



Activate AI ads

How to plan, pitch, and launch early



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**Lead the next behavior shift,
don't watch it happen**

The 'Yellow Pages and traditional media' era



The 'search and rise of programmatic' era

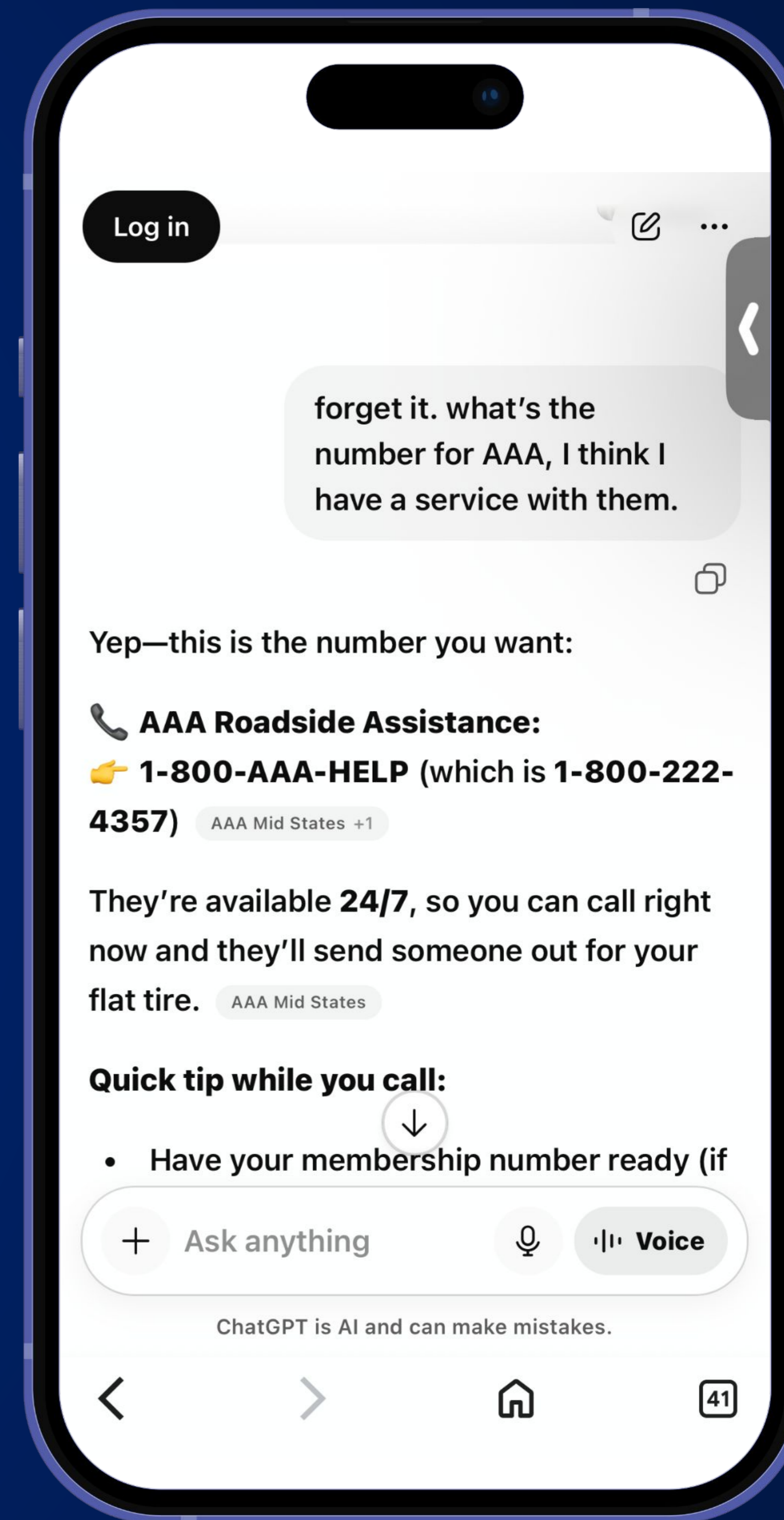
