

PULSE DIGITAL PLAYBOOK · SINGAPORE

Setting up ChatGPT Ads, start to finish

A step-by-step walkthrough of OpenAI Ads Manager for Singapore businesses, built from a live account setup with real screenshots.

BEFORE YOU START

What ChatGPT Ads is, and whether you can run it

ChatGPT Ads are sponsored placements shown inside ChatGPT conversations. OpenAI matches ads to what the person is talking about, not to a keyword list. Ads are only shown to people on the **Free and Go plans**. Plus, Pro and Enterprise users do not see them.

Singapore opened on **23 September 2026**, together with Indonesia, Malaysia, the Philippines, Thailand, Vietnam and Taiwan. Singapore businesses can now sign up and run their own campaigns at ads.openai.com.

SGD 25

Minimum daily budget (confirmed in Ads Manager)

2x / 7x

Max spend on any one day, and over any 7 days, vs your daily budget

5 to 7 days

Account preparation time quoted in Ads Manager after signup

Check your category first

This is the step most people skip. OpenAI's ad policy (last updated 10 September 2026) is much stricter outside the US.

CATEGORY	IN SINGAPORE	NOTES
Retail, e-commerce, consumer goods	Allowed	Standard review.
Local services (salons, beauty, home services)	Allowed	Keep claims factual. No medical claims.
Travel, entertainment, education, software	Allowed	Standard review.
Health services (clinics, aesthetics, dental, supplements)	Generally prohibited	Only allowed case by case in the US right now.
Legal services	Prohibited	Only US-licensed practitioners.
Financial services	Generally prohibited	Budgeting tools and courses may be fine.
Alcohol, gambling, dating, political, cannabis	Prohibited	Everywhere.

What you need before you start

- ☐ An OpenAI account (Google, Apple, Microsoft or email login)
- ☐ A legal entity based in Singapore, with the exact registered name
- ☐ A public website that OpenAI's crawlers can reach (details on page 11)
- ☐ A square logo (PNG or JPG) and at least one square ad image, 256 × 256 px or larger
- ☐ A credit card and a finance email address for invoices

STEP 1

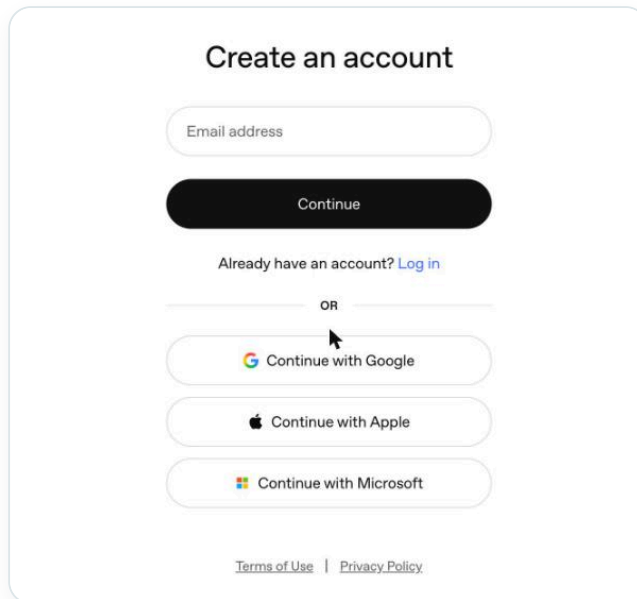
1 Sign in to Ads Manager

Go to **ads.openai.com** and sign in, or create an OpenAI account. Use a shared business login rather than a personal one. The person who creates the account becomes the **account owner**.

Already running an ad account for another business? Click your business name at the bottom left, hover over it, then click **+ Create account**. One login can own up to 10 ad accounts.

Agency tip

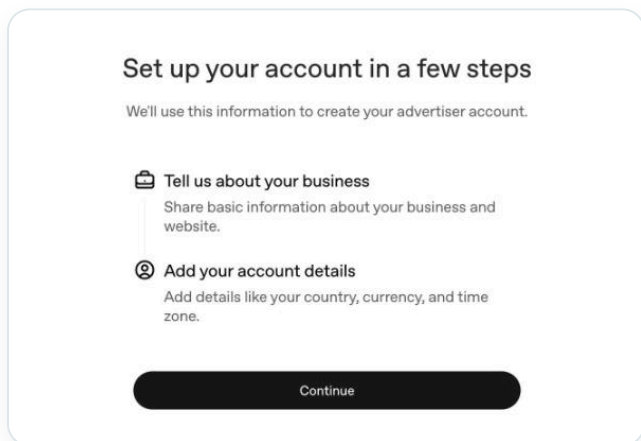
Every client gets its own ad account. Don't run two brands out of one account, because the logo, business name and billing are set per account.



