

The State of ChatGPT Ads

SUMMARY

The brands that are investing the most are also testing and iterating the most.

ChatGPT officially launched ads in March 2026. In its first 200 days after launch, ChatGPT Ads has reached \$1 billion in annualized revenue run rate and is used by tens of thousands of advertisers.

Graphite and Similarweb partnered to conduct this research. Similarweb's user panel is one of the few independent sources of market-wide data for ChatGPT ads, covering reach, CTR, and ad placement across all nine live markets. This is paired with an analysis of 98,000+ ads and 8,000+ landing pages.

The data show that brands are still in experimentation mode. Some advertisers have come and gone. B2B SaaS is the largest advertising category, with retailers still widely absent. Many of the top advertisers have the largest number of unique ad creative and ad copy. [\[4\]](#)

01

Market

Ads now reach 43% of ad-eligible users in the US, and CTR has doubled since launch. Ads at the beginning of exchanges have the highest CTR. The advertiser base hasn't settled: most are still in experimentation mode.



02

Creative

Advertisers are creating net new copy specialized to the channel: 98% of headlines are net new. Brand mentions can trigger ads. Most advertisers use 5 or fewer landing pages, but 63% of Top 50 advertisers have 6+.



03

Playbook

Ten tactical moves for advertisers testing ChatGPT Ads: how to budget, scale creative, choose landing pages, and time ads against conversation turns. Each recommendation is grounded in patterns from the data.



GRAPHITE

Our Researchers

Graphite is a research-driven growth agency. We run SEO, AEO and paid search for the fastest growing companies, and we publish what we learn doing it.



Marcos Ciarrocchi

CO-FOUNDER, GRAPHITE

Marcos Ciarrocchi is co-founder of Graphite.io, a research-driven growth agency that works with companies like Notion, n8n, and BetterUp. He is an angel investor in startups and venture funds, including 500 Global. Prior to founding Graphite, Marcos was a growth advisor to companies like MasterClass. Marcos was a network engineering researcher at Alcatel-Lucent (now Nokia), where he developed energy-efficient routing algorithms for optical networks. His research has been published by IEEE. He holds an MSc in Computer and Communication Networks from Politecnico di Torino, summa cum laude.

[LINKEDIN](#) →



Ethan Smith

CEO, GRAPHITE

Ethan Smith is CEO of Graphite.io, a research-driven growth agency that works with companies like Webflow, Adobe, and Upwork. He is an adjunct professor at IE Business School and teaches SEO and AEO at Reforge. His research has been published in ACM, Axios, Financial Times, and The Atlantic. Prior to founding Graphite, Ethan was a growth advisor to Masterclass, Robinhood, and Honey. Ethan was a research assistant focused on human-computer interaction and psychology at UC Santa Barbara and University College London.

[LINKEDIN](#) →

GRAPHITE × SIMILARWEB

About the Collaboration

Graphite and Similarweb partnered to conduct this research. Together, we paired Similarweb's market-wide user panel with Graphite's analysis of 98,000+ ads and 8,000+ landing pages to understand how the channel is taking shape.

GRAPHITE

Graphite is a premier research driven growth agency working with companies like n8n, MasterClass, Adobe, Webflow, and Notion.

Graphite's team of academic researchers conducts novel research in AI and marketing. Their research has been featured in Nature, ACM, IEEE, New York Times, Financial Times, and Axios. Their team of over 140 people across 15 countries identifies the 5% of strategies that drive impact in AEO, SEO & paid media.

graphite.io →

similarweb

Similarweb (NYSE: SMWB) is the world's leading digital intelligence platform, built to help organizations understand and measure digital interactions everywhere they happen: web, apps, marketplaces, search, and AI.

Founded in 2009 and headquartered in Tel Aviv, Similarweb turns billions of real-time digital signals into a single, complete view of the digital economy, not just a slice of it. Over 10,000 organizations worldwide, including many of the largest brands, agencies, and investors, rely on Similarweb as their source of truth for what's happening online and what to do next.

similarweb.com →

Data & Methodology

Similarweb ChatGPT Ads panel

- Supplies the audience, reach, impression-share, CTR and turn-position data, worldwide and across the 9 live markets, current as of September 2026 unless noted on a specific slide.
- Similarweb discloses percentages and shares only; panel volumes are not disclosed.

Graphite's own research

Supplies every ad, creative, headline and landing page:

- 95k+ ChatGPT ads from 500+ advertisers, United States, 1 April to 16 August 2026
- 70k+ distinct creatives and 50k+ distinct headlines
- 8k+ landing pages crawled and classified from page content, 84.7% accurate against blind human labels
- 9k+ of the top 10,000 US advertisers classified into Graphite's advertiser taxonomy, covering 98.95% of US impressions
- Meta Ad Library and Google Ads Transparency Center pulled for the 10 advertisers running on all three channels

Coverage notes

- Cross-channel CTR comparisons are limited to paid search. Similarweb does not yet have comparable CTR data for paid social, YouTube, or display on this panel.
- Pre-ad exchange characteristics (Section 1) are early and directional, based on an in-progress analysis.

D1

Market

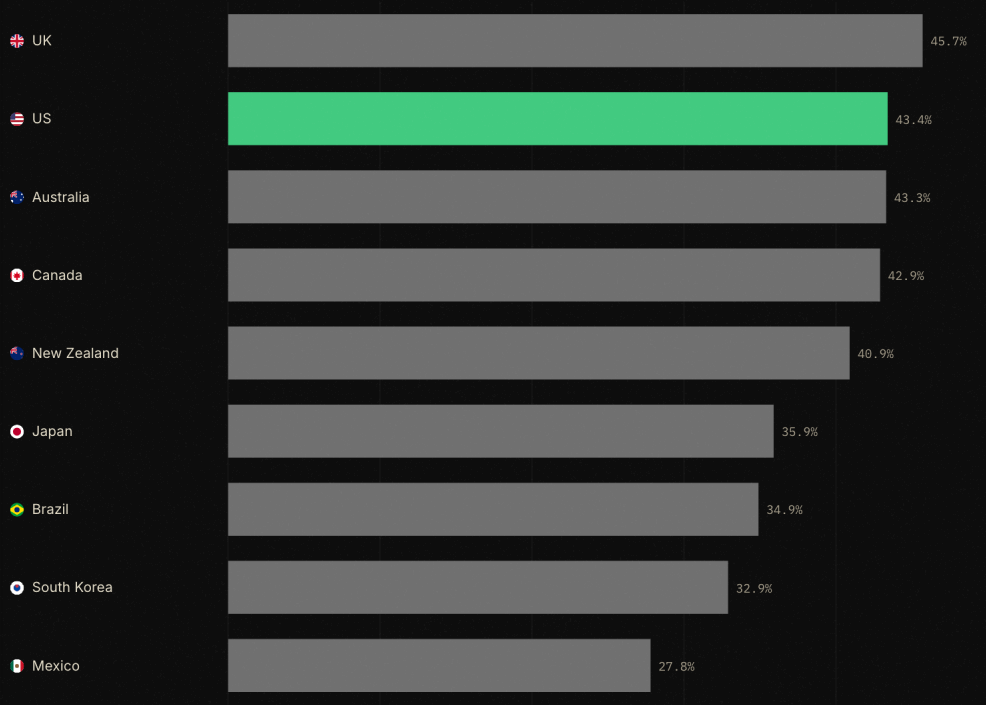
AD PENETRATION

43% of Ad-Eligible
Users See Ads in the US

Share of eligible ChatGPT users who saw at least one ad,
Sep 2026. Source: Similarweb.

