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Digital

WHITE PAPER · 2027 EDITION



Conversational advertising 2027: ChatGPT Ads, AI Max, Performance Max and Copilot

What you still control, what the AI decides for you, and how to prove it works: the advertiser's decision guide, with what is actually available in Belgium.

Nexuro
Odoo Official Partner · Cookiebot Certified Partner
Chaumont-Gistoux, Belgium

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What you will find in this guide

This white paper is written for heads of acquisition, e-commerce managers and business owners who run their own campaigns in Belgium, France and Luxembourg. Every term is explained the first time it appears and listed again in the glossary.

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HOW TO READ THE EXAMPLES

Example figures in this guide are **fictitious**. They illustrate reasoning, not a target. Advertisers in the mock-ups have fictitious names ("Exemple Chauffage", "Exemple Menuiserie") and the mock-ups are illustrations, not screenshots of the platforms. Each product fact carries its date and official source, listed on the last page.

DISCLAIMER

Advertising products change every month. This guide describes the state checked on 26 November 2026 on the official pages of OpenAI, Google and Microsoft, and does not commit any of these companies. Check every option in your own account before committing budget. Sections on consent are information, not legal advice.

00 · EXECUTIVE SUMMARY

The essentials on one page

Advertising is leaving the list of links and moving into the answer, or right next to it. Assistants and AI search decide when to show you, with which text and towards which page. What you steer now is what the algorithm learns. Five decisions for 2027.

01 · CHECK WHAT EXISTS FOR YOU

Separate what is announced, what is open to advertisers and what is actually served. On 26 November 2026, Google offers ads in AI Mode and AI Overviews in no EU country. Microsoft does, on Bing. ChatGPT Ads, partly.

02 · FEED THE ALGORITHM WITH SALES

Send qualified leads and closed deals from Odoo back to each advertising platform, with their value. As keywords lose weight, the conversion becomes your targeting lever.

03 · WRITE THE GUARDRAILS FIRST

Brand, page and term exclusions, text guidelines, forbidden claims: write them down before switching on AI Max, Performance Max or ChatGPT Ads.

04 · CARE FOR WHAT THE AI ASSEMBLES

Landing pages, product feeds, images and descriptions become the raw material of your ads. A vague page makes a vague ad, whatever the algorithm.

05 · PROVE BEFORE YOU SCALE

Every new AI placement is tested against a control group, over a period fixed in advance, and judged on CRM sales, not on the conversions the platform credits to itself.

Three facts to remember

Date	Fact	Source
31 August 2026	OpenAI opens self-serve ChatGPT Ads (Ads Manager) in 31 European markets. Its help page lists Belgium as available for advertisers based there.	OpenAI, blog and Help Center
Sept. 2026 and February 2027	Google upgrades Search campaigns using automatically created assets or campaign-level broad match to AI Max. Dynamic Search Ads follow in February 2027.	Google Ads blog
19 November 2026	Microsoft serves ads in Bing's AI Overviews in all markets except China, through existing campaigns, including Performance Max and AI Max.	Microsoft Advertising blog

OUR CONVICTION

AI does not replace advertising strategy: it exposes its weaknesses. The advertiser who sends the best data and the best pages wins the slot. The one who switches everything on without guardrails or measurement pays to train the algorithm.

01 — CHAPTER 1

The map on 26 November 2026

Three realities get mixed up: announced, open to advertisers, served to users. Only the last one spends your budget.

Available confirmed for Belgium or for all markets **To be confirmed** no official country list **Outside EU** countries listed, none in the EU **Pilot** selected advertisers

Product	What it is	Belgium	Date
ChatGPT Ads, card below the answer	Labelled ad below the answer, Free and Go users.	**Available** self-serve **To be confirmed** delivery in Belgium	18 and 31/08/2026
ChatGPT, visual format	Ad shown while an image is being generated.	**Outside EU** US test	05/10/2026
Google, ads in AI Overviews and AI Mode	Search, Shopping and PMax ads in AI answers, in English.	**Outside EU** no EU country listed	28/10/2026
Google AI Max and Performance Max	AI layer for Search campaigns; one campaign across all Google inventory.	**Available** automatic upgrade to AI Max since September 2026, DSA in February 2027	11/06/2026
Microsoft, ads in Bing AI Overviews	Next to Bing's AI answers, through existing campaigns.	**Available** all markets except China	19/11/2026
Microsoft, ads in Copilot	Ads in Copilot's answers.	**To be confirmed** rolled out by language, no country list	05/03/2025
Microsoft AI Max for Search	AI layer for Microsoft Search campaigns.	**To be confirmed** markets not specified	27/08/2026
Microsoft Showroom ads	Conversational format in Copilot for purchase intent.	**Pilot** selected clients	03/2025