The OpenAI sign-in page you reach from ads.openai.com.

STEP 2

2 Start the account setup



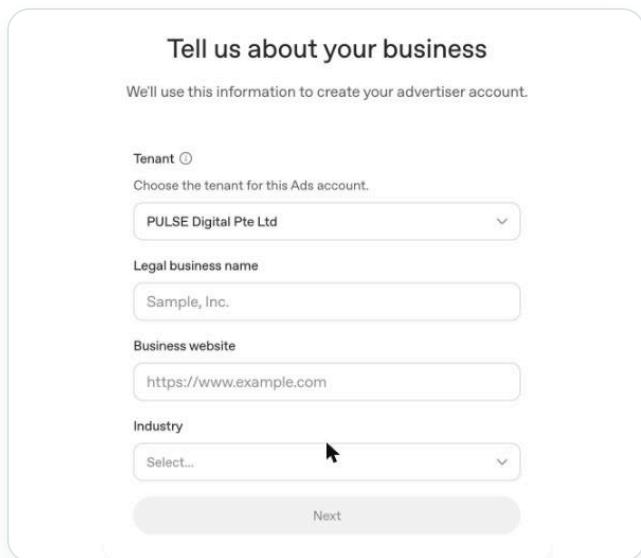
Setup has two parts: your business, then your account details.

OpenAI walks you through two short forms. Click **Continue**.

Everything you enter here is used to review your account, so it has to match your company records and your website.

STEP 3

3 Tell OpenAI about your business



Tell us about your business

We'll use this information to create your advertiser account.

Tenant 
Choose the tenant for this Ads account.
PULSE Digital Pte Ltd

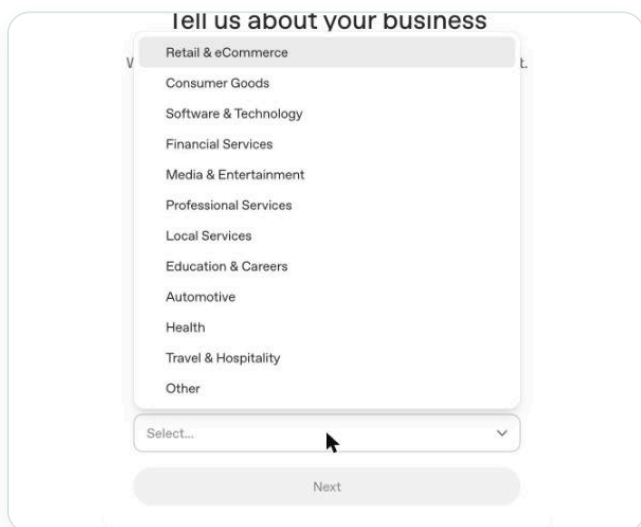
Legal business name
Sample, Inc.

Business website
https://www.example.com

Industry
Select...

Next

Business details form.



Tell us about your business

Retail & eCommerce
Consumer Goods
Software & Technology
Financial Services
Media & Entertainment
Professional Services
Local Services
Education & Careers
Automotive
Health
Travel & Hospitality
Other

Select...

Next

The full Industry list.

Tenant. The business group this ad account sits under. Agencies can create client accounts under their own group.

Legal business name. Use the name exactly as it appears on your ACRA record, for example "DR. LASH PTE LTD". This also becomes your default campaign name and the name shown on your ads.

Business website. Your homepage, starting with https. OpenAI crawls this to review your account and to pre-fill your first ad.

Industry. Choose the closest match (list shown below).

Pick the right industry

For a lash or brow salon, choose **Local Services**. Only choose **Health** if you really are a health provider, and remember health ads are generally not allowed outside the US yet.

Account details (next screen)

Next you set **country**, **currency** and **time zone**. For a Singapore business, choose Singapore, SGD and Singapore Standard Time.