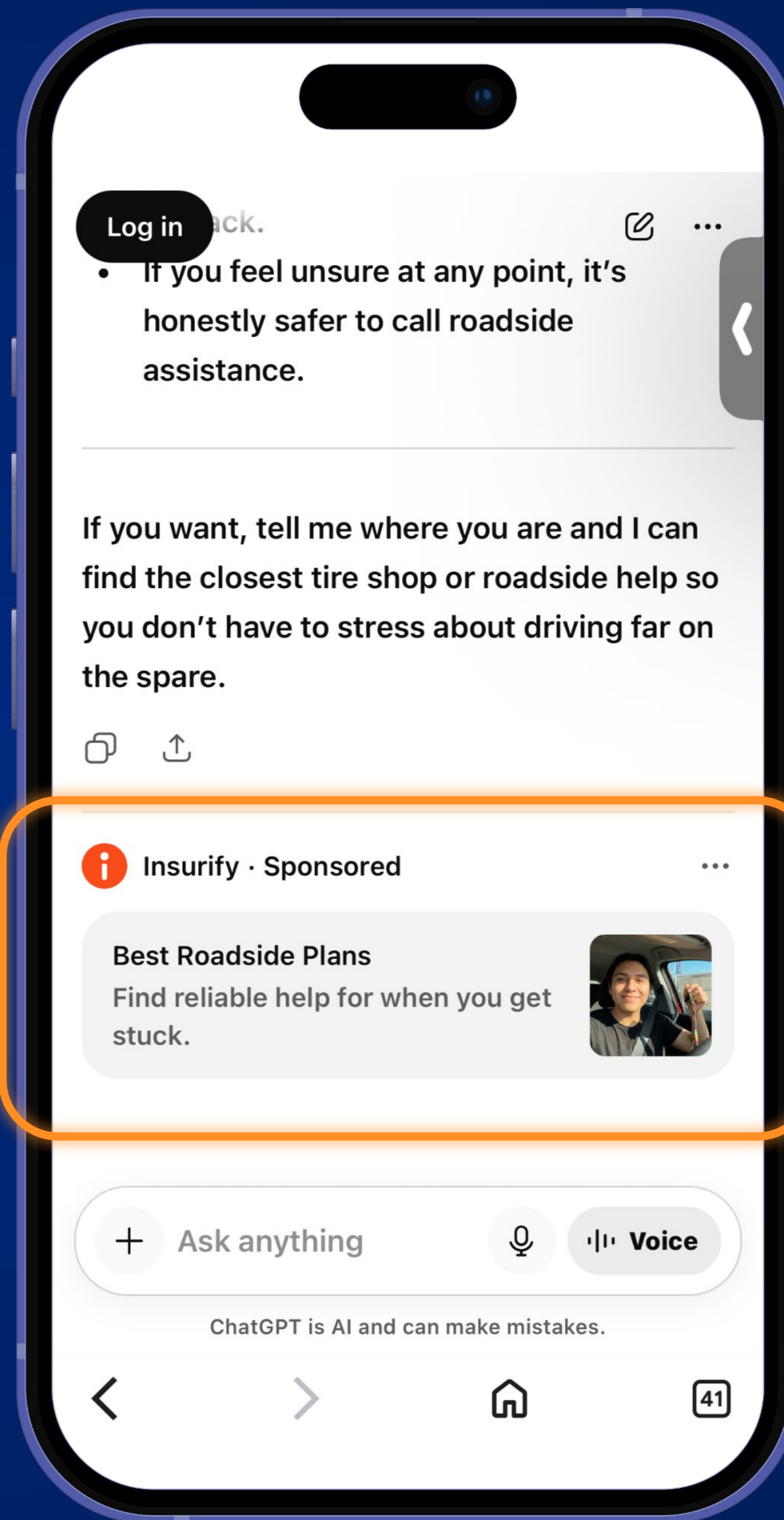
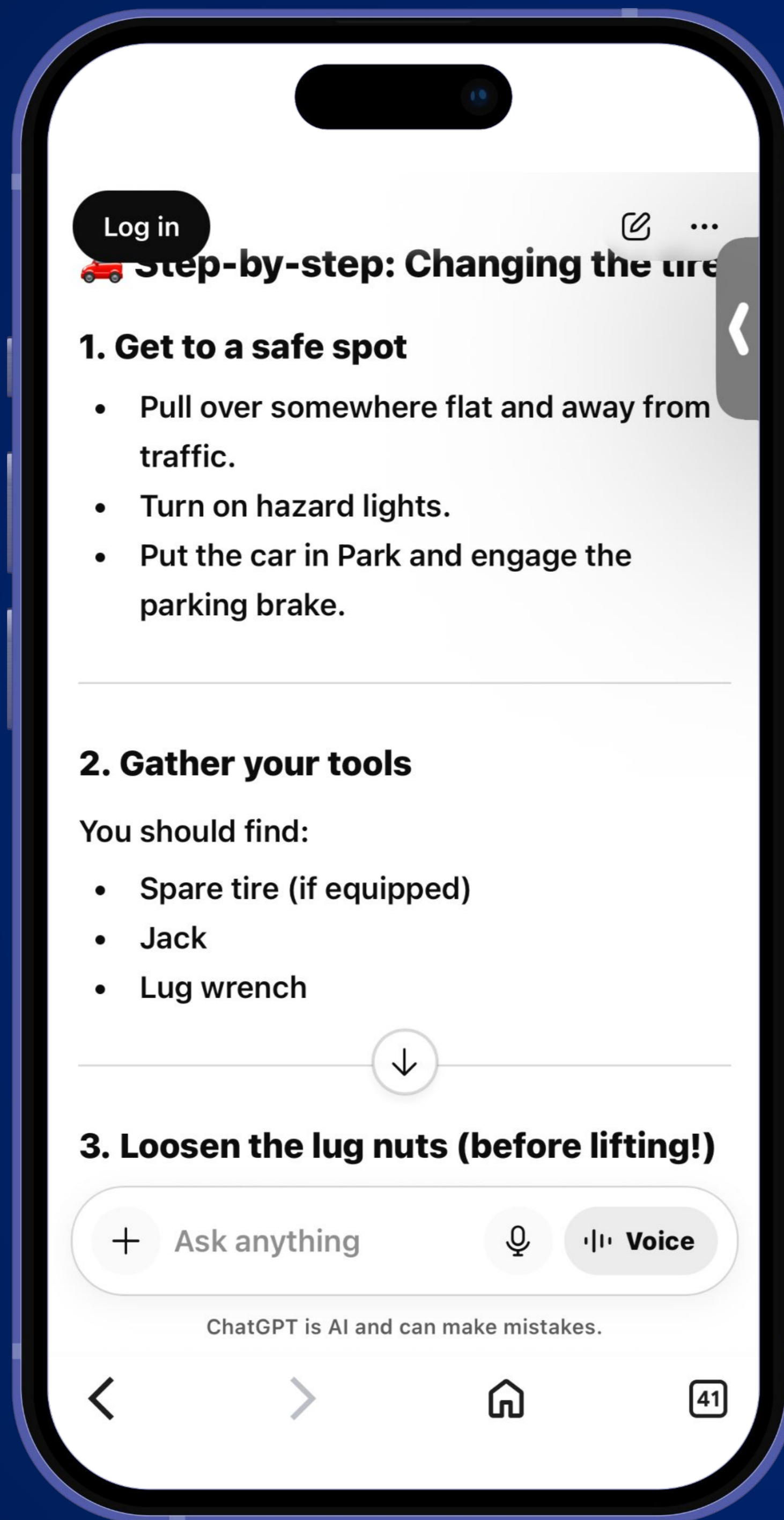
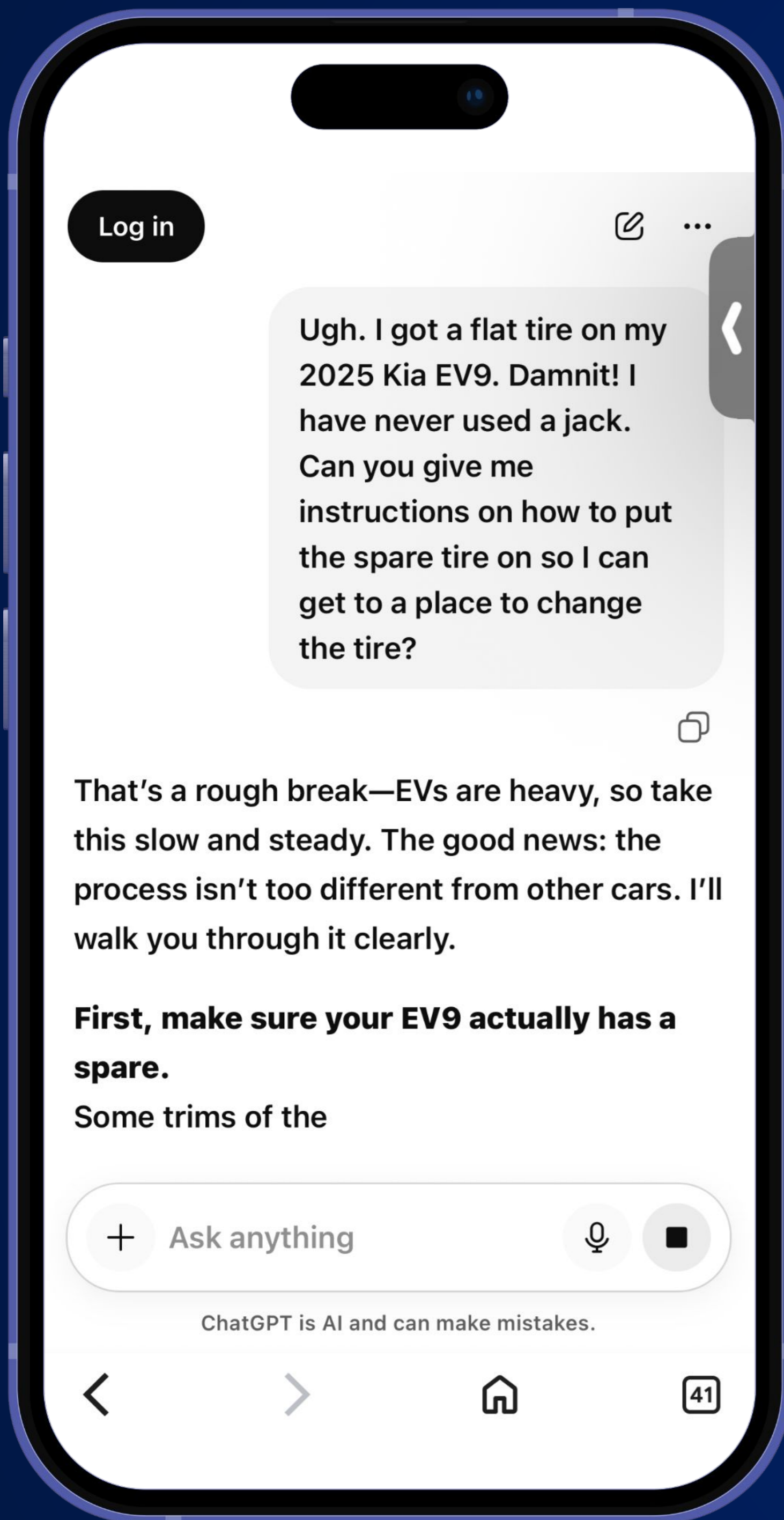


