

A practical ChatGPT Ads swipe file

Twelve illustrative context hints across common advertiser categories. Use these examples to understand structure, then replace every buyer, need, situation, and constraint with facts about your own product.

Evidence boundary

These downloadable examples are illustrative drafting patterns. They are not literal private settings from advertisers and are not guarantees of delivery or performance. For inferred examples reconstructed from captured ChatGPT ads, visit contexthint.com/context-hint-examples and review the methodology labels.

How to use the file

1. Pick the closest buyer moment, not merely the closest industry.
2. Replace the category and constraints with verified product facts.
3. Keep one coherent theme per ad group.
4. Align the ad title, copy, and landing page with the same need.
5. Test distinct themes separately and evaluate qualified outcomes.

EXAMPLES 01-04

01 / B2B SAAS / COMPARISON

A RevOps lead comparing CRM platforms because pipeline visibility is weak and the team needs reliable integrations without a long implementation.

Editing note: Replace the role, category, problem, and constraints with facts about your offer.

02 / ECOMMERCE / RETENTION

A growing Shopify team looking for lifecycle marketing software because repeat purchase rate is falling and manual campaigns no longer scale.

Editing note: Keep one platform and one buyer moment per theme.

03 / FINTECH / DECISION

A finance leader selecting expense management software that supports multi-entity controls, approval workflows, and predictable international card fees.

Editing note: Remove any requirement your product cannot satisfy.

04 / CYBERSECURITY / EVALUATION

An IT manager evaluating endpoint security after an audit exposed inconsistent device coverage across a distributed workforce.

Editing note: Use the real trigger and environment your product supports.

EXAMPLES 05-08

05 / PROJECT MANAGEMENT / COMPARISON

A remote operations team comparing project management tools because ownership is unclear and work is getting lost across chat and spreadsheets.

Editing note: Use buyer language rather than a list of software keywords.

06 / DEVELOPER TOOLS / MIGRATION

An engineering team considering a CI platform migration because builds are slow, debugging is difficult, and usage costs have become unpredictable.

Editing note: Include only technical constraints that change fit.

07 / HR SOFTWARE / RESEARCH

A people operations lead researching applicant tracking systems to standardize hiring workflows across several growing departments.

Editing note: Separate recruiting from unrelated HR use cases.

08 / ACCOUNTING / SETUP

A newly self-employed consultant setting up invoicing and bookkeeping because they need a professional workflow before taking on more clients.

Editing note: Keep the business stage only if it changes the recommendation.

EXAMPLES 09-12

09 / CUSTOMER SUPPORT / SCALING

A support leader evaluating AI-assisted help desk software because ticket volume is growing faster than the team and response quality is inconsistent.

Editing note: Avoid claiming full automation if the product assists agents.

10 / MARKETING ANALYTICS / MEASUREMENT

A B2B marketing team trying to connect campaign activity to qualified pipeline because channel reports disagree and budget decisions are due.

Editing note: Name the decision the buyer needs to make.

11 / DATA INFRASTRUCTURE / EVALUATION

A data platform team comparing warehouse observability tools after recurring pipeline failures made freshness and ownership difficult to verify.

Editing note: Use one operational problem per cluster.

12 / LEGAL SOFTWARE / WORKFLOW

A small legal team looking for contract review software because manual redlining delays routine agreements and outside counsel costs are rising.

Editing note: Preserve legal and compliance boundaries in the ad and landing page.

Next step

Generate a context hint from your own product brief at contexthint.com. For repeated research inside Codex or Claude, see contexthint.com/mcp.