



FOR IMMEDIATE RELEASE

Gamned MEA Pioneers Flexible Access to the New ChatGPT Advertising Inventory in the Middle East

DUBAI, UAE – the 9th of September 2026 –

Following the highly anticipated opening of ChatGPT's advertising inventory across the Middle East in early September 2026, independent digital advertising expert Gamned MEA has announced the launch of a new, agile solution allowing brands to seamlessly activate campaigns on the conversational AI platform.

True to its long-standing reputation as a pioneer in adopting and scaling emerging advertising technologies, Gamned MEA is bringing this brand-new, uncrowded surface to regional advertisers by removing traditional barriers to entry.

While the current market standard for testing new premium channels often demands high minimum spends, rigid pricing through insertion orders, and long setup times, Gamned MEA is taking a radically different approach to democratize access.

*"The conversational inventory on ChatGPT represents a paradigm shift in how brands engage with audiences. As an agency that has always prided itself on being first to market with innovative programmatic solutions, we wanted to ensure our clients could test and scale on this new platform without taking on unnecessary risk," said **Yves-Michel Gabay Managing Director at Gamned MEA**. "The brands that move first on this uncrowded surface will set the benchmarks for the future, and we have built an offering that allows them to do exactly that with ultimate agility."*

Gamned MEA's new ChatGPT advertising solution provides a friction-free entry point for MEA brands, featuring:

- **Accessible Entry:** A minimum spend of just \$50 a day, allowing brands to test the channel efficiently.
- **Zero Long-Term Commitment:** No annual budgets or volume requirements. Budgets can be adjusted mid-flight, scaled up, or paused at any time.
- **Rapid Activation:** Campaigns can go live within 48 hours of receiving assets, bypassing lengthy master agreements.
- **Flexible Buying Models:** Advertisers can choose between CPM or CPC models based on their specific KPIs.
- **End-to-End Management:** Gamned MEA handles full campaign scoping, targeting, technical setup, continuous expert optimization, and unified reporting alongside the rest of the media plan.



Furthermore, Gamned MEA announced that it will shortly be rolling out combined display and ChatGPT campaigns, allowing advertisers to hit the same audiences across both traditional programmatic and conversational buys to reinforce messaging and drive higher impact.

Brands looking to secure their first-mover advantage and activate their initial ChatGPT campaigns can receive scoping, estimates, and an activation calendar within 48 hours.

For more information or to book a campaign, please contact: Gamned MEA – Email: contactmea@gamned.com

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About Gamned MEA:

Established in Dubai in 2016, Gamned! MEA is the regional subsidiary of Gamned!, a pioneering digital media buying agency founded in France in 2009 and part of Biggie Group. As highly specialized experts in programmatic advertising, Gamned! addresses complex media challenges across the entire funnel—from brand awareness and user acquisition to retail media activations.

By combining human expertise with cutting-edge technology, Gamned! provides best-in-class digital consultancy and omnichannel campaigns (including Display, Mobile, Social, Native, Video, Audio, DOOH, CTV, In-Game, and Search) to both advertisers and agencies. The company empowers brands to precisely engage their audiences through agnostic multi-DSP buying, dynamic creative optimization (DCO), and AI-driven tech solutions that power predictive targeting and advanced real-time bid optimization.

To date, Gamned! has successfully optimized over 2,500 programmatic campaigns across 90 countries, delivering approximately 3 billion customized ads monthly for more than 250 clients. The company boasts a team of over 160 digital experts operating across seven territories: Benelux, Brazil, the Czech Republic, France, Italy, the Middle East & Africa (UAE office), and Switzerland. For more information, visit: <https://en.gamned.com/>