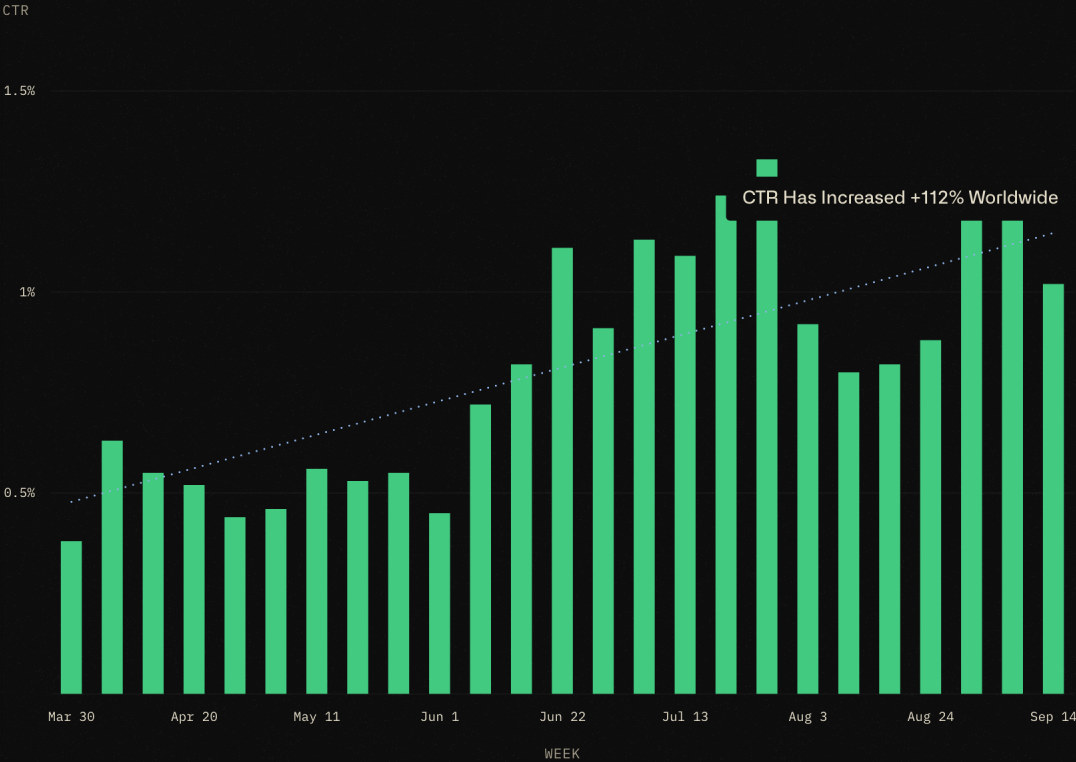
Ad-Eligible Reach by Market

% OF ELIGIBLE USERS WHO SEE ADS



CTR Has Increased +112% Worldwide

CTR, Weekly



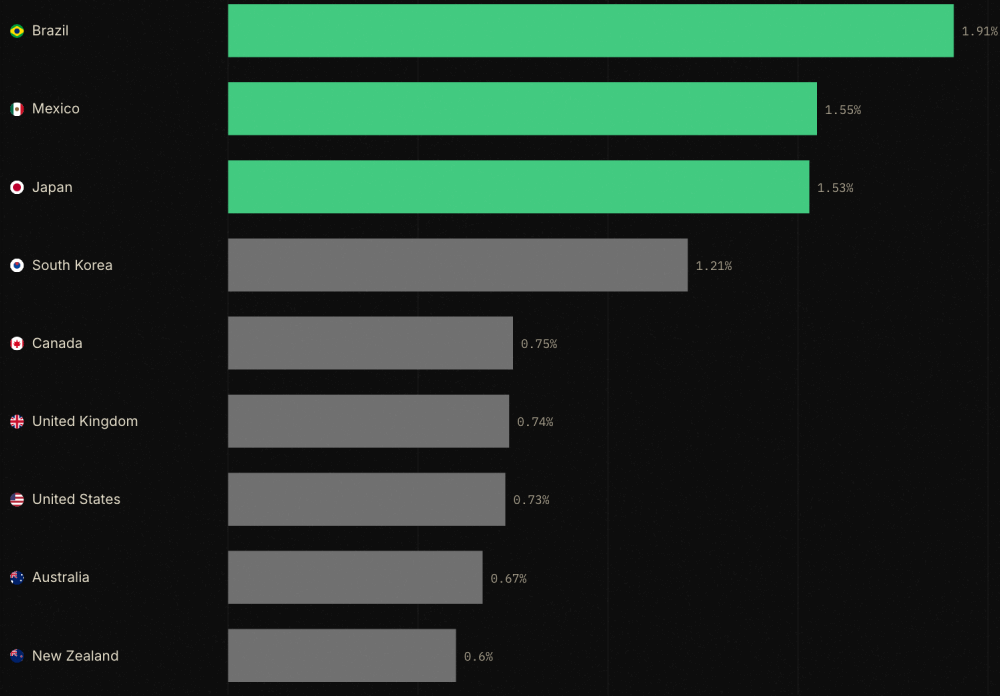
Weekly ad CTR, worldwide, Mar 30 to Sep 20, 2026. Source: Similarweb.

