

M A V E R I C K A I

CHATGPT x META ADS

HOW TO RUN YOUR ADS WITH AI

Connect your Meta Ads account directly to ChatGPT. Analyze campaigns, find what's broken, and fix it without ever opening Ads Manager.

Connect Meta Ads to ChatGPT in under 5 minutes

Analyze every campaign with a single prompt

Find the exact reasons your ads aren't converting

Let ChatGPT fix your ads directly in your account

Create new campaigns from scratch with prompts

Audience analysis and budget optimization workflows

20+ copy-paste prompts for every scenario

2026 Edition

Why This Changes Everything

\$0

Agency Fees

24/7

Ad Monitoring

5 min

Setup Time

Until now, if you wanted someone to look at your Meta Ads, find the problems, and fix them, you had two options: learn Ads Manager yourself (steep learning curve, constant UI changes) or hire an agency (hundreds to thousands per month).

Now there's a third option. Meta released an official connector that plugs your ad account directly into ChatGPT. Once connected, you can ask ChatGPT to pull your real campaign data, analyze performance, spot problems, suggest fixes, and then actually make those changes in your account. All through conversation.

This doesn't replace a great media buyer who deeply understands your brand and market. But for small businesses running their own ads, solopreneurs managing a few campaigns, or anyone who just wants a second pair of eyes on their ad spend, this is the most accessible tool that has ever existed for Meta Ads.

WHAT YOU NEED

A ChatGPT Plus or Pro subscription (this uses developer features). A Meta Ads account with active or paused campaigns. About 5 minutes for the initial setup.

What Is Meta Ads MCP?

MCP stands for Model Context Protocol. It's a standard that lets AI tools like ChatGPT connect directly to external services. Think of it as a translator that sits between ChatGPT and Meta's advertising platform, letting them talk to each other.

Without MCP, you'd have to copy data from Ads Manager, paste it into ChatGPT, wait for analysis, then go back to Ads Manager to make changes. With MCP, ChatGPT reads your live data and writes changes back. No copy-pasting. No switching tabs. Everything happens inside the chat.

What It Can Do

Capability	What It Means	Example
Read campaigns	Pull all your campaign data in real time	Show me all active campaigns and their ROAS
Read ad sets	See targeting, budgets, and schedules	What audiences am I targeting in campaign X?
Read ads	See creative, copy, and performance metrics	Which ad has the lowest cost per click?
Read insights	Access metrics like CTR, CPM, CPA, ROAS	What's my average CPA this month?
Create campaigns	Build new campaigns from scratch	Create a traffic campaign for my new product
Create ad sets	Set up targeting and budgets	Add an ad set targeting 25-45 year olds
Create ads	Write and launch new ad creative	Create 3 ad variations with different hooks
Update settings	Modify budgets, schedules, targeting	Increase budget on my best ad set by 20%
Pause/activate	Turn campaigns on and off	Pause all ads with a CPA over \$25

HEADS UP

This connector has real write access to your ad account. That means ChatGPT can actually spend your money, pause your campaigns, and change your targeting. Always review changes before confirming, especially anything involving budgets. More on safety in the 'Before You Let It Fix Anything' section.

Setting It Up

The setup takes about 5 minutes. Here's exactly how to do it, step by step.

STEP 1: Find the Meta Ads MCP Link

Search Google for **Meta Ads MCP ChatGPT**. Click on Meta's official link (it should be on meta.com or developers.facebook.com). On that page, scroll down until you see the MCP server URL. It will look like a long URL ending in /mcp. Copy this entire link.

TIP

Make sure you're copying the official Meta link, not a third-party one. The official connector comes from Meta directly and uses their verified API. Third-party connectors may work, but you're giving ad account access to an unknown server.

STEP 2: Open ChatGPT Apps

Go to ChatGPT (web or desktop app). Click on **Explore GPTs** or the **Apps** section in the left sidebar. If you see Meta Ads listed as a pre-built connector, you can click Connect and skip to Step 5. If not, continue to the manual setup below.