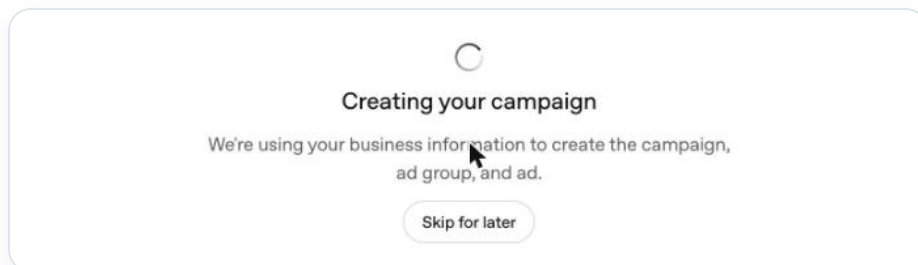
These can't be changed later

Country, currency and time zone are locked once the account is created. If you get one wrong, you'll have to open a new ad account.

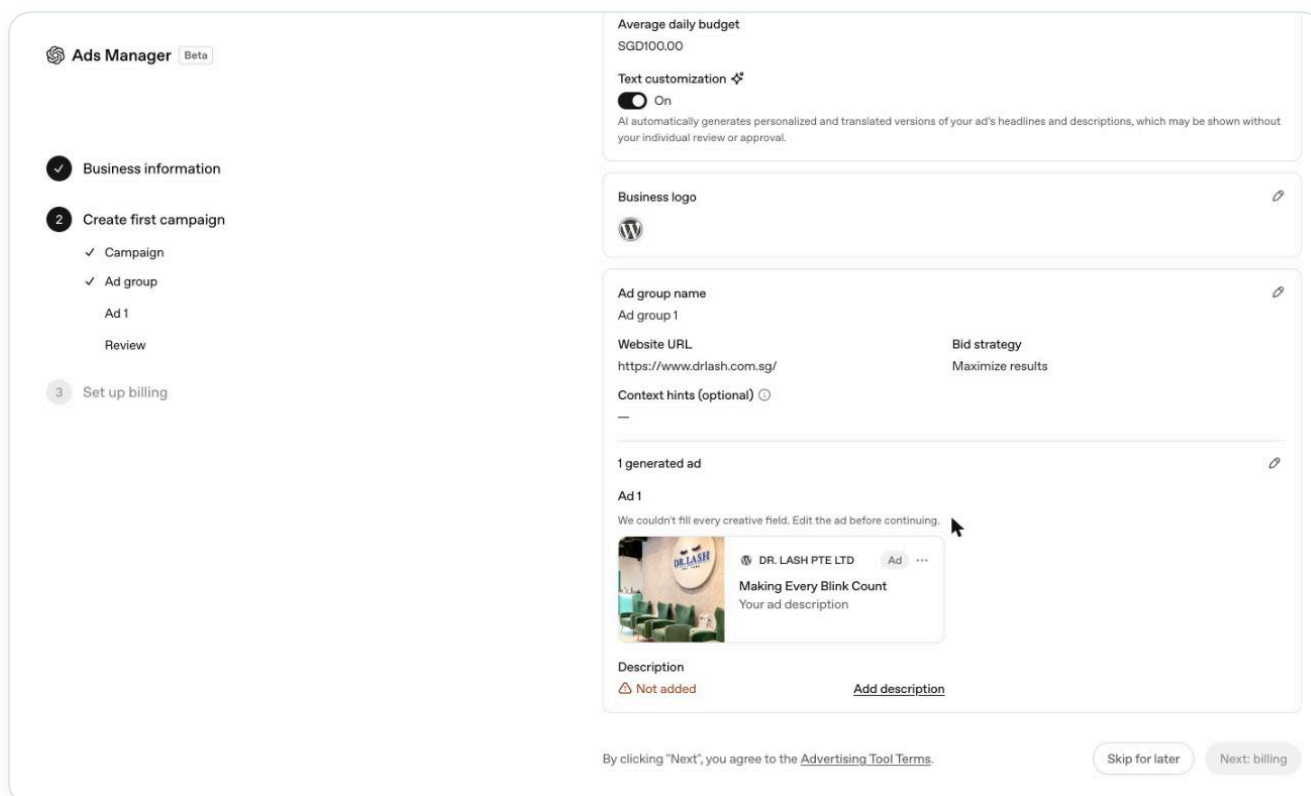
STEP 4

4 Review the campaign OpenAI builds for you

After setup, Ads Manager reads your website and builds a first campaign, ad group and ad for you automatically. You can click **Skip for later**, but it's usually quicker to edit the draft.



Ads Manager building the draft from your website.



The draft for Dr. Lash, straight out of the generator. The business logo came through as a WordPress icon, and the description is missing.

