Sample ChatGPT ads test plan for a made-up online store. The store, its answers and its numbers are invented for the sample. Back to Off Retainer

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A CHATGPT ADS TEST PLAN BUILT FROM YOUR NUMBERS

Your ChatGPT ads test plan: Aldergrove Furniture Co

Prepared 27 October 2026 · Your Shopify store

Your 10 minutes this week (during the test)

0 of 2 done

Same time each week. Ticks reset each week.

- [ ] 5 min **Check three numbers.** Spend so far against your stop line of A$426; clicks and average cost per click against your maximum bid of A$6.39; your sales from utm_source=chatgpt.
- [ ] 5 min **Stop or keep.** Pause the campaign as soon as it has spent A$426 (twice your break-even) with no sale in your own records. Check its spend once a day until the first one arrives. Otherwise it stops by itself at A$750, its campaign total. On day 7, pause it too if it has spent under about A$94, a quarter of its budget to date: ChatGPT isn't selling clicks at your bid yet (section 4, step 5). Change nothing else during the test.

1. Your test at a glance

Run a small, capped test: your break-even sits inside OpenAI's suggested bid range, so your bid is capped at break-even and delivery may be thin.

Your verdict	Test, with a capped bid
Break-even cost per sale	A$213 (on the Oak bedside table at A$395)
Your break-even cost per click	A$6.39, at a visitor rate of 3.0% (your figure)

OpenAI's suggested starting bid	A$4.27–7.12 a click (US$3–5 at the RBA rate of 27 October 2026, US$1 = A$1.4243; your bank's rate will differ a little)
Test budget	A$750 in total, paid to OpenAI, never to us
The most it can cost	A$750, set as the campaign total, so OpenAI can't spend more, even in the one extra week section 8 allows.
Dates	Friday 6 November 2026 to Thursday 19 November 2026 (14 days), judged on Saturday 21 November 2026
Maximum bid	A$6.39 a click
Stop rule	Pause the campaign as soon as it has spent A$426 (twice your break-even) with no sale in your own records. Check its spend once a day until the first one arrives. Otherwise it stops by itself at A$750, its campaign total. On day 7, pause it too if it has spent under about A$94, a quarter of its budget to date: ChatGPT isn't selling clicks at your bid yet (section 4, step 5).
Scale rule	Never inside the test: a higher budget or bid changes who sees your ads, so it would be a new test. On your judge date, your decision table (section 8) says stop, run one more week, or keep. A bigger budget after that is a new test with these same rules, judged fresh.
What you'll test	Oak bedside table
Your time	Setup once, about 2 hours (section 3). Then about 10 minutes a week, during the test only (section 7)
Facts as of	2 November 2026

Why these dates: OpenAI can take up to 7 business days to approve a new Ads Manager account. So your test starts on Friday 6 November 2026. You asked to start on Monday 2 November 2026, which is earlier than that.

What you're running. The same small test, with one difference: your maximum bid is capped at your break-even cost per click, A$6.39. That sits inside OpenAI's suggested range, so your ads may show less

often than a bigger bid would get. That's the honest trade: fewer clicks, but none that cost more than they're worth to you.

ChatGPT ads are a pilot in Australia, and OpenAI changes its rules often. Every fact this plan uses is listed with its source in the appendix. We re-check them at least monthly, and update your plan when they change, for as long as your plan's link is open.

Your numbers

These come from your answers. They're your starting lines: replace the typical figures with your own as soon as you have them. Payment fees are taken as about 2% of each sale.

1. **What a sale keeps.** Your test advertises the Oak bedside table at A$395. After GST, product cost, shipping and payment fees, a sale of it keeps A$213 (53% of its price), before ads.
2. **Break-even cost per sale: A$213.** Pay more than this in ads for a sale of it and that sale loses money. Every figure in this plan uses it, because every ad links to its page. On an A$420 average order the break-even is A$227.
3. **Break-even ROAS: 1.9x (rounded up from 1.85x for safety).** Every A$1 of ads has to bring back at least this much in sales, counted in your store.

GST: these figures leave out the 1/11 of every sale that's GST, because you're registered. Your 1.9x break-even ROAS is on order totals including GST, the way Shopify reports them and the OpenAI Pixel sends them (section 3.3); on sales without GST it's 1.7x.

- **Your break-even cost per click:** A$6.39 (A$213 × 3.0% of visitors buying, your figure). OpenAI suggests starting bids of A$4.27–7.12 (section 2.2).
- **What it takes to break even:** at least 2 sales by the time the test has spent A$375, 2 by A$426 and 4 by A$750 (spend ÷ A$213, your break-even, rounded up). Fewer, and the test cost more than it brought in.
- **What the test can buy:** If the whole A$750 spends, at no more than A$6.39 a click that's at least 117 clicks. With your bid capped inside OpenAI's suggested range, delivery may be thin: no one can yet say how many sales ChatGPT will bring at your bid.

2. Should you test ChatGPT ads now?

ChatGPT ads are new, and nobody can yet say what a good result looks like. So the question isn't "could this work?" It's "can you run a small test that can't hurt you, and judge it fairly?" These checks answer that. Your answers tick them.

2.1 Your business can advertise on ChatGPT

Your status: Yes

Outside the US, OpenAI doesn't allow ads for health services, legal services, personal loans, buy now pay later or financial planning, and it bans ads that promote alcohol everywhere. Mortgages, credit cards and insurance are open only to a small group of approved advertisers. Ads never appear near sensitive topics such as personal health, mental health and politics. The business that advertises and pays must be based in a country where OpenAI offers its Ads Manager, and Australia is on that list. OpenAI also checks each business when it signs up.

2.2 Your break-even cost per click clears OpenAI's suggested bid

Your status: Partly: it sits inside the range

A click is a visit, not a customer. How much you can pay for a click depends on how many of those visitors buy:

Break-even cost per click = break-even cost per sale × the share of visitors who buy

- **Break-even cost per sale:** A$213, on the Oak bedside table at A$395 (A$227 on an A$420 average order)
- **Visitors who buy:** 3.0% (your figure)
- **Your break-even cost per click:** A$213 × 3.0% = **A$6.39**
- **OpenAI's suggested starting bid:** A$4.27–7.12 a click (US$3–5 at the RBA rate of 27 October 2026, US$1 = A$1.4243; your bank's rate will differ a little)

Pay more than A$6.39 a click and, at that visitor rate, each sale costs more than your break-even. Visitors from ads can act more or less often than your usual visitors. Treat this as a starting line, and replace the rate with your own after four weeks of ad traffic.

OpenAI's suggested starting bid of US$3–5 a click is a starting point, not an average price. No typical cost per click has been published for Australia. Your break-even sits inside that range. Your maximum bid stays at your break-even, A$6.39, never higher, even if delivery is slow.

