CONVERSION UPLIFT
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CONVERSION UPLIFT SETUP CHECKLIST

ChatGPT Ads Conversion Tracking: OpenAI Pixel + Conversions API in GTM

Every setting you need to tick off to get a ChatGPT Ads conversion into OpenAI twice, from the browser and from your server, and have it counted once. Built from the setup we tested end to end on our own site.

WHO IT'S FOR
Marketing or analytics leads setting up OpenAI Ads tracking in web and server-side Google Tag Manager.

WHAT YOU NEED
An OpenAI Ads Manager account, a web GTM container, a server GTM container (we use Stape) and a data layer event for the conversion.

HOW TO USE IT
Work top to bottom. Tick each box and write the value you used in the right-hand column, so whoever audits this later can see what was set.

The two things that broke our first attempt
1) The Event ID was generated for the OpenAI Pixel but never sent to server GTM, so the Conversions API tag could not deduplicate. 2) The API key was created in the wrong place in OpenAI and returned a 401 “missing scopes” error. Both are on this list. Do not skip steps 3.4 and 1.4.

Before you start

Establish what you are going to track before you touch OpenAI. A conversion you cannot trust in GA4 will not become trustworthy in ChatGPT Ads.

	What to do	Your value / notes
☐	**Confirm the conversion event already fires reliably** It should fire once, only when the conversion has actually happened. Ours is generate_lead on a successful contact-form submission. Ecommerce sites usually start from purchase.	*Event name:*
☐	**Note the parameters the event carries** We use value, currency, lead_id, lead_type, form_id and user_data.email_address. You do not need these exact ones.	*Parameters:*
☐	**Decide which OpenAI standard event it maps to** lead_created for leads, order_created for purchases, subscription_created or registration_completed where relevant. Conversion-optimised campaigns need a standard event, not a custom one.	*Standard event:*
☐	**Confirm web GTM already sends the event to server GTM** We send it through the GA4 tag. The Event ID rides along on that request in step 3.4.	*Transport tag:*
☐	**Confirm Google Consent Mode is in place** Both Stape templates can inherit it, which saves separate consent logic.	

1. OpenAI Ads Manager

Ads Manager → Tools → Conversions. You will create three things here: a data source, a conversion event and an API key.

	What to do	Your value / notes
☐	**1.1 Create a Web Data Source** Data Source tab → create new. Give it a name you will recognise in GTM.	*Data source name:*
☐	**1.2 Copy the Pixel ID** OpenAI shows it once the data source is created. The same Pixel ID is used in web GTM and server GTM.	*Pixel ID:*
☐	**1.3 Create the Conversion Event** Conversion Events tab → create. Display name (e.g. Lead Created), Event type: Standard, Standard event: lead_created. Associate it with the data source from 1.1.	*Display name:*
☐	**1.4 Create the Conversions API key under Manage conversion keys** Tools → Conversions → Manage conversion keys → Create new key. Name it for the container that will use it (e.g. Stape Server GTM). A key created under Settings → General returned a 401 missing-scope error in our test.	*Key name:*
☐	**1.5 Store the key securely** It goes in server GTM only. Never in web GTM, page code, screenshots or recordings.	*Stored in:*

2. Web GTM: the OpenAI Ads Pixel

Templates → Search Gallery → OpenAI Ads Pixel by Stape. Then create a tag from it.

	What to do	Your value / notes
☐	**2.1 Add the Stape OpenAI Ads Pixel template** Search the Community Template Gallery for “OpenAI” and add the Stape one to the workspace.	
☐	**2.2 Store the Pixel ID in a Constant variable** One variable, reused by every OpenAI tag. Keep it in an OpenAI folder so it is easy to find.	*Variable name:*
☐	**2.3 Create the pixel tag** We call ours OpenAI Conversion Tag. Pixel ID: the constant from 2.2.	*Tag name:*
☐	**2.4 Set the event name** Event Name Setup Method: Override. Event Type: Standard. Event Name: lead_created (or your standard event). Use Inherit from data layer only if your data layer already uses OpenAI’s exact names.	*Event name:*
☐	**2.5 Add user data for Advanced Matching** User Identifiers Parameters → Email Address → {{DLV - user_data.email_address}} (or your equivalent). Enable Advanced Matching: ON. Do not pass email as an ordinary event parameter.	*Email variable:*

