DuoDigital | LEGAL MARKETING

THE 2026 VERIFICATION PLAYBOOK

How Law Firms Get Approved to Run ChatGPT Ads

A step-by-step manual for U.S. law firms, how to prepare, verify, and submit your advertiser application the right way, and reach high-intent clients inside ChatGPT before your competitors do.

6	~15 min	$3–$5
Steps to submitted	To complete your application	Illustrative CPC floor vs. legal search

Prepared by **DuoDigital** · Legal Marketing · duodigital.io
An independent marketing agency. Not affiliated with, endorsed by, or sponsored by OpenAI or ChatGPT.

START HERE

Why This Window Matters

ChatGPT began showing clearly-labeled, contextual ads to U.S. users and opened self-serve advertising to businesses. Legal is one of the most expensive categories on traditional search, yet on ChatGPT the same high-intent demand is available at a fraction of the cost, because few firms have moved in yet.

There is one gate: **advertiser verification**. Every firm must complete a verification and compliance review before its ads can run, and legal advertising carries extra rules on top. This manual walks you through it so you submit a clean, complete application and avoid the easy-to-make mistakes that get firms rejected.

> **How the roles work.** ChatGPT requires **your firm** to submit its own advertiser verification under its own legal identity, an agency cannot submit it for you. DuoDigital's job is to hand you this manual, guide you through each step, and give your application its strongest possible shot. **ChatGPT's team makes the final approval decision.**

BEFORE YOU BEGIN

What You'll Need (5-Minute Prep)

Gather these before you start so you can finish the application in one sitting.

- [ ] **Registered business entity name**, exactly as filed (PLLC, LLP, P.C., etc.).
- [ ] **EIN / federal tax ID** and business mailing address.
- [ ] **Live firm website** with a working **Privacy Policy** and **Terms** page.
- [ ] **Attorney bar number(s)** and the **state(s)/jurisdiction(s)** where you're licensed.
- [ ] **Domain email** (e.g. you@yourfirm.com), free inboxes slow verification.
- [ ] **Government photo ID** for the person verifying the account.
- [ ] **Business payment method** for billing once approved.
- [ ] **Practice areas & target locations** you want to advertise.

Illustrative figures shown are 2026 industry benchmarks for education only and are not a guarantee of results or of approval. The verification steps that follow reflect a typical advertiser-onboarding flow and DuoDigital's process; ChatGPT's live interface, requirements, and approval criteria are controlled by OpenAI and may change. Always follow the on-screen instructions in your account and your jurisdiction's attorney-advertising rules.

THE PROCESS

Get Approved in 6 Steps

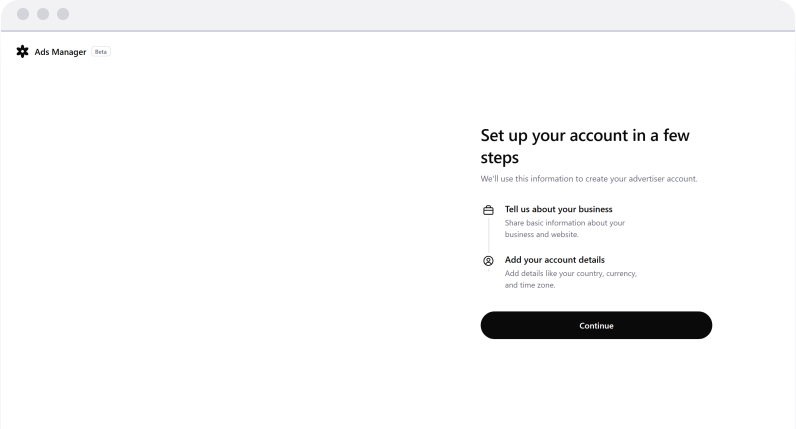
Steps 1–2 of 6 · Open the Ads Manager and tell it about your firm.