Source: OpenAI (18/08, 31/08 and 05/10/2026, Help Center); Google (blog of 28/10/2026 and 11/06/2026, Google Ads Help); Microsoft Advertising (blog of 05/03/2025, 31/08/2026 and 19/11/2026). Full list on the last page.

THE BELGIAN CASE OF CHATGPT ADS

OpenAI cites 31 European markets without naming Belgium. Its Help Center lists Belgium for self-serve, which means the advertiser's country, not where ads are seen. The Belgian press reports delivery: check it in your own account.

WHAT YOU SHOULD DO

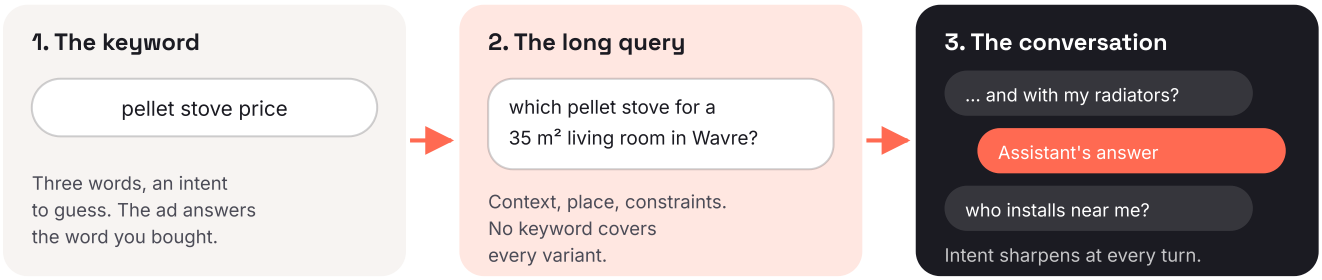
Open each account, look for the option, write down the date. Repeat every quarter: this map moves faster than your budgets.

02 — CHAPTER 2

From query to conversation

In classic search, you buy a word. In conversational search, the algorithm reads an intent from a long question and its context, then chooses the ad, the text and the page.

Three shapes of the same intent (fictitious example)



Who chooses the ad



You: keyword, match type, written copy — The algorithm: broad match, AI Max — The assistant: conversation context

What you control, what the AI decides

Decision	You decide	The AI decides
Where	Country, language, brand, page and keyword exclusions.	The moment of display. Google lets you neither target nor exclude AI Overviews and AI Mode on their own.
Which message	Text and images supplied, text guidelines.	How the pieces are assembled, and text generated from your website.
Which page	The starting URL, excluded pages and added pages.	The page judged most relevant, when final URL expansion is on.
Who sees it	Area, custom audiences, audience signals.	The exact person. Performance Max audience signals are hints, not limits.
How much	Budget, objective, bid caps where they exist.	The bid for each query or conversation.
What success is	**Everything**: which conversions count, and what they are worth.	Nothing: the algorithm optimises towards what you show it.

Source: Google Ads Help (AI Max, ads in AI-powered experiences, audience signals); OpenAI Help Center, "Ads in ChatGPT: The Basics".