CTR BY MARKET

Brazil, Mexico & Japan Have the Highest CTR

All-Time CTR by Market

ALL-TIME CTR

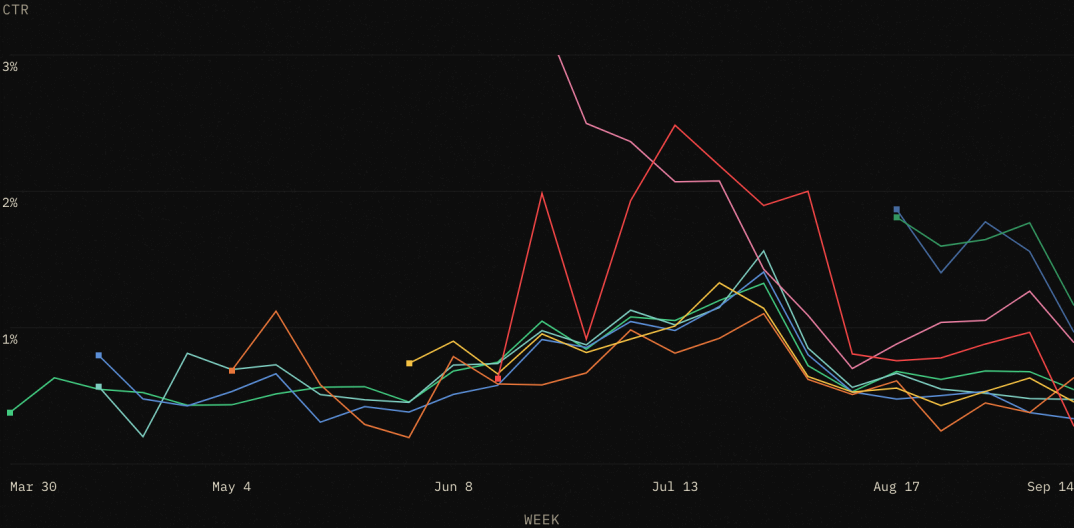


All-time ad CTR, nine live markets, Mar 30 to Sep 16, 2026. Source: Similarweb.

CTR by Market

- United States
- Canada
- Australia
- New Zealand
- United Kingdom
- Japan
- South Korea
- Mexico
- Brazil
- All markets

All Markets, Weekly CTR



CTR BY TURN

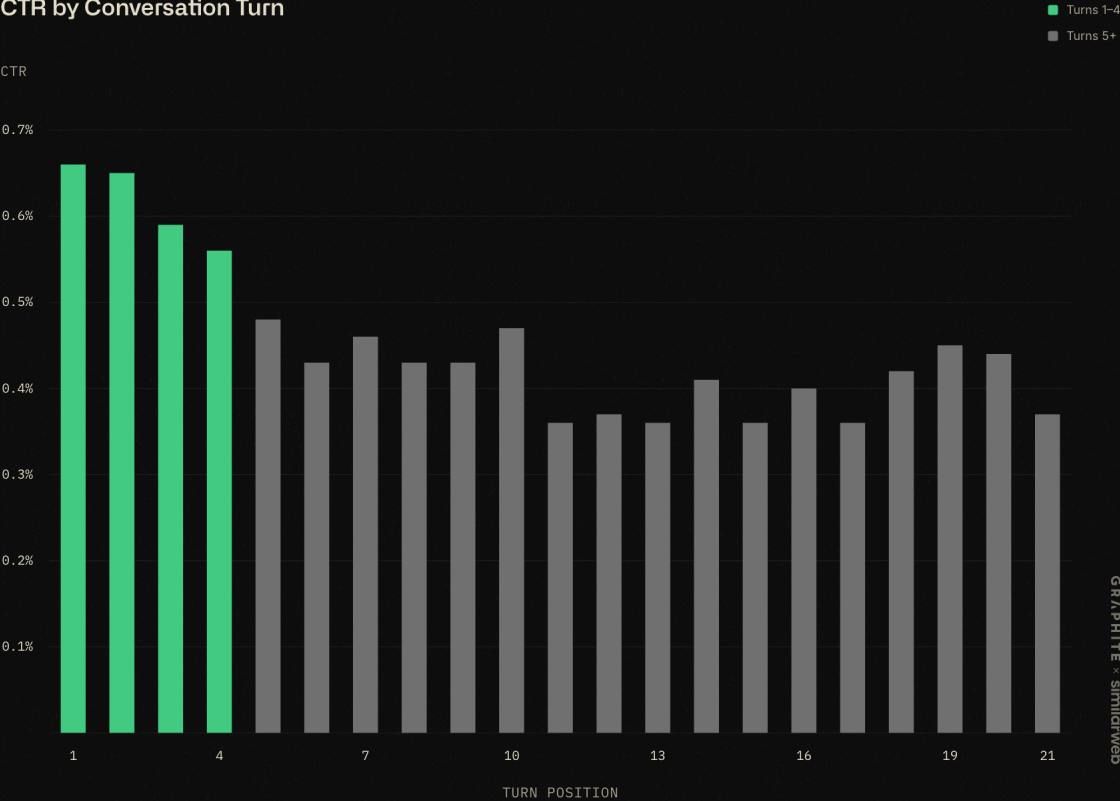
Ads in the First 4 Turns Have 48% Higher CTR

Turn

(n.) The position of an exchange inside its conversation. Turn 1 is the opening exchange – the first user message and its reply, not the first user message.

Ad CTR by conversation turn, worldwide, Mar 30 to Aug 30, 2026. Source: Similarweb.

CTR by Conversation Turn



GRAPHITE x similarweb

51% of All Ad Impressions Land in the First 3 Turns

Turn
(n.) The position of an exchange inside its conversation.
Turn 1 is the opening exchange – the first user message and its reply, not the first user message.

Share of Ad Impressions by Turn



Share of ad impressions by conversation turn, all countries, Mar 30 to Aug 23, 2026. Source: Similarweb.

TOP ADVERTISERS

Top 10 Advertisers Sell One Thing: Buy Now

While B2B SaaS dominates as the leading category, the top 10 advertisers have something in common: they all sell something a user can immediately purchase online. A subscription, a template, a hotel room.