1

START ONBOARDING

Open Ads Manager & set up your account

Sign in to the ChatGPT **Ads Manager (Beta)** with your firm's domain email. You'll set up your account in a few short steps, telling ChatGPT about your business and adding your account details. Click **Continue** to begin.



Ads Manager (Beta) · "Set up your account in a few steps"

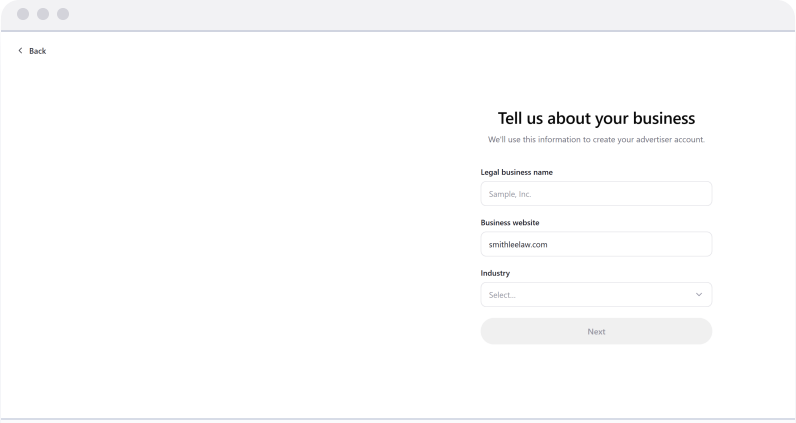
2

BUSINESS DETAILS

Tell ChatGPT about your business

Enter your **legal business name** exactly as filed, your firm's **website**, and your **industry**. Accuracy matters, mismatches with public records are a common cause of delay.

Tip: match your Secretary of State filing exactly. "Smith & Lee Law, PLLC" ≠ "Smith and Lee Law" to an automated check.



"Tell us about your business", legal name, website & industry

Screens are illustrative recreations of the ChatGPT Ads Manager (Beta) with sample data. Follow the exact fields and wording shown in your live account; requirements are set by OpenAI and may differ.

THE PROCESS

Steps 3–4 · Verify & Add Billing

This is where legal advertisers get approved, or held up.

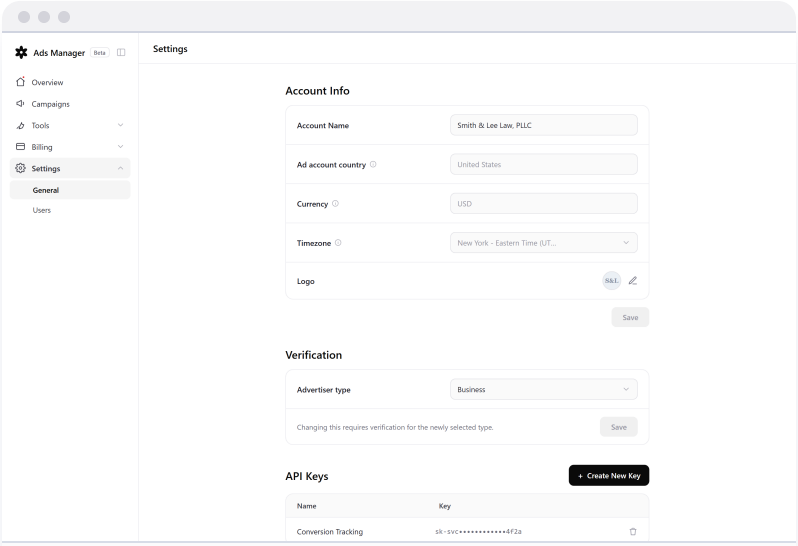
3

VERIFICATION GATE

Set Advertiser type to "Business" to trigger verification

In **Settings › General**, confirm your account details (country, currency, time zone, logo). Under **Verification**, set **Advertiser type = Business**, this triggers the review your firm must pass before ads can run. **ChatGPT makes the final approval decision.**

> **Legal watch-out:** keep ad claims supportable, avoid outcome guarantees and "#1 lawyer." Add an "Attorney Advertising" label and results disclaimer where your bar requires.