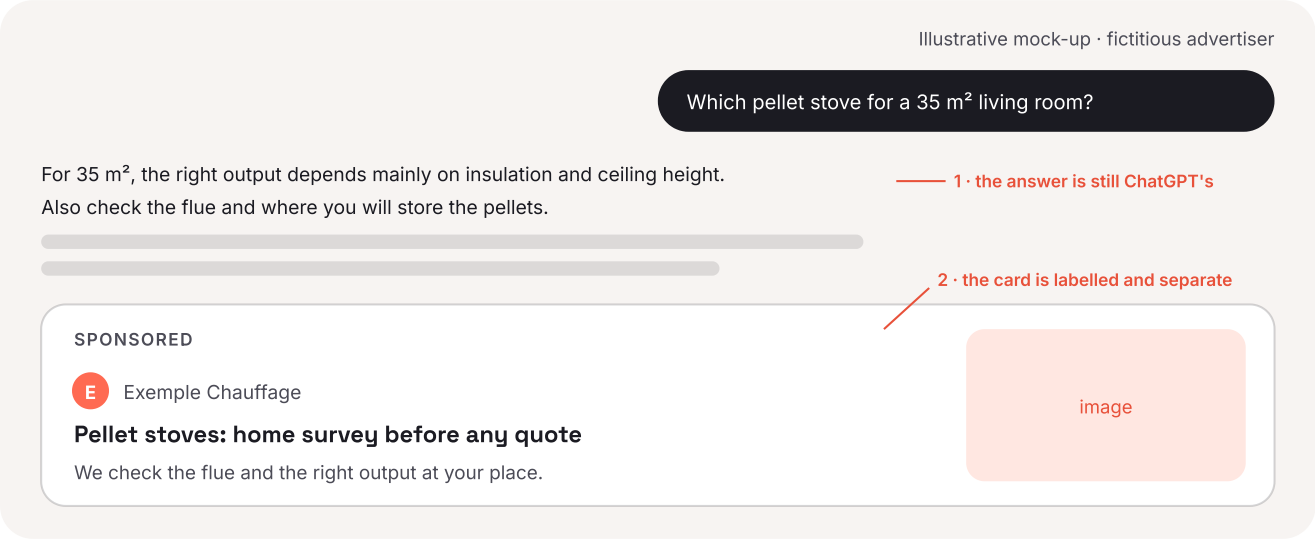
A SIMPLE RULE

Whatever you do not define, the algorithm decides for you, based on your conversions: the last row of the table drives all the others.

03 — CHAPTER 3

ChatGPT Ads, the fact sheet

ChatGPT Ads is OpenAI's advertising format. According to OpenAI, ads appear below the answer, are labelled as sponsored, stay separate from the answer and do not influence what ChatGPT says.



Item	What OpenAI says
Who sees ads	Free and Go users. Not Plus, Pro, Business or Enterprise plans, nor accounts identified as under 18.
Ad content	Advertiser name and favicon, headline, description, landing page, images. Single image (compact or hero) or a carousel of 4 to 6 square images.
Selection	Based on expected relevance: context and intent of the conversation, landing page, ad copy and, if the user allows it, personalisation signals. Context hints supplied by the advertiser are not exact-match keywords and guarantee no delivery.
Billing and bidding	Billing objective of views, clicks or conversions; CPM and CPC bidding, then conversion optimisation.
Targeting	Geo-targeting and custom audiences.
Measurement	Clicks, OpenAI Pixel, Conversions API and third-party measurement tools. Static UTM parameters can be added to URLs.
Privacy	Conversations kept private from advertisers, data never sold, ad personalisation controlled by the user.

Source: OpenAI, "ChatGPT Ads expands across Europe", 18/08/2026, updated 31/08/2026; OpenAI Help Center, "Ads in ChatGPT: The Basics", consulted on 26/11/2026.

WHAT THE ADVERTISER DOES NOT CHOOSE

The exact conversation where the ad appears: OpenAI judges relevance at every exchange. So write the ad as a useful answer to a precise question, pointing to the page that answers it best.

What stays closed: OpenAI's ad policies

OpenAI's ad policies, updated on 20 November 2026, limit the launch phase to consumer categories: home and lifestyle, local services, travel and experiences, digital products and education. These categories may expand. Before any campaign, check where your offer sits.

ALLOWED

Consumer categories

Home, local services, travel, experiences, digital products, education.

LIMITED

Subject to pre-approval

Healthcare, financial and legal services, case by case and often limited to the United States.

DISALLOWED

Excluded at launch

Adult content, alcohol and tobacco, gambling, counterfeit goods, politics, recreational drugs, individual job and housing listings, unsubstantiated wellness claims.

Two rules apply to everyone: ads must be **truthful**, and the ad, the image and the landing page must stay **consistent end to end**. Unsubstantiated claims about capabilities, prices, outcomes or comparisons are rejected. No direct links to messaging apps.

Source: OpenAI, "Ad policies", updated 20/11/2026.