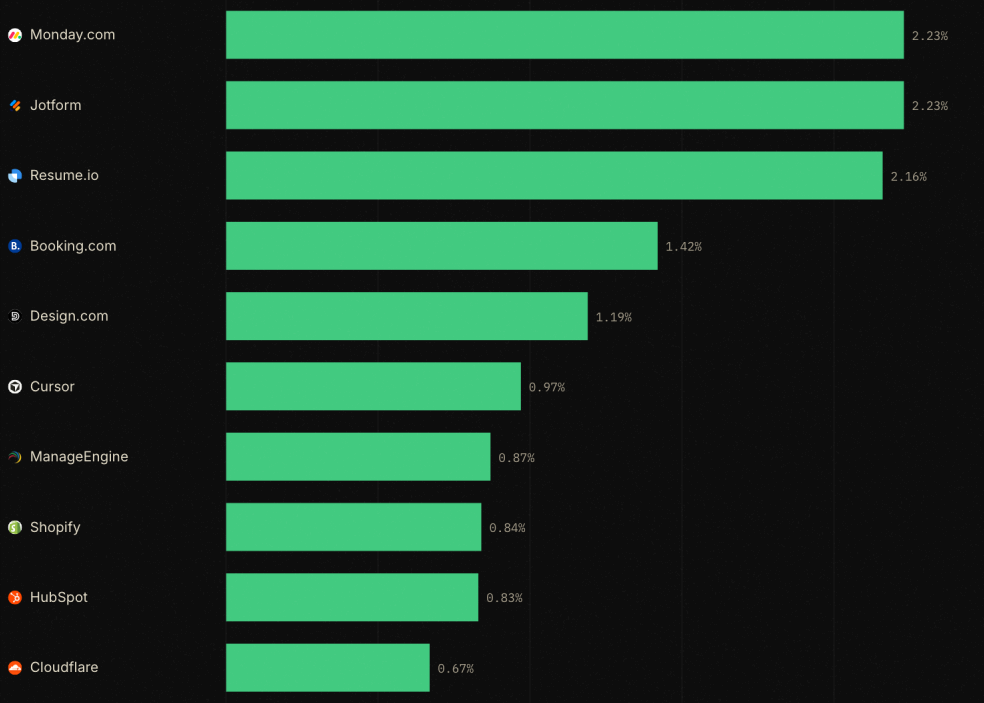
Retail and e-commerce advertisers have been largely absent from the platform because their product-feed infrastructure didn't map onto ChatGPT's conversational format.

This is about to change: [OpenAI named Shopify its first official ecommerce partner](#) and Amazon Ads launched a pilot linking [Amazon campaigns straight into ChatGPT](#).

Weeks each brand held a top 10 slot by ad impression share, worldwide, May 4 to Sep 14, 2026. Source: Similarweb.

Top Advertisers, Worldwide

% OF IMPRESSIONS



Advertisers Are in Experimentation Mode

Weekly ad impressions as a share of each advertiser's total, top 100 US advertisers, Mar 30 to Aug 17, 2026. Source: Similarweb.

BY COHORT ALL

GROWING



FLUCTUATING



BURST



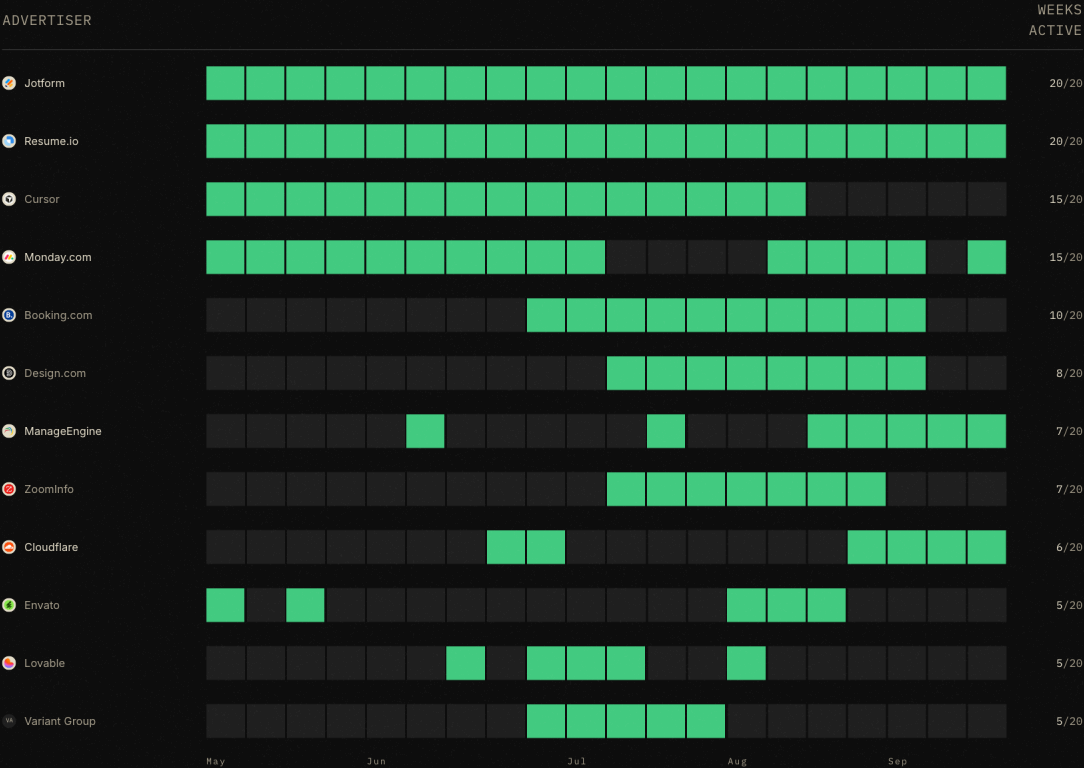
GONE



Only Jotform and Resume.io Are Consistently Top 10 Advertisers

Weekly ad impressions as a share of each advertiser's total, top 100 US advertisers, Mar 30 to Aug 17, 2026.
Source: Similarweb.

Weeks in the Top 10 by Advertiser



TOP LEADERS BY CATEGORY

B2B SaaS, Retail, Business & Career Are the Top Categories

Share of ChatGPT ad impressions by advertiser category, top 10,000 US advertisers, Mar 30 to Aug 4, 2026. Source: Similarweb with Graphite's advertiser taxonomy.

US Category Leaders

CATEGORY	SHARE	ADVERTISERS	LEADER
B2B SaaS	19.9%	1,210	 Monday.com
Retail & Consumer Brands	10.4%	1,510	 Home Depot
Business & Professional Services	8.5%	2,231	 LegalZoom
Career & Employment	5.5%	104	 Resume.io
Developer Tools & Infrastructure	4.6%	339	 Cursor
Education & Training	4.3%	414	 Preply
Ecommerce & Website Platforms	4.0%	76	 Shopify
Finance & Insurance	3.8%	222	 Rocket Mortgage
Travel & Hospitality	3.5%	232	 Booking.com
Electronics & Hardware	3.4%	198	 Dell
Affiliate & Comparison Sites	3.1%	59	 Top10.com
AI Tools & Platforms	3.1%	267	 Speechify
Design & Creative Tools	3.1%	95	 Canva
Industrial & Business Supply	2.5%	473	 Vistaprint
News & Publishing	2.0%	88	 The Wall Street Journal
Local Services	1.6%	662	 Angi
Cybersecurity	1.6%	32	 Aikido Security
Automotive	1.6%	249	 Cars.com

LEADERBOARDS

Top Advertisers by Category

Share of ChatGPT ad impressions by advertiser category, top 10,000 US advertisers, Mar 30 to Aug 4, 2026. Source: Similarweb with Graphite's advertiser taxonomy.

