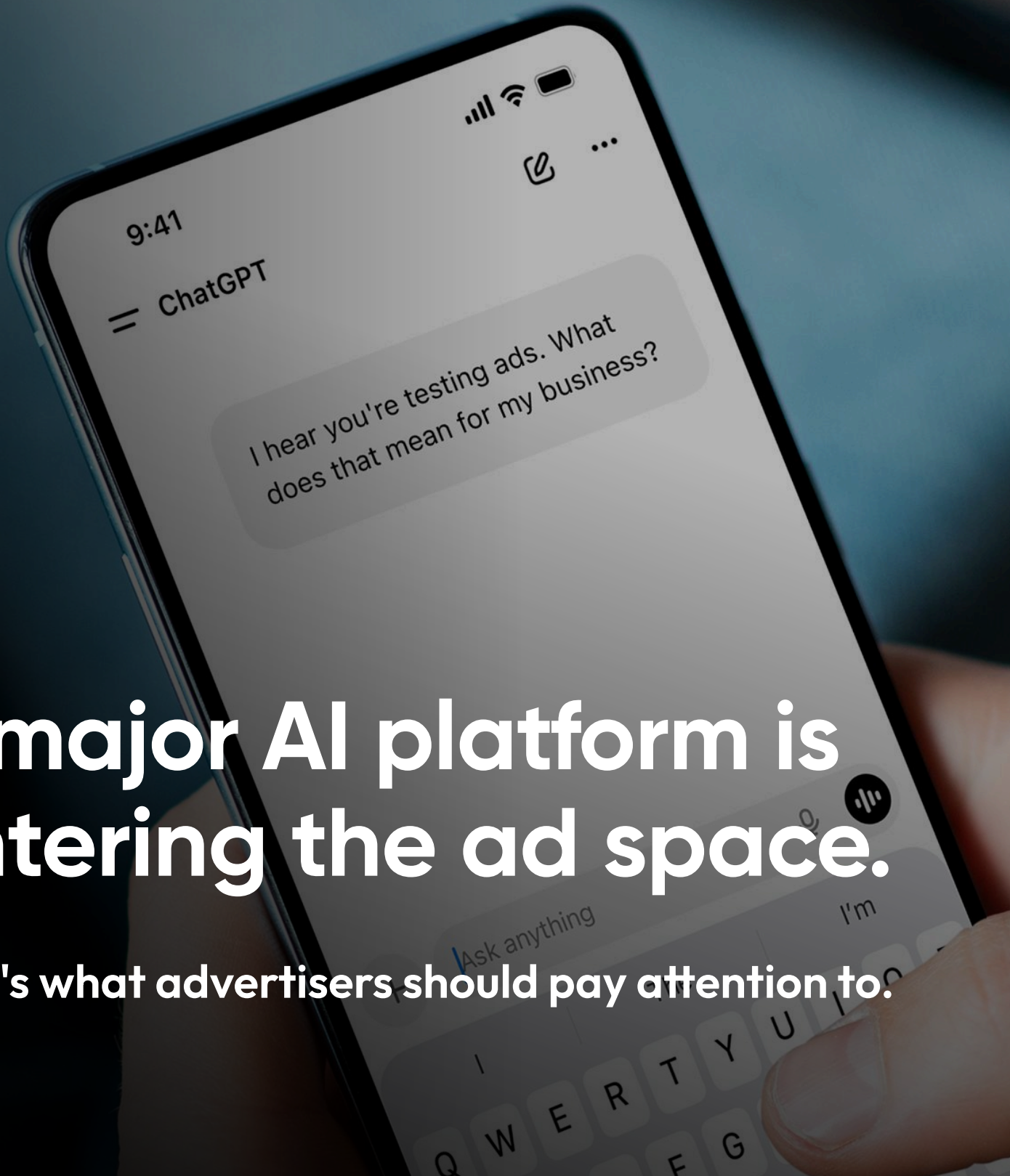




**SCORPION<sup>®</sup>**



**A major AI platform is entering the ad space.**

**Here's what advertisers should pay attention to.**

# ChatGPT Is Testing Ads. What That Means for the Future of Digital Advertising (and you)

As new ad channels emerge, the pressure to jump in early can be intense. Whether it's the latest AI tool, a new social platform, or a "first-mover" opportunity, the temptation is always there: get in before the competition.

We've seen this before. **Advertising follows attention.**

Search engines became ad businesses. Social platforms became ad businesses. Now, AI-powered assistants like ChatGPT are taking the same path. With millions of users spending real time in these interfaces, the monetization question was never if, but when.

**"This was inevitable. OpenAI will be under intense pressure to increase the monetization of ChatGPT in 2026."**

**Ashlie Kim**  
SVP of Advertising

The initial rollout is measured. Ads will be clearly labeled and won't influence the actual responses users receive. OpenAI has committed to keeping conversations private from advertisers. It's a cautious first step, but it matters because it sets a precedent. Once platforms like ChatGPT begin testing ad models, momentum tends to build quickly.

## Here's what the ad experience looks like today:

- Ads appear below ChatGPT's answers, clearly labeled and visually separated. They don't interrupt the response but are part of the overall experience.
- OpenAI says ad selection is based on the conversation topic, your past chats, and any previous ad interactions.
- Relevance depends on what people are talking about, and not just what they type into a search bar.

