

How to Connect your ChatGPT Ads account to Digioh

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Connecting takes a few minutes. ChatGPT Ads uses an API key: you generate a key in your ChatGPT Ads account, paste it into Digioh, and point the integration at a Custom Audience. You can do this on the **Integrations** page or by going through the setup flow with the Digioh Agent.

Once connected, Digioh can read your ad campaigns and performance so the Digioh Agent can report on them, and can build Custom Audiences in your ad account from the contacts you collect through your Digioh campaigns.

Before you begin

You'll need three things: a ChatGPT Ads advertiser account, the ability to generate an API key in that account, and access to Digioh. If you don't have Digioh Agent access, reach out to support@digioh.com.

- **A ChatGPT Ads advertiser account.** If you don't have one yet, sign up at ads.openai.com. Self-serve access is available to businesses in a growing list of countries, so check OpenAI's Ads Manager Availability page for the current list. If your country isn't supported yet, you can still create an account, and OpenAI will notify you when access opens.
- **A verified account.** OpenAI may require your account to be verified before your ads can serve. If verification is needed, you'll see a banner in Ads Manager prompting you to complete it. This doesn't block you from connecting to Digioh, but it will block your campaigns from running.
- **Access to generate an API key.** The connection is authorized with an API key you create in your ChatGPT Ads account, so you'll need enough access to generate one. If you can't, ask whoever administers the account to do the connection, or to generate a key for you.

Important: *ChatGPT Ads requires at least 25,000 matched users before an audience can be used for inclusion targeting or bid adjustments, and OpenAI recommends 100,000+ for both. There's no minimum for exclusion, so suppression works with audiences of any size, including small ones. If your list is large, start with a bulk load plus ongoing sync. If it's smaller, start with suppression and grow into targeting.*

Why connect ChatGPT Ads

ChatGPT Ads is OpenAI's ad platform inside ChatGPT, and it supports Custom Audiences, lists of known users you can include, exclude, or bid differently on.

Most brands run their paid ads and their on-site campaigns as two separate motions, often owned by two different teams that rarely compare notes. Connecting ChatGPT Ads to Digioh closes that gap so the same data powers both.

Once connected, you can:

- **Stop paying to reach people you already have.** Suppress existing subscribers and customers from your prospecting campaigns so your budget goes to net-new shoppers, not names already on your list. Because exclusion has no minimum audience size, this works from day one.
- **Turn on-site moments into segmented audiences.** Instead of syncing your entire list, build audiences from specific triggers, like who completed a quiz or responded to an exit-intent offer.
- **Bid harder on your best segments.** Bid up on high-value groups, such as quiz segments based on answers, while keeping lower bids on everyone else. Bid adjustments are subject to the same 25,000 matched user threshold as inclusion targeting.
- **Read performance without leaving Digioh.** The Digioh Agent can pull your ChatGPT Ads campaigns and insights so you can analyze paid performance alongside your on-site conversion experiences.

Part 1: Connect

Connecting via Integrations

1. Generate an API key in your ChatGPT Ads account settings, and copy it.
2. Log in to Digioh and open **Integrations**.
3. Select **ChatGPT Ads** and paste in the API key, then click **Save**.
4. Create a Custom Audience in ChatGPT Ads under **Settings → Audiences → Create custom audience**, and point the integration at it, or ask the Digioh Agent to create one.
5. Attach the integration to a campaign in Digioh so every submission syncs to the audience. If you want filtering or scheduled batch syncs instead, use a Pipeline.

Important: Each API key is tied to a single ad account. Generate yours from the account you actually advertise from, and treat the key like a password.