BY CATEGORY ALL

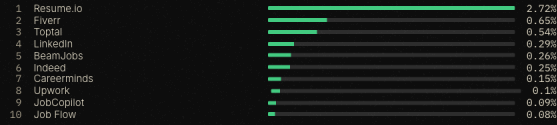
1 B2B SaaS 19.9%

1,210 ADVERTISERS



2 Career & Employment 5.5%

104 ADVERTISERS



3 Developer Tools & Infrastructure 4.6%

339 ADVERTISERS



4 Education & Training 4.3%

414 ADVERTISERS



5 Ecommerce & Website Platforms 4.0%

76 ADVERTISERS



6 Finance & Insurance 3.8%

222 ADVERTISERS



7 Travel & Hospitality 3.5%

232 ADVERTISERS



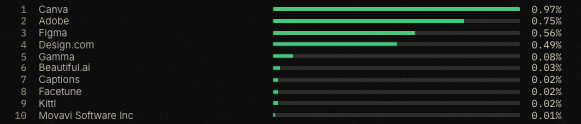
8 AI Tools & Platforms 3.1%

267 ADVERTISERS

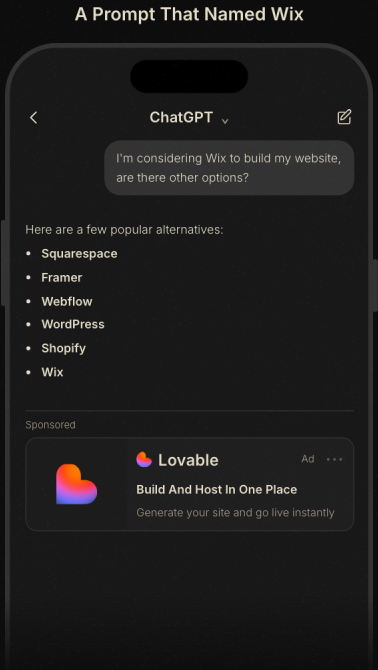


9 Design & Creative Tools 3.1%

95 ADVERTISERS



Branded Prompts Can Trigger Competitor Ads



Ads Show Up Where a Brand Gets Named

% OF EXCHANGES

An Ad Appeared



No Ad Appeared



Characteristics of ChatGPT exchanges that carry an ad, Sep 2026.
Source: Similarweb.

02

Creative

NET NEW COPY

98% of ChatGPT Ads Copy Is Net New

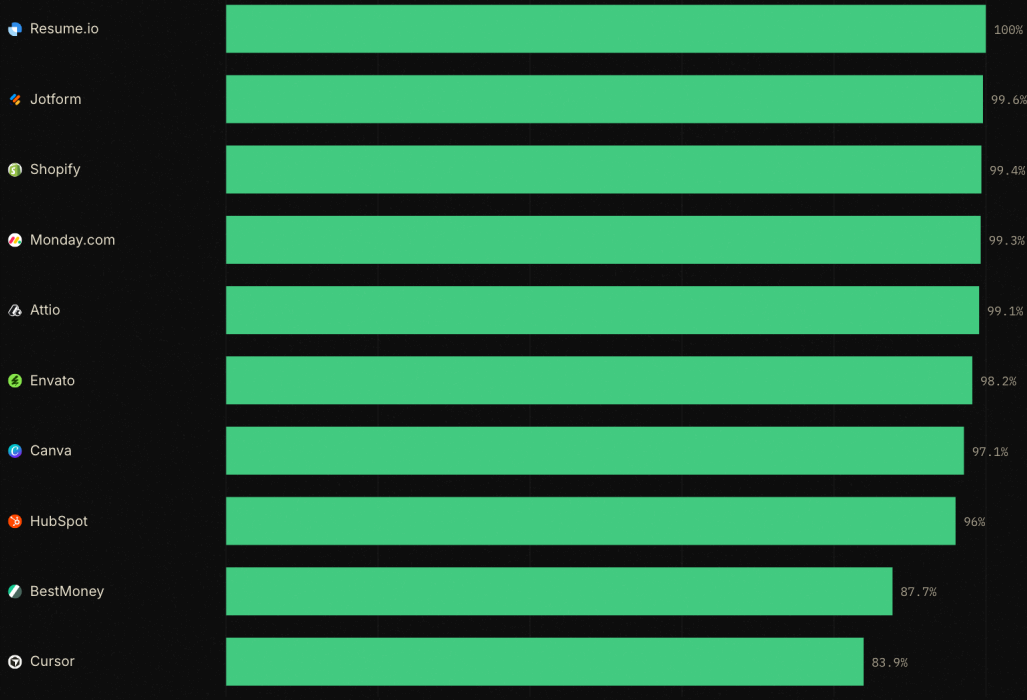
Across 10 advertisers running on ChatGPT and Google Search, only 1.9% of ChatGPT ad headlines exactly match their paid search headline.

Top advertisers like Resume.io and Jotform show almost no overlap.

ChatGPT headlines also used in Google Search ads, 10 US advertisers, Apr to Aug 2026. Similarweb AI Ads and Google Ads Transparency Center.

% of ChatGPT Net New Headlines

% OF HEADLINES

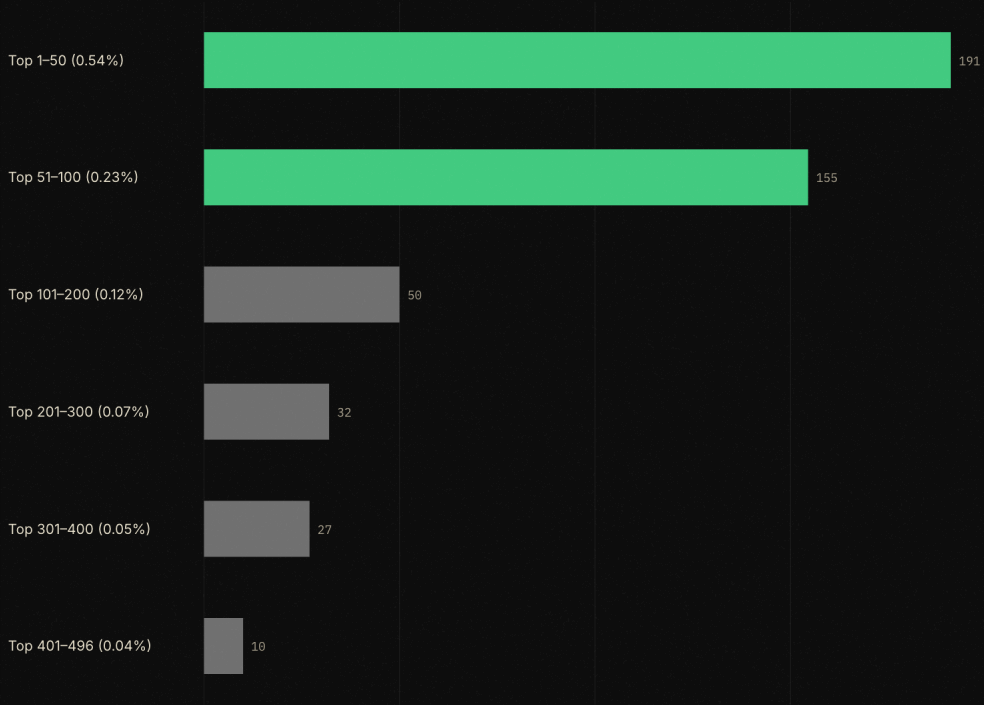


Top Advertisers Use the Most Creative Variety

Median distinct creatives per advertiser by impression-share rank, 400+ US advertisers, Apr 1 to Aug 16, 2026.
Source: Similarweb + Graphite.