	What to do	Your value / notes
☐	**2.6 Add value and currency** Event Parameters → Amount (regular unit) → {{DLV - lead_value}}; Currency → {{DLV - lead_currency}}. Enter 1136, not 113600. The template converts to the lowest unit.	*Value variable:*
☐	**2.7 Add ecommerce item data if relevant** Item IDs and quantities for order_created. Use the custom item ID field only if your platform does not use the standard one.	
☐	**2.8 Enable Google Consent Mode support** ON, with the ad_storage consent state your CMP provides.	

3. Web GTM: the Event ID that makes deduplication work

This is the section people miss. The Pixel and the Conversions API must send the same Event ID, and server GTM only knows it if web GTM sends it.

	What to do	Your value / notes
☐	**3.1 Add the Stape Unique Event ID variable template** Search the gallery for "Unique Event ID" and add the Stape template.	
☐	**3.2 Create the variable** No configuration needed. We call ours OpenAI Event ID.	*Variable name:*
☐	**3.3 Add it to the pixel tag** OpenAI pixel tag → Server Side Tracking Settings → Event ID → {{OpenAI Event ID}}.	
☐	**3.4 Add it to the GA4 event that goes to server GTM** Open the GA4 event tag for the conversion (ours is GA4 Event – generate_lead) and add Event Parameter event_id with value {{OpenAI Event ID}}. Add it on the conversion event tag itself, not in shared event settings, so it is only sent with the conversion.	*GA4 tag edited:*
☐	**3.5 Give the pixel tag the conversion trigger** Same trigger as the GA4 conversion event, e.g. Custom Event generate_lead.	*Trigger:*
☐	**3.6 Save the web tag** Leave the container unpublished until testing in section 5 passes.	

4. Server GTM: the OpenAI Conversions API tag

Templates → Search Gallery → OpenAI Ads Conversions API by Stape. Then create a tag from it.

	What to do	Your value / notes
☐	**4.1 Add the Stape OpenAI Ads Conversions API template** It is currently the only OpenAI CAPI template in the gallery.	
☐	**4.2 Store the Pixel ID and API key as Constant variables** Two variables in an OpenAI folder. The API key lives here and nowhere else.	*Variable names:*
☐	**4.3 Create the CAPI tag** We call ours OpenAI CAPI Tag.	*Tag name:*

	What to do	Your value / notes
☐	**4.4 Set the core fields** Event Name Setup Method: Standard. Event Name: lead_created. Pixel ID: from 4.2. API Key: from 4.2. Action Source: Web.	
☐	**4.5 Validate Only: False** Set to True only when you deliberately want a dry run.	
☐	**4.6 Use Optimistic Scenario: False while testing** Leaving it off means the tag reports what OpenAI actually returned rather than assuming success. Turn on later only if you need the speed.	
☐	**4.7 Create an Event Data variable for the Event ID** Variable type: Event Data. Key Path: event_id. We call ours Event Data - Event ID.	*Variable name:*
☐	**4.8 Map the Event ID in the tag** Server Event Data Parameters → Event ID → {{Event Data - Event ID}}. Automap Server Event Data Parameters: ON.	
☐	**4.9 Autogenerate an Event ID if none is found: OFF** Deliberate. If the ID does not arrive from web GTM you want the tag to fail in testing, not to invent a different ID and break deduplication.	
☐	**4.10 Automap User Data Parameters: ON** The incoming user_data.email_address is hashed with SHA-256 before it is sent to OpenAI.	
☐	**4.11 Add value and currency** Event Parameters → Amount (regular unit) → Event Data value; Currency → Event Data currency. Again, 1136 not 113600.	
☐	**4.12 Add item data for ecommerce if relevant** Product IDs and quantities from your event data. Leave custom item ID blank unless your platform needs it.	
☐	**4.13 Set consent to send data only when marketing consent is given** Aligns the tag with Google Consent Mode rather than sending regardless.	
☐	**4.14 Check the click reference (oppref) is handled** The Stape template manages the oppref value server-side. Nothing to configure, but confirm it appears in the outgoing request in 5.7.	
☐	**4.15 Give the CAPI tag the conversion trigger only** Fire on the server-side generate_lead (or your event), not on every GA4 request.	*Trigger:*

5. Test before you publish

Run web GTM Preview and server GTM Preview at the same time, then complete a real test conversion on the site. Use a test URL that carries a dummy oppref parameter and UTMs so you can see the click reference flow through.