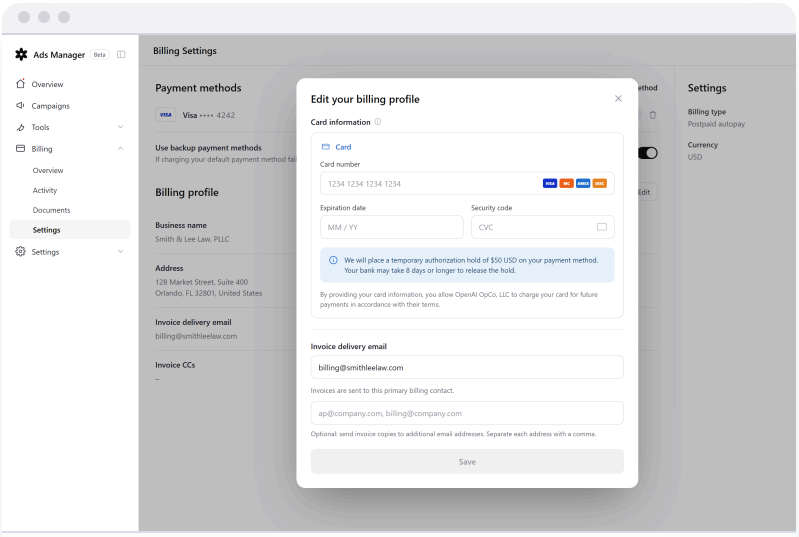
Settings › General: Advertiser type = Business triggers verification

4

BILLING

Add your payment method

In **Billing › Settings**, add a **business card** and confirm your billing profile. ChatGPT may place a small temporary authorization hold to verify the card. Use a payment method that matches your firm.



Billing › Settings, add a card & billing profile

General information, not legal advice. You are responsible for compliance with your jurisdiction's Rules of Professional Conduct and attorney-advertising rules. Verification criteria and screens are controlled by OpenAI and may change.

THE PROCESS

Steps 5–6 · Launch & Monitor

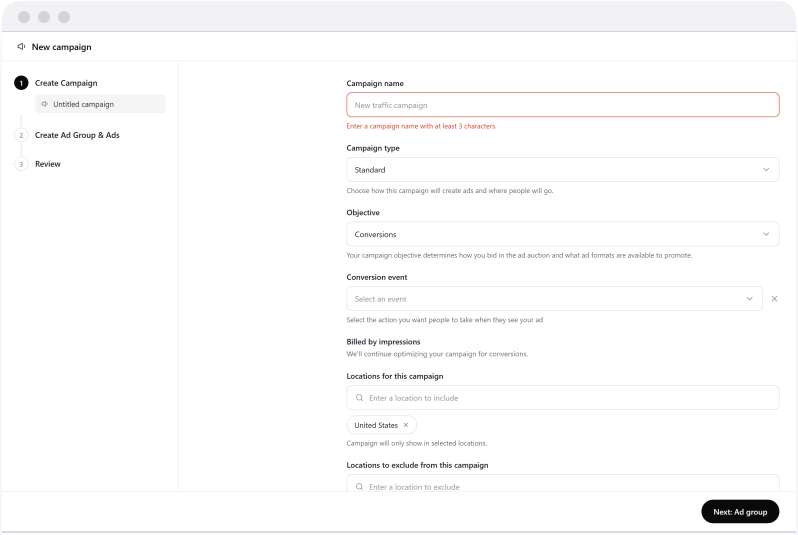
Approved and funded, now turn the channel on.

5

CREATE CAMPAIGN

Build your first campaign

Click **+ Create**, then set your **campaign name**, **type**, and **objective** (e.g. Conversions), choose a **conversion event**, and set the **locations** you serve. From here, DuoDigital maps legal intents to your practice areas and manages the build.



