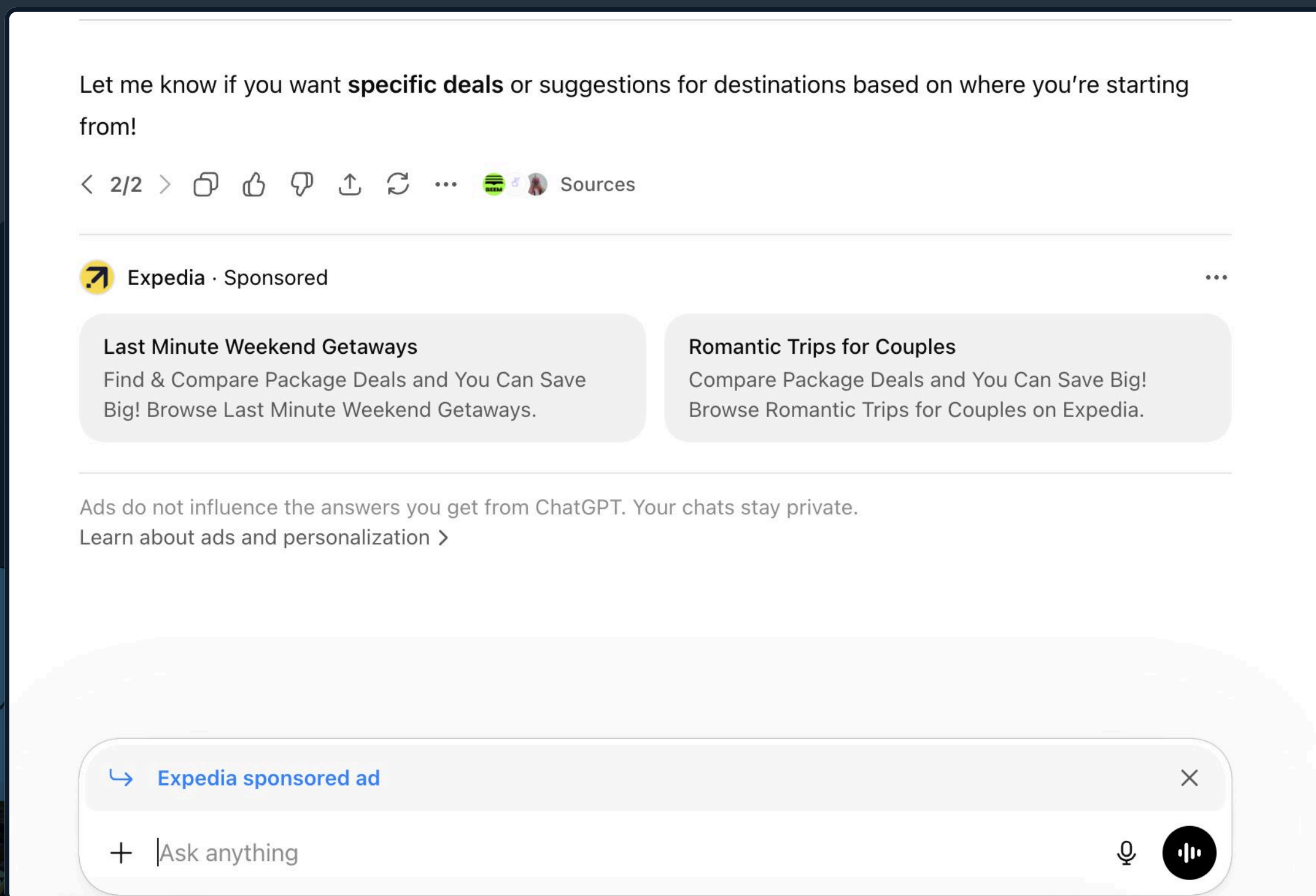


# ChatGPT ads are live



*Here's what we spotted, how it works, and what it means for you*

## WHAT WE FOUND

# Ads appeared on ChatGPT's first response

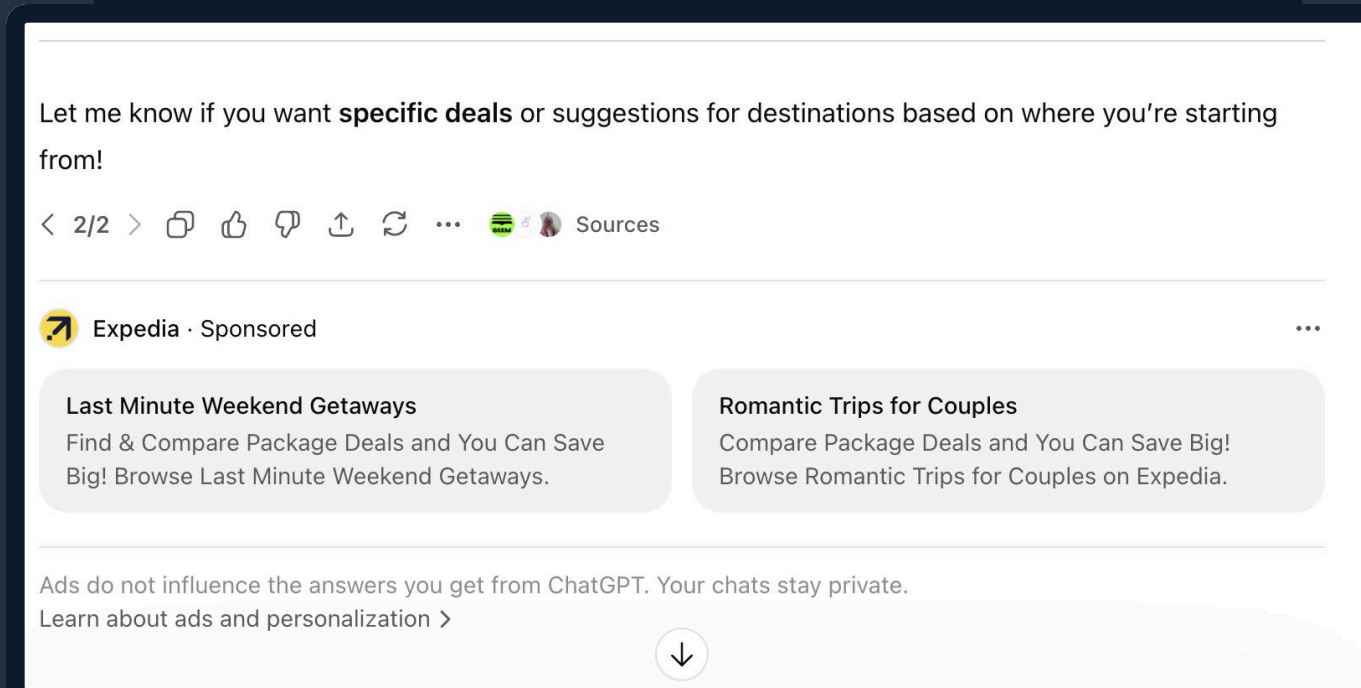
There was no back and forth. No second message. The ad showed up instantly.

### Trigger







First prompt  
response


### Format

Branded cards,  
"Sponsored by" label



Let me know if you want **specific deals** or suggestions for destinations based on where you're starting from!

< 2/2 >       Sources

 Expedia · Sponsored

<b>Last Minute Weekend Getaways</b> Find & Compare Package Deals and You Can Save Big! Browse Last Minute Weekend Getaways.	<b>Romantic Trips for Couples</b> Compare Package Deals and You Can Save Big! Browse Romantic Trips for Couples on Expedia.
--	--

Ads do not influence the answers you get from ChatGPT. Your chats stay private.  
[Learn about ads and personalization >](#)

Sponsored by



Expedia

[www.expedia.com](http://www.expedia.com)

## WHAT THE ADS LOOK LIKE

# A whole new ad format.

Clearly  
labelled

Appear within  
conversations

Designed  
to preserve  
trust

Limited  
placements highlight  
competition

Separate from  
AI answers

Let me know if you want **specific deals** or suggestions for destinations based on where you're starting from!

< 2/2 >      ...   Sources

 Expedia · Sponsored

**Last Minute Weekend Getaways**

Find & Compare Package Deals and You Can Save Big! Browse Last Minute...