Contexts where you will not appear

OpenAI keeps ads away from sensitive conversations: personal hardship, emotional vulnerability, health, mental health, politics and brand-unsafe topics. Eligible advertisers can add **negative phrases**. Verification pilots with DoubleVerify and Integral Ad Science are in development (5 October 2026).

Source: OpenAI Help Center, "Ads in ChatGPT: The Basics"; OpenAI, "New ChatGPT ads format and measurement", 05/10/2026.

Starting properly, in four steps

STEP 1

The account

Created in the name of the paying entity, in a country listed by OpenAI. It stays in your name.

STEP 2

Consent

The OpenAI Pixel is a tracker: in Belgium, it waits for the visitor's consent, like all the others.

STEP 3

Tracking

UTM parameters on every URL, and conversions sent back from the server or the CRM.

STEP 4

The questions

Start where you are missing from the answers: advertising complements GEO, which gets you cited without paying.

A MEASUREMENT TRAP FLAGGED BY OPENAI

Visits from the crawler that reviews ads can show up in your tools as paid traffic, without being billed. Do not judge the first days of a campaign on sessions: judge it on enquiries and sales.

04 — CHAPTER 4

Google AI Max and Performance Max

Google is not removing keywords. It wraps them in an AI layer that widens matching, rewrites copy and picks the page. You supply the material and the guardrails, Google assembles.

AI Max for Search: three features

01

Search term matching

Extends reach beyond your keywords, with broad match and keywordless matching. Can be switched off per ad group.

02

Text customisation

Generates copy from your ads, your assets and your website, within your guidelines.

03

Final URL expansion

Sends the visitor to the page of your site judged most relevant. Requires text customisation.

The levers, before and with AI Max

Lever	Classic Search campaign	With AI Max: what you keep
Queries	Exact, phrase or broad match keywords.	Wider matching, can be switched off per ad group. Negative keywords, to be used sparingly according to Google.
Copy	Headlines and descriptions written and pinned.	**Text guidelines** at campaign level: term exclusions and messaging restrictions.
Pages	One URL per ad.	**URL exclusions** (campaign) and **URL inclusions** (ad group).
Area	Location targeting.	Plus **locations of interest** per ad group.
Brands	Brand negative keywords.	**Brand inclusions** (campaign or ad group) and **brand exclusions** (campaign).
Reports	Search terms per keyword.	"AI Max" match type and source column in search terms, "Selected by" column in landing pages, asset report.

Source: Google Ads Help, "How AI Max for Search campaigns works", consulted on 26/11/2026.

KEY DATES: SEPTEMBER 2026 AND FEBRUARY 2027

Since September 2026, Google has been automatically upgrading to AI Max the campaigns that use automatically created assets or campaign-level broad match. For Dynamic Search Ads (DSA), the automatic upgrade has been pushed back to **February 2027**, and voluntary upgrade tools are already available. Migrate yourself before the deadline: it is the moment to set URL exclusions and text guidelines, rather than discover them afterwards.

Source: Google Ads blog, "DSA upgrade to AI Max", updated 11/06/2026.

Performance Max: one campaign, all inventory

Performance Max runs a single campaign across Search, Shopping, YouTube, Display, Discover, Gmail and Maps. Long described as a black box, it opened up in 2025: you see more, and you can exclude more.

What you see or set	Checked status	Since
Channel performance report	Available in all Performance Max campaigns; Search partners added afterwards.	06/11/2025
Search terms report	Available for all campaigns and through the API.	07/08/2025
Negative keywords	At campaign level (Search and Shopping, up to 10,000) and in shared lists. At account level for brand suitability.	2025
Brand exclusions	Also block misspellings and other scripts of a brand name.	Available
Devices and age	Device targeting and age exclusions available; gender in beta.	07/08/2025
Search themes	Up to 50 per asset group.	07/08/2025
Audience signals	Hints for the algorithm, not restrictions.	Available

Source: Google Ads Help, "Unlock more visibility and control in Performance Max" (07/08/2025), channel report announcement (06/11/2025), help on negative keywords and audience signals.

Ads in Google's AI answers, outside the EU for now

According to Google Ads Help, existing Search, Shopping and Performance Max campaigns are **automatically eligible** for ads in AI Overviews and AI Mode, with no new campaign or separate budget. They are offered in English, in a list of countries that includes no European Union member state. Advertisers can neither target nor exclude these placements separately, and results are aggregated in the usual reports.

