EXCLUSIVE: Leaked Deck Reveals StackAdapt’s Playbook for ChatGPT Ads

StackAdapt is quietly courting advertisers to test ads inside ChatGPT. The independent demand-side platform is dangling CPMs as low as $15 alongside discounted platform and management fees. The company is framing the push as early access to a new “discovery layer”—one that captures people in the middle of researching and comparing products on ChatGPT.

According to a pitch deck titled “OpenAI x StackAdapt Limited Pilot Program,” shared with select buyers on March 27 and reviewed by ADWEEK, the company is positioning the offering as an early-stage test inside a still-developing ad system.

“StackAdapt has partnered with OpenAl to enable advertising within ChatGPT, one of the fastest growing consumer platforms in the world,” the deck reads.

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