



Pattern Brings AI-Native Advertising to Global Brands, Extending Cross-Platform Reach to ChatGPT Ads

July 29, 2026

Pattern already supports more than \$2B in annual ad spend across online marketplaces, Google, Meta, Snap, and TikTok, and is now extending that same expertise to help brands meet consumers in ChatGPT.

LEHI, Utah--(BUSINESS WIRE)--Jul. 29, 2026-- Pattern Group Inc. (Nasdaq: PTRN), a leader in accelerating brands on global ecommerce marketplaces, today announced it has become a technology partner supporting advertising in ChatGPT. Through the integration, Pattern's brand partners can now advertise within ChatGPT, extending Pattern's ability to help brands reach customers across the platforms where consumers discover and buy products, from the world's largest marketplaces to Google, Meta, Snap, TikTok, and now in ChatGPT.

Pattern's advertising platform draws on more than 77 trillion ecommerce data points across product, category, and shopper behavior, giving brands an always-on window into the intent shaping discovery and purchasing across marketplaces, social, and LLM experiences like ChatGPT.

"Our integration with ChatGPT Ads extends Pattern's reach to the leading platforms where consumers discover and buy products, from the world's largest marketplaces to the AI experiences defining what comes next," said Dave Wright, Co-Founder and CEO of Pattern. "The brands that win show up where their customers are and know what converts on each platform. Pattern is built to make both possible at scale and we're excited to continue to work closely with the team at OpenAI on the future of advertising."

How Pattern Is Expanding AI-Native Advertising

Advertising in ChatGPT. Pattern is bringing ChatGPT Ads into its advertising platform, which already enables brands to manage and optimize product promotion on Meta, Google, Snap, and TikTok, and is now adding ChatGPT Ads as its newest channel to deliver AI-powered ad management workflows natively within the platform. Pattern, combined with recently [acquired ROI Hunter](#), gives brands a single place to activate, optimize, and measure advertising across both established channels and emerging AI-native placements, with cross-platform conversion intelligence informing every decision.

Agentic Campaign Management. Pattern is also bringing agentic campaign management into its existing advertising workflows, enabling AI-driven execution across Pattern's broader advertising stack. This mirrors the autonomous, action-oriented approach at the core of [Pattern Intelligence](#) (Pi), Pattern's AI-powered ecommerce execution engine that has already taken billions of automated actions on behalf of brand partners since its launch in May 2026.

Pattern's integration with ChatGPT Ads reflects the company's ongoing focus on helping brands reach customers across every platform where discovery happens -- the same focus that earned Pattern recognition as TikTok Shop's 2025 Strategic Partner of the Year. It also deepens Pattern's existing relationship with OpenAI: Pi, Pattern's AI-powered ecommerce execution engine launched in May 2026, is already available in the [ChatGPT app directory](#). This agreement extends that integration from intelligence into active advertising execution, giving brand partners a unified platform to reach and convert customers.

To learn more, visit: <http://www.pattern.com/catalog-advertising/chatgpt>

About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 77 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across more than 70 global marketplaces — including Amazon, TikTok Shop, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to expectations regarding service offerings, ChatGPT Ads, performance, consumer behavior, strategies, capabilities, conversion, availability, and the impacts and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in our Form 10-K for year ended December 31, 2025, filed with the Securities and Exchange Commission ("SEC") on March 6, 2026, in our Form 10-Q for the quarter ended March 31, 2026, filed with the SEC on

May 7, 2026, and in our subsequent filings with the SEC.

For more information, visit www.pattern.com.

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