CUSTOMER GUIDE

Claim your