The 'social and precision' era



The 'AI conversation and programmatic' era







Shaun Preston-Walsh (SPW)

Vice President, Revenue & Partner Enablement



Google

LinkedIn

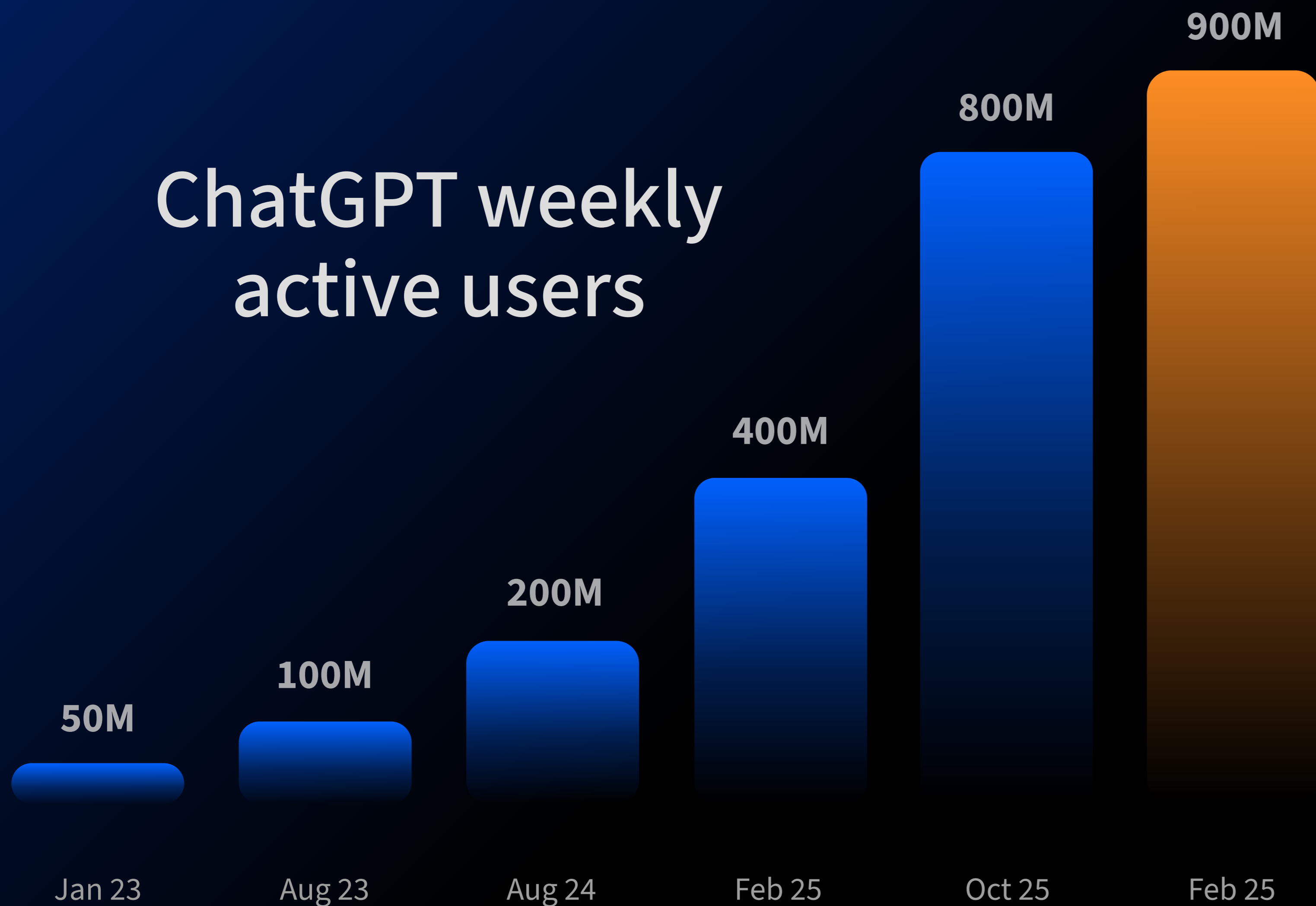
Meta

thryv

amazon

This isn't niche anymore. **Why now?**

ChatGPT weekly active users



900M
weekly active users

2.5B
prompts each day

52.99%
of users are 18-34

32.91%
of users are 35-54

Gender split: 54.66% male / 45.34% female

ChatGPT doesn't replace your media plan. It makes it more powerful.

