

Build your AI ad team

A practical setup workbook

From the Zúme advertising case study to your own connected workflow.



Start with one page, one account, and one meaningful result.

Work through the six stages in order. Each stage includes actions, a completion check, and a ready-to-use prompt. Replace bracketed fields, paste one prompt at a time, and stay in the same project or conversation when practical.

Before you begin

Have your brand guidance, offer, audience, landing-page destination, and Google account access ready. You will sign in and authorize accounts yourself. ChatGPT Sites, dots, browser actions, and connectors depend on your plan, region, rollout, and workspace settings. Check the current documentation if an option is missing.

Use the guide online

<https://zume-ad-team-guide.chrischasm.chatgpt.site>

The prompts are author-created starting points. They do not create accounts or activate tracking until you use them and complete the required setup. Reviewed October 5, 2026.

01 Build your site + first landing page

Start with one reusable site, not a new website for every campaign. The starter prompt gives your agent the brief, design standards, page structure, and checks it needs.

1. Open ChatGPT and select Sites, or mention @Sites in your request. Use the starter prompt below.
2. Fill in the bracketed fields with your audience, language, brand, offer, and registration destination. Attach your brand guide if you have one.
3. Review the first page on a phone and desktop. Test the call to action, then approve publication. Keep adding pages to this same site.

Completion check: You can open a published page, complete its intended next step, and request a second page using the same template.

Copy this prompt

Use @Sites to build a reusable landing-page website for our outreach team. Start by asking only for missing information that affects the first page.

OUR BRIEF

Team / organization: [NAME]
Audience and language: [AUDIENCE, REGION, LANGUAGE]
Offer or topic: [WHAT THE VISITOR WILL RECEIVE]
Ad promise: [THE MESSAGE THAT BRINGS THEM HERE]
One main call to action: [ACTION + REAL DESTINATION URL]
Brand reference: [ATTACHED BRAND GUIDE OR WEBSITE]
Approved claims / resources: [LINKS OR ATTACHMENTS]

BUILD THE FOUNDATION

Create one site that can host multiple campaign landing pages at stable, readable URLs. Keep design, navigation rules, and shared tracking in one reusable foundation. Build the first page and a reusable template. Future pages must preserve the original pages and their URLs.

Use the supplied brand. If none is supplied, propose a simple palette, typography, and tone for my review. Write plain, respectful, accurate copy. Match the page headline and offer to the ad promise. Use one clear primary action, readable mobile typography, accessible contrast, labeled controls, visible keyboard focus, and fast-loading images. Add only approved proof or testimonials; never invent outcomes or endorsements.

Make the call to action work. Prefer my existing registration or contact destination. Do not add a form that silently discards submissions. If a form is necessary, ask where submissions should go and confirm the real success state. Explain if an external destination prevents observing completion.

Leave a shared place for Analytics and advertising tags, but do not invent measurement IDs, add placeholder tracking, or send personal details in event data. Ask what privacy and consent approach our team uses before enabling measurement.

Show me the first page, the reusable structure, and a brief verification report covering mobile layout, links, the action, and the success state. Ask me to approve the first public publication. After approval, publish and verify the real page URL. Summarize how I can request the next landing page.

02 Connect Google Analytics

Measure what happens after someone reaches your landing page. Decide what success means before you install tracking.

1. Ask ChatGPT to open Google Analytics. Sign in yourself in the browser; choose the right account and create or select a GA4 property and web data stream.
2. Have the agent add your real Google tag to the shared site layout. Agree on the events that describe the visitor journey.
3. Test a real page visit and the intended action. Check the events with Google's verification tools and record what was observed.

Completion check: The correct property receives a test visit and the chosen event. A button click is not mislabeled as a completed registration.

Copy this prompt

Help me connect our existing landing-page site [SITE URL] to Google Analytics 4.

Open analytics.google.com in the available browser. Let me take over for sign-in and any account terms. Help me select the correct account and create or select the property and web data stream for this site. Ask for the reporting time zone and currency if they are not established. Do not create duplicate properties or streams without checking.

Inspect the site's current tracking first. Reuse an existing Google tag or Tag Manager setup when appropriate. Use the actual measurement ID from this property and place the required setup in the site's shared layout so future landing pages inherit it. Follow our agreed consent configuration; do not send names, email addresses, prayer requests, or other personal details in URLs or event parameters.