	What to do	Your value / notes
☐	**5.1 Web: OpenAI pixel tag fires on the conversion** Firing Status: Succeeded. Event Name: lead_created. Event Type: standard.	
☐	**5.2 Web: email, amount, currency and Event ID all populated** Note the Event ID. You will compare it with the server side.	*Event ID:*
☐	**5.3 Server: incoming generate_lead contains event_id** Inspect Event Data first. If event_id is missing here, the fault is upstream in 3.4, not in the CAPI tag.	
☐	**5.4 Server: incoming event contains value, currency and user_data**	
☐	**5.5 Server: CAPI tag fires without an error** Open the tag and check for errors before trusting a "fired" status.	
☐	**5.6 Event IDs match** OpenAI Pixel = GA4 event_id = server Event Data = outgoing CAPI request. All four identical for the same conversion.	
☐	**5.7 Outgoing request to OpenAI contains the right payload** type: lead_created, action_source: web, event_id, user.email_sha256, user.ip_address, user.user_agent, user.obref, data.type customer_action, data.currency, data.amount in lowest unit.	
☐	**5.8 OpenAI responds HTTP 200** Anything else means OpenAI did not accept the event. See section 6.	*Status code:*
☐	**5.9 Ads Manager Event Stream shows the event received** Tools → Conversions → Data Source → Event Stream. "Event received" is not the same as "attributed conversion"; attribution needs a real ad interaction.	
☐	**5.10 Publish both containers** Web GTM first, then server GTM, with a version note that says what changed.	*Version notes:*

6. If something fails

	What to do	Your value / notes
☐	**HTTP 401, "Missing scopes: ads.third_party_events.write"** The payload is fine; the key is wrong. Create a fresh key under Tools → Conversions → Manage conversion keys, swap it into the server GTM constant, retest. Do not change the GTM setup first.	
☐	**Server tag reports the Unique Event ID was not received** The GA4 conversion tag in web GTM is not sending event_id. Fix step 3.4 and retest.	
☐	**CAPI tag shows "fired" but nothing arrives in OpenAI** Optimistic Scenario is probably on. Turn it off (4.6) and read the real response.	
☐	**Amount in OpenAI is 100x too big or too small** You entered the lowest unit into the regular-unit field, or the other way round. Enter 1136 for £1,136.	

	What to do	Your value / notes
☐	**Two conversions in OpenAI for one lead** Event IDs do not match. Check 3.3, 3.4, 4.7, 4.8 and 4.9.	
☐	**Event received but never attributed** Expected for test traffic. Attribution needs an eligible ChatGPT ad click and a campaign linked to the conversion event (section 7).	

7. Go live

	What to do	Your value / notes
☐	**7.1 Link the conversion event to a campaign** Ads Manager setup checklist → Link event to a campaign. For a conversion-optimised campaign choose Objective: Conversions and select your standard event.	*Campaign:*
☐	**7.2 Revoke any temporary keys** Anything created for testing, screen sharing or recording.	
☐	**7.3 Record what was set** Pixel ID, key name, tag and variable names, trigger, publish dates and who signed it off. This page is a good place for it.	*Signed off by / date:*
☐	**7.4 Diary a check after the first campaign week** Compare OpenAI conversions with GA4 and your CRM for the same period.	*Check date:*

Want this checked by a human before you spend?
I set this up on our own site first so I could see where it breaks. If you would rather someone verified your ChatGPT Ads tracking against this list, book a free tracking audit at conversion-uplift.co.uk/contact-us and I will tell you what it is doing today and what it would take to make it hold up.

The full walkthrough, with screenshots and the 45-minute video, is at **conversion-uplift.co.uk/chatgpt-ads-conversion-tracking-server-side-gtm**

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