STEP 3: Enable Developer Mode

Click the gear icon (Settings) in the bottom-left. Scroll down to **Advanced Settings** and click it. Find **Developer Mode** and toggle it **on**. This unlocks the ability to create custom app connections using MCP URLs.

WHY DEVELOPER MODE?

Developer Mode lets you connect any MCP-compatible service to ChatGPT, not just the ones in the app store. Meta's Ads MCP may or may not be in the official catalog yet, so this ensures you can connect it either way. It doesn't change anything else about how ChatGPT works.

STEP 4: Create the App Connection

With Developer Mode on, go back to the Apps section and choose **Create App** (or Add Custom App). Name it something like **Meta Ads**. In the URL field, paste the MCP link you copied in Step 1. Click **Create**.

STEP 5: Authorize Your Ad Account

ChatGPT will redirect you to Meta to authorize the connection. Log in with the Facebook account that has access to your ad account. Grant the requested permissions. Once authorized, you'll be redirected back to ChatGPT and the connection is live.

STEP 6: Test the Connection

Start a new chat. Tag your Meta Ads app (type @ and select it, or just mention it in your message). Try a simple test prompt:

TEST PROMPT

@Meta Ads

Show me all campaigns in my ad account. For each one, show the name, status, daily budget, and total spend this month.

If it returns your real campaign data, you're connected. If it errors, double-check that you authorized the correct ad account and that your MCP URL is correct.

SETUP COMPLETE

Your Meta Ads account is now connected to ChatGPT. Everything from this point forward is about what to ask it. The next few chapters are full of prompts you can copy and paste.

Analyzing Your Ads

The first thing you should do after connecting is run a full audit. Don't change anything yet. Just look at the data and understand what's happening across your account.

Full Account Audit

COMPLETE AUDIT

@Meta Ads

Full account audit

Analyze all of my active campaigns.

For each one, show me:

1. Campaign name and objective
2. Total spend (last 30 days)
3. Results and cost per result
4. CTR (click-through rate)
5. CPM (cost per 1000 impressions)
6. ROAS (if applicable)
7. Frequency

Then give me your honest assessment:

Which campaigns are performing well?

Which ones are wasting money?

What are the 3 biggest issues you

see across the account?

Campaign Deep Dive

SINGLE CAMPAIGN ANALYSIS

@Meta Ads

Deep dive on one campaign

Look at [campaign name] and give me a full breakdown:

- How is each ad set performing?
- Which audiences are converting and which are burning money?
- Which ad creative has the best cost per result?

- Is the frequency too high?
(above 3 is usually a problem)
- What would you change if you were managing this campaign?

Compare Time Periods

PERIOD COMPARISON

@Meta Ads

Week over week comparison

Compare my ad performance from last week vs this week.

Show me: spend, results, CPA, CTR, and CPM for both periods.

What changed? Did performance get better or worse, and what likely caused the shift?

TIP

Run the full audit prompt first, every time. It gives ChatGPT the full picture of your account before you start asking specific questions. Without context, its suggestions will be generic.

Finding What's Broken

Most ad accounts have the same handful of problems. Audiences that are too broad, creative that's fatigued, budgets spread too thin, or targeting that's fighting against itself. These prompts help you find the specific issues in your account.

Ad Creative Analysis

CREATIVE DIAGNOSIS

@Meta Ads

Find creative fatigue

Look at all my active ads across every campaign. For each ad, show:

- The headline and primary text
- CTR and cost per result
- Frequency (how often people see the same ad)
- Days running

Flag any ads where:

- Frequency is above 3.0
- CTR has dropped below 1%
- CPA has increased by 20%+ compared to its first week

These are likely fatigued and need new creative or fresh audiences.

Audience Problems

AUDIENCE DIAGNOSIS

@Meta Ads

Find audience issues

For all active ad sets, show me:

- Target audience description
- Audience size
- Cost per result
- Relevance score (if available)

Flag any ad sets where:

- Audience size is under 100K
(too narrow, limited reach)
- Audience size is over 50M
(too broad, wasting impressions)
- Two ad sets have overlapping audiences (competing with yourself in the auction)

Budget Problems

BUDGET DIAGNOSIS

@Meta Ads

Find budget waste

Show me how my total daily budget is distributed across campaigns.