Define a simple measurement plan: landing-page visit, primary-action click, and confirmed completion if that success state is observable. Ask which action is our key event. If registration finishes on a different website, explain the measurement gap and the access needed to measure it. Do not count an outbound click as a completed registration.

Show the changes before publishing. After I approve, test the published site with Tag Assistant and Analytics Realtime or DebugView as appropriate. Report the property, stream, test action, observed event, and anything still waiting for data. Distinguish installation from verified collection. Save the measurement plan for future pages.

03 Set up Google Ads conversion tracking

Connect advertising spend to a meaningful result. A tag in the header is only part of the setup: the conversion also needs a clear definition and a verified event.

1. Open Google Ads and sign in. Select the intended account and decide which successful action should count as a conversion.
2. Choose one measurement path for that action: a linked GA4 key event or direct Google Ads conversion tracking. Reuse the existing Google tag where appropriate.
3. Test the successful action and check diagnostics. Record the conversion source so your reports and bidding do not double-count the same outcome.

Completion check: One intended conversion action is configured, its source is documented, and a test shows the correct tag or event firing.

Copy this prompt

Help me configure conversion measurement for [GOOGLE ADS ACCOUNT] and [SITE URL]. Our intended conversion is [ACTUAL SUCCESSFUL ACTION].

Open ads.google.com and let me sign in. Verify the account before changing anything. Inspect existing conversion actions and the site's current Google tag / GA4 setup. Do not duplicate an existing conversion or blindly install another base tag.

Explain the best route for this site: import the relevant key event from a linked GA4 property, or configure a direct Google Ads conversion. Recommend one primary measurement path for this outcome and explain the choice. Confirm the conversion definition, counting method, value if relevant, and whether it is primary for bidding. Do not enable enhanced conversions or upload customer data without a separate decision.

After I approve the setup, use the actual account IDs and labels from Google. Reuse the existing tag where appropriate and add the destination or event configuration needed. Fire the completion event only on a real successful action. If the action happens on another domain, explain what can and cannot be verified with our current access.

Test the published page and completion path. Report the event or tag observed, the diagnostics result, and any reporting delay. Record whether this conversion comes from GA4 or Google Ads. Do not claim an attributed ad conversion just because a test event fired. Do not launch campaigns or change budgets as part of this setup.

04 Connect ChatGPT to Ryze AI

Ryze is the bridge between your agent and your advertising accounts. Authorize the accounts you intend to use, then test what the agent can actually see.

1. Register or sign in to Ryze AI. In its integrations area, connect your ad accounts and Google Analytics property.
2. In ChatGPT, use the available Ryze app or supported MCP connection. Complete the Ryze sign-in and choose the correct workspace yourself.
3. Ask the agent to list accessible accounts and read a small report. Check the account names, date range, and currency before giving it management tasks.

Completion check: ChatGPT can name the intended accounts and return a real report from them. Missing services or write permissions are listed clearly.

Copy this prompt

Help me connect this ChatGPT workspace to Ryze AI for our advertising workflow.

Open the official Ryze site at get-ryze.ai and let me register or sign in. Help me connect only the ad accounts and GA4 property I select. I will complete sign-in, consent, and account authorization myself.

Check which Ryze app or MCP connection is supported in my current ChatGPT account. Prefer the available Ryze app. If a custom MCP connection is required, use Ryze's current official setup instructions, verify its server address and OAuth flow, and explain any workspace-admin requirement. Do not guess that a connection succeeded or ask me to paste passwords or access tokens into chat.

After connection, list the available ad accounts and analytics properties with their names, IDs, currencies, time zones, and available reporting access. Identify which supported tools can read data and which can change campaigns. If a service is missing, tell me exactly what is missing and the next step.

Run a read-only report for the last seven completed days for the account I select. Show spend, clicks, conversions, and cost per conversion where available. Use the actual conversion definition and flag unavailable metrics. Make no campaign changes yet. Save a short connection summary so future tasks use the correct accounts.

05 Train Dot to report every day

A useful morning report ends with a decision. Start with evidence and recommendations before giving the agent permission to change campaigns.

1. Give Dot the reporting prompt. Set the accounts, conversion definition, time zone, delivery time, and where you want the report.
2. Review a sample report together. Correct misunderstandings about your goals, conversion quality, or campaign strategy.
3. Have Dot save the recurring task and show its schedule. If recurring work is unavailable, use the same prompt manually and keep the routine.

Completion check: A sample report is accurate, and the recurring task has a confirmed schedule and destination—or a clear manual fallback.