2.3 Your tracking can see the sale

Your status:

Not yet: section 3 sets up the OpenAI Pixel and the UTM tags. Check one real sale arrives in both before you launch.

You'll judge the test on Shopify, not on OpenAI's report. That only works if each sale from these ads shows up there, tagged with where it came from. You need two things: the OpenAI Pixel (or its server connection) on the page people see once they've bought, and UTM tags on every ad link so your own reports can tell these visits apart. Section 3 sets up both.

2.4 Your current ads pay for themselves, measured in your own records

Your status: Yes, from your answers

If the ads you run now don't pay for themselves, fix those first. A pilot channel with no benchmarks is the hardest place to learn what's wrong. "Pay for themselves" means measured in Shopify: sales from the ads above your break-even, not the platform's own ROAS.

2.5 A test budget you can afford to lose

Your status: Yes: A$750 covers the minimum

OpenAI's minimum is A$25 a day for accounts billed in Australian dollars, so a 14-day test needs at least A$350. Pick a total you could lose without touching stock, wages or the ads that already work. Your plan caps the test at A$750. You pay it to OpenAI directly; none of it comes to us.

2.6 You accept the pilot's risks

Read these before you start. Each one is true of every advertiser in the pilot, not just you.

- **Aggregated data only.** OpenAI's reports show totals: impressions, clicks, spend, conversions. You won't see who clicked or what they asked.
- **A limited audience.** Ads show to people on ChatGPT's Free and Go tiers and to people using it without logging in, never on paid Plus, Pro, Business, Enterprise or Edu accounts, never to accounts OpenAI identifies as under 18, and never near sensitive topics. OpenAI publishes no audience size for Australia.
- **Changing rules.** Budgets, bidding and features are still changing. Since 30 October 2026, for example, OpenAI has switched on "creative enhancements" by default, and they can rewrite your ad; your plan has you switch them off (section 3.2).
- **No benchmarks.** OpenAI says it has no performance benchmarks across advertisers or industries yet. Nobody can tell you what a good cost per sale looks like on ChatGPT yet, so this test measures yours against your own break-even.

3. One-off setup (about 2 hours)

3.1 Before you start

- **Your website** with a page people land on from the ad, and a page they see once they've bought.
- **Admin access** to your store (Shopify), or someone who has it.
- **Business details:** your business's legal name, ABN, address and a payment card. Billing in Australian dollars is what puts the minimum at A$25 a day.
- **A privacy policy that mentions OpenAI.** The OpenAI Pixel sends details from your site to OpenAI, a US company (section 3.3). Update your policy before you switch it on.
- **Your break-even numbers** from section 1, written down.

3.2 Open your OpenAI Ads Manager account

1. **Go to ads.openai.com** and sign in with an OpenAI account (the one you use for ChatGPT is fine), then create your business's advertiser account. Ads Manager is still in beta.
2. **Choose Australia, Australian dollars and your time zone.** Yours is (GMT+11:00) Australia/Melbourne, from your postcode: pick the entry that names Melbourne. OpenAI doesn't let you change any of the three once the account exists, and the time zone lines up your budget days with your own records.
3. **Add your payment card.** OpenAI bills after you spend: it charges the card when spend reaches a threshold it sets, or at the end of the month.
4. **Sign up now: OpenAI's checks can take up to 7 business days.** It reviews every advertiser at sign-up and may verify your business. Your test starts on Friday 6 November 2026, so they have time to finish.
5. **Let OpenAI's ad crawler read your site.** An ad whose landing page OpenAI can't review can't run. Allow OAI-AdsBot (and OAI-SearchBot) in your robots.txt and in any firewall, CDN or bot protection. If someone else runs your site or hosting, send them this step.
6. **Switch off creative enhancements.** Since Friday 30 October 2026 OpenAI has turned them on automatically, for new and existing campaigns. Left on, they let OpenAI rewrite your title and copy, translate them, resize your image and change your landing page, without you reviewing each version. A test needs one fixed ad you've checked, and you're responsible for whatever runs. Turn them off in Manage settings at account level if it's offered, and on the campaign itself every time (section 4).

3.3 Put the OpenAI Pixel where the sale happens

- **One real event for each real result.** Send the sale itself from the page people see once it's done: the order confirmation page. Never count page views, clicks or adds to cart as a sale.
- **Browser and server, one shared ID.** In the visitor's browser, the OpenAI Pixel sends the events. A server connection sends them from your store or website, and catches the sales that browsers and cookie banners block. If you use both, give each event the same ID, such as the order number, so OpenAI counts it once.

- **A reload can count twice.** Someone who refreshes the confirmation page, or comes back to it from an email, can fire the event again. The same shared ID stops that, so use it even if you only send from the browser.

For your store:

- **Send the sale as `order_created`**, with the order total and currency, and the order number as the event ID. OpenAI wants amounts in cents: your A$395 Oak bedside is sent as 39500.
- **On Shopify:** OpenAI's own app, ChatGPT Ads for Shopify, isn't available to Australian stores yet: on 2 Nov 2026 its Shopify App Store listing said "This app isn't compatible with your store" for Australian stores, although OpenAI said in September it would reach ad markets outside the US. This plan doesn't depend on it: add the OpenAI Pixel as a Shopify custom pixel (below). If the app appears for your store later, don't run both: each sale would count twice.
- **Using the Conversions API as well?** It must send the same order number as its `id`, or each sale can count twice.

Shopify: the OpenAI Pixel as a custom pixel

These steps follow Shopify's help page "Managing custom pixels". If you have a developer, give them this section.

1. **In Shopify admin, go to Settings > Customer events.**
2. **Give the pixel a name,** such as "OpenAI Pixel", then click **Add pixel**.
3. **Customer privacy:** set **Permission** to **Required** and choose marketing, so the pixel waits for each shopper's consent.
4. **Paste the code** into the **Code** window. Shopify takes JavaScript only, so copy the OpenAI Pixel code from Ads Manager (Conversions, your data source) without its `<script>` tags, then add the purchase event below it:

```
analytics.subscribe('checkout_completed', (event) => {
  const c = event.data.checkout;
  oaiq('measure', 'order_created', {
    type: 'contents',
    amount: Math.round(Number(c.totalPrice?.amount || 0) * 100),
    currency: c.currencyCode
  }, { event_id: String(c.order?.id || '') });
});
```

5. **Click Save, then Connect pixel.**
6. **Remove any other OpenAI Pixel code** from your theme, so each sale is sent once.
7. **Check it on your first real order:** your developer can switch on the Pixel's `debug` option and watch the browser console, then switch it off. Debug mode doesn't keep test events out of your reports, so don't place test orders or start test checkouts to check it.

