Code in OpenAI’s Ads Manager Suggests the Company Is Building Conversion Tracking Into ChatGPT

As OpenAI expands its ad business beyond the U.S., opening the door to more advertisers, it may also be laying the groundwork to turn ChatGPT into a performance advertising engine.

Snippets of code in its ads manager, reviewed by ADWEEK, points to upcoming support for click and conversion-based campaigns—even as the product today remains limited to impression-based ads. The ads manager—internally code-named “bazaar”—runs on a broader ads infrastructure OpenAI calls “tapestry,” the code strings reveal.

“It’s unclear what types of conversions. In most cases it’s used for app installs or track when someone places an order for commerce,” said Juozas Kaziukėnas, advisor at ecommerce ad platform Quartile.

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