



AI Advertising.

Visible around the moment
someone makes a choice.

Service Brief | Growth Systems

ChatGPT now shows ads in the Netherlands

OpenAI has rolled out ChatGPT Ads to **31 European markets**, the Netherlands among them. Dutch users are therefore already being shown ads. What is not open yet is the self-service Ads Manager: advertising currently runs through the OpenAI Ads Solutions team, through agency partners or through technology partners. More important than the news is the distinction beneath it. An ad appears **next to** the answer, not within it. Being named in the answer itself is organic work. Standing beside it is paid work. Those are two disciplines.

31

European Markets

ChatGPT Ads live, the Netherlands included (OpenAI, August 2026)

4

Relevance Signals

Conversation context, landing page, title and copy, context hints

6

Intent Stages

From problem awareness to purchase intent, often within one conversation

0

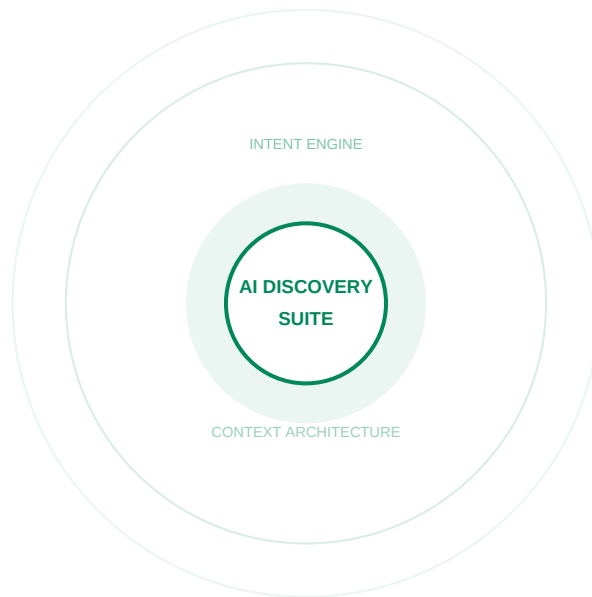
Influence on the Answer

Ads do not change what the assistant actually says

"You are not buying a place in the answer. You are buying the place beside it, at the moment someone chooses."

The AI Discovery Suite

Five components that together decide whether your brand appears in an AI conversation, organically and paid.



- **AI Intent Research**

Mapping how your audience phrases its problem in a conversation, which doubts keep returning and when they ask for a provider.

- **Context Architecture**

Grouping those intents into context clusters, each with its own promise, its own ad copy and its own landing page.

- **ChatGPT Ads**

Campaign structure, context hints, ad copy and creatives, ready to activate as soon as access becomes available.

- **AI Landing Page Optimization**

The landing page counts as a relevance signal in its own right. Fast, factual and unambiguous, for visitor and system alike.

- **Measurement**

Measurement before budget. Paid traffic is tracked separately from organic, so you can see what each channel delivers.

Cross-cutting: the same intent map feeds both the paid campaign and organic visibility through GEO and AEO.

Your customer no longer types a keyword

Why advertising inside a conversation is different work from advertising against a search term.

1 A different starting point

Classic search ads begin with a term someone types. You pick keywords, bid on them and write an ad to match. A conversation with an AI assistant begins with a situation: someone describes their problem, asks follow-up questions and only then arrives at a choice.

2 Context hints are not keywords

Context hints describe the situation in which your offer is relevant: the topic, the stage of the decision, the type of customer. They steer relevance, but they do not work like an exact-match keyword that guarantees an impression. You do not buy a term, you describe a situation.

3 The landing page is part of the campaign

Because the landing page counts as a relevance signal, it is not the end of the campaign but part of it. We build a page per context cluster that delivers on the promise in the ad, and we measure whether it does.

Two channels, two roles

The distinction determines what you can promise, what you can steer and what you are billed on.

1 In the answer: organic work

Being named in the answer itself takes content, structured data, entities and authority. That is GEO and AEO. It costs ongoing effort and no media budget, it builds over months and the effect persists.

2 Next to the answer: paid work

Standing beside it takes context clusters, ad copy and a landing page. That costs media budget plus management, is visible as soon as the campaign runs and stops with the budget.

3 What we do not promise

We do not promise a place in the answer, because it is not for sale. We do not guarantee a start date, because availability depends on OpenAI. And we do not run the media buy ourselves; that goes through the Ads Solutions team or a partner. We build the campaign and guide the onboarding.

What you can build now, before the button opens

Most of the work sits before the first euro of media budget. That is why the groundwork pays off even while self-service advertising is not open in your market. The same building blocks also improve your organic visibility straight away.

1

Audit

Assessing your current visibility, your landing pages and your measurement setup, and establishing what is missing before paid traffic makes sense.

2

Intent map

Ordering your audience's questions across six stages: problem awareness, orientation, comparison, cost, trust and purchase intent.

3

Context clusters and creatives

A cluster per stage with its own message, ad copy and imagery. Factual, without superlatives, matching the question.

4

Landing pages and measurement

A page per cluster that delivers on the promise, and a measurement setup that keeps paid and organic traffic separate.

Your AI Advertising Readiness

How ready is your organisation to start as soon as the advertising market opens in your market? These three stages show where you stand.

Orientation

10 – 20

No view of the conversations that precede a purchase. Landing pages are built around keywords. Paid and organic traffic are not measured separately.

Preparation

20 – 35

The intent map exists, first context clusters are described, ad copy and landing pages are under construction. Measurement is set up and verified.

Ready to activate

35 – 50

Campaign structure stands, creatives are ready, landing pages are tested and measurement returns real events. Waiting on access, not on work.

Request the AI Advertising Readiness Scan

We map your intents, context clusters, landing pages and measurement setup.

w69.nl/en.html#navigator

W69 PROOF™



✓ Works under NDA

✓ One point of contact

✓ Reporting in numbers

Every system W69 delivers is built to the same standard: verifiable, measurable and without promises that are not ours to make.

What you receive:

Strategic Assessment · Architecture Roadmap · Implementation Plan

■ We respond within 24 hours

“Work only organically and you miss the moment someone chooses. Work only paid and you buy reach without authority.”

NEXT STEPS

Ready to get started?



Scan for Navigator™

- 1 Scan the QR code**
Or go to w69.nl/en.html#navigator
- 2 Complete the Navigator™**
5 minutes, no registration required
- 3 Receive your AI Readiness Report**
Including personalized recommendations
- 4 Strategic conversation**
We discuss your results and opportunities
- 5 Implementation roadmap**
Concrete steps toward AI-driven growth



W69 AI Growth

AI-Powered Growth, Marketing & Sales
AI Advertising

w69.nl · hello@w69.nl · Amstelveen



+31 6 2797 3800