Shopify fires `checkout_completed` once per order, on the thank-you page (or on the first upsell page, if you use one).

Privacy first. The OpenAI Pixel automatically hashes customer details it finds in your forms, such as an email address, and sends them to OpenAI with each event. Before you switch it on, make sure your privacy policy says you share website and order details with advertising platforms, including OpenAI, a US company.

3.4 Test it without polluting your data

Keep tests out of your results. Test the Conversions API with its validate-only option, which checks events without saving them. Pixel debug mode doesn't keep test events out of your reports, so don't rely on it to test with real orders.

Don't place a test order or start a test checkout, ever: on your live store either one also fires your other ad platforms' live pixels and your email platform's events. Check the tag with the method above, then confirm the sale arrives on your first real order. Never test by clicking your own ads: you pay for the click, and it muddies the numbers.

3.5 UTM tags on every ad link

Tag every ad link, so your own reports can see these visits without relying on OpenAI. Add these to the end of each landing page link:

```
?utm_source=chatgpt&utm_medium=cpc&utm_campaign=aldergrove-furniture-co-chatgpt-test-nov26
```

The campaign tag is this plan's campaign name in lowercase, with hyphens for spaces: give any later campaign its own. If OpenAI also adds its own tracking code to links, leave that on: the UTM tags are for your reports, not theirs.

Where you'll see them:

- **Shopify:** Analytics, then Reports. Open a sessions or sales report and break it down by UTM source and campaign.
- **Google Analytics 4:** Reports, then Acquisition, then Traffic acquisition. Set the table to "Session source / medium".

Your results live in Shopify. That's where the test is judged.

For this test, every ad links to your page for Oak bedside table, with its tags: `https://aldergrove.example/products/oak-bedside-table?utm_source=chatgpt&utm_medium=cpc&utm_campaign=aldergrove-furniture-co-chatgpt-test-nov26`. OpenAI also adds its own click reference (`oppref`) to each link. If your site redirects visitors, make sure the full link survives, tags and all.

3.6 Write down your usual week

Before the test starts, note your usual week in Shopify, from the last four weeks before the test, leaving out any sale weeks: total sales, number of orders, and total ad spend on every platform. Total sales ÷ total ad spend is your usual **MER**. Take nothing out of it: section 8's store check reads your store's total sales against this whole figure, and once you've written it down it replaces the A$1,400 from your answers. Section 8 compares the test weeks with this.

Once a week, check OpenAI's count against your own. For the same dates, put OpenAI's conversions beside the orders that Shopify shows from these UTM-tagged visits.

- **Expect some gap.** OpenAI counts by its own attribution rules, and Shopify by its own.
- **More conversions than real results?** Look for a doubled event: the same sale sent twice, or a confirmation page that fires on reload. Fix it before you judge anything (section 11).
- **Real results, but none in OpenAI?** The event isn't firing, or a cookie banner is blocking it (section 11).

4. Your test campaign

Build it

One campaign, billed per click, with a fixed total budget. Set it up in one sitting, then leave it alone until your first weekly check.

1. **Create one campaign** in OpenAI Ads Manager with the **Clicks** objective, billed per click. Leave the Conversions objective for later: it needs a purchase event that's already recording, and you can't change a campaign's objective once it exists.
2. **Name it** `Aldergrove Furniture | ChatGPT test | Nov 2026`.
3. **Budget: a campaign total of A$750, not a daily budget.** OpenAI calls the campaign-total budget the stricter control on total spend. A daily budget is only an average over the week, and one day can spend up to twice it. Don't switch the total to a daily budget later: OpenAI won't let you switch back.
4. **Dates:** Friday 6 November 2026 to Thursday 19 November 2026 (14 days), judged on Saturday 21 November 2026. Section 1 says why these dates. Start at 12:00 am on a weekday, so the first day isn't a part day. If Ads Manager doesn't show start and end dates on your first campaign, don't publish to find them: OpenAI warns against it. Save it as a draft if Ads Manager offers that, and set the dates before you publish.
5. **Maximum bid: A$6.39 a click,** set on the ad group. Never higher, even if delivery is slow. That's your break-even line (section 2.2). Enter it in Australian dollars: bids use your account's currency. **Day-7 delivery check:** if by then it has spent less than about A$94, a quarter of its budget to date, ChatGPT won't sell you clicks at your bid yet. Pause it and try again next month.
6. **Location: Australia**.
7. **Creative enhancements: off.** Open Manage settings on the campaign and switch them off (section 3.2). OpenAI has switched them on by default for new and existing campaigns since 30 October 2026, so check the setting is still off after you publish.
8. **Context hints:** paste the hints from section 6.
9. **Ads:** add the three ads from section 5, each linking to `https://aldergrove.example/products/oak-bedside-table?utm_source=chatgpt&utm_medium=cpc&utm_campaign=aldergrove-furniture-co-chatgpt-test-nov26`, your page for Oak bedside table with the tags from section 3.5.
10. **Attribution: a 7-day click window, with the view window off.** That keeps OpenAI's count closest to what your UTM report can see.
11. **Optional: leave out past customers.** OpenAI lets you upload a customer list, but it can't target one: that needs 25,000 matched people, so a small business's list can only exclude. Do it only if your privacy policy says you share customer details with advertising platforms, including OpenAI, a US company, and only with customers who agreed to marketing. Otherwise skip it: the test works without it.
12. **Launch it.** Check every setting against this list once more first. Then write the start date, the total and the stop line in your weekly log.

Your stop rule: Pause the campaign as soon as it has spent A$426 (twice your break-even) with no sale in your own records. Check its spend once a day until the first one arrives. Otherwise it stops by itself at A$750, its campaign total. On day 7, pause it too if it has spent under about A$94, a quarter of its budget

to date: ChatGPT isn't selling clicks at your bid yet (section 4, step 5). Write it down now, before you launch, and follow it as written.

Delivery may be thin. Your maximum bid sits inside OpenAI's suggested range, so you may win fewer auctions. Slow spend is the cap working, not a fault: don't raise the bid above A$6.39. The day-7 delivery check (step 5) and the first row of your decision table (section 8) say when to stop.

5. Your ads

A ChatGPT ad is one unit below an answer: your business name, a small logo, a title, a line of copy, an image and your landing page. It sits next to whatever the person was asking about, so the best ads answer a practical question: what it is, what it costs, how it arrives. Here are three to test, one angle each.