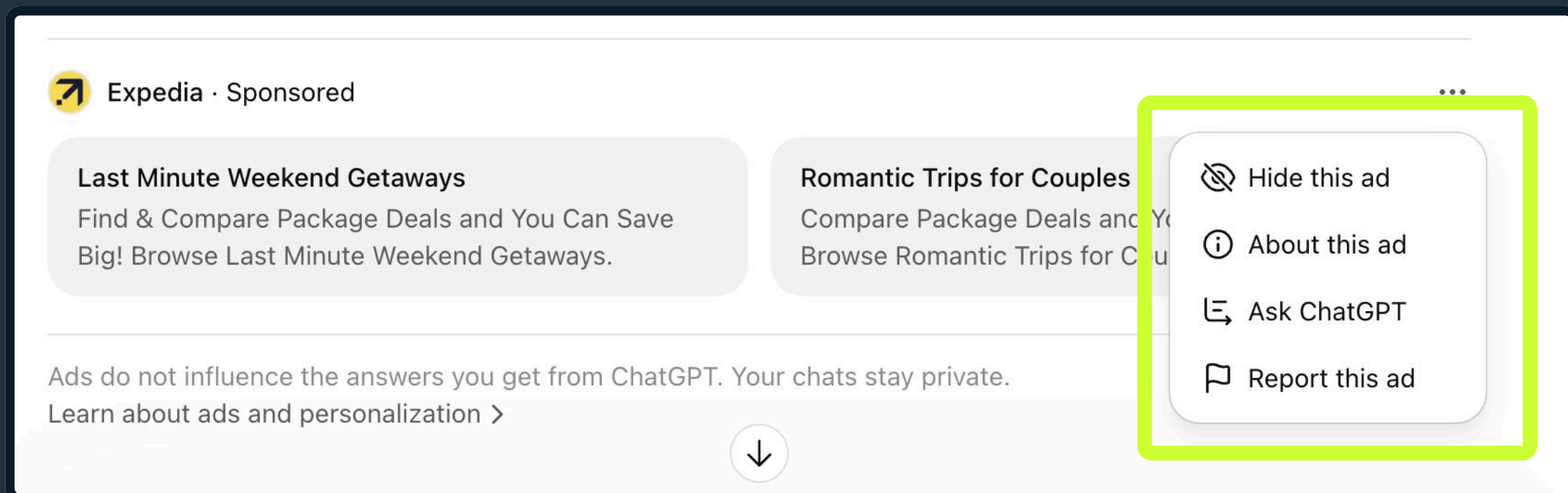
**Romantic Trips for Couples**

Compare Package Deals and You Can Save Big! Browse Romantic Trips for Couples o...

Ads do not influence the answers you get from ChatGPT. Your chats stay private.  
[Learn about ads and personalization >](#)

## USER CONTROLS

# OpenAI built in surprisingly robust ad controls.



01

### Hide this ad

Remove an individual ad from your current session.

03

### Ask ChatGPT

Ask ChatGPT directly about the product being advertised.

02

### About this ad

See who paid for the ad & why you're seeing it — topic-matched, not personal data.

04

### Report this ad

Flag ads for being misleading, sensitive, or inappropriate.