Are any campaigns getting budget but producing zero or very few results? Are my best-performing campaigns budget-constrained?

Give me a recommended budget reallocation: where should I take money from, and where should I put it instead?

HEADS UP

Don't blindly follow every recommendation. ChatGPT is analyzing numbers, but it doesn't know your brand strategy, seasonal patterns, or why you're running certain campaigns. Use it as a diagnostic tool, not a replacement for your own judgment.

Before You Let It Fix Anything

This is the part where it gets real. ChatGPT can actually go into your Meta Ads account and make changes. That means adjusting budgets, pausing ad sets, updating targeting, and editing creative. Real changes to real campaigns spending real money.

Before you say 'please fix this,' set some ground rules.

The Safe Approach

Rule	Why It Matters
Always review before confirming	ChatGPT will describe what it plans to do before doing it. Read the plan. Don't just say 'yes' immediately.
Start with analysis, not changes	Run the audit prompts first. Understand what's broken before asking for fixes.
Never increase budget more than 20% at once	Big budget jumps reset Meta's learning phase. Your ads will temporarily perform worse.
Don't let it pause your only ad set	If a campaign has one ad set and ChatGPT wants to pause it, that kills the whole campaign. Ask for alternatives.
Test on low-spend campaigns first	If you're nervous, try it on a \$10/day campaign before letting it touch your main campaigns.

Asking for Fixes

SAFE FIX REQUEST

@Meta Ads

Ask for fixes with guardrails

Based on your analysis, please
fix the issues you found.

But before making any changes:

1. List every change you plan to
make, one by one
2. Explain why each change should
help performance
3. Flag any change that involves
increasing spend
4. Wait for my approval before
executing anything

TARGETED FIX

@Meta Ads

Fix a specific problem

The ad set [name] has a frequency of 4.2 and the CPA has doubled in the last week.

Options I want you to evaluate:

1. Expand the audience
2. Swap in new creative
3. Pause this ad set and create a new one with fresh targeting

Which option do you recommend and why? Don't make changes yet.

TIP

The magic phrase is 'Don't make changes yet.' Use this in every prompt where you want analysis and recommendations without ChatGPT actually touching your campaigns. Once you're happy with the plan, then say 'Go ahead and make those changes.'

Creating New Campaigns

Beyond fixing existing ads, you can use ChatGPT to build entire campaigns from scratch. Give it your product, audience, and goal, and it will set up the campaign structure, targeting, and ad creative.

Full Campaign from Scratch

NEW CAMPAIGN

@Meta Ads

Create a campaign from scratch

Create a new conversion campaign
for my product: [describe product]

Details:

- Goal: [purchases/leads/signups]
- Daily budget: \$[amount]
- Target audience: [describe your ideal customer]
- Location: [country/region]
- Age range: [e.g. 25-45]

Set up:

- 2 ad sets with different targeting approaches
- 3 ad variations per ad set with different hooks

Show me the full plan before creating anything.

Ad Copy Variations

AD COPY GENERATOR

@Meta Ads

Generate ad copy variations

Write 5 versions of ad copy for
my [product/service].

For each version, give me:

- Primary text (2-3 sentences)
- Headline (under 40 characters)

- Description (under 30 chars)

Use these angles:

1. Pain point / problem-solution
2. Social proof / testimonial
3. Urgency / limited time
4. Curiosity / pattern interrupt
5. Direct benefit / outcome

Keep the tone [casual/professional
/bold]. My audience is [describe].

Lookalike Audience Setup

LOOKALIKE AUDIENCES

@Meta Ads

Set up lookalike audiences

Look at my existing campaigns.
Which audiences have the lowest
cost per result?