Ad 1: What it's made of

- **Title:** Oak bedside table for your bedroom
- **Copy:** Our bedside table is made of oak.
- **Image:** A square phone photo of the bedside table beside a made bed in daylight, close enough to show the oak grain, with no words in the frame. **Ad 2: Price shown in full**
- **Title:** Oak bedside table, $395
- **Copy:** Our oak bedside table is $395.
- **Image:** A square phone photo of the bedside table on its own, front-on against a plain wall in daylight, with no text. **Ad 3: How it's delivered**
- **Title:** Oak bedside table, delivered to AU and NZ
- **Copy:** We deliver across Australia and New Zealand.
- **Image:** A square phone photo of the bedside table wrapped and ready to send, in daylight, with no labels or writing in view.

Before you add them:

- **Check every fact against your landing page.** If the ad says it, the page must say it too: the price and the delivery terms.
- **Keep them short, but complete.** OpenAI allows titles of up to 50 characters and copy of up to 100, and suggests 16–24 and 32–48. Your ads go over those suggested lengths only where a price needs its delivery charge beside it or a fact needs the room, and always stay within the 50 and 100 limits.
- **Use your own product photos,** cropped square, with no words on them. Every image shows Oak bedside table itself, clearly, and all three come from the same set, so only the angle changes. OpenAI takes square JPG or PNG images; 1200 × 1200 pixels is the safe size.

What the three ads test. Each ad tests one angle, named in its heading and its "Tests" line. Everything else stays the same: the product (Oak bedside table), the page they link to, the bid and the image style. So on your judge date, a difference between the ads points to the angle. Read it as a hint for your next test, not a winner: the whole test needs only 4 sales to break even, so split three ways, one ad's numbers are too few to call on their own. Run all three for the whole test, and don't add, pause or edit one mid-test.

6. Your context hints

Context hints tell OpenAI what kind of conversation your ad fits. They aren't keywords: OpenAI doesn't match them word for word, and they don't decide where your ad shows. Describe the situations where someone would be glad to see your ad.

- Bedroom refresh ideas with timber furniture
- Choosing a bedside table for a small bedroom
- Matching bedside tables to a timber bed frame
- Furnishing a new home with oak pieces
- Styling a small living room with oak and rattan
- Caring for oak furniture at home
- Buying furniture online with delivery to New Zealand

Write each hint as one plain phrase about what you sell, who it suits or when it helps. OpenAI sets no limit on how many you add. Hints can't set places, times or exclusions: those are campaign settings (section 4).

Keep them for the whole test. Changing hints halfway means you're testing two things at once.

7. Your 10-minute week (during the test)

About 10 minutes, on the same day each week, in this order.

First: check three numbers for the last 7 days.

- **Spend so far:** against your stop line (A$426 with no sale) and your total (A$750).
- **Clicks and average cost per click:** the average should sit at or under your maximum bid, A$6.39.
- **Your sales from `utm_source=chatgpt`** in Shopify, beside OpenAI's conversion count.

Second: stop or keep. Apply the rules below, exactly as written. Leave everything else alone.

Third: one tracking check. Check one real sale from these ads arrived in both places: in OpenAI's report and, tagged, in Shopify. If it didn't, fix tracking first (section 11).

Fourth: check the quality of what came in. Open Shopify and look at the orders from these ads. Were they real, and were any refunded or cancelled? Note anything odd.

Last: write it down. One line per week: the date, the three numbers, and anything you changed. Next week starts from that line.

Change nothing during the test. No new ads, hints, bids or budget until your judge date: the only mid-test move is pausing it under your stop rule, on any day, day-7 delivery check included.

Two delays to allow for. OpenAI shows spend about 7–8 hours late, and conversions take 24–48 hours to appear. So on your check day, judge the 7 days that ended two days ago, not the last 7. Your own records don't have that delay.

- **Stop:** Pause the campaign as soon as it has spent A$426 (twice your break-even) with no sale in your own records. Check its spend once a day until the first one arrives. Otherwise it stops by itself at A$750, its campaign total. On day 7, pause it too if it has spent under about A$94, a quarter of its budget to date: ChatGPT isn't selling clicks at your bid yet (section 4, step 5).
- **Keep:** Anything else keeps running untouched until the day you judge the test (section 8).
- **Scale:** Never inside the test: a higher budget or bid changes who sees your ads, so it would be a new test. On your judge date, your decision table (section 8) says stop, run one more week, or keep. A bigger budget after that is a new test with these same rules, judged fresh.

Write these down before you start. Follow them even when OpenAI's dashboard looks exciting or alarming: your rules are measured against your margin, and the dashboard isn't.

8. Judging the test

Judge it once, two days after the test's last day (Saturday 21 November 2026), so OpenAI's reporting can catch up. Not before: early numbers swing.

What to put side by side

1. **Spend:** OpenAI's total spend for the test dates.
2. **Your sales:** from Shopify, the ones whose UTM source is `chatgpt`, for the test dates.
3. **Your cost per sale:** spend ÷ that count. Compare it with your break-even, A$213 (on the Oak bedside table at A$395).
4. **What those orders were worth:** add up their order totals and divide by the spend. That's the test's own return; at or above your break-even ROAS of 1.9x, the orders covered the ads on your margin. Count small orders at their real value: two cheap orders aren't two average ones.
5. **Your MER for the test weeks** (total store sales ÷ total ad spend on every platform), beside your usual week from section 3.6, as a sense check only. A test can pay for itself and still nudge MER down, when its return sits between your break-even and your usual MER.

- **Judge on your own records, not OpenAI's.** Count the sales in your store that came from these ads: the orders tagged utm_source=chatgpt. OpenAI's conversion count is its own estimate of what it caused: it uses its own attribution rules and can include sales you'd have had anyway.
- **Check your store's sales too: one check for all your plans.** Take your store's total sales for the week, minus your usual week from section 3.6 (A$1,400 a week from your answers until you've written it down). Take nothing out of either figure: taking tagged orders out of this week but not out of weeks from before the tags existed would count against your ads. While the test runs, what's left is what your new ads add together. It must be at least 1.9x that new spend, your break-even ROAS on your A$420 average order: about A$712 a week above your usual week for A$375 a week of ChatGPT ads. MER (all store sales ÷ all ad spend) is only a record, never a pass mark. If OpenAI's figures climb while your store's sales stay flat, believe your store.
- **Allow for the delay.** OpenAI's reports take about 24–48 hours to catch up, so never judge the last two days.

Your decision

On Saturday 21 November 2026, count only the sales in your own records whose UTM source is `chatgpt`, and take the first row that fits. To break even, you need at least 2 sales by the time it has spent A$375, 2 by A$426 and 4 by A$750 (spend ÷ A$213, your break-even, rounded up).

What you see	What to do
No sale, and the test spent under A$426	**Stop: too little delivery to judge.** Your day-7 delivery check (section 7's stop rule) may have paused it already. ChatGPT didn't sell you enough clicks at your bid. Don't raise the bid; try again next month.

