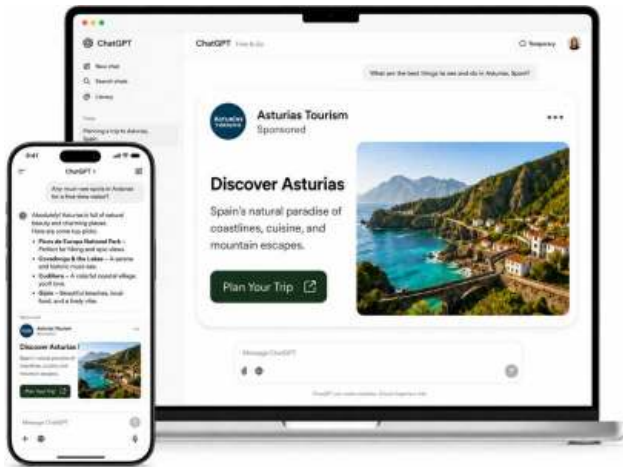


Be there while they're still deciding.

Advertising in ChatGPT lets eligible brands appear while people explore options and compare alternatives. Ads are clearly labeled, sit separately from the assistant's answers, and are matched to conversational intent.

A NEW LAYER IN THE DECISION JOURNEY



Reach people as they explore

Appear during high-intent moments — researching a need, weighing options, planning a next step.

Beyond keywords

Messaging built around the richer context of a conversation, not a single short search phrase.

Influence earlier

Introduce the brand before the user moves on to websites and marketplaces to keep researching.

Separated from the answer

Sponsored placements appear below eligible conversations, clearly labeled and distinct from the response.

HOW IT WORKS — CLEAR, LABELED AND SEPARATE

Answer Independence

Ads never influence ChatGPT's answers. They run on separate systems from the model.

Conversation Privacy

Individual chats are never shared with advertisers. Reporting stays campaign-level.

User Control

People manage how their data is used for ads, and the paid tiers never see ads at all.

Policy Review

Categories, creative, landing pages and geography are all subject to OpenAI review.

WHERE YOUR ADS RUN



Ads in ChatGPT are an OpenAI product still expanding market by market. Availability, eligible categories, creative requirements, landing pages, geography, placements and measurement are subject to OpenAI review, advertising policies and platform availability, and vary by campaign objective, budget and advertiser eligibility. All campaigns are subject to creative approval and applicable law. Creative shown is illustrative of the format and does not represent a client relationship. ChatGPT is a trademark of OpenAI; all marks are the property of their respective owners.

STRATEGY BEFORE SETUP

We start with whether ChatGPT belongs in the plan at all, and what role it should play. Then AdLink ties it back to CTV, display, video, audio, native or DOOH so the interest carries forward.

Explore ChatGPT advertising.

It's early, and it isn't right for everyone — let's work out whether it's right for you.

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Let's Link Up!