Create lookalike audiences based
on the top-performing custom
audiences. Use 1%, 3%, and 5%
lookalike sizes so I can test
which performs best.

Set up a new ad set for each
lookalike with a \$[amount]/day
budget. Don't launch yet, just
show me the plan.

ABOUT LEARNING PHASE

When Meta launches a new ad set, it enters a 'learning phase' where it figures out who to show your ad to. During this phase (usually around 50 conversions), performance will be inconsistent. Don't panic and change things. Let it run for 3-5 days before judging results.

Ongoing Optimization

Setting up campaigns is step one. The real value is in ongoing optimization: checking performance regularly, scaling what works, cutting what doesn't, and testing new angles. Here are the prompts for that.

Daily Check-In

DAILY CHECK

@Meta Ads

Quick daily check

Give me a brief status update:

- Total spend yesterday
- Total results yesterday
- Average CPA yesterday
- Any ad sets with CPA more than 2x my target of \$[amount]
- Any ads with frequency above 3

Anything I should worry about?

Weekly Performance Report

WEEKLY REPORT

@Meta Ads

Weekly performance summary

Give me a full report for the past 7 days across all campaigns.

Include:

- Total spend vs total revenue
- Overall ROAS
- Top 3 performing ads (by CPA)
- Bottom 3 performing ads
- Audience breakdown: which demographics converted most
- Recommendations for next week

Scaling Winners

SCALE UP

@Meta Ads

Scale winning ads

Which ad sets have been profitable
for at least 7 days with a CPA
under \$[target amount]?

For those ad sets:

- Increase daily budget by 20%
- Duplicate them into a new
campaign with broader targeting
to test scale

Show me the plan before executing.

Cutting Losers

CUT UNDERPERFORMERS

@Meta Ads

Find and pause losers

Which ad sets have been running
for 5+ days and have a CPA above
\$[your max acceptable CPA]?

Pause those ad sets. But first,
check if any individual ads within
those ad sets are performing well.

If so, move the good ads to a
better-performing ad set instead
of pausing everything.

TIP

The best rhythm is: daily check-in (30 seconds), weekly report (review and adjust), monthly deep audit (full account analysis and strategy review). Save these prompts and reuse them on schedule.

Advanced Workflows

Once you're comfortable with the basics, here are some more advanced ways to use ChatGPT with your Meta Ads.

A/B Testing Strategy

A/B TEST SETUP

@Meta Ads

Set up a proper A/B test

I want to test two different hooks for my [product] ads.

Hook A: [describe first angle]

Hook B: [describe second angle]

Set up a split test with:

- Equal budget on each variation
- Same audience for both
- Run for 7 days minimum
- Track cost per [result type]

Create the test but don't launch.

Show me the setup first.

Competitor Research

COMPETITOR ANALYSIS

@Meta Ads

Analyze competitor ads

Search the Meta Ad Library for ads from [competitor name or URL].

Show me:

- How many active ads they have
- What types of creative they use (video, image, carousel)
- Common themes in their copy
- How long their ads have been running (longer = working)

Based on what's working for them,
what angles should I test?

Retargeting Funnel

RETARGETING SETUP

@Meta Ads

Build a retargeting funnel

Set up retargeting campaigns for:

Layer 1: People who visited my
website in the last 30 days but
didn't purchase (warm audience)

Layer 2: People who added to cart
but didn't purchase (hot audience)

Layer 3: Past customers who haven't
purchased in 60+ days (win-back)

Each layer should have different
messaging. Layer 1 = educate,
Layer 2 = urgency, Layer 3 =
win-back offer.

Create the campaign structure and
write ad copy for each layer.

HEADS UP

Retargeting funnels require a Meta Pixel installed on your website to track visitor behavior. If you don't have a Pixel set up, ask ChatGPT to walk you through the installation first before building retargeting campaigns.

What This Won't Do

I want to be honest about the limitations. This setup is powerful, but it's not a magic button that makes your ads print money. Here's what to keep in mind.

