

ChatGPT / OpenAI Ads

Here's how to make your sales from ChatGPT ads measurable. This will take you around fifteen minutes and requires access to the OpenAI Ads Manager at ads.openai.com.

Most of it is already done

Your shop is already prepared for ChatGPT Ads via Shoplytics. We activate tracking with a single click, with no changes to your shop and no coding required on your end. We automatically deliver these events:

- **Page view** - someone lands in your shop from an ad
- **Product view** - an item is viewed
- **Added to cart**
- **Checkout started**
- **Purchase** - including order value and purchased items

We send each of these via two channels: from the browser through the pixel, and additionally from our server. OpenAI recommends exactly this combination, because sales sent server-side still arrive even when an ad blocker is active or cookies are missing. Both channels carry the same event ID, so nothing is counted twice. The bottom line is you see more of your actual sales.

There are two things we can't handle for you, because they're only possible within the ad account itself:

The two steps at a glance

Step 1: You retrieve two values from your ad account and send them to us. That's how we set up the data pipeline. You do this part once, and we take care of the rest.

Step 2: You decide in the ad account which actions should count as conversions. Only the account owner can do this, so this part stays with you.

Step 1: Find the Pixel ID and Conversions API Key

You'll find both values in the same place. Send us both, and we'll set them up in Shoplytics.

Value 1 of 2: The Pixel ID

The identifier of the data container where your sales are collected. Not a secret, so it may be shared openly.

1. Log in to your ad account at ads.openai.com.
2. Open the Tools menu and select Conversions.
3. Stay on the Data Source tab. This is where your created pixels are listed.
4. The ID appears directly below the pixel's name. Hover over the row and copy the Pixel ID.
5. If no pixel exists yet, create one first and name it after your shop.

The value looks roughly like this: a longer sequence of letters and digits, for example 2Fpr6SG4h87eMXrACYkfK9.

Value 2 of 2: The Conversions API Key

Allows our server to report orders directly to OpenAI. This key is like a password and should be treated accordingly.

1. Stay in the same area under **Tools**, then **Conversions**.
2. Click the **key icon** in the top right, which manages the Conversion API keys.
3. Create a new key there.
4. Give it a recognizable name, for example **Shoplytics**.
5. **Copy the key immediately**. It is shown only once and cannot be retrieved afterward.

The value looks roughly like this: it starts with sk-svcacct- and is considerably longer than the Pixel ID.

If you can't find the Conversions section

Then your ad account hasn't been enabled for it yet. Neither you nor we can activate this ourselves — please contact your OpenAI representative. If you didn't copy the key in time, delete the old entry and create a new one.

Step 2: Create conversion actions in ChatGPT

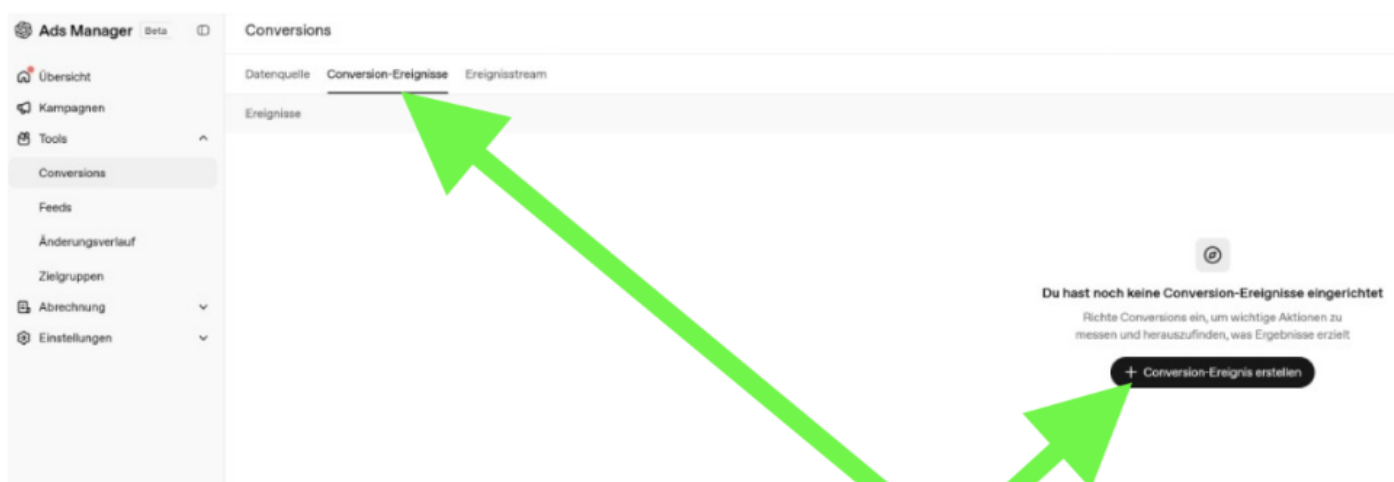
If you already run Meta ads, you're used to this: tracking sends a standard event, and it automatically appears in reporting. That's not how it works with ChatGPT Ads. Here it's **like Microsoft Ads (Bing)**: the event we send is initially just the data pipeline. Which of these actions counts as a conversion is something you