Don't accept the draft as it is

In our test, the generator set SGD 100/day, picked Clicks, pulled the wrong logo from the website's favicon and left the description empty. Next: billing stays greyed out until every ad field is filled in. Check each section, using the pencil icon to edit.

STEP 5

5 Set up the campaign

Campaign name

DR. LASH PTE LTD campaign

Objective

Clicks

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote.

Locations for this campaign

Q Enter a location to include

Singapore X

Campaign will only show in selected locations.

Locations to exclude from this campaign

Q Enter a location to exclude

Users in an excluded location will not see this campaign, even if they also match an included location.

Eligible platforms

All platforms

Campaign will only show on selected platforms.

Budget

Daily budget

SGD 100.00

SGD

This is the average amount you're willing to spend per day. Your maximum daily spend is SGD200.00, and your maximum seven-day spend is SGD700.00.

Text customization

On

AI automatically generates personalized and translated versions of your ad's headlines and descriptions, which may be shown without your individual review or approval.

Skip for later

Next: Ad group 1

Campaign settings: name, objective, locations, platforms, budget and text customization.

Locations. Singapore is filled in already. You can also exclude locations. Only include countries where you actually serve customers.

Campaign name. Use a clear pattern, for example `DRLASH_SG_Clicks_LashExt_Sep26`.

Objective. This decides how you bid and can't be changed later. To use a different objective, you create a new campaign.

Objective

Clicks

Reach

✓ Clicks

Conversions

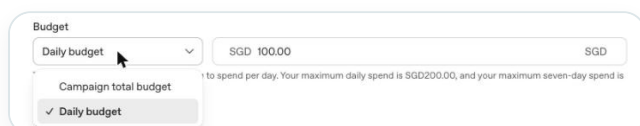
Reach	Pay per 1,000 impressions. Good for awareness.
Clicks	Pay per click. The best starting point for most SMEs.
Conversions	Optimises for a tracked action. Needs conversion tracking set up first (Step 10).

STEP 5, CONTINUED

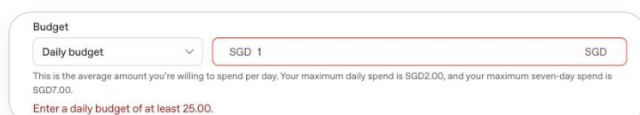
Platforms, budget and AI text



Eligible platforms. All five are ticked by default.



Choose a daily budget or a campaign total budget.



Enter less than SGD 25 and Ads Manager rejects it.

Eligible platforms. Android app, Android web, Desktop web, iOS app and iOS web. Leave all five on for a first test, then compare performance by platform in reporting.

Budget. For new accounts, use a **Daily budget**. The daily figure is an average, not a hard cap. Ads Manager spells it out: at SGD 100/day you can spend up to SGD 200 on a single day and up to SGD 700 over any seven days.

The minimum is **SGD 25 per day**. If you set a campaign total budget, OpenAI doesn't spread it evenly across the days.

Text customization is ON by default

OpenAI's AI will write personalised and translated versions of your headline and description, which "may be shown without your individual review or approval". Turn it off if you have strict copy rules or regulated claims.

Click **Next: Ad group 1**.

STEP 6

6 Set up the ad group

Set up ad group

Choose bidding, destination URL, and context hints for this ad group.

Ad group name

Bid strategy

Choose how to bid for clicks in this ad group.

↗ Maximize results

Tracking parameters

Optional. Added to your link when someone clicks your ad. Supported placeholders: {campaign_id}, {ad_group_id}, {ad_id}, {ad_account_id}, {oppref}.

Default Ad Destination URL

Enter a default ad destination URL for new ads in this ad group.

Context hints (optional)

Describe the conversations, topics, or keywords where your products or services may be relevant; these hints guide matching but aren't exact-match targeting rules.

Where to get natural-looking eyelash extensions in Singapore; choosing a lash salon in Singapore; classic vs volume vs hybrid lashes; lash lift and tint for busy working women; brow shaping and brow services in Singapore; lash extensions for a wedding or special event; how long lash extensions last and how often to refill

Back

Next: Ad 1

The ad group filled in for Dr. Lash: name, bid strategy, tracking parameters, destination URL and context hints.

Ad group name. One ad group per service or customer need, for example "Lash Extensions - Singapore".

Bid strategy. **Maximize results** is the default for Clicks campaigns. Keep it until you have enough data to set a manual maximum bid.