Median Distinct ChatGPT Ads by Cohort

MEDIAN DISTINCT CHATGPT ADS



FEATURED ADS

Top Ads from Resume.io

A resume for Herman Walton, a software engineer with experience at Google and Amazon. The resume is formatted with a clean, professional layout.

 **Resume.io**

Resume Done Right

Turn ChatGPT content into a real resume.

Ad ...

A person in a business suit holding a resume that says "RESUME".

 **Resume.io**

Finish Your Resume

Use ChatGPT text. We build the resume.

Ad ...

A screenshot of the Resume.io website showing a resume builder interface.

 **Resume.io**

Cover Letter That Matches Your Resume

Same design, same fonts. One click to create a matching set.

Ad ...

A resume for Appleton, a software engineer with experience at Google and Amazon. The resume is formatted with a clean, professional layout.

 **Resume.io**

Resume Done Right

Turn ChatGPT content into a real resume.

Ad ...

A screenshot of the Resume.io website showing a resume builder interface.

 **Resume.io**

Create a Pro PDF Resume

ChatGPT gives you a draft. We give you a real resume.

Ad ...

A resume for Gregory Walls, a software engineer with experience at Google and Amazon. The resume is formatted with a clean, professional layout.

 **Resume.io**

Resume Done Right

Turn ChatGPT content into a real resume.

Ad ...

↑ ChatGPT ads, US, Similarweb AI Ads. Source: Similarweb + Graphite.

Top Ads from Jotform



Jotform Ad ...

Free Fillable Free Pay Stub PDF

Want to create your own fillable free pay stub PDF? Edit and download it with Jotform.



Jotform Ad ...

Free Landlord Verification Form PDF

Want to create your own landlord verification form PDF? Edit and download it with Jotform.



Jotform Ad ...

Free Cleaning Proposal PDF

Want to create your own cleaning proposal PDF? Edit and download it with Jotform.



Jotform Ad ...

Free Payroll Receipt PDF

Want to create your own payroll receipt PDF? Edit and download it with Jotform.



Jotform Ad ...

Free Award Nomination PDF

Want to create your own award nomination PDF? Edit and download it with Jotform.



Jotform Ad ...

Free Sponsorship Letter PDF

Want to create your own sponsorship letter PDF? Edit and download it with Jotform.

60% of Advertisers Use 5 or Fewer Landing Pages

63% of Top 50 advertisers have 6+ landing pages.

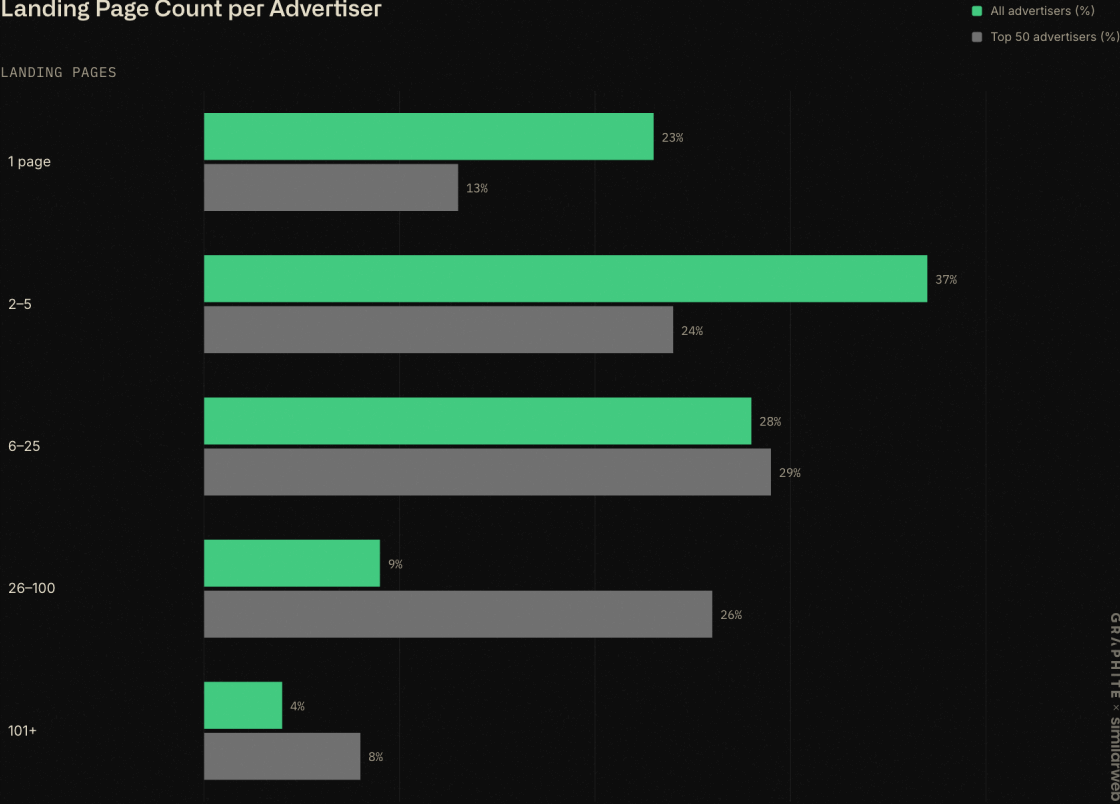
For example, Booking.com and Vistaprint have 500+, while Monday.com, Shopify, and Canva have 20+. Figma and HubSpot have 7 and 11, respectively.

Advertisers with 1 landing page include Shutterstock, MasterClass, and Oura.

Landing pages per advertiser, 400+ US advertisers vs. top 50 by impression share, Jul 19 to Aug 15, 2026. Source: Graphite's own pull from Similarweb AI Ads.

