



ChatGPT Ads Just Launched Across Asia. But Don't Skip Discoverability.

WHAT'S NEW

23 SEP 2026

ChatGPT Ads began rolling out in Singapore, Indonesia, Malaysia, the Philippines, Thailand, Vietnam and Taiwan. Self-service Ads Manager is open in all seven from day one.

** Also new: Dots = always-on AI agents that handle ongoing work such as follow-ups and drafts. Rolling out gradually.*

WHO SEES ADS, AND WHO DOESN'T

Ads show only to logged-in adults on the Free and Go plans. Plus, Pro, Business, Enterprise and Edu users never see them.

You WILL reach: potentially small business owners, freelancers, students and everyday users on free plans.

You will NOT reach: people on paid plans, which often includes professionals and corporate buyers who use ChatGPT heavily.

Ads are clearly labelled and kept separate from answers. Advertisers don't see chats, only overall results. Users can control ad personalisation.

ADS VS DISCOVERABILITY

COMPARISON	ChatGPT Ads (paid)	Discoverability (organic)
What it is	A labelled ad shown separately from answers	Your business appearing in ChatGPT's answers
Who it reaches	Free and Go users only	Anyone asking, on any plan
Who it misses	Plus, Pro, Business, Enterprise, Edu users	Nobody by plan, but results aren't guaranteed
Cost	Ad budget, with a low minimum daily spend	Mostly time and a better website
Speed	Fast once set up	Slower, builds over time
Control	You choose the message	You influence it, you don't control it
Best when	Your buyers are consumers without upgraded plans	Your buyers research before they buy, are corporate/ B2B
Needs	Ads Manager account, tracking, a good landing page	A clear website, useful pages, consistent business details

START ADS IN 4 STEPS

1. Sign up at ads.openai.com. You land in Ads Manager.
2. Verify your registered business and add a billing card.
3. Create a campaign. Set a budget, a goal and your target markets.
4. Add ads in the tool, or bulk upload by CSV. Launch, then read impressions, clicks and conversions.

Check that your country is supported before you sign up.

IMPROVE DISCOVERABILITY (FREE)

- Say plainly on your site what you sell and who it's for
- Create useful pages for pricing, comparisons, services, FAQs and common buying decisions.
- Keep your business details the same everywhere: website, Google Business Profile, directories, social.
- Check that relevant OpenAI crawlers are not being blocked by your site settings or robots.txt.
- Get mentioned in credible places: reviews, articles, partner pages.

These steps increase your chances, but are not a guarantee.

Hang On... Before you decide which method to prioritise, fix your website first.

Organic and paid traffic into a poorly optimised website wastes budget, time and effort