define separately in the ad account.

So we reliably send the purchase, but it only gets counted once you tell ChatGPT that you want to count it as a conversion. Only then does it appear in reports and become selectable as a campaign goal.

Here's where to find this section: on the left menu under Tools, the Conversions item, then the Conversion Events tab at the top, and within it the button to create one.

How to proceed



1. In the Ads Manager, open **Tools** on the left menu and select **Conversions**.
2. Switch to the **Conversion Events** tab at the top.
3. Click **+ Create Conversion Event**. If one already exists, you'll find the button in the top right under **+ Create**.
4. Fill in the four fields: **Data Source** (your pixel from Step 1), **Base Event** (see below), **Conversion Name** (free text, max. 30 characters), and the **click-through attribution window** in days.
5. Click **Create** and repeat this for all five conversions.

Good to know

Attribution window: You set this here, not us in the tracking. 30 days is a good starting value for the purchase. For a plain page view, fewer days are fine — otherwise it will still count as a conversion a month after the click.

Conversion Name: plain free text. It doesn't affect measurement, only the label in your reports.

Each action belongs to exactly one data source. If you run multiple shops in one ad account, create a separate set for each shop.

Optimizing for conversions: When creating a campaign, you select exactly one of these actions as the goal. This choice can't be changed later, and existing campaigns can't be switched afterward either. When in doubt, it's better to create a new campaign.

If labels differ: OpenAI is currently changing the interface frequently. If an item is named differently than described here, choose the one that matches in meaning and let us know.

The five conversions you'll create

We send five events along the purchase path. Create an action for each one, and you'll later be able to see exactly where prospects drop off. Wherever XXXXX Your Pixel XXXXX appears in the screenshots, select your own data source from Step 1.

1. Page view - Base event: Page viewed

Benutzerdefinierte Conversion erstellen ✕

Datenquelle
Wo deine Conversions erfasst werden.

XXXXX Ihr Pixel XXXXX ▼

Basisereignis
Die Aktion, die du als Conversion erfasst.

Seite aufgerufen ▼

Conversion-Name
Dieser Name wird in Berichten und bei der Kampagneneinrichtung angezeigt.

Page Viewed 11/30

Attributionsfenster
Lege fest, wann Conversions deinen Anzeigen zugeordnet werden. Das kann als Grundlage für die Optimierung dienen, und du kannst in den Berichten weiterhin mehrere Zeitfenster einsehen.

Click-through-Attributionsfenster ⓘ

30 Tage

2. Product view - Base event: Content viewed

Benutzerdefinierte Conversion erstellen

×

Datenquelle

Wo deine Conversions erfasst werden.

XXXXXX Ihr Pixel XXXXX

Basisereignis

Die Aktion, die du als Conversion erfasst.

Inhalte angesehen

Conversion-Name

Dieser Name wird in Berichten und bei der Kampagneneinrichtung angezeigt.

Contents Viewed15/30

Attributionsfenster

Lege fest, wann Conversions deinen Anzeigen zugeordnet werden. Das kann als Grundlage für die Optimierung dienen, und du kannst in den Berichten weiterhin mehrere Zeitfenster einsehen.

Click-through-Attributionsfenster ⓘ

30Tage

3. Added to cart - Base event: Item added

Benutzerdefinierte Conversion erstellen

×

Datenquelle

Wo deine Conversions erfasst werden.

XXXXXX Ihr Pixel XXXXX

Basisereignis

Die Aktion, die du als Conversion erfasst.