Landing Page Count per Advertiser

LANDING PAGES

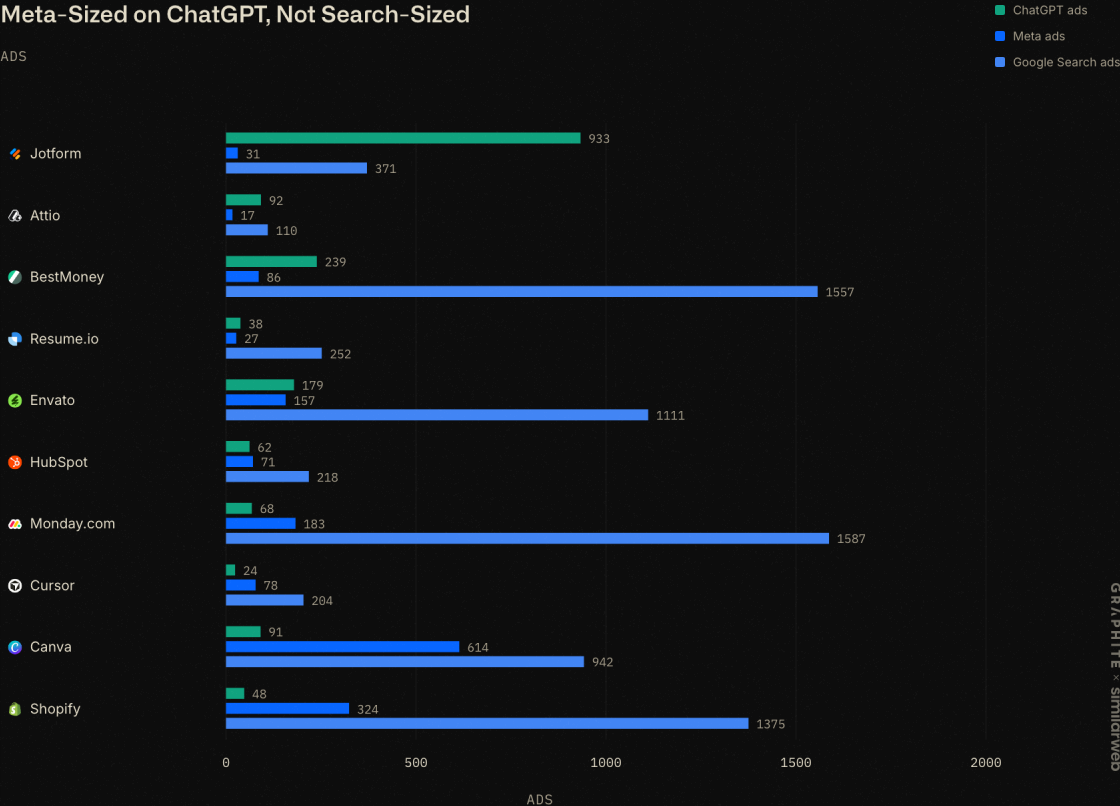


50% of Top 10 Advertisers Run More Ads on ChatGPT vs Meta

Ads live per advertiser by platform, 10 advertisers on all three, trailing 28 days to Aug 2026. Source: Similarweb AI Ads, Meta Ad Library and Google Ads Transparency Center.

Meta-Sized on ChatGPT, Not Search-Sized

ADS



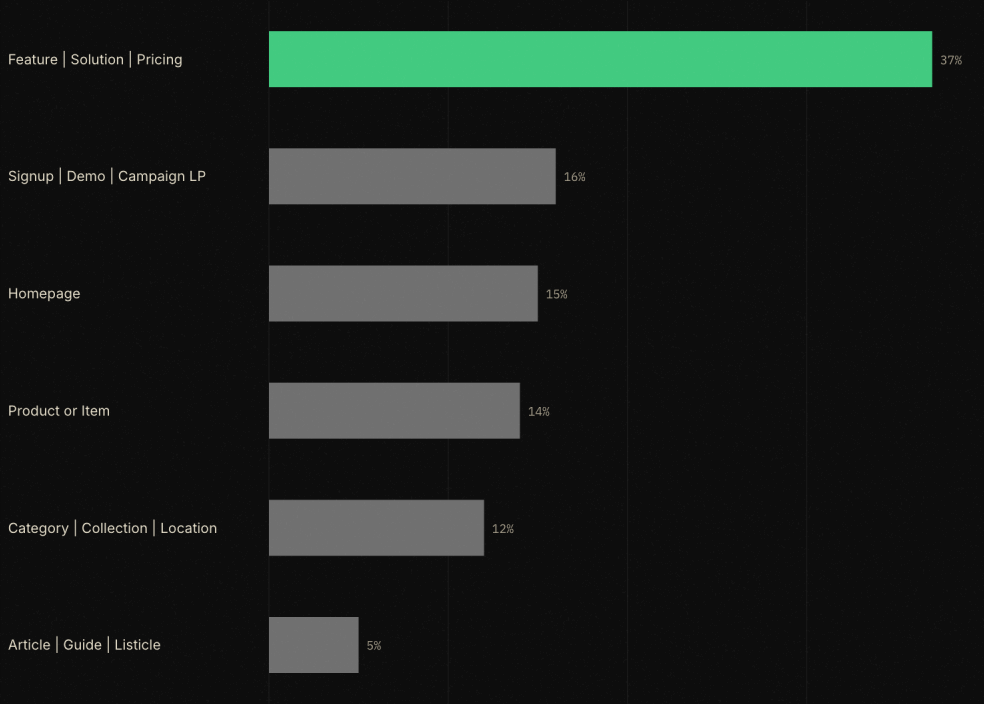
LANDING PAGE TYPES

Feature, Solution, & Pricing Pages Comprise 37% of Landing Pages

Landing page types by share of advertisers, 400+ US advertisers, Jul 19 to Aug 15, 2026. Source: Similarweb + Graphite.