### What shapes the ads you see

- ✓ What you're discussing
- ✓ Ads you hide or engage with
- ✓ You past chats and memory


ChatGPT matches these topics to ads without sharing them with advertisers

### Your chats stay private

Advertisers never see your personal details or conversations with ChatGPT

Advertisers receive aggregated ad views and clicks

What comes next is harder to predict. Traditional PPC formats may show up first, but long-term, the ad experience in a large language model (LLM) is likely to evolve into something completely new.



# What You Should Be Watching

Even if you're not planning to advertise on ChatGPT anytime soon, this is a moment to take seriously. As AI platforms grow in usage, they're shaping new pathways for how people discover and decide which businesses to trust.

That means:

- Visibility strategies need to include how your business appears in AI tools, not just Google.
- Reputation, authority, and content quality are becoming key ingredients for how AI platforms "decide" who to recommend.
- The definition of organic visibility is changing.

For advertisers, the emergence of new platforms also means new inventory, new audience behavior, and new measurement challenges. And for business owners, it's a reminder that where and how you show up online is evolving, so your marketing strategy should too.

**Bottom line? Those who pay attention early tend to benefit most.**

So what does this mean for you? We'll walk through how Scorpion evaluates emerging ad platforms like this, what signals we look for, and how we decide if it's worth our clients' investment.

**"I don't think we should assume PPC text ad formats will be the way to go. I suspect that's where it will start."**



**Ashlie Kim**  
SVP of Advertising

## How (and why) Scorpion Evaluates New Ad Platforms Like [Chat GPT](#)

As new ad channels emerge, the pressure to jump in early can be intense. Whether it's the latest AI tool, a new social platform, or a "first-mover" opportunity, the temptation is always there: get in before the competition.

ChatGPT's recent move to test ads is a perfect example. It's high-visibility and high-interest, but not necessarily high-readiness for every advertiser. And that's exactly why at Scorpion, we apply a consistent, disciplined approach before recommending any new platform to our clients.

**“We always start with a small pilot to understand the mechanics and viability of the platform, in addition to the advertising results. If the results are there, we then explore a potential partnership, agency relationship, and the API capabilities of the platform.”**

**Ashlie Kim**

SVP of Advertising

Even when a platform can technically run ads, that doesn't mean it's ready to deliver consistent results. We look beyond surface-level functionality to assess whether it can support scalable campaigns, reliable reporting, and the level of performance our clients expect. Some channels aren't built for that, at least not yet. Others move quickly once adoption gains momentum.

## What goes into our evaluation process

When a new ad platform enters the conversation, we look at three key questions:

### 1. Does it deliver meaningful performance?

Before anything else, we want to see whether ads on the platform can drive qualified traffic, leads, and most importantly, revenue. We test with a limited budget to protect client investment.

### 2. Is the channel viable for small and mid-sized businesses?

It's one thing for a major brand to experiment. It's another to know whether a local law firm or home services company can win. We look at platform accessibility, audience targeting, and cost efficiency.

### 3. Can it scale and integrate with the systems our clients use?

Even if the results look promising, we won't recommend something we can't manage effectively. Some platforms don't yet support multi-location or agency models. Some lack the API access or backend support to automate reporting and optimization.

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That's why it's critical to evaluate not just the **what**, but the **how**.

## What this means for ChatGPT and other AI platforms

Right now, ChatGPT is entering that early test phase. The audience is there, and OpenAI is introducing ads with care, but it remains to be seen how ad targeting, creative formats, and performance tracking will work at scale.

It's too soon to say how strong the opportunity will be. But it's not too soon to prepare.

We're watching, testing, and we'll be ready to move if and when the results justify it.

Next, we'll explore what this means for a business's advertising strategy. If you're thinking about when (or if) you should get involved with ChatGPT ads, we'll lay out what to look for, what to avoid, and how to maximize your revenue.

# Should You Advertise in ChatGPT?

## Here's **What to Watch For**

With OpenAI now testing ads in ChatGPT, one question is starting to come up more often: *Should I be advertising there?*

For most businesses, the answer today isn't a simple yes or no. It's more like: not yet, but pay attention.

We've seen this cycle before. A new platform announces ads, and the early hype cycle kicks off. Agencies rush in with bold claims and budgets follow. But in many cases, it takes time before a new channel becomes a reliable part of the advertising mix.

Smart marketers pay less attention to whether a platform is new, and more attention to whether it's ready to perform.



**“I remember when plumbing clicks on Google were \$1. I anticipate pricing will be favorable to start and will ramp up rapidly over time. I'd also caution folks to beware of agencies that claim they have the 'secret sauce' or 'favorable relationship' with ChatGPT. Only work through trusted advisors.”**



**Ashlie Kim**  
SVP of Advertising

In other words, being early can pay off, but only when you have the right strategy and the right partner.

### 3 things to keep in mind if you're watching ChatGPT ads

#### 1. Early pricing may be appealing, but performance is what matters.

If clicks or impressions are cheap but unqualified, that's not a win. Don't mistake novelty for value. Focus on whether the platform can actually drive conversions, not just awareness.

#### 2. Content and authority will matter more than ever.

ChatGPT isn't a traditional search engine. It's designed to recommend answers, and those recommendations are influenced by brand presence, content quality, and reputation signals. That makes investing in visibility beyond ads essential.

#### 3. Watch for technical maturity.

Some platforms launch ads before they've built out the tools that make campaigns easy to manage or measure. If things like reporting, targeting, or integrations are limited, results may be harder to trust. This is where Scorpion's test-first approach helps separate potential from pitfalls.

**AI is changing how customers choose local businesses.  
Make sure you're the answer. Let's talk about how.**

Visit [Scorpion.co/get-started](https://scorpion.co/get-started) to schedule a demo today

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