Source: Google Ads Help, "About ads in AI-powered experiences in Google Search"; Google blog, "Ads in AI Mode", 28/10/2026.

WHAT IT CHANGES IN BELGIUM TODAY

Nothing visible in your reports. But the rules are known: your current campaigns, their broad queries and their feeds are what will be served the day the placement arrives.

HOW TO GET READY

Clean up the product feed, check the pages URL expansion can pick, and set brand and term exclusions now.

OUR DECISION RULE

Performance Max makes sense when three conditions are met: a clean product feed or clear service pages, conversions that carry a value, and enough volume for the algorithm to learn. Otherwise, keep a structured Search campaign and test AI Max as a campaign experiment on part of the budget.

05 — CHAPTER 5

Microsoft Advertising and Copilot

Microsoft Advertising serves ads on Bing, Copilot and partner sites. SMEs often forget it. Yet on 26 November 2026, it is the only one of the three to officially confirm ads in AI answers for all markets except China.

19 NOVEMBER 2026

Ads in Bing's AI Overviews

Available in all markets except China. They run through the campaigns you already use, including Performance Max and AI Max, with no separate set-up.

AUGUST 2026

AI Max, previews and uplift tests

AI Max for Search generally available on 27 August 2026, after a global pilot excluding China. Ad previews and uplift experiments for Performance Max.

The three ecosystems compared

Criterion	OpenAI · ChatGPT Ads	Google	Microsoft Advertising
AI placement	Below ChatGPT's answer.	AI Overviews and AI Mode.	Bing AI Overviews, Copilot.
Campaign	Dedicated campaign in Ads Manager.	Search (broad, AI Max), Shopping, Performance Max.	Existing campaigns, Performance Max, AI Max.
Placement control	Context chosen by OpenAI; negative phrases (eligible advertisers).	No separate targeting or exclusion.	Through campaigns; term exclusions in pilot.
Server-side conversions	Conversions API, measurement partners.	Data Manager API (offline imports) since 15/06/2026.	Offline import (click or hashed email, 90 days), UET Conversions API.
Consent	Pixel subject to prior consent in Belgium.	Consent Mode v2 expected in the EEA.	UET Consent Mode mandatory in the EEA since 05/05/2025.
Belgium	Self-serve Delivery to confirm	AI outside EU AI Max, PMax	AI Overviews Copilot to confirm
Incrementality proof	Geo tests with partners (05/10/2026).	Campaign experiments.	Performance Max uplift experiments.

Source: Microsoft Advertising blog (03/2025, 21/04, 31/08 and 19/11/2026); Microsoft Learn, OfflineConversion; OpenAI, 05/10/2026; Google Ads Help.

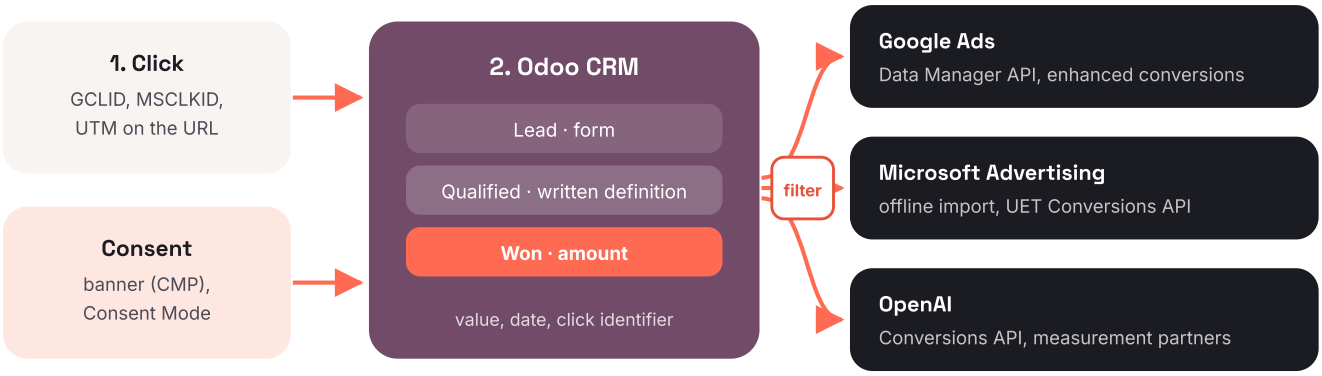
WHY START WITH MICROSOFT

Importing your Google Ads campaigns shortens set-up, and the same data discipline serves both accounts. It is the simplest way, in Belgium, to appear next to an AI answer today.