Tracking parameters. These get added to every click. We use:

`utm_source=chatgpt&utm_medium=cpc&utm_campaign={campaign_id}&utm_content={ad_id}`

Available placeholders: {campaign_id} {ad_group_id} {ad_id} {ad_account_id} {oppref} .

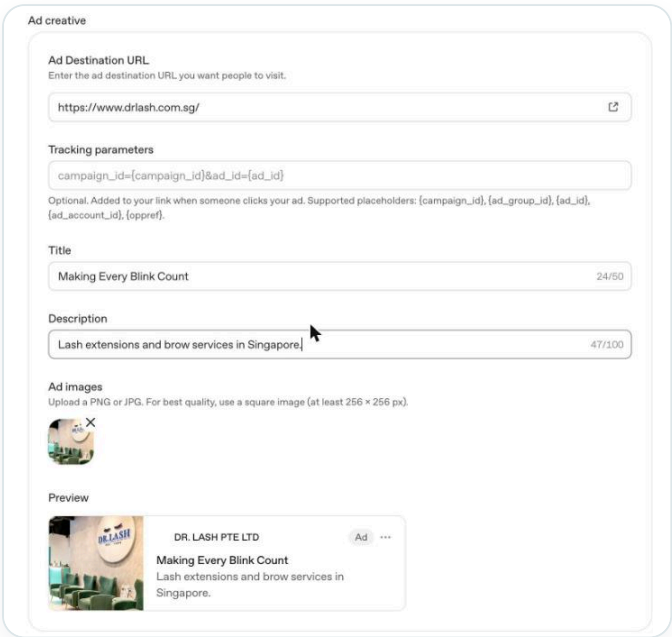
Default ad destination URL. Link to the most relevant service page rather than your homepage.

Context hints do the targeting

ChatGPT Ads has no keyword list. Context hints describe the conversations where your ad fits. They guide matching but aren't strict targeting rules. Write them the way a customer would ask, and be specific: "lash lift and tint for busy working women" works much better than "lashes". Aim for 5 to 15 hints per ad group, separated by semicolons.

STEP 7

7 Write the ad



The finished ad with its live preview. This is how it will look under a ChatGPT answer.

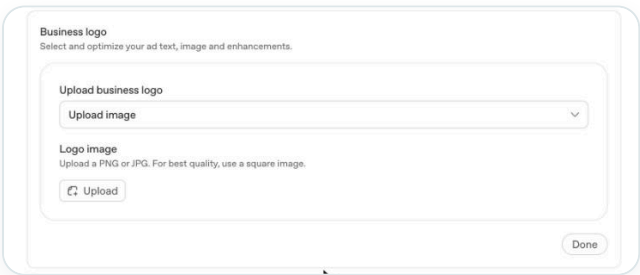
FIELD	SPEC
Title	Max 50 characters. OpenAI suggests 16 to 24.
Description	Max 100 characters. Keep it to about 48 or it can get cut off. Ads Manager warns you when it's too long.
Image	PNG or JPG, square, at least 256 x 256 px.
Destination URL	Must load publicly and must not block OpenAI's crawlers.

Give each ad a title and description with a different angle. Run 2 or 3 ads per ad group using **Add another Ad**, so the system has options to test.

Write plainly and specifically. Make every claim one you can back up. No "best in Singapore" unless you can prove it.

STEP 8

8 Fix the business logo



Business logo, then Upload image.