Artikel hinzugefügt

Conversion-Name

Dieser Name wird in Berichten und bei der Kampagneneinrichtung angezeigt.

Items Added11/30

Attributionsfenster

Lege fest, wann Conversions deinen Anzeigen zugeordnet werden. Das kann als Grundlage für die Optimierung dienen, und du kannst in den Berichten weiterhin mehrere Zeitfenster einsehen.

Click-through-Attributionsfenster ⓘ

30Tage

4. Checkout started - Base event: Checkout started

Benutzerdefinierte Conversion erstellen ×

Datenquelle

Wo deine Conversions erfasst werden.

XXXXX Ihr Pixel XXXXX ▼

Basisereignis

Die Aktion, die du als Conversion erfasst.

Checkout gestartet ▼

Conversion-Name

Dieser Name wird in Berichten und bei der Kampagneneinrichtung angezeigt.

Checkout Started

16/30

Attributionsfenster

Lege fest, wann Conversions deinen Anzeigen zugeordnet werden. Das kann als Grundlage für die Optimierung dienen, und du kannst in den Berichten weiterhin mehrere Zeitfenster einsehen.

Click-through-Attributionsfenster ⓘ

30

Tage

5. Purchase - Base event: Order created

Benutzerdefinierte Conversion erstellen ×

Datenquelle

Wo deine Conversions erfasst werden.

XXXXX Ihr Pixel XXXXX ▼

Basisereignis

Die Aktion, die du als Conversion erfasst.

Bestellung erstellt ▼

Conversion-Name

Dieser Name wird in Berichten und bei der Kampagneneinrichtung angezeigt.

Order Created

13/30

Attributionsfenster

Lege fest, wann Conversions deinen Anzeigen zugeordnet werden. Das kann als Grundlage für die Optimierung dienen, und du kannst in den Berichten weiterhin mehrere Zeitfenster einsehen.

Click-through-Attributionsfenster ⓘ

30

Tage

Frequently Asked Questions

Purchase Event and Double Counting

Does Shoplytics send `order_created` exactly once per order?

Yes. The event is sent upon the first normalized paid order state. No second successful `order_created` is created for the same order, whether through a webhook retry, manual retry, re-capture, or any other processing on our end.

What happens if it is sent twice anyway?

Then deduplication takes effect at OpenAI. The matching key consists of the Pixel ID, Event Name, and Event ID. The first incoming event is used; subsequent duplicates with the same key are discarded. Double counting therefore only occurs if two transmissions carry different IDs.

Event IDs

Is `events[].id` a required field?

Yes. In the Conversions API, `id` is required for every event, regardless of event type and even for purely server-side tracking. An event without an `id` will be rejected, and since an invalid event causes the entire batch to fail, the rest will fail as well.

Must the same ID be used during a retry?

Yes, absolutely. Duplicate delivery with an identical ID is non-critical, as OpenAI discards the duplicate. A new ID during a retry, on the other hand, creates a second conversion. Our implementation therefore passes through the value once generated and does not re-derive it server-side.

Can we specify a custom ID format, for example

`shopify:<shop>:order:<order_id>:order_created:v1` ?

No. We use our own internally generated Event IDs system-wide, which browser and server use synchronously. A custom format would break this synchronization.

Technically, this is also not necessary. OpenAI does not prescribe a specific format. The only requirement is that the Pixel `event_id` and Server `id` carry the same value. Whether this is an order number, a UUID, or an internal identifier does not matter for deduplication. The examples in the OpenAI documentation use order numbers like `order_12345`; this is a sample value, not a requirement.

How do we then match a reported conversion to a specific order?

Via our raw data. OpenAI does not have a field for an order number anyway. The `contents` data structure only has `type`, `amount`, `currency`, and `contents[]`; at the event level, there is neither a `transaction_id` nor an `order_id`. The only transaction reference in the payload is the Event ID. Therefore, mapping to the order and to the GA4 `transaction_id` happens on our side in every conceivable setup, not at OpenAI.

Data Minimization

Can the `user` object be omitted entirely?

Yes. All fields in `events[].user` are optional, as is the object itself. The event will still be accepted without it. Attribution will then rely solely on the click identifier.

Will this stay the same if Shoplytics introduces hashed user data later on?