Limitation	What It Means for You
It can't create images or video	ChatGPT writes ad copy and manages settings, but you still need to provide the visual creative. You can ask it to describe what images or video to create, though.
It doesn't know your brand voice	Unless you tell it. Include examples of your tone, past ads that worked, or a brand guide in your prompt.
It can't guarantee results	Better data analysis doesn't mean better ads. You still need a good product, offer, and audience.
It may not see everything	Some account features, custom conversions, or complex attribution setups may not be fully visible via MCP.
It works with what you give it	If your Pixel isn't firing correctly or your conversion tracking is broken, ChatGPT will analyze bad data and give you bad recommendations.
It's not real-time	Data may have a slight delay. Don't make decisions based on the last hour of performance.

BOTTOM LINE

Think of this as a very knowledgeable assistant who can read all your data and make changes on your behalf. It's not a replacement for understanding your own business, your customers, and what makes your product worth buying. The AI handles the spreadsheet work. You handle the strategy.

Common Mistakes

These are the mistakes people make most often when using ChatGPT to manage their Meta Ads.

Mistake	Why It's Bad	Do This Instead
Saying 'fix everything'	ChatGPT makes generic changes that may not match your goals or strategy	Run the full audit first, then request specific fixes one at a time
Auto-approving budget increases	ChatGPT doesn't feel your wallet. It will suggest spending more if the data supports it.	Set a max daily budget rule and stick to it
Changing too many things at once	You can't tell what actually helped or hurt performance	One variable at a time. Wait 3-5 days. Measure.
Panicking during learning phase	Making changes during Meta's learning phase resets the optimization and wastes your budget	Wait for 50 conversions or 7 days before judging
Skipping the Ad Library	You're guessing at creative strategy instead of seeing what already works in your space	Use the competitor analysis prompt before creating new campaigns
Not giving it your voice	ChatGPT writes decent copy but it sounds generic. Generic copy blends in and doesn't convert.	Include examples of your best-performing ads and describe your tone in the prompt
Never opening Ads Manager	ChatGPT summarizes data but you miss visual patterns and trends in the actual dashboard	Check Ads Manager at least weekly to stay familiar

Prompt Cheat Sheet

Quick reference for every scenario. All prompts assume you've tagged @Meta Ads at the start of your message.

Scenario	Prompt
Full audit	Analyze all active campaigns. Show spend, results, CPA, CTR, CPM, ROAS. What are the 3 biggest issues?
Wasted spend	Which campaigns spent money this week but produced zero results? What should I do with each one?
Creative fatigue	Which ads have frequency above 3 and declining CTR? Flag any that need fresh creative.
Audience overlap	Are any of my ad sets targeting overlapping audiences? Show me where I'm bidding against myself.
Budget rebalance	Redistribute my total daily budget based on which campaigns have the best CPA. Show me the plan.
Daily check	Quick update: spend, results, CPA yesterday. Flag anything with CPA above 2x my \$[X] target.
Weekly report	Full 7-day report: spend, revenue, ROAS, top 3 ads, bottom 3 ads, and recommendations for next week.
New campaign	Create a conversion campaign for [product], \$[X]/day, targeting [audience]. 2 ad sets, 3 ads each. Show plan.
Scale winners	Which ad sets have been profitable for 7+ days? Increase their budgets by 20%. Show me the plan.
Pause losers	Pause ad sets running 5+ days with CPA above \$[X]. Save any good individual ads first.
A/B test	Split test [angle A] vs [angle B]. Equal budget, same audience, 7-day minimum. Show setup.
Competitor check	Search Meta Ad Library for [competitor]. Show active ads, creative types, and angles that are working.
Retargeting	Build a 3-layer retargeting funnel: site visitors, cart abandoners, and lapsed customers.

YOUR FIRST SESSION

Start with the full audit prompt. Read what ChatGPT finds. Then pick the single biggest issue and use the targeted fix prompt to address it. Don't try to fix everything in one session. One change, one measurement period, one improvement at a time.

Want More AI Tips Like This?

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Your ads should work as hard as you do. Now they have help.