06 — CHAPTER 6

Fuel for the algorithms

When you no longer pick every keyword, the conversion becomes your real targeting lever. The algorithm looks for more of whatever you show it as a success.



Three levels of signal

Conversion sent	What the algorithm learns	Limit
1. Form submitted	To find people who fill in forms.	High volume, a lot of noise (spam, browsers).
2. Qualified lead	To find enquiries your sales team cares about.	Needs a written definition and an up-to-date pipeline.
3. Won deal, with value	To find customers, and the most profitable ones.	Longer delay, lower volume.

FICTITIOUS EXAMPLE

"Exemple Menuiserie" receives 120 enquiries in a month from its ads. In Odoo, 30 become qualified and 9 are won. Optimising on the 120 enquiries teaches the algorithm to find forms. Optimising on the 30 qualified leads, then sending back the value of the 9 deals, teaches it to find customers.

CONSENT: THE CONDITION FOR EVERYTHING ELSE

In Belgium, no non-essential tracker may be read or set before consent, the OpenAI Pixel included. Google expects Consent Mode v2 in the EEA, and Microsoft has required its UET Consent Mode since 5 May 2025. Personal data sent from the CRM is hashed, minimised and covered by a legal basis.

07 — CHAPTER 7

Creative, feeds and brand safety

In an AI answer, your ad is assembled from your copy, images, feeds and pages. The quality of that material sets the ceiling of the ad.

The briefing grid

Item	ChatGPT Ads	Google AI Max and PMax	Microsoft
Copy	Headline and description, truthful and verifiable.	Your headlines and descriptions, plus generated copy within guidelines.	Imported or new ads, PMax assets.
Images	Single image or a carousel of 4 to 6 square images.	Image assets in asset groups.	PMax image assets and Audience ads.
Landing page	Consistent with the ad, no messaging apps.	Any page can be picked by URL expansion.	Same principles.
Product feed	Not described by OpenAI for these ads.	Merchant Center: titles, identifiers, images, labels.	Feed for Shopping and Performance Max.

Brand guidelines to write before switching on

- **Forbidden terms** in generated copy.
- **Forbidden claims**: lead times, outcomes, unproven comparisons.
- **Mandatory mentions**: area, conditions, sector notices.
- **Excluded pages**: basket, account, expired offers.
- **Brands**: competitors to exclude, yours to protect.
- **Tone**: three adjectives, three approved sentences.

Guardrails by platform

Guardrail	OpenAI	Google	Microsoft
Excluded contexts	Sensitive conversations excluded by OpenAI.	Account-level negative keywords.	Term exclusions (pilot for PMax and responsive search ads, April 2026).
Advertiser exclusions	Negative phrases, for eligible advertisers.	Brand and URL exclusions, text guidelines.	Settings of existing campaigns.

Source: OpenAI, "Ad policies" (20/11/2026) and "Ads in ChatGPT: The Basics"; Google Ads Help, AI Max and Performance Max; Microsoft Advertising blog, 21/04/2026.

THE FIVE-SECOND TEST

On every page the AI can pick, does a stranger understand within five seconds what you sell, where, and what to do next? If not, fix it before switching on URL expansion.

08 — CHAPTER 8

Measuring and proving incrementality

Each platform measures its own results, with its own rules. For a new AI placement, the real question is not "how many conversions does it report?" but "how many sales would we have lost without it?".

1. Hypothesis — written upfront, with the decision threshold

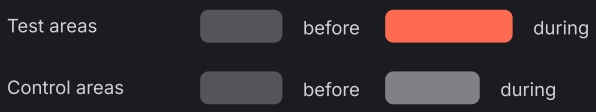
2. Control — areas or audience without the new campaign

3. Fixed period — at least one sales cycle, no tweaking

4. CRM reading — qualified leads and sales in Odoo

5. Decision — keep, adjust or stop, in writing

Fictitious geo test example: qualified sales over eight weeks



The gap between the two trends estimates what the campaign adds.

The control absorbs season and market.

