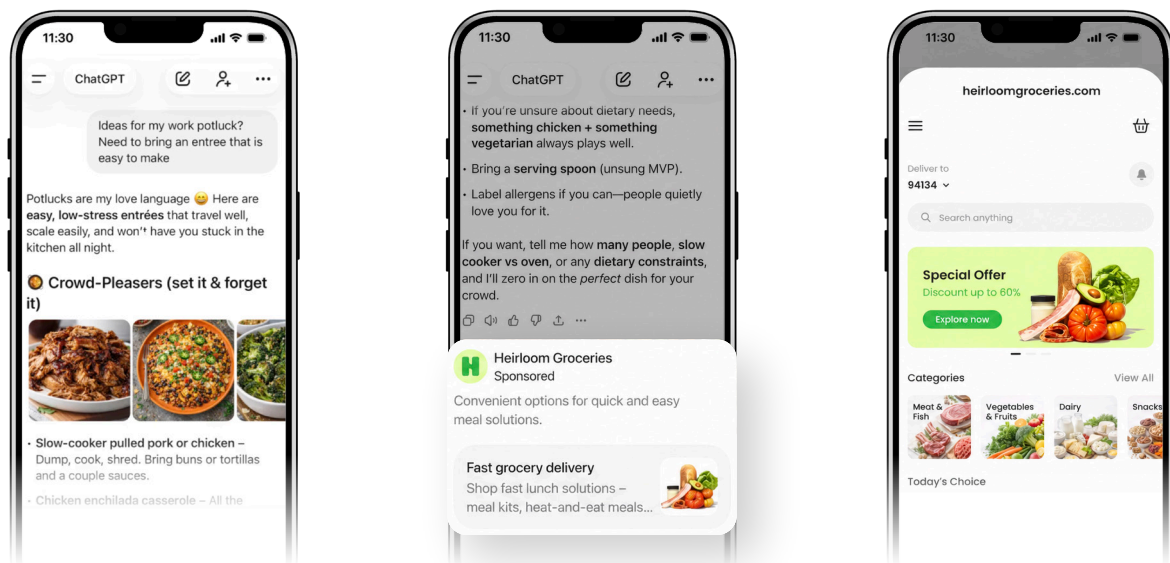
ChatGPT Ads are coming to Adform

Start testing a new advertising opportunity

Adform is now a technology partner supporting advertising in ChatGPT, bringing this exciting new opportunity to our clients.

It marks an important new step for Adform and opens a new advertising environment built around conversation, context and intent.

Selected advertisers can now test ChatGPT Ads through **Adform Managed Services**, building early learnings as consumer discovery and decision-making increasingly move into AI-powered conversations.



Be where decisions take shape

The way consumers make decisions are changing. Every week, over 1B people use ChatGPT to research, compare, plan and make decisions.

The context of these conversations can help identify not only **what someone is interested in**, but **what they are trying to accomplish**.

For marketers, this creates a new way to reach consumers while intent is being expressed and decisions are being shaped.

Format & targeting

Designed for the ChatGPT experience

Ads appear within ChatGPT, clearly labeled and separate from the answer. Image and text creative provides a natural next step relevant to what the user is exploring.

Relevant to the conversation

Ad selection can use the context of the current conversation to match relevant advertising to what someone is researching, considering or trying to accomplish.

Test ChatGPT Ads with Adform

Adform Managed Services will support campaign setup, activation, optimization and reporting throughout the test.

Markets

Available across all
European markets
from August 2026

Campaign objectives

Reach (CPM) | Clicks (CPC)
| Conversions (oCPC)

Minimum spend

\$25 USD
per day

Advertising requirements

OpenAI applies strict eligibility and creative standards to advertisers and ad content. Certain categories are restricted or not permitted, including some financial products and services.

[Link here](#)

Start testing. Change the game

Talk to your Adform representative
to get started with ChatGPT Ads.