What you see	What to do
No sale by the time spend reached A$426	**Stop.** Your stop rule paused it already. It had a fair chance and didn't sell, so the answer for now is no.
A cost per sale above A$213 (fewer than 4 if it spent all A$750), or orders worth less than 1.9x your spend (A$1,425 at A$750)	**Stop.** Each one cost more than it leaves you. Keep the setup: tracking and UTM tags help every channel.
1 or 2 sales, at or under A$213 each	**Run one more week, once.** Too few to call either way, and most of the A$750 is still unspent: your bid held delivery back, not the budget. Restart it on Wednesday 2 December 2026 with an end date of Tuesday 8 December 2026, and keep the same A$750 campaign total, bid, ads and hints. It restarts then, not straight after your judge date, because a test never runs in Black Friday week (Monday 23 November to Tuesday 1 December 2026). If Ads Manager won't restart a finished campaign, duplicate it with what's left of the A$750 as its campaign total and those dates. Your stop rule still applies, counted from the first day. Judge again on Thursday 10 December 2026 with this table: then it's stop or keep, never a second extra week.
3 or more, at or under A$213 each	**Keep,** if you choose to spend more than the test's A$750: run the next 14 days the same way, a new campaign total of A$750 (A$1,500 in all), the same bid, ads, hints and stop rule. Start it on Wednesday 2 December 2026, because a test never runs in Black Friday week (Monday 23 November to Tuesday 1 December 2026). Then judge again with this table.

Scale: Never inside the test: a higher budget or bid changes who sees your ads, so it would be a new test. On your judge date, your decision table (section 8) says stop, run one more week, or keep. A bigger budget after that is a new test with these same rules, judged fresh.

Never judge on OpenAI's conversions alone. They're last-touch, inside OpenAI's own window, and can include modelled estimates. Your own records decide.

9. Fixes for your landing page

We checked your website against the checklist below. These are the fixes most likely to cost you sales from a ChatGPT ad, most costly first.

1. **Show what delivery costs before checkout.** The page check found no delivery cost before checkout, and your answers say New Zealand orders only see their flat rate at checkout. Put the Australian and New Zealand delivery costs near Add to cart, with a postcode calculator if larger pieces go by freight.
2. **Give the oak bedside table's measurements in centimetres.** The page check found no centimetre measurements. Add width, depth and height in cm, with a simple diagram, so shoppers can check it fits beside their bed.
3. **Say what the oak is and how to care for it.** The page check found no care instructions. Say whether it's solid oak or veneer, what the finish is, and how to look after it.

What a ChatGPT visitor needs to see

- [ ] The landing page matches the ad: the same product, the same price, the same terms.
- [ ] The price on the page itself, with the delivery cost beside it.
- [ ] The page loads fast on a phone. A ChatGPT visitor arrives mid-conversation and leaves just as fast.
- [ ] One clear next step above the fold on a phone: the Add to cart button.
- [ ] Who you are: business name, ABN, and a way to contact you.
- [ ] A privacy policy page that says how you use the details people give you when they buy.
- [ ] The OpenAI Pixel on the confirmation or thank-you page (section 3.3).

The full checklist we use

- [ ] Dimensions in cm (W × D × H) on every product, with a diagram for furniture.
- [ ] A plain product shot and a room shot for every product; every colourway; a scale reference.
- [ ] Materials and care, named exactly: solid timber or veneer, fabric composition, linen weight, and how to care for it.
- [ ] Delivery cost before checkout (a postcode calculator for bulky items), and lead times, including made-to-order.
- [ ] Assembly information and what's in the box.
- [ ] Returns in plain words, including who pays return freight on bulky items, and that faulty items are always covered (section 10).
- [ ] Swatches or samples, if you sell fabric or colour-critical pieces.
- [ ] Tip-over warnings and anchoring for tall furniture (section 10).
- [ ] Real reviews with customers' own photos.
- [ ] Buy now, pay later near the price on big pieces, if offered.
- [ ] Mobile speed: room galleries and autoplay video sized for phones.
- [ ] Business name, ABN, contact details and returns address consistent across footer, terms and policies.

10. Rules for your industry

This isn't legal advice. It's OpenAI's rules as of 2 November 2026, then the Australian law for your industry, which applies to every ad you run, on any platform. Meeting OpenAI's rules doesn't make an ad lawful, and the other way round.

OpenAI's rules for every ad, as of 2 November 2026

- **Ads must be true, and you must be able to prove them.** OpenAI's ad policies say "ads must be truthful and not misleading", including about what you sell, your prices, outcomes, your affiliations and comparisons with other businesses. Exaggerated results and false endorsements are banned in every category. That's the same test the Australian Consumer Law applies to every ad (below).
- **Your ad must look like an ad.** OpenAI requires ads to be clearly distinct from ChatGPT itself, and can remove ads that imitate its look or voice. No images or wording that look like a ChatGPT answer or its screens.
- **The whole path is reviewed.** OpenAI checks your business, then the title, copy, image and landing page of every ad before it runs, and its rules apply to all of them. In OpenAI's words, "ads must be consistent end-to-end": an approved ad can't lead to a page that breaks the rules. OpenAI may also decline an ad for its own reasons.
- **OpenAI must be able to read your landing page.** A page its systems can't review can't run, and OpenAI says "you must allow OAI-AdsBot", its ad crawler, in your robots.txt and any firewall or bot protection (section 3.2).
- **No ads near sensitive topics.** OpenAI doesn't show ads in conversations about topics such as personal health, mental health, suicide and self-harm, and politics. Don't write ads or context hints that aim at those conversations.
- **Describe what you sell, never the person.** OpenAI's ad policies don't allow wellness claims or ads about sensitive topics, and OpenAI keeps ads out of sensitive conversations. So don't write ads or context hints that assume something about the reader: their health, money troubles, age, body, beliefs or other personal circumstances. "Solid oak dining tables, made to order" works; "Moving out after a break-up? Furnish your place with us" doesn't.
- **Write for everyone.** OpenAI doesn't show ads to accounts it identifies as under 18, and ads can also appear to people using ChatGPT without logging in, where they must suit all audiences. Never use content that appeals mainly to children.
- **Some things can't be advertised at all.** Among them: alcohol and tobacco, adult content, gambling, recreational drugs, political content, counterfeit goods, health and wellness claims, and individual job or housing listings.
- **Only your own names and logos.** Use trade marks you own or may use, and don't use a competitor's brand in your ad, image or context hints. Never imply OpenAI endorses you.
- **If your ad is rejected,** fix it and make a new ad, or use Request Review in Ads Manager if you think the reason doesn't apply. Never re-post it with small tweaks to slip through (section 11).