SEARCH

Capture declared demand and harvest bottom-funnel intent

SOCIAL

Create interest, build audiences, and amplify brand signals

PROGRAMMATIC

Scale reach, sequence messages, and retarget with discipline

ChatGPT ADS

Insert the brand into live research and evaluation moments

Best practice: complement, do not cannibalize

Best pairings by stage

AWARENESS

Appear in emerging intent

Prompt example: “best meal kits for busy professionals”

Best paired with:

- CTV, YouTube, or video for broad reach
- High-impact display or DOOH for visibility
- Paid social for audience amplification

CONSIDERATION

Reinforce during research

Prompt example: “best CRM for a 25-person sales team”

Best paired with:

- Paid search
- Contextual display
- Native content
- Retargeting audiences built from awareness touchpoints

CONVERSION

Capture decision momentum

Prompt example: “best price for home Wi-Fi plan right now”

Best paired with:

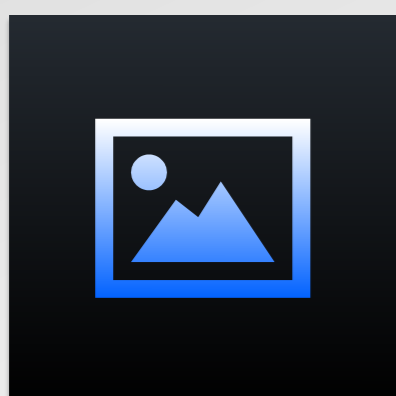
- Promotional display
- Limited-time offers
- Performance-driven landing pages

What we're actually selling

PLACEMENT



SPONSORED



Headline up to 30 characters

Description up to 60 characters. Clear, concise, and relevant.

Creative

- 30-char headline
- 60-char description
- 256x256 image
- Ad cropping

Targeting

- Contextual prompt relevance
- Advertiser inputs
- Landing page signals
- Geo targeting (NA, CA, AU, NZ)

Reporting

- Impressions + clicks
- Static UTMs
- Fee reporting

Commercials

- Proto-auction pricing
- Manual optimization
- Billing support + auto pausing

Pilot reality: the environment is early, useful, and still evolving quickly.

What early campaigns are already teaching us

1 Reinforce during research

2 Niche can be efficient

3 Variants matter

4 Landing pages matter too

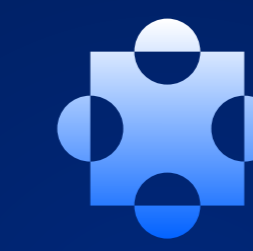
5 Changing quickly

In AI, **relevance is
the media plan**

OpenAI brings the moment. StackAdapt brings the operating system.



Managed service and scalable execution



Cross-channel orchestration and attribution



One partner. One plan.
Faster learning.

