FREE FIELD SHEET · Nº 045
ISSUED 9 OCT 2026

KEYWORD
ADSLOT

CHATGPT IMAGE ADS PREP CHECKLIST

Decide if you should request early access and prep creative, offers and targeting before wider rollout

CHECKS	DO FIRST	PARTS	COST
15	3	4	Free



PREPARED BY
Hamza Jameel
10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

OpenAI confirmed a new ad format inside ChatGPT: visual ads that appear right after image generation results. Testing starts in the US later this month with an initial group of advertisers. This checklist helps you decide if you should request early access and what to prep now so you are ready if you get in.

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TICK IT ON YOUR PHONE
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PART 1 OF 4 — 3 CHECKS

What changed

- [ ] 1.1

OpenAI confirmed a new ad placement inside ChatGPT: visual ads will show up while ChatGPT generates an image.

This is a new surface, not an existing placement being modified. It appears specifically tied to the image generation flow, not general chat.

- [ ] 1.2

Testing starts in the US later this month with an initial group of advertisers.

Access is limited at launch to a selected group, not open to all advertisers immediately.

- [ ] 1.3

OpenAI is also expanding measurement tools, attribution partnerships, and brand suitability controls for advertisers.

These are described as part of the same rollout alongside the new ad format, meant to support advertisers who participate.

PART 2 OF 4 — 4 CHECKS

Decide if you should request early access

- [ ] 2.1

Check if your brand sells or promotes anything visual that fits an image generation context.

The placement appears while a user generates an image, so products or services with a visual angle (design, fashion, home goods, travel, creative tools) are more likely to fit naturally.

- [ ] 2.2 • DO FIRST

Confirm your brand has existing US ad spend or plans to test in the US market.

Initial testing is US only, so brands without US audience relevance should wait for wider rollout rather than request early access now.

- [ ] 2.3

Review your current ad budget flexibility for a test allocation.

Early access groups are typically small and used for testing; set aside a modest test budget rather than your full planned spend.

☐ 2.4

Identify who on your team will monitor and adjust the campaign manually during the test window.

New placements in early testing usually need closer manual oversight since automated optimization data will be limited at first.

PART 3 OF 4 — 4 CHECKS

Prep your creative now

☐ 3.1 DO FIRST

Draft at least three image-style ad concepts that work as a natural next step after an AI-generated image.

Since the ad appears while someone generates an image, creative that feels like a relevant suggestion or next step will likely perform better than a generic banner.

☐ 3.2

Write short, direct ad copy variants for each concept, testing length under 100 characters and under 200 characters.

Keep a short and a slightly longer version ready so you can test which length performs better once access opens, since no benchmarks exist yet for this format.

☐ 3.3

Prepare your most visually strong product photography or renders, not text-heavy graphics.

The placement sits in a visual, image-focused moment, so overly text-heavy ad creative is less likely to fit the context.

☐ 3.4

Draft three distinct offers (discount, free trial, bundle) to test against each other.

Having multiple offers ready lets you run a quick test comparison as soon as you get access instead of waiting to build offers reactively.

PART 4 OF 4 — 4 CHECKS

Prep targeting and measurement

☐ 4.1

List the audience segments most likely to use ChatGPT's image generation feature for your category.

Think about who is generating images related to your product or industry (for example, home renovation visuals, fashion mockups, travel inspiration) and prioritize those segments.

☐ 4.2 • DO FIRST

Set up or confirm your attribution tracking is ready to integrate with a new ad partner.

OpenAI mentioned expanding attribution partnerships alongside this format, so confirm your analytics or attribution vendor can connect once integration details are available.

☐ 4.3

Review your brand safety and suitability guidelines to make sure they are documented and ready to share.

OpenAI is expanding brand suitability controls for this rollout; having your guidelines written down in advance will speed up onboarding if you get early access.

☐ 4.4

Prepare a simple tracking sheet for test results: impressions, clicks, conversions, cost per result.

Since this is a new format, set up your own lightweight tracking before the test starts rather than waiting on finalized reporting dashboards.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

1. https://openai.com/index/new-chatgpt-ads-format-and-measurement