## PRIVACY & TARGETING

# Topic-matched, not personal data.

### ✓ What advertisers get

Broad, non-identifying stats

Total views & clicks

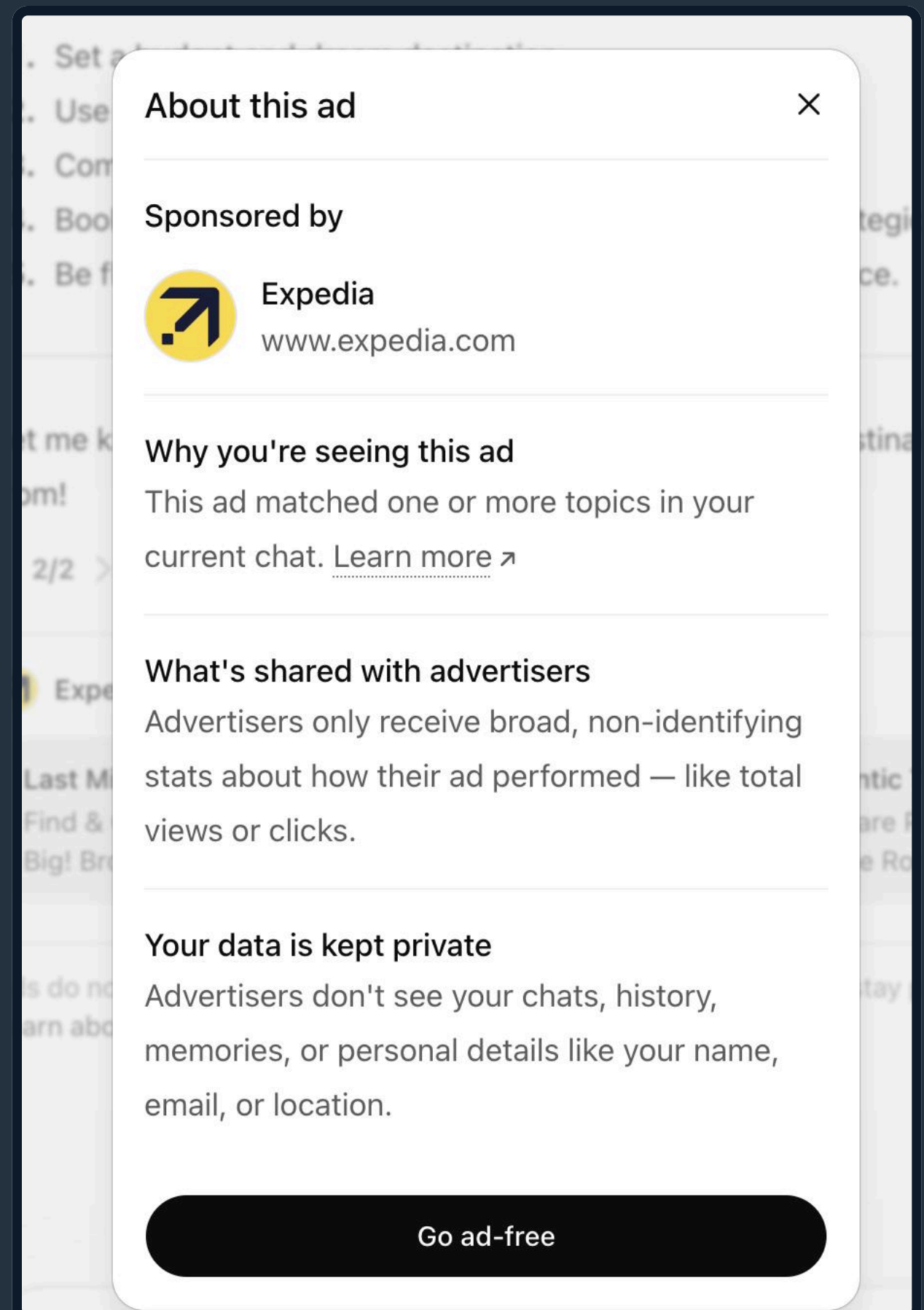
Which topics triggered the ad

### ✗ What they DON'T get

Your chat history

Your name, email, location

Your memories or saved data



The screenshot shows a mobile app interface with a dialog box titled "About this ad" in the top right corner. The dialog box has a close button (X) in the top right. The content is organized into sections:

- Sponsored by:** Features the Expedia logo (a yellow circle with a black arrow) and the text "Expedia" and "www.expedia.com".
- Why you're seeing this ad:** States "This ad matched one or more topics in your current chat." followed by a link "Learn more" with an arrow.
- What's shared with advertisers:** Explains that "Advertisers only receive broad, non-identifying stats about how their ad performed — like total views or clicks."
- Your data is kept private:** States "Advertisers don't see your chats, history, memories, or personal details like your name, email, or location."

At the bottom of the dialog box is a black button with the text "Go ad-free".

## WHO SEES ADS?

# Not everyone, here's the breakdown:

Free & Go Tier

Ads on

Plus Tier

Ads free

Pro Tier

Ads free

Business Tier

Ads free

Enterprise Tier

Ads free

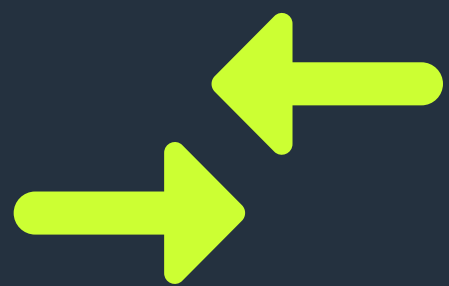
Education Tier

Ads free

*The test will be for logged-in adult users on the Free and Go subscription tiers.*

## FOR MARKETERS

# Why this changes everything



**Ads are matched to what people ask - not who they are**

Pure intent targeting. No cookies, no profiles. Just the question in front of them.



**The search results page just moved inside the AI**

If you're not thinking about AI placements yet, your competitors soon will be.



**The brands who test early will write the playbook**

CPCs will only increase as more advertisers pile in. The window to move cheaply is now.

The age of **AI**  
**advertising**  
has officially  
begun

[Join the waitlist](#)