

ChatGPT Search Creative Specifications

Publication 5 / Published 2026-08-02 / 261282064223747c

ChatGPT Search

OpenAI sponsored placements in ChatGPT are in early testing with no published creative specification sheet; this entry is Cphere-authored guidance.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Sponsored Results / EMERGING

ChatGPT Conversations

[CPHERE BEST PRACTICE] Ad availability: OpenAI is testing contextual Sponsored-labeled units in ChatGPT (US launch January 2026, Free and Go tiers). No self-serve creative specification sheet has been published. - Per the OpenAI Help Center article "Ads in ChatGPT"; the page is not machine-verifiable from server infrastructure, so treat every value as requiring platform confirmation.

[CPHERE BEST PRACTICE] Creative model: Units are system-rendered from campaign settings rather than uploaded creative assets; supply brand name, approved copy, and destination URL and confirm requirements with the platform at booking time.

[CPHERE BEST PRACTICE] Landing page: Provide a crawlable HTTPS destination consistent with the promoted offer; confirm tracking-parameter support with the platform before launch.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.



ChatGPT Search Creative Specifications

Publication 5 / Published 2026-08-02 / 261282064223747c

OFFICIAL SOURCES