Landing Page Types

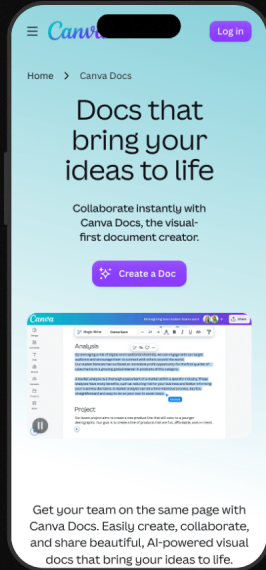
% OF ADVERTISERS



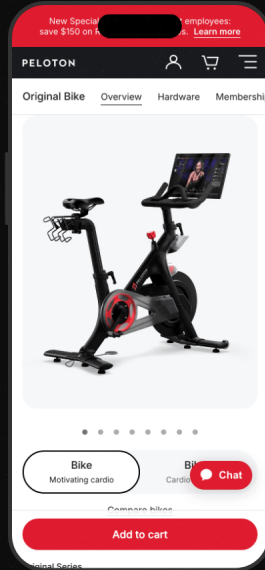
FEATURE, PRODUCT, SOLUTION

Landing Page Types

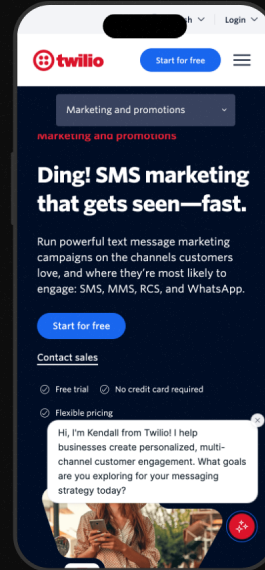
Feature



Product



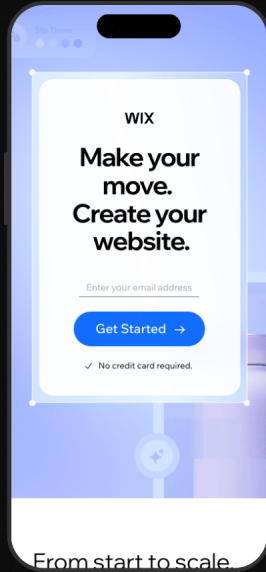
Solution



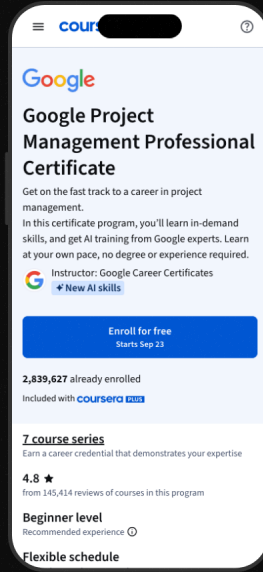
SIGNUP, ITEM, CATEGORY

Landing Page Types

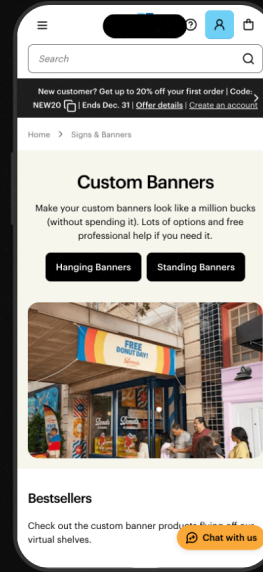
Signup, Demo, Campaign



Product or Item



Category



Landing Page Count Varies by Industry

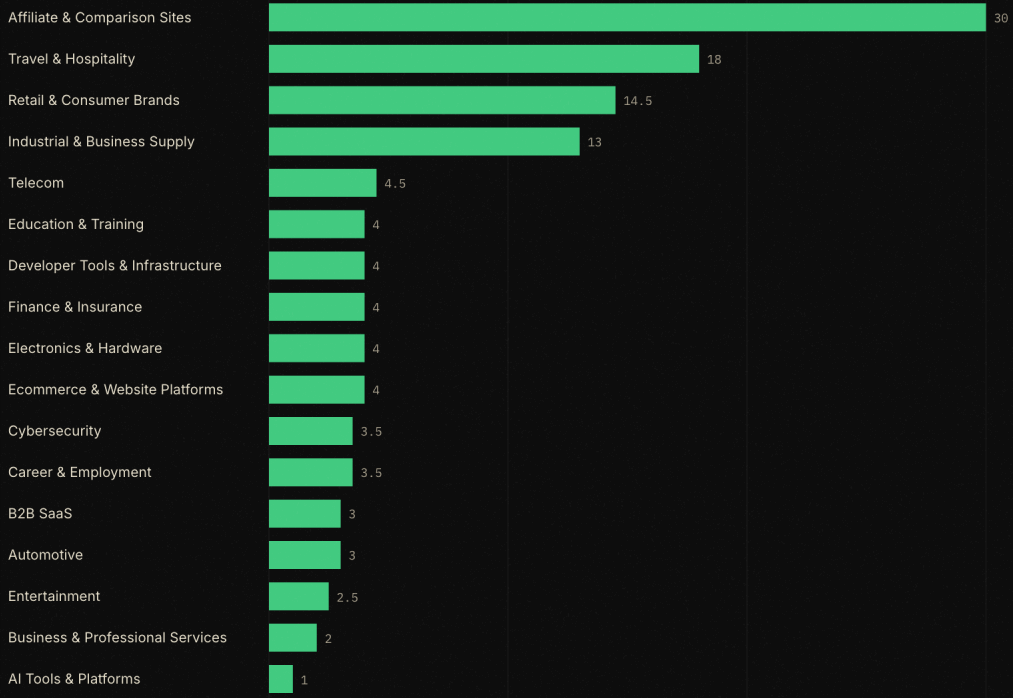
The median advertiser runs 4 landing pages, but this varies drastically depending on the category. For an affiliate or comparison site, the category median is 30. However, AI Tools & Platforms is only 1.

Advertisers should benchmark their landing page strategy against their category.

Median landing pages per advertiser by category, 28 days July 19 to August 15, 2026, US, 350+ advertisers across 17 categories. Source: Similarweb with Graphite categorization.

Landing Pages per Category

MEDIAN LANDING PAGES



03

Playbook

TEN RULES

Graphite 10 Steps ChatGPT Ads Playbook

READ THE PLAYBOOK

01 Budget It Like a Test, Not a Core Channel

CTR has doubled since launch, but the advertiser base hasn't settled. Keep spend experimental.

02 Check Product Fit First

Top 10 advertisers all sell something buyable in one sitting. Lead with offers users can purchase right away, and test long sales cycles with caution.

03 Write Native Copy

Top advertisers write 98% new copy. Aim for net new copy for this channel that directly addresses a use case.

04 Scale Creatives Gradually

More ad creatives generally help increase impression share, but there's no fixed number to hit. Scale as you grow.

05 Reuse the Pages You Have

Feature, Pricing & Product pages are the most used landing page type. Test those first.

06 Start Small on Landing Pages

Most advertisers use five or less. Scale pages up as ad volume grows, not before.

07 Benchmark by Category

Landing page norms vary 30x by category. Use your own category's median, not the overall one.

08 Treat as Incremental, Not a Replacement

Google Search still carries far more ad volume than ChatGPT or Meta. Budget it as an addition, not a swap.

09 Prioritize Early Turns, Don't Forget the Long Tail

The first few turns get the highest CTR and impression share. Most conversations continue past that point, so there's still an audience to reach later on.

10 Expect Turnover, Plan to Re-Test

Few advertisers hold a steady top spot. Build for iteration, not "set and forget."
