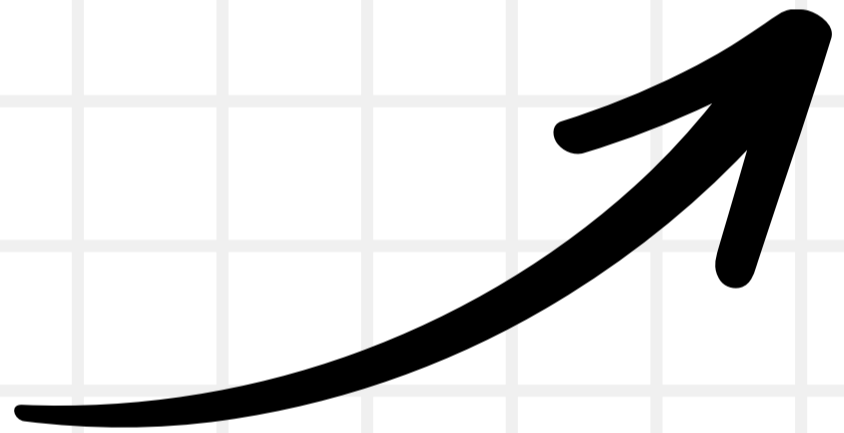
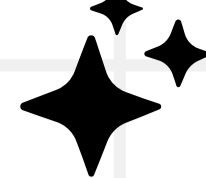


# ADVERTISING INSIDE



# AI Assistants





Let's be honest about what just happened.

**CHATGPT IS NOW RUNNING ADS. NOT SOMEDAY. RIGHT NOW.**

And it's not just another ad surface. It's a completely different type of intent signal. When someone types into Google, you get 3 words. When someone types into ChatGPT, you get their entire situation, budget, and decision stage in one prompt. That changes everything about how paid media works.





# THE NUMBERS YOU NEED TO KNOW

**800M+** weekly ChatGPT users **\$100M**  
in ad revenue generated in just **6** weeks of  
launch **\$60 CPM** about **3x** what you'd  
pay on Meta.

OpenAI expects to generate more than **\$17**  
billion from ChatGPT consumers in 2026, with  
advertising representing a meaningful slice  
from its free user base.



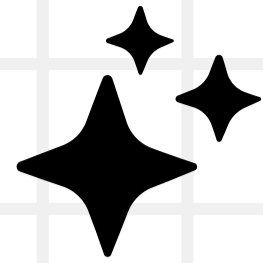


# WHY THIS IS DIFFERENT

On Google, someone types:  
"Security Camera"

On ChatGPT, they type: "I have Ring doorbells, need indoor cameras that integrate with them, budget **Rs 15,000**" Same person. Same need. Completely different signal.

Microsoft says Copilot can increase **ROAS by 13x** when users engage with it before searching, and Microsoft has also reported materially higher CTRs and conversion rates for Copilot ads.



# FROM THE GROUND FLOOR

“ **Every client I speak to right now has the same question**

**Should we be on ChatGPT ads yet?**

My answer is always: before we talk about paid, let's see where you're showing up organically in AI responses. Because if AI isn't citing you without paid, paid won't fix that. Get the foundation right first, then amplify it.

**Shailendra Singh Mehta**  
AVP, Paid Media, AdLift





# THE THREE PLATFORMS RACING RIGHT NOW

## ChatGPT

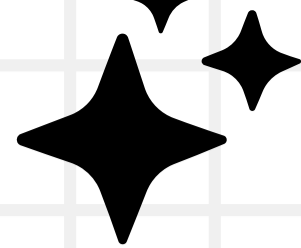
Live now (US). CPM + CPC both available. Ads Manager launched this week. High intent, but measurement is still maturing

## Google AI Mode

Ads already live inside AI Mode. Broader rollout expected before Q4. 100M+ users already on it. Bigger near-term opportunity for most brands.

## Microsoft Copilot

Live, with LinkedIn B2B data baked in. Underrated. Especially powerful for B2B brands.

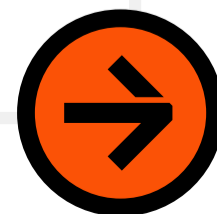


# THE WINDOW IS OPEN. IT WON'T STAY THAT WAY.

Every major ad platform had this moment. Early Google Search advertisers paid fractions of today's CPCs. Early Facebook advertisers had reach that brands now spend fortunes trying to replicate.

With CPC pricing now added to ChatGPT, budgets can be tied to measurable actions, giving advertisers a chance to gain first-mover advantage before competition and costs increase.

Own the category before others price in the opportunity.





# WHAT WE'RE DOING AT ADLIFT

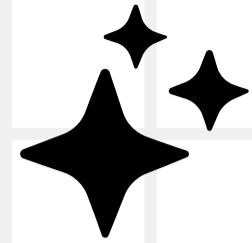
We're helping clients get the sequence right.

**Step 1:** Know where you stand Before spending anything on **AI ads**, use **Tesseract** to audit your **AI presence**. Are you being cited in **ChatGPT, Gemini, Perplexity** responses? With what sentiment? **Running paid** on a platform where your **organic presence** is weak is money down the drain.

**Step 2:** Build content that **AI trusts**. **AI systems** cite brands that have deep, useful, contextual content. That's exactly what **ContentLift** is built to create. The kind of authority that earns organic presence in **LLM** responses. Organic presence **plus paid placement** equals two positions on the same response.

**Step 3:** Then layer in paid With your **AI presence** mapped and your content foundation solid, paid spend on these platforms actually compounds. **Without steps 1 and 2**, you're just buying impressions in a new place.





# WHO SHOULD MOVE NOW

## Move now:

B2B SaaS, Professional Services,  
Premium Consumer and Electronics

## Test Carefully:

Travel and Hospitality

## Wait:

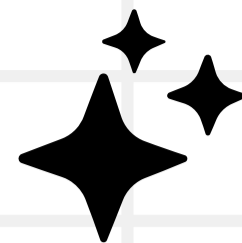
CPG and FMCG, SMB





# 6 THINGS TO DO THIS QUARTER ✨

- # 1. Audit your AI citation presence with Tesseract
- # 2. Register at [openai.com/advertisers](https://openai.com/advertisers), even if you can't enter the pilot yet
- # 3. Restructure campaigns around intent, not keywords
- # 4. Invest in content that earns AI citations via ContentLift
- # 5. Clean up your first-party data. It's now a targeting asset
- # 6. Watch Google AI Mode closely. It's the bigger near-term volume play



THE QUESTION IS NO LONGER WHETHER  
**BRANDS NEED AN AI SEARCH STRATEGY.**

*It's whether they're already late.*

The brands that get the sequence right, organic AI presence first and then paid, will own these platforms before the market prices in the opportunity.

**Want to know where your brand stands  
in AI responses today?**

That's exactly what Tesseract was built for.

[tesseract.adlift.com](https://tesseract.adlift.com)

