RINGLING · MULTI-MARKET CAMPAIGN · CHATGPT ADS TEST

Our ChatGPT Test: What We Learned

We were curious how ChatGPT ads would work for Ringling, so EDGE covered the media and ran a small test on the Multi-Market campaign alongside Meta. **Here's what happened and what we think it means.**

COST TO FELD

$0

EDGE covered all of the media

$1,186.75
Media spend, covered by EDGE

ChatGPT Ads
Ads shown inside ChatGPT chats

Multi-Market
The Ringling campaign we tested on

Alongside Meta
Meta kept running as usual the whole time

THE RESULTS

What Happened

Over the test, the ads were shown about 38,000 times, brought 266 people to the site, and led to 4 ticket purchases.

38,346
IMPRESSIONS
Times the ad was shown

266
CLICKS
0.69% of people who saw it clicked

4
PURCHASES
1.5% of visitors bought tickets

$387
REVENUE
About $97 per order

OUR HONEST TAKE

It worked, just on a small scale. People saw the ads, clicked, and bought tickets. But each sale cost more than the tickets were worth, so it's not ready for a real share of Ringling's budget yet.

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THE DETAILS

All the Numbers

METRIC	RESULT	WHAT IT MEANS
Media Spend	$1,186.75	Covered by EDGE. Feld paid nothing.
Impressions	38,346	ChatGPT doesn't have much ad space yet, so the ads spent slowly.
CPM	$31	Cost to show the ad 1,000 times. On the pricier side.
Clicks	266	People clicked on the ad while they were chatting.
CTR	0.69%	Solid for a first try with no past data to learn from.
CPC	$4.46	Pricey per visit. It's the first thing we'd work to bring down.
Conversions	4	Ticket purchases we could trace back to the ads.
Revenue	$387.39	About $97 per order, roughly a family's tickets.
ROAS	0.33x	About 33 cents back per dollar. Not enough to justify budget yet.

WHAT WE LEARNED

01
People Clicked

Even with no past results to work from, people clicked on Ringling's ads at a rate we were happy with.

02
Some Bought Tickets

4 purchases at about $97 each. Getting from a ChatGPT chat to checkout works. There just weren't many.

03
There's Not Much Room Yet

The ads spent slowly and mostly reach people on ChatGPT's free plan. The limit was ad space, not interest.

WHAT WE'D SUGGEST

Wait a Bit, Then Try Again

FOR NOW
Stick With What Works

Meta keeps doing the heavy lifting for Multi-Market. No budget moves to ChatGPT.

LATER
Run a Second Test

Once ChatGPT has more ad space, we'd run a longer test and compare cost per sale to Meta.

MEANWHILE
We'll Keep an Eye On It

We'll watch for changes on ChatGPT's end and let you know when it's worth another look.

Source: ChatGPT Ads platform reporting, Ringling Multi-Market campaign, September 2026. Conversions and revenue reflect platform-tracked purchases. Media covered by EDGE at no cost to Feld Entertainment.

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