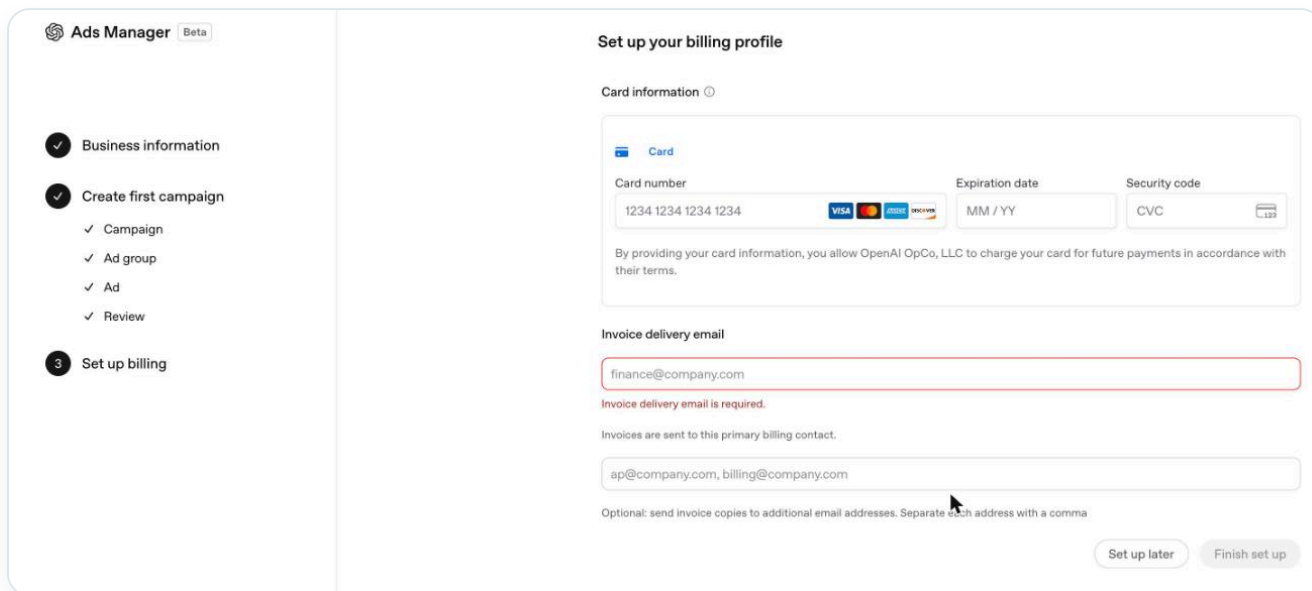
The logo appears next to your business name on every ad. If your site runs on WordPress without a custom favicon, the generator will pull in the WordPress "W", as it did for us.

On the Review screen, click the pencil next to **Business logo**, then **Upload**, choose a square PNG and click **Done**. OpenAI's help centre says ads won't serve until the account name and logo are set properly.

STEP 9

9 Review, accept terms, set up billing

On **Review your first campaign**, check every section once more. Clicking **Next: billing** means you accept OpenAI's Advertising Tool Terms.



The screenshot shows the 'Set up your billing profile' page in the Ads Manager interface. On the left is a sidebar with a progress list: 'Business information' (checked), 'Create first campaign' (checked), and 'Set up billing' (active, indicated by a red circle with the number 3). The main content area is titled 'Set up your billing profile' and contains two sections. The first section, 'Card information', includes a 'Card' tab, a 'Card number' field with a placeholder '1234 1234 1234 1234' and logos for Visa, Mastercard, Amex, and Discover, an 'Expiration date' field with a placeholder 'MM / YY', and a 'Security code' field with a placeholder 'CVC' and a '123' icon. Below these fields is a disclaimer: 'By providing your card information, you allow OpenAI OpCo, LLC to charge your card for future payments in accordance with their terms.' The second section, 'Invoice delivery email', has a text input field containing 'finance@company.com'. Below this is a red error message: 'Invoice delivery email is required.' and a note: 'Invoices are sent to this primary billing contact.' There is another text input field containing 'ap@company.com, billing@company.com'. Below this is a note: 'Optional: send invoice copies to additional email addresses. Separate each address with a comma'. At the bottom right are two buttons: 'Set up later' and 'Finish set up'.

Billing profile: card, cardholder name and address, optional business tax ID, invoice email.

You'll need a card (Visa, Mastercard, Amex and Discover logos are shown), the cardholder's name and billing address, and an **invoice delivery email**. A shared finance inbox works best. You can add extra addresses to receive copies of invoices. The **Business tax ID** field is optional.

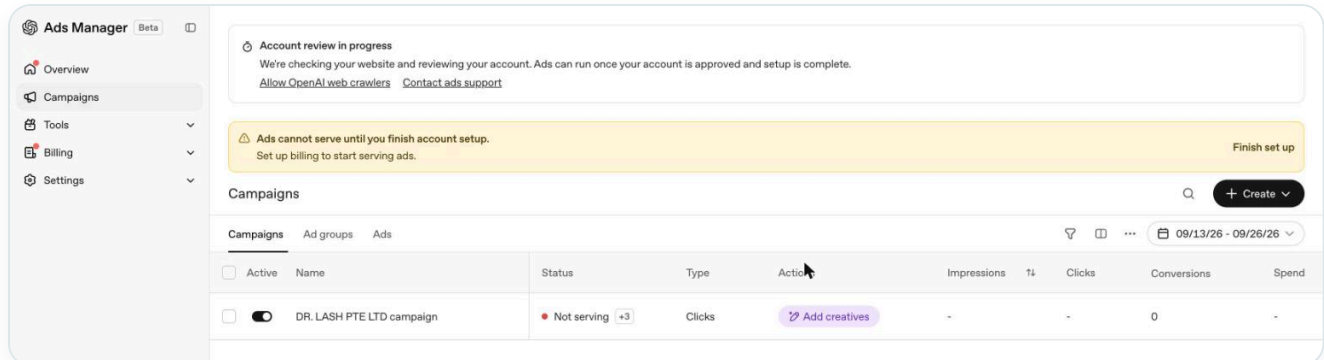
Click **Finish set up**. If you click **Set up later** instead, the campaign is saved but won't serve. It shows "Account payment method invalid" until billing is added, which you can do later from the **Finish set up** banner or the Billing menu.

