

Advertisers Will Soon Be Able to Buy ChatGPT Ads Through Criteo

Criteo will sell chatbot ads, thanks to a new partnership with OpenAI.

ChatGPT's parent company announced in January that it would begin testing ads in the Free and Go tiers of its popular chatbot. Agencies including Dentsu, Omnicom, and WPP have invested in the pilot on behalf of clients, and Criteo is the first adtech company to get in on the test.

The deal "represents an exciting step forward in advancing advertising in an emerging AI experience," Michael Komasinski, CEO of Criteo, said in a statement. "We are helping shape how advertising can support discovery and consideration within large language model platforms, grounded in experiences that are additive, relevant, and built on user trust."

According to Criteo, shoppers are 1.5 times more likely to buy something when referred to a retailer website from a chatbot. Criteo's findings are based on observations among 500 U.S. retailers throughout February.

Criteo's integration will roll out in the coming weeks, the company said.

Ads first appeared in ChatGPT on Feb. 9. OpenAI requires brands to pay a minimum of \$200,000 to test the placements.

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