

ChatGPT Ads readiness scorecard

Use this 10-minute screen before committing money to a ChatGPT Ads pilot. Choose one box per item: 0 = not yet, 1 = partly, 2 = yes. Enter the total below. The score is a readiness check, not a performance forecast.

Current platform note: OpenAI lists New Zealand as available for Ads Manager Beta. Account access, policy eligibility, onboarding and billing still need to be confirmed before launch.

1. One clear offer

Can you name the single product, course or service this pilot should sell?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

2. Valuable customer action

Is there one action worth optimizing: purchase, paid booking, application or qualified lead?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

3. Working landing page

Does the page explain the offer, load properly and make the next step obvious?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

4. Reliable measurement

Can the meaningful conversion be tracked and checked against your own records?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

5. Commercial headroom

Do margin, customer value and close rate leave room to test paid acquisition responsibly?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

6. Useful creative coverage

Can you provide distinct benefit angles, clear copy, imagery and accurate landing-page context?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

7. Approved learning budget

Can the business approve both management and media spend without depending on instant payback?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

8. Account and policy readiness

Can the advertiser complete current account setup, verification, billing and policy checks?

☐ 0 NOT YET ☐ 1 PARTLY ☐ 2 YES

YOUR SCORE

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Turn the page before deciding whether to test.

Interpret the score

A high score does not guarantee results. It means the foundations are strong enough to discuss a controlled test with defined hypotheses, measurement and stopping rules.

13-16 | Pilot-ready conversation

The foundations appear strong. Validate account access, unit economics, conversion tracking and the exact first test before spending.

9-12 | Close the gaps first

A pilot may be reasonable after the weakest areas are fixed. Do not use paid media to compensate for an unclear offer or broken measurement.

0-8 | Do not launch yet

Work on the offer, landing page, economics or tracking first. A beta media test is unlikely to create reliable learning without these basics.

Bring these five answers to the fit call

1. The one offer we want to test:

2. The customer decision or intent we want to reach:

3. The conversion we can measure reliably:

4. Our approximate customer value and acceptable acquisition cost:

5. The management and media budget already approved:

NEXT STEP

Book a no-pressure 20-minute fit call. Velro will test the assumptions behind your score, identify the first controlled pilot and say plainly if the business is not ready.

[BOOK THE CHATGPT ADS FIT CALL](#)

Official sources checked 27 July 2026. Platform details can change; recheck before launch.

Availability: help.openai.com/en/articles/20001245-ads-manager-availability

Ads basics: help.openai.com/en/articles/20001207-ads-in-chatgpt-the-basics

Creative guidance: help.openai.com/en/articles/20001212-create-ads-for-chatgpt