Billing days run on UTC

Reports use your account time zone (Singapore), but the dashboard footer notes "Billing uses UTC". Singapore is UTC+8, so daily totals on invoices won't match your daily reports exactly.

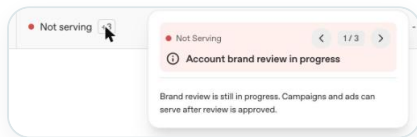
STEP 10

10 Clear account review

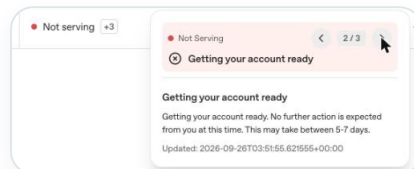


The Campaigns dashboard straight after setup: account review in progress, and billing still to finish.

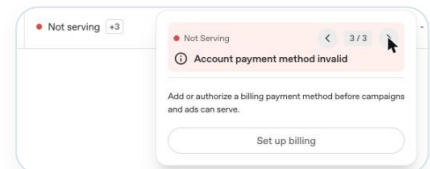
Once you're through setup, the campaign shows **Not serving**. Hover over the **+3** tag next to the status to see every reason:



Brand review in progress.



Account being prepared, which may take 5 to 7 days.



No valid payment method yet.

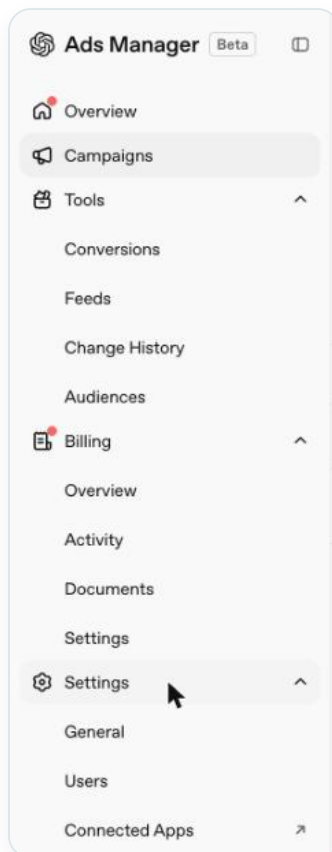
"Business website unavailable"

We saw this banner too. It means OpenAI couldn't crawl your site, so account review can't finish. Make sure your website, firewall or Cloudflare settings don't block **OAI-AdsBot** or **OAI-SearchBot**, then click **Check website again**. The **Allow OpenAI web crawlers** link in the banner explains how.

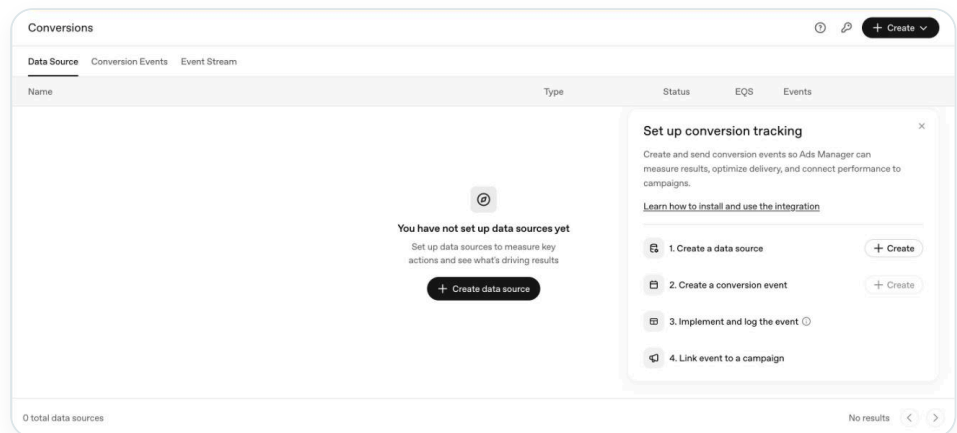
Ads Manager quoted 5 to 7 days to get our account ready. OpenAI doesn't publish a turnaround time for brand review and doesn't offer expedited review, so plan launch dates with at least a week of buffer.