OpenAI's rules for online stores

- **The price in the ad must be the price on the page.** Same product, same price, same delivery terms. If the ad mentions a sale, the sale has to be live on the page.

- **Sale and "was" prices follow Australian law** (below): a "was" price must be one customers actually paid, for a reasonable time before the sale.
- **Show delivery costs before checkout.** A free-shipping claim needs its conditions beside it, on the page.
- **Images are claims.** Colour, size and detail must match what you ship, AI-made images included.
- **No health or wellness claims.** OpenAI doesn't allow health ads outside the US, including supplements, and bans wellness claims everywhere. Never say a product treats, heals, detoxes or changes the body. That's why this plan isn't sold for products sold on a therapeutic claim.

Australian law for your industry

Every online store: the price, sale, review, origin and returns rules are under "Rules for every online store", at the end of this section.

Product safety (mandatory standards; check productsafety.gov.au before you list)

- **Tall furniture:** the Toppling Furniture Information Standard 2024 (in force 4 May 2025) requires a tip-over and anchoring warning in your online listing (s 7), a permanent warning label on the furniture (s 9) and warnings in the instructions (s 10). It covers clothing storage units (chests of drawers, wardrobes) and bookcases 686 mm or taller, entertainment units of any height, and hall tables, display cabinets, buffets and sideboards 686 mm or taller. Resold second-hand furniture and furniture that can only be used fixed to a wall are excluded (Product Safety Australia, "Toppling furniture mandatory standard").
- **Bean bags:** a suffocation warning and child-resistant zips on every opening (Bean Bags Safety Standard 2014).
- **Anything else you sell:** search its product type on productsafety.gov.au for mandatory standards and bans before you list it.

Material claims

- "Solid timber" only when it isn't veneer or board.
- "100% linen", "French linen" and "organic cotton" only with supplier proof, and certification for "organic".
- Dimensions and colour in your ads must match the product you deliver.

Rules for every online store

Prices and sales

1. **"Was" prices must be real:** a price customers actually paid, for a reasonable period before the sale. There's no fixed number of days; it depends on the product and how often its price changes (ACCC, "Advertising and selling guide"). False price claims breach the Australian Consumer Law (ss 18, 29(1)(i)). An ugg retailer paid A$39,600 for "was" prices it hadn't charged (ACCC, June 2026); a bedding supplier was ordered to pay A$15 million after 58 of 74 products never sold at their strikethrough price (ACCC v Emma Sleep, Federal Court, 24 Apr 2026).
2. **"Sitewide" means the whole site.** A jeweller, a homewares store and an online hair and beauty retailer each paid A$19,800 over Black Friday "sitewide" sales with exclusions (ACCC, 11 Jun 2025).

3. **Show delivery costs before checkout,** including any minimum charge you know of (ACCC, "Advertising and selling guide", component pricing; Australian Consumer Law s 48), with "free shipping" conditions beside the claim. New drip-pricing rules and a ban on unfair trading practices start on 1 July 2027 (Competition and Consumer Amendment (Unfair Trading Practices) Act 2026). Get ready now: wherever you show a price, say whether extra charges apply and how much they are, or how they're worked out.

Reviews, origin and green claims

- **No fake reviews, no hiding genuine bad ones, and disclose incentives** (ACCC, "Online reviews: a guide for business and review platforms"). Paid or gifted creator posts must say so: a photo-book retailer paid A$39,600 over undisclosed paid influencer reviews (ACCC, March 2026).
- **"Made in Australia" needs substantial transformation here** (ACCC, "Country of origin claims and the Australian Consumer Law", 2022). Packing or relabelling imported goods here isn't enough. "Designed in Australia" is fine if true and nothing else (flags, maps, "Aussie made" wording) implies it's made here.
- **No broad green words** ("sustainable", "eco-friendly") unless qualified and provable (ACCC, "Making environmental claims: a guide for business", Dec 2023).

Returns, images and payment

- **Never "no refunds",** even on sale items: faulty goods are always covered. Honour your own change-of-mind policy (ACCC, consumer guarantees guidance).
- **Images are claims,** AI-made ones included: colour, size and detail must match what you ship.
- **Buy now, pay later:** the provider's wording, and never "interest-free" without its conditions (ASIC 25-193MR, 3 Sep 2025).

11. When something goes wrong

Find your problem. Work through the checks in order and stop at the first one that fits.

Your ads aren't showing

1. **Still in review?** OpenAI reviews every ad and its landing page before it runs, and publishes no typical time. If it's still pending after a few days, check the status note in Ads Manager.
2. **Landing page blocked?** OpenAI can't run an ad whose page it can't read. Check OAI-AdsBot is allowed (section 3.2).
3. **Start date in the future,** or the campaign paused? Check the dates and status.
4. **Payment failed,** or the business check isn't finished? Check billing and any messages in Ads Manager. Verification can take up to 7 business days.
5. **Ad rejected?** See below.
6. **Bid too low to win?** If your maximum bid is your break-even and it sits inside or below OpenAI's suggested range, thin delivery is the cap working. Don't raise it above A$6.39.
7. **Context hints too narrow?** Check they describe everyday conversations, not one exact question (section 6).

It's spending faster than planned

- **Set a daily budget by mistake?** A daily budget is an average over seven days, and one day can spend up to twice it. Switch to a campaign-total budget (section 4).
- **Spend shows about 7–8 hours late,** so today's figure keeps rising after you look. Check again tomorrow before you act.
- **Hit your stop line?** Pause the campaign now, whatever the date.

The pixel shows nothing

1. **Wait 24–48 hours** after the first sale. Conversions appear late.
2. **Is the pixel on the confirmation or thank-you page,** not just the home page? Re-check section 3.3.
3. **Does your cookie banner hold marketing tags** until people accept? Then events only arrive after they do.
4. **Using the Conversions API?** Check its events with the validate-only option, and that it sends the same event ID as the pixel.
5. **Still nothing?** Work through OpenAI's guide, "Troubleshooting conversion tracking for ChatGPT Ads", in its help centre.

Your ad was rejected

1. **Read the reason** in Ads Manager.
2. **Think the reason doesn't apply?** Use Request Review or the appeal option in Ads Manager. Email ads-support@openai.com only if neither is offered, or an appeal has waited more than 7 days.
3. **Otherwise fix it and make a new ad.** Don't resubmit the same ad with small tweaks to slip it through.

4. **Common reasons:** a claim the page doesn't back up; a price or offer that isn't on the landing page; wording about health, the body, money troubles or other personal circumstances; an image that looks like part of ChatGPT; a landing page that's broken, slow or blocked to OpenAI's crawler.