Connecting the Digioh Agent

Prefer not to paste the key yourself? Open the Digioh Agent by clicking the green icon in the lower left corner of your Digioh account and ask it to connect, for example:

connect me with ChatGPT Ads

The Agent opens a secure connect form inside the chat, and your key goes into that form. **Don't send your API key as a regular chat message. The Agent never needs to see it.**

We store your API key securely and use it only to talk to the ad account it belongs to. Digioh hashes each email with SHA-256 before it leaves our platform, so ChatGPT Ads only ever receives the hash and matches it against its own users. No raw email is sent.

Digioh builds and maintains your audiences. It doesn't create, manage, or optimize your ad campaigns. You still build and tune those in ChatGPT Ads.

Part 2: Check that it works

Ask the Agent what it can do with your account, for example:

what can you do with my ChatGPT Ads account?

Or, to confirm it can read your data right away:

list my ChatGPT Ads campaigns

The Agent looks up your ad account and returns your campaigns with their status and objective. You can also ask it to show your Custom Audiences to confirm the one you're syncing to is connected.

When Digioh adds members, OpenAI processes the change asynchronously: the audience moves into a processing state and then back to ready before the new members are usable for targeting. OpenAI doesn't publish a processing time, so check the audience in ChatGPT Ads and use it once its status shows ready. Larger uploads take longer than incremental syncs.

Use cases

Connecting ChatGPT Ads to Digioh turns your first-party and zero-party data into better audiences and smarter spend. Here's what you can do once you're connected:

- **Suppress existing customers.** Exclude current subscribers and customers from prospecting so you stop paying to reach people you already have. When an audience is used for both inclusion and exclusion, exclusions take precedence.
- **Retarget quiz takers and non-buyers.** Turn quiz takers or shoppers who didn't convert into a retargeting audience inside ChatGPT.
- **Run winback campaigns.** Build a Custom Audience of lapsed customers and target them with winback ads.

- **Create Custom Audiences.** Build audiences from Digioh submissions, quiz takers, customers, and high-intent shoppers.
- **Activate Klaviyo data.** Turn Klaviyo lists and segments into ChatGPT Ads Custom Audiences.
- **Use zero-party data.** Build audiences from quiz answers, preferences, goals, product interests, and purchase intent, and apply bid multipliers to your highest-intent segments.
- **Analyze ChatGPT Ads performance.** Digioh can read your ChatGPT Ads campaign data so the Digioh Agent can help you analyze performance alongside your on-site conversion experiences.



Example: A shopper clicks a ChatGPT ad and completes a Digioh quiz. Digioh can capture their preferences, send that data to your marketing stack, add them to the right ChatGPT Ads audience, suppress them from your prospecting campaigns so you stop paying to reach them, and personalize what they see next.

Note: ChatGPT Ads doesn't offer lookalike audiences today, so this integration activates your own list rather than expanding reach.

Troubleshooting Issues

- **"No ad account found," or the Agent can't find your campaigns.** The API key is missing, incorrect, or was revoked on the ChatGPT Ads side. Generate a fresh key in ChatGPT Ads and paste it into Digioh again.
- **Your campaign list is empty.** Each ChatGPT Ads API key is tied to a single ad account. If the key came from an account with no campaigns, you'll see an empty list. Generate the key from the account you actually advertise from.
- **Your audience shows as "too small."** ChatGPT Ads marks an audience as too small when it's below the 25,000 matched user threshold for inclusion targeting or bid adjustments. Bulk-load an existing list and keep it syncing, or use the audience for exclusion instead, which has no minimum size.
- **New members aren't showing up in the audience yet.** OpenAI processes membership changes asynchronously. The audience goes into a processing state and then back to ready. Wait a moment and check again, large uploads take longer than incremental syncs. Also avoid hand-editing audience membership in ChatGPT Ads Manager, since it can drift from what Digioh is syncing.
- **The connection stops working.** This usually means the API key was rotated or revoked on the ChatGPT Ads side. Generate a new key and paste it into Digioh again to restore the connection.

If none of these steps resolve the issue, contact support@digioh.com and let us know which part you're stuck on plus a screenshot if you can. We're happy to help.