STEP 11

11 Set up conversion tracking



Left menu: Tools, Billing, Settings.



Tools, then Conversions: the four-step tracking checklist.

Clicks alone won't tell you whether ChatGPT is bringing in customers. Go to **Tools, then Conversions** and follow the checklist:

1. **Create a data source.** Choose the **Measurement Pixel** (runs in the visitor's browser), the **Conversions API** (sent from your server), or both. If you use both, share one Pixel ID and match event IDs so conversions aren't counted twice.
2. **Create a conversion event**, for example `lead_created` for enquiry forms or `order_created` for purchases. You can also define custom events.
3. **Install and fire the event.** Put the pixel snippet on your site with your Pixel ID, and fire the event on the thank-you or confirmation step. Then check the **Event Stream** tab to confirm it's arriving.
4. **Link the event to your campaign** so it shows in the Conversions column. A Conversions-objective campaign needs exactly one active standard event.

Allow for reporting delays

Spend takes a few hours to appear, and conversions can take 24 to 48 hours to be attributed. Attribution windows can be set to 7, 14 or 30 days after a click, plus 0 or 1 day after a view.

Also under **Settings: General** (account name and logo), **Users** (invite your team or agency by email) and **Connected Apps** (for example Shopify and HubSpot).

LAUNCH CHECKLIST

Before you expect your first impression

Account

- ☐ Legal name matches ACRA
- ☐ Country, currency and time zone set to Singapore / SGD / SGT
- ☐ Industry is correct (not "Health" unless it really applies)
- ☐ Real logo uploaded, not the favicon fallback
- ☐ Billing complete, with no payment-method warning
- ☐ Website reachable by OAI-AdsBot and OAI-SearchBot
- ☐ Team members invited under Settings, then Users

Campaign

- ☐ Objective chosen on purpose (it can't be changed later)
- ☐ Daily budget of SGD 25 or more, with the 2x daily cap accepted
- ☐ Text customization on or off, as a deliberate choice
- ☐ Locations limited to where you actually serve customers

Ad group and ads

- ☐ One service or customer need per ad group
- ☐ 5 to 15 specific context hints, written the way customers ask
- ☐ UTM tracking parameters added
- ☐ Links go to service pages, not the homepage
- ☐ 2 or 3 ads with different angles
- ☐ No claims you can't back up, and nothing medical for beauty services

Measurement

- ☐ Pixel or Conversions API sending events (checked in Event Stream)
- ☐ Conversion event linked to the campaign
- ☐ A GA4 report filtered to `utm_source=chatgpt`

FIRST TWO WEEKS

Let the campaign run for a week before changing anything. Then compare clicks and cost per click by platform, drop weak ads, add fresh angles, and rewrite context hints that aren't matching. Judge ChatGPT Ads on cost per enquiry or sale, not on how cheap the clicks are.

Sources

- OpenAI, "ChatGPT Ads expands to Southeast Asia and Taiwan" (23 Sep 2026): openai.com/index/chatgpt-ads-expands-southeast-asia-taiwan
- OpenAI Ad Policies (updated 10 Sep 2026): openai.com/policies/ad-policies
- OpenAI Help Center: Ads Manager Availability, Account Setup, Create Campaigns, Create Ad Groups, Create Ads, Launch Campaigns, Daily Budgets (help.openai.com)
- OpenAI Developers: Conversion Tracking, Measurement Pixel, Conversions API (developers.openai.com/ads)
- All screenshots: live OpenAI Ads Manager setup for DR. LASH PTE LTD, 26 Sep 2026. The interface is in beta and may change.

NEED HELP SETTING THIS UP?

Talk to Us



ChatGPT Ads only opened in Singapore in September 2026, so it's still early for local businesses. I put this guide together from a real account setup so you can do it yourself.

If you'd rather not, my team at PULSE Digital can take it off your hands. Our specialists handle the policy check, account setup, tracking and ongoing optimisation, and run it alongside your Google, Meta and AI search work so everything is measured in one place.

Send us a message and someone from the team will get back to you with an honest view on whether ChatGPT Ads is worth testing for your business.

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