Activation occurs only after explicit client approval. Without approval, the object remains excluded.

Can tracking be operated without a browser pixel, i.e., purely server-side?

Technically yes, but with limitations you need to be aware of.

The click identifier `__opref` arrives as a query parameter on the landing page. A server can generally read it from the URL and store it itself, so the pixel is not strictly required for this.

What is lost without a pixel:

- The first-party cookies `__opref` and `__obref` are not set because the pixel writes them. Reusing the click identifier on subsequent pages must then be built entirely by yourself.
- `__obref`, the browser reference, does not exist at all. It originates exclusively from the pixel.
- All browser-side events are omitted, i.e., everything prior to checkout completion.
- Automatic Advanced Matching is omitted, as it is purely a pixel feature.

OpenAI consistently describes the combined setup of Pixel and Conversions API in its documentation and explicitly recommends it. A server-only setup is not ruled out by this, but it is not the documented standard approach, and attribution will be weaker.

Can Automatic Advanced Matching be disabled?

Yes, it is an account-level setting and not a requirement for measurement.

Keys and Handover

How is the Conversions API key passed?

Via a secure input field in the account or an encrypted one-time link. Not via plain text email.

How is it stored and processed?

API keys are stored exclusively in encrypted form. At most, only the encrypted value may be visible in the browser. Plain text keys and decryption keys never reach the browser or client-side code. Decryption happens exclusively server-side, immediately before the server-to-server call. Plain text logs and freely accessible configurations are not created in the process.

Why must the key never enter the frontend?

Because the Conversions API is strictly server-only. A key in the page source code could be read immediately. In the browser, the Pixel runs and only requires the Pixel ID, which is not a secret.

integration_source

Is a stable `integration_source` value sent?

Yes, `shoplytics`, at the top level of every request and identical for every batch. OpenAI provides this field for anyone sending events on behalf of advertisers. It is not a required field and has no impact on authentication or authorization.

Consent, Retention, Revocation

Is the consent status represented technically?

Yes. The pixel only knows on or off; there is no Consent Mode in the Google sense at OpenAI, so no cookieless pings and no modeling. If consent is missing, nothing is sent, and blocked events are not made up for later. Server-side sending is not a workaround, but merely a different transport method and follows the same status.

Is there a defined retention period and deletion upon request?

Yes, with an immediate send stop becoming effective upon revocation or deactivation.

Testing and Acceptance

Is there a validation run without storage?

Yes. The Conversions API supports `validate_only: true`. This checks credentials and schema without writing data.

Do you provide formal readbacks per Event ID with HTTP status, response body, and retry count?

Not in this form. Our acceptance process is different and serves the same purpose:

- We place real test orders under our own names and with our own payment methods. This allows us to verify whether the request matches the parameters expected by OpenAI.
- We log the raw data of every order, just like in Google Ads and Meta Ads.
- This makes it possible to compare your own raw data including click IDs against the conversions reported by OpenAI as early as the first week following the initial purchases.

That is the cross-check that matters: not whether an event was accepted, but whether it appears as a conversion in Ads Manager.

Why can an accepted event still result in zero conversions?

Because `accepted` only confirms transport. For it to become a counted conversion, a conversion action in the account must additionally point to the matching event type, the event must be attributable to a campaign, and it must fall within the attribution window. If the conversion action is missing, the count stays at zero, even though everything was technically sent correctly.

Is this process proven?

Yes, ChatGPT tracking currently runs stably on over twenty shops. If issues arise, we resolve them.

Parallel Operation

Can two CAPI senders run simultaneously?

No, and this should not be attempted. Two senders typically generate different Event IDs for the same conversion because they generate them independently. Deduplication will not work in that case, leading to double-counted conversions. When switching, you switch over rather than running in parallel.

Where is the technical basis documented?

The complete documentation based on which the tracking is implemented can be found at `shoplytics.de/gpt-tracking-doku`.

Official OpenAI sources:

- Measurement Pixel: <https://developers.openai.com/ads/measurement-pixel>
- Conversions API: <https://developers.openai.com/ads/conversions-api>
- Supported Events: <https://developers.openai.com/ads/supported-events>
- Conversion Tracking: <https://developers.openai.com/ads/conversion-tracking>
- Conversion Measurement, Help Center: <https://help.openai.com/en/articles/20001409-conversion-measurement>

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