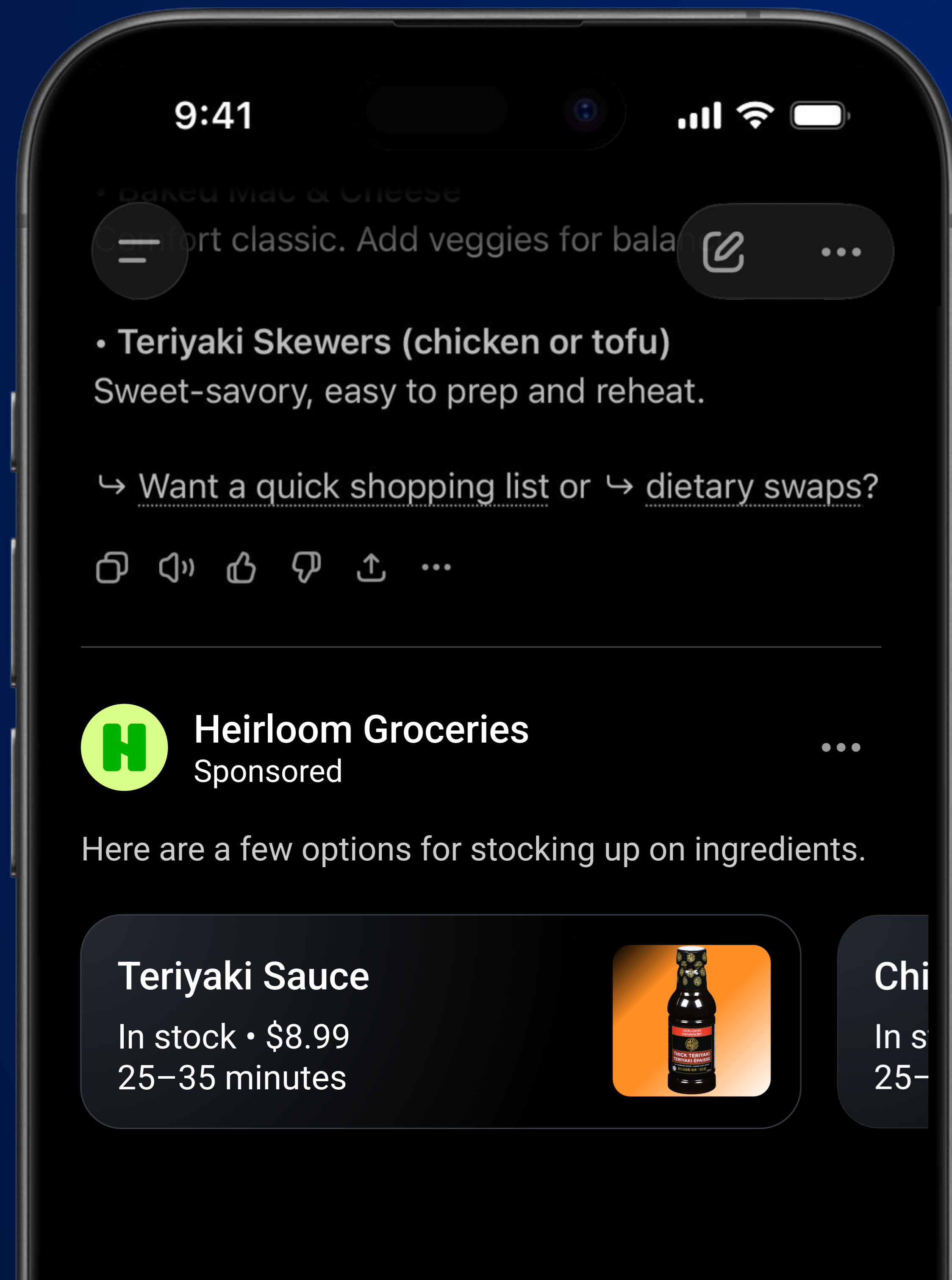


Vertical specialization



Brand safety and quality controls

What's next



Product feed ingestion

Turn product feeds into scalable, always-updated campaign inputs



Ivy keywords generation

Use Ivy to automatically generate conversational-intent keywords that better match chat context



Creative Hub support to bulk manage assets

Upload, organize, and reuse assets in bulk



Fully self-served advertiser onboarding

Configure access, audit ads, and launch campaigns without manual support

ChatGPT ads elevator pitch exercise

5 minutes

Two-minute partner exercise: write the 30-second pitch

INSTRUCTIONS

1. Pick one real brand or client
2. Write a 30-second pitch
3. Share it with a partner
4. We will hear two or three from the room

2 min write | 2 min share | 1 min
room debrief

1 Who are they trying to reach?

2 What conversation do you want the brand to show up in?

3 Why is ChatGPT the right moment?

4 Why is StackAdapt the right partner?

Steal this talk track

Consumers are moving from searching to asking. That gives [Brand] a new chance to appear inside high-intent research moments, not just after a keyword click. We would launch a focused pilot around a small set of prompt themes, pair it with programmatic retargeting, and use StackAdapt to manage relevance, reporting, and cross-channel learning and attribution while the channel is still early enough to create an edge.

BEHAVIOR SHIFT

MEDIA ROLE

PILOT SCOPE

STACKADAPT VALUE



**Safe brands wait
for case studies.**

**Smart brands
become them.**

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