Copy this prompt

Act as our advertising analyst. Use the Ryze-connected accounts [ACCOUNT NAMES / IDS] and Analytics property [PROPERTY]. Our goal is [GOAL], and our primary conversion means [DEFINITION].

Prepare a morning report at [TIME] in [TIME ZONE], delivered in [DESTINATION]. First run a sample for review. Once we agree on the format, create the recurring task if supported and show me the saved timing, scope, and delivery destination. If scheduling is unavailable, say so and leave me a reusable manual workflow.

For each run, use completed reporting periods. Compare yesterday with the previous comparable day, and the last seven completed days with the preceding seven. State dates, currency, account time zone, source, and data freshness. Report spend, clicks, conversions, conversion rate, and cost per conversion when available. If conversions are zero, show cost per conversion as undefined, not zero. Keep platform-attributed results separate; do not add them together as unique people.

Identify waste, unusual changes, tracking gaps, and landing-page drop-offs. Distinguish missing data from zero results. Flag small samples and conversion delay. Do not infer training completion or meaningful engagement from an account creation alone.

Finish with at most three recommended actions. For each, give the evidence, proposed change, expected benefit as a hypothesis, and how we would evaluate it. Include one clear decision for me when needed. This reporting task is read-only: do not change campaigns, budgets, targeting, pages, or tracking. Do not send reports to other people unless I explicitly name them and authorize delivery.

06 Review, act, and gradually delegate

Equip first. Review reports and recommended actions next. Expand responsibility after the work demonstrates reliability.

1. Choose one recommendation and review its evidence. Specify exactly what change is allowed and what should stay untouched.
2. Have the agent apply the approved change, verify the resulting state, and log the reason and review date.
3. When you are ready for autonomy, agree on permitted actions, spend limits, stop conditions, and the review rhythm. Start narrow.

Completion check: Every change has an owner, a reason, a verified result, and a review date. Autonomous actions stay within a written scope.

Copy this prompt

Help me gradually delegate advertising decisions to our agent team.

Use these responsibilities:

- Brand Manager Bot: maintain approved voice, design templates, and truthful claims.
 - Ad Bot: analyze performance and propose or execute explicitly permitted campaign changes.
 - Funnel Expert Bot: check message alignment, landing-page behavior, and measurement.
- These can be roles within one agent; do not assume separate bots have been created.

Review our recent reports and correction history. Propose one small category of decisions that may be ready for delegation. Do not assume permission from this request to change live campaigns.

Draft a decision agreement covering the exact account and campaign scope, permitted actions, forbidden actions, budget and change limits, minimum evidence, review frequency, stop conditions, and what requires my approval. Ask me to fill in any missing limits. Do not invent a spend allowance. Keep new campaigns, budget increases, deletion, broader targeting, and tracking changes outside autonomous scope unless I explicitly include them.

After I approve the agreement, confirm that the connected tools support it. For each permitted change, record the before state, reason, action, timestamp, after-state verification, and next review date. Stop and ask if data is missing, tracking looks broken, or the action would exceed the agreement. Report the actual result; do not promise a performance improvement. Review outcomes with me and recommend whether to retain, narrow, or expand the scope.

Keep learning. Keep verifying.

The working rhythm

Equip the agent with context and access. Review its reports and recommended actions. Delegate narrowly and expand responsibility when the work earns trust.

The three roles

Brand Manager Bot: voice, claims, design, and reusable page templates.

Ad Bot: account performance, recommended actions, and approved changes.

Funnel Expert Bot: message alignment, successful next steps, and measurement.

These may be roles within one agent; three separate autonomous bots are not required.

Use the Zúme case study carefully

For Sep 14-20 vs Sep 28-Oct 4, 2026, recorded sign-ups rose from 88 to 235, cost per sign-up fell from \$9.99 to \$2.04, and weekly spend fell from \$879.32 to \$479.07. These are observed Google Ads-attributed account creations in the presenter-supplied report, not a promise of results or a controlled estimate of AI impact. They do not establish training completion.

Current setup references

[ChatGPT Sites](#)

[Meet dots: availability](#)

[Dot tasks and recurring work](#)

[Dot computers and sign-in](#)

[Google Analytics setup](#)

[Google tag for Ads](#)

[Import GA4 key events into Google Ads](#)

[Ryze ChatGPT connection guide](#)

[Ryze Google Analytics connection](#)