Four methods, from most to least robust

Method	Principle	Limit
Geo test	Run the campaign in some areas, not in comparable others.	Needs enough areas and volume.
Holdout group	Exclude part of the audience and compare.	Only possible where the tool allows it.
Platform experiment	Google Ads campaign experiments, Microsoft Performance Max uplift.	Measured by the platform itself.
Before and after	Compare two periods.	Mixes up the campaign, the season and the market.

Three measurement settings for AI traffic

- **UTMs on every ChatGPT ad**: without them, a paid visit can blend into a free recommendation in the "AI Assistant" channel GA4 has added since 13 May 2026.
- **"AI Max" search terms and the channel report**, read every month: which queries and which inventory the AI added.
- **"How did you hear about us?"** in your forms and in Odoo: often the only trace of an AI answer.

Source: Google Analytics Help, "Default channel group" and what's new of 13/05/2026; Microsoft Advertising blog, 31/08/2026; OpenAI, 05/10/2026.

09 — CHAPTER 9

A 30, 60 and 90-day action plan

Order matters more than speed. First map and write the guardrails, then feed the algorithms, then prove before you scale.

Days 1 to 30 · Map | Days 31 to 60 · Feed | Days 61 to 90 · Prove

30 d

Map

- Redo the chapter 1 map in your own accounts, with the date of the check.
- List tracked conversions and sort them into three levels.
- Check GCLID, MSCLKID and UTMs on Odoo leads.
- Review the banner, Consent Mode v2 and UET Consent Mode.
- Write the brand guidelines and exclusions.

Deliverable: a dated map and a guardrails document.

60 d

Feed

- Send qualified leads and Odoo sales to Google (Data Manager API) and Microsoft.
- Migrate DSA to AI Max yourself, with guardrails in place.
- Import Google campaigns into Microsoft Advertising.
- Open the ChatGPT Ads account in the company's name, pixel behind consent.
- Clean up the product feed and landing pages.

Deliverable: value-based conversions live and tests running, hypothesis written.

90 d

Prove

- Read every test in the CRM, not in the platform.
- Decide in writing: keep, adjust or stop.
- Read "AI Max" search terms and the channel report.
- Update the availability map.
- Allocate next quarter's budget based on evidence.

Deliverable: a written decision per platform and a justified budget.

Who does what

Role	Responsibility
Management	Approves conversion definitions, forbidden claims and the decision rule for tests.
Acquisition	Runs the accounts, guardrails, tests and the availability map.
Sales	Qualifies leads in Odoo and keeps the pipeline clean: it is the signal the algorithms receive.
DPO or legal adviser	Approves the banner, trackers and data sent to advertising platforms.

TOOL

The 24-point checklist

Print this page. Tick what is in place. Every empty box is an action for your 90-day plan.

AVAILABILITY

- ☐ 01 The availability map has been redone in your accounts, with its date.
- ☐ 02 Every ad account is in the company's name, not a supplier's.
- ☐ 03 Your sector has been checked against OpenAI's ad policies.
- ☐ 04 A quarterly review of the map is in the calendar.

DATA AND CONVERSIONS

- ☐ 05 Every tracked conversion has a written definition and a level (1, 2 or 3).
- ☐ 06 Campaigns optimise on qualified leads or sales, not on every form.
- ☐ 07 Conversions carry a value.
- ☐ 08 GCLID, MSCLKID and UTMs are stored on every Odoo lead.
- ☐ 09 Odoo sales flow back to Google through the Data Manager API.
- ☐ 10 Odoo sales flow back to Microsoft Advertising.
- ☐ 11 Conversions are not counted twice (event identifier).

CONSENT

- ☐ 12 No tracker, OpenAI Pixel included, loads before consent.
- ☐ 13 Consent Mode v2 (Google) and UET Consent Mode (Microsoft) are active.
- ☐ 14 Data sent from the CRM is hashed and minimised.

GUARDRAILS AND CREATIVE

- ☐ 15 Forbidden terms and claims are written down and loaded into text guidelines.
- ☐ 16 Pages to keep out of URL expansion are listed and excluded.
- ☐ 17 Brand exclusions and account-level negative keywords are in place.
- ☐ 18 Every eligible page passes the five-second test.
- ☐ 19 The product feed is complete: titles, identifiers, images.
- ☐ 20 DSA campaigns are migrated to AI Max before February 2027, guardrails set.