OpenAI's conversions don't match your records

- **OpenAI counts more?** Its count is last-touch inside its own window and can include modelled estimates. Check your attribution window is a 7-day click with the view window off (section 4).
- **Your records show more?** Some visitors block the pixel, and some come back later another way. Your UTM report still sees the first visit.
- **Either way, your records decide** (section 8).

The pilot changes

- **Your ad text or landing page changed without you?** That's creative enhancements. OpenAI has switched them on automatically since 30 October 2026, for new and existing campaigns. Switch them off on the campaign (section 4), check the ad is back to the one you wrote, and note the dates in your log: those days don't count as a clean test.
- **OpenAI's Shopify app shows up in your Shopify admin?** Keep your custom pixel until we update your plan. Running both would count each sale twice.
- **OpenAI changes a rule, a minimum or a feature** during your test? Finish the test on the settings you started with, unless the change stops the campaign running. Your plan's facts are re-checked at least monthly, and we'll update your plan if a change affects it.
- **OpenAI pauses ads in Australia?** Nothing to do: the campaign stops spending. Your tracking and UTM tags keep working for every other channel.
- **The facts date in section 1 is more than a month old?** Check the sources in the appendix before you spend.

12. Use this with your AI

Once a month, and whenever you're stuck, paste this plan into an AI assistant such as ChatGPT or Claude, along with your numbers. It will write your ads and walk you through the changes. You make every change yourself, in OpenAI Ads Manager.

What to paste

1. **This plan** (download the AI-ready version from your plan page).
2. **Your report from OpenAI Ads Manager** for the dates you're asking about: the campaign's spend, impressions, clicks, average cost per click and conversions, per ad.
3. **Your own results for the same dates,** from Shopify: the orders from these ads, using the UTM report in section 3.
4. **The latest version of this plan's facts,** if we've sent you an update since you last pasted it.

Never paste passwords, card numbers, or your customers' personal details (names, emails, phone numbers, addresses).

The prompt

Copy everything in the box.

You're helping me run my business's ads in OpenAI Ads Manager. The plan pasted below is my rulebook. Stick to it unless my numbers show it isn't working, and if so, explain why before you suggest a change.

My business and plan settings:
- Business: Aldergrove Furniture Co, Oak bedside table, ads link to https://aldergrove.example/products/oak-bedside-table
- Plan: ChatGPT ads test plan, verdict Test, with a capped bid, facts as of 2 November 2026
- Break-even cost per sale: A$213 (on the Oak bedside table at A$395); break-even cost per click A$6.39 at a 3.0% visitor rate (my figure)
- Test: A$750 campaign total, Friday 6 November 2026 to Thursday 19 November 2026, maximum bid A$6.39 a click, judge date Saturday 21 November 2026
- Stop rule: Pause the campaign as soon as it has spent A$426 (twice my break-even) with no sale in my own records. Check its spend once a day until the first one arrives. Otherwise it stops by itself at A$750, its campaign total. On day 7, pause it too if it has spent under about A$94, a quarter of its budget to date: ChatGPT isn't selling clicks at my bid yet (section 4, step 5).
- My records: Shopify, UTM source chatgpt
- Judge-date decision: on the judge date, stop, run one more week once (the same total, a new end date), or keep at the same total, as the decision table in my plan says

My report from OpenAI Ads Manager:
[paste the report here]

My own results for the same dates:
[paste your orders from these ads here]

Please:
1. Tell me in plain English what's working and what isn't, using only the numbers I've given you. If a number is missing, ask me for it. Don't estimate.
2. Put OpenAI's conversion count beside my own results. If they disagree, tell me which to trust and why, using the rules in my plan.
3. Apply my stop, keep and scale rules exactly as my plan writes them. Tell me what to switch off, what to leave alone, and whether the budget changes.
4. Write 3 new ads for Oak bedside table, each with a title of up to 50 characters and copy of up to 100 characters, from the angles in section 5. Australian English. No claim my business can't prove, and nothing my plan's rules forbid.
5. Walk me through every change in OpenAI Ads Manager, step by step. Make one change at a time.

Rules for you: amounts are in Australian dollars (A$) unless marked US$; don't invent numbers or benchmarks; don't promise results; judge on my own results, not the platform's conversion count; if the screens in OpenAI Ads Manager don't match your steps, tell me to check OpenAI's own help pages rather than guessing.

Appendix

The facts this plan uses, as of 2 November 2026

Fact	As of 2 November 2026
Status	A pilot. OpenAI calls its Ads Manager a beta, and its user help still calls ads a test. OpenAI help centre: Frequently asked questions (ChatGPT Ads)
Buying in Australia	Self-serve through OpenAI Ads Manager, still in beta, or through partners. The business that advertises and pays must be based in a listed country. OpenAI help centre: Ads Manager availability
Who can't advertise	Outside the US: no health, legal services, personal loans, buy now pay later or financial planning ads. Mortgages, credit cards and insurance are limited to a small group of approved advertisers. Alcohol is banned everywhere. OpenAI help centre: Troubleshooting common onboarding and policy issues (eligibility table)
What ads can't contain	Misleading claims, anything imitating ChatGPT, health and wellness claims, individual job or housing listings, gambling, adult content and political content, among others. OpenAI: Ad policies (updated 10 September 2026)
Who sees the ads	People on the Free and Go tiers, and people using ChatGPT without logging in (those ads must suit all audiences). No ads on Plus, Pro, Business, Enterprise or Edu. OpenAI help centre: Ads in ChatGPT
Who never sees them	Accounts OpenAI identifies as under 18. No ads near sensitive topics such as personal health, mental health or politics. OpenAI help centre: Ads in ChatGPT
Your account	Country, currency and time zone are set when you sign up and can't be changed later. OpenAI may verify your business, which can take up to 7 business days. OpenAI help centre: Ads Manager account setup
How prices are set	A relevance-weighted, second-price auction. No rate card. OpenAI help centre: Ads in ChatGPT, the basics (for advertisers)
How you pay	Per click or per 1,000 impressions. Never per conversion, even on a Conversions campaign. Billed after you spend. OpenAI help centre: Creating campaigns for ChatGPT Ads