New campaign, objective, conversion event & target locations

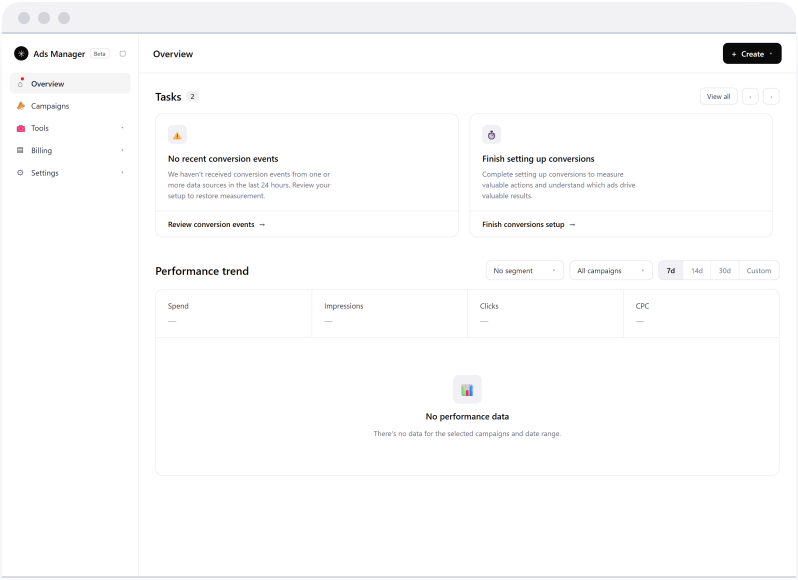
6

MONITOR

Track results from the Overview

Your **Overview** dashboard shows spend, impressions, clicks, and CPC, plus setup tasks like conversion tracking. DuoDigital watches performance and optimizes, so approval turns into signed cases, not just clicks.

You did the hard part. Verification is the one gate only your firm can pass. Everything downstream is done-for-you.



Overview, performance trend & setup tasks

Approval timelines, statuses, and screens are controlled by OpenAI and may vary. Nothing here guarantees approval or advertising results.

AVOID THE DELAYS

Top 5 Reasons Firms Get Rejected

Every one of these is avoidable in the prep stage.

1 · Entity name mismatch

Name doesn't match state/EIN records. **Fix:** copy it exactly from your filing.

2 · No privacy policy / terms

Site missing required pages. **Fix:** publish both before submitting.

3 · Non-compliant ad claims

Outcome guarantees or "#1 lawyer." **Fix:** use supportable, disclaimed copy.

4 · Free-inbox email

gmail/outlook addresses slow trust. **Fix:** verify with your firm domain.

5 · Slow follow-up

Info requests go unanswered. **Fix:** watch your inbox during review.

✓ The shortcut

Follow this manual step-by-step and all five disappear.

Pre-Submission Compliance Checklist

Tick every box before you hit submit.

- [ ] Entity name, EIN, and address match public records exactly.
- [ ] Website is live with working Privacy Policy and Terms pages.
- [ ] Ad copy contains no outcome guarantees or unsubstantiated superlatives.
- [ ] "Attorney Advertising" label and results disclaimer included where required.
- [ ] Licensing jurisdiction(s) and bar number(s) are accurate.
- [ ] Verification is being submitted by an authorized firm representative.
- [ ] Domain email monitored for follow-up requests during review.

General information only, not legal advice. Requirements are set by OpenAI and your state bar and may change. You are responsible for your firm's compliance.

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FREE CHATGPT ADS CONSULTATION

Want Us to Guide You Through It?

We'll walk your firm through verification start to finish, then build and manage the campaigns that put you in front of clients the moment they ask AI for a lawyer. Book a free consultation and we'll look at whether ChatGPT Ads fit your firm, your market and your intake.

Book a Free ChatGPT Ads Consultation →

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