MEASUREMENT

- ☐ 21 Every ChatGPT ad carries UTM parameters.
- ☐ 22 Every new test has a written hypothesis, control and duration.
- ☐ 23 Results are read in the CRM, not only in the platform.
- ☐ 24 "How did you hear about us?" is asked and stored in Odoo.

GLOSSARY

AI advertising terms, in plain English

AI Max for Search
Set of AI features added to a Search campaign: wider matching, generated copy, page selection. Exists at Google and at Microsoft.

AI Mode
Google's conversational search mode, where users ask long questions and follow-up questions.

AI Overviews
AI-generated summaries at the top of Google's search results. Bing also has AI Overviews.

Ads Manager
OpenAI's interface for creating and tracking self-serve ChatGPT Ads campaigns.

ChatGPT Ads
OpenAI's advertising format: a labelled ad below ChatGPT's answer.

Consent Mode
Mechanism that passes the visitor's cookie choice to tags. Version 2 at Google, UET Consent Mode at Microsoft.

Context hints
Themes the advertiser gives OpenAI. They are not exact-match keywords.

Control group
Areas or audience deliberately kept out of a campaign, to measure its real contribution.

Conversions API
Sending conversions from a server rather than from the browser. Exists at OpenAI, Meta and Microsoft (UET).

Copilot
Microsoft's AI assistant, which can show ads in its answers.

Data Manager API
Google's interface for sending conversion data, required for offline imports since 15 June 2026.

DSA
Dynamic Search Ads: headlines and pages picked by Google from your site. Upgraded to AI Max in February 2027.

Final URL expansion
Feature that lets Google pick the most relevant landing page on your site.

GCLID, MSCLKID
Click identifiers added to the URL by Google Ads and Microsoft Advertising.

GEO
Generative Engine Optimisation: being cited as a source in AI answers.

Incrementality
Sales a campaign brings on top of those that would have happened without it.

Negative phrases
Expressions an eligible ChatGPT advertiser excludes from the conversations where its ad can appear.

Broad match
Match type that lets the algorithm pair an ad with queries close in meaning.

Offline conversion
A sale closed outside the website, then sent back to the advertising platform.

OpenAI Pixel
Tracker placed on your site to measure conversions from ChatGPT Ads. Subject to consent.

Performance Max
Google or Microsoft campaign that serves across all the platform's inventory from one set of assets.

Audience signal
A hint given to Performance Max about the customers you want. It is not a restriction.

Text guidelines
Google AI Max rules that limit generated copy: term exclusions, messaging restrictions.

UTM
Parameters added to links (source, medium, campaign) to know where a visit comes from.

ABOUT US

Nexuro connects your advertising to your sales



Nexuro is a performance marketing agency and Odoo Official Partner based in Chaumont-Gistoux. We support SMEs in Belgium, France and Luxembourg with online advertising, SEO and GEO, data and Odoo.

The agency was founded by two brothers. **Timothy Jacqmin**, Co-Founder Acquisition & Growth, runs Google, Microsoft, Meta and ChatGPT Ads campaigns. **Bryan Jacqmin**, Co-Founder Web, Data & CRM, connects measurement, consent and the Odoo CRM. You speak directly to one of them, and you keep ownership of all your accounts.

Certifications

Odoo 19 Functional Certification · Timothy Jacqmin
Certificate no. **0001080063**, issued by Odoo S.A. on 03/04/2026.

Odoo 19 Functional Certification · Bryan Jacqmin
Certificate no. **0001080044**, issued by Odoo S.A. on 03/04/2026.

Cookiebot Certified Partner
Certified partner of Cookiebot by Usercentrics: banner, Consent Mode v2 and consent records.

Get your conversational campaigns ready

We redo the availability map with you in your own accounts, sort your conversions, check the link with Odoo and your consent set-up, then write the guardrails and the first test plan. Timothy or Bryan replies within 24 hours.

ChatGPT Ads advertising | Request my free audit

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Nexuro SRL · Rue des Bruyères 55, 1325 Chaumont-Gistoux, Belgium · VAT BE 0803.435.558 · www.nexuro-digital.com

SOURCES

Official sources

Facts checked against the sources below on 26 November 2026. Advertising products move fast: check the date of each page before making a decision.

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