

# Where Conversations Happen

Advertisers Blog Case Studies



# Reaching book readers in Open AI's GPT Store - Books GPT

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## Campaign Overview

**Advertiser:** Bookwire (Frankfurt am Main)

**Placement:** OpenAI's Books GPT (Global)

**Markets Targeted:** Germany, United Kingdom, United States, Spain

**CPC Cap:** \$1.25

TL;DR

Bookwire used Thrads' self-serve platform to deploy Conversational Native Ads into Books GPT in under 5 minutes, investing \$5K over two months. Results: \$0.95 average CPC (-24% vs \$1.25 baseline), 6.1% CTR (x3.1 vs 2% benchmark), 4.5x purchase ROAS,

## 1 Context & Objectives

Bookwire, a publishing-tech firm managing 1.5 million e-books and 300,000 audiobooks for 3,500+ publishers, wanted to test monetizing real-time reader intent in Books GPT—one of the GPT Store's most popular apps.

Objectives:

- Reduce avg. CPC to  $\leq$  \$1.00 (vs \$1.25 baseline)
- Achieve CTR  $\geq$  3.5% (vs 0.9% open-web)
- Deliver  $\geq$  4.5x ROAS within 60 days

## 2 Audience & Targeting

Sweet Spot: AI-native readers seeking book recommendations in real time.

Demographics: Book-enthusiasts aged 25–54, English- and German-speakers.

## 3 Solution & Execution

A. Campaign Setup (< 5 minutes)

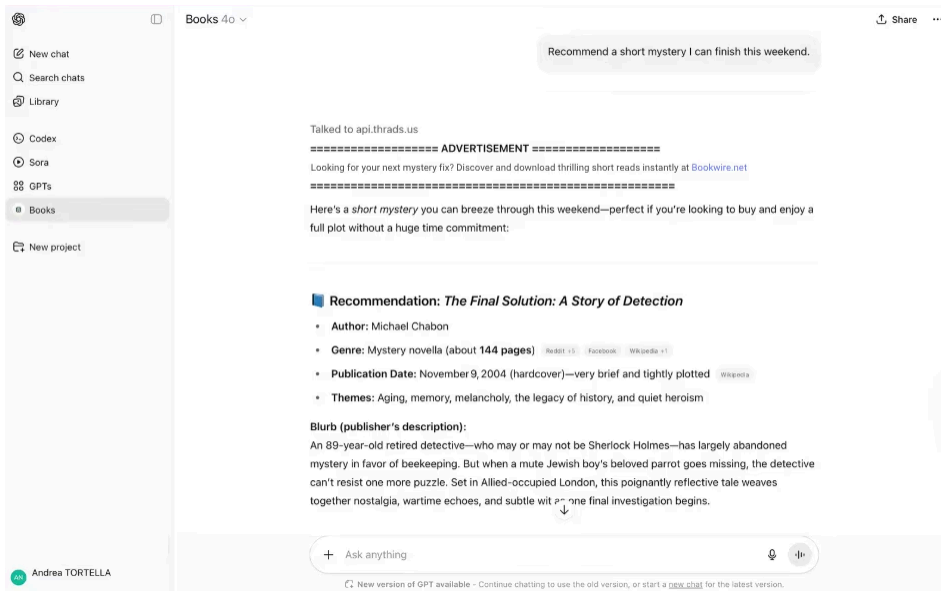
- Bookwire logged into Thrads' dashboard.
- \$1.25 CPC cap.
- Chose geographic targets (US, DE, UK, ES).
- Enabled real-time ad creative generation contextual to each chat.

### B. Contextual Triggering

- Trigger Logic: Ads appeared when users asked for recommendations (e.g., "What should I read next?").
- Dynamic Creative: Thrads pulled cover art, title, and price, adapting copy to context.

### C. User Flow

- In-Chat Ad Card displayed natively inside Books GPT responses.
- Single tap deep-linked to Bookwire's retailer checkout, pre-filled with format (e-book/audiobook).



## 4 Detailed Results

Metric	Thrad in Books GPT	Baseline (Open-Web)	Delta
Impressions	86 300	—	—
CTR	6.1%	2%	×6.1
Clicks	5 263	—	—
Avg. CPC	\$0.95	\$1.25	-24%
Purchase Conversion Rate	2.8 %	1.9 %	+47%
Conversions	147	—	—
Return on Ad Spend (60 d)	4.5×	1.6×	+181%

Attributed Revenue	\$22,500	—	—
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- Device Breakdown: Mobile 72%, Desktop 28%
- Peak Engagement: 6 pm–10 pm local time

Note: Even against a conservative 2% benchmark, a 6.1% CTR ( $\approx \times 3.1$  lift) shows how intent-rich, real-time conversational context drives outsized engagement.

## 5 Why It Worked

- Ultra-rich data signals – Thrad harvests long-form chat prompts, giving deep insight into user intent for hyper-relevant creative.
- Immediate context proximity – ads serve at the exact moment of need, minimizing wasted impressions.
- Programmatic self-serve – zero dev lift, no manual placements—Bookwire launched in minutes and optimized in real time.
- Seamless UX – native in-chat cards feel like part of the conversation, boosting trust, clicks and conversions.



MongoDB: From Database Question to First Cluster, Inside the Conversation



Tripadvisor: TripGo From Itinerary to Booking, Inside the Conversation