Fact	As of 2 November 2026
Suggested starting bid	A maximum of US$3–5 a click. A starting point, not an average price. You enter bids in your account's currency. OpenAI help centre: Ads in ChatGPT, the basics (for advertisers)
Minimum budget	A$25 a day for accounts billed in Australian dollars. A daily budget is an average over the week; one day can spend up to twice it. OpenAI help centre: Creating campaigns for ChatGPT Ads
Campaign-total budget	Available, and OpenAI calls it the stricter control on total spend. It can be changed to a daily budget, but not back. OpenAI help centre: Creating campaigns for ChatGPT Ads
The ad	One ad below an answer: advertiser name, small logo, title, copy, image and landing page. OpenAI help centre: Ads in ChatGPT, the basics (for advertisers)
Title and copy length	Title up to 50 characters (OpenAI suggests 16–24), copy up to 100 (it suggests 32–48). Image: JPG or PNG, square, up to 1200 x 1200 px. OpenAI help centre: Bulk upload campaign schema checklist
Creative enhancements	On by default from 30 October 2026. They let OpenAI rewrite, translate and resize your ad and change its landing page without your review. You can switch them off. OpenAI help centre: Creative enhancements for ChatGPT Ads
Context hints	Describe where your ad fits. They aren't keywords and don't decide where an ad shows. OpenAI help centre: Ads in ChatGPT, the basics (for advertisers)
Customer lists	A list needs 25,000 matched users before you can target it; smaller lists can only exclude people. OpenAI help centre: Set up custom audiences for your campaign
Tracking	The OpenAI Pixel, the Conversions API, or both with one shared event ID. A sale is sent as order_created. OpenAI help centre: Conversion measurement

Fact	As of 2 November 2026
Shopify	Not available to Australian stores yet: on 2 Nov 2026 the ChatGPT Ads app's Shopify App Store listing said 'This app isn't compatible with your store' for Australian stores, although OpenAI said in September it would reach markets outside the US. This plan uses a Shopify custom pixel, which works without it. OpenAI help centre: Set up ChatGPT Ads for Shopify
Testing tracking	The Conversions API's validate-only option checks events without saving them. Pixel debug mode doesn't keep test events out of reports. OpenAI help centre: Troubleshooting conversion tracking for ChatGPT Ads
Your landing page	OpenAI must be able to read it: allow its crawler, OAI-AdsBot. OpenAI help centre: Advertiser guidance for allowing OpenAI web crawlers
Attribution	Last touch. A 7-, 14-or 30-day click window, plus an optional 1-day view window. OpenAI help centre: Measure results
Reports	Aggregated only: impressions, clicks, spend, click-through rate, average CPC, average CPM and conversions. Conversions can include modelled estimates. OpenAI help centre: Measure results
Reporting delays	Spend shows about 7–8 hours late; conversions take 24–48 hours. OpenAI help centre: Measure results
Benchmarks	OpenAI says it has no performance benchmarks across advertisers, industries or campaign types yet. OpenAI help centre: Frequently asked questions (ChatGPT Ads)
Exchange rate used	US$1 = A$1.4243 (RBA: A$1 = US$0.7021, 27 October 2026). Your bank's rate will differ a little. Reserve Bank of Australia: exchange rates

OpenAI changes its advertiser help pages often. Check the links before you spend.

Glossary

- **Ads Manager (OpenAI):** OpenAI's self-serve tool for buying ads in ChatGPT, still in beta. Where you build the campaign, set the budget and bid, and read reports.
- **Aggregated data:** totals only. You see how many people clicked, never who they were or what they asked.
- **Attribution window:** how long after a click (or a view) OpenAI will credit your ad with a sale. You choose 7, 14 or 30 days after a click, plus an optional 1 day after a view.
- **Auction:** how OpenAI picks which ad to show. Relevance counts as well as your bid, and in a second-price auction you can pay less than your maximum.

- **Break-even cost per click:** the most a click can cost before each sale it brings costs more than it's worth. Break-even cost per sale × the share of visitors who buy.
- **Break-even cost per sale:** what one sale keeps after GST, product cost, shipping and payment fees, before ads: pay more than this in ads for it and that sale loses money. This plan works it out on what your ads sell.
- **Break-even ROAS:** the sales each A$1 of ads must bring back before the ads stop losing money.
- **Campaign-total budget:** one fixed amount for the whole campaign. OpenAI calls it the stricter control on total spend.
- **Context hints:** short descriptions of the conversations your ad fits. Not keywords: they guide where your ad might show, and don't decide it.
- **Contribution margin:** what you keep from an order after product cost, shipping and payment fees, before ads.
- **Conversions API:** sends your sales to OpenAI from your server, so fewer are lost to ad blockers and privacy settings.
- **Creative enhancements:** an OpenAI setting, on by default from 30 October 2026, that lets OpenAI rewrite, translate or resize your ad and change its landing page without your review. This plan has you switch it off.
- **CPC (cost per click):** what you pay each time someone clicks your ad.
- **CPM (cost per 1,000 impressions):** what you pay each time your ad is shown 1,000 times.
- **Custom pixel (Shopify):** code you add in Shopify's Settings > Customer events, so a tracking pixel can see checkouts. How Australian Shopify stores add the OpenAI Pixel while OpenAI's Shopify app is US-only.
- **Daily budget:** an average over seven days. One day can spend up to twice it.
- **Event ID:** a number sent with each sale, such as the order number, so it isn't counted twice.
- **Last-touch attribution:** the whole sale is credited to the last ad clicked (or viewed) inside the window, even if other things helped.
- **Maximum bid:** the most you'll pay for one click. Your plan sets it at or below your break-even cost per click.
- **MER (marketing efficiency ratio):** total store sales ÷ total ad spend, from your store's own numbers.
- **Modelled conversions:** OpenAI's estimates of sales it couldn't see directly. They can make its count higher than your own.
- **OpenAI Pixel:** the code on your website that tells OpenAI when someone buys after clicking your ad.
- **OAI-AdsBot:** OpenAI's ad crawler. It reads your landing page to review your ad, so your site must let it in.
- **Order_created:** the event name OpenAI uses for a sale.
- **Pilot:** an early, limited version. Rules, budgets and features can change at short notice.
- **Stop rule:** the point, written down before you start, at which you pause the test whatever the dashboard says.
- **Suggested starting bid:** OpenAI's suggested maximum bid for click campaigns, US$3–5 as of this plan's facts date. A starting point, not an average price.

- **UTM tags:** labels added to the end of your ad links, so your own store or website reports can see which visits came from which ad.
- **Validate-only:** a Conversions API option that checks your events are set up correctly without saving them.
- **Visitor rate:** out of every 100 people who visit your site, how many buy.

OR OFF RETAINER

Questions about your plan? Email hello@offretainer.com. We reply within one business day, Monday to Friday, Australian Eastern time.

Off Retainer is a business name of Pique Your Interest Pty Ltd, ABN 79 696 987 425. View on ABN Lookup

Refund policy Privacy policy Terms

Not legal or financial advice. ChatGPT ads are a pilot and OpenAI changes them often: this plan's facts are dated, and if a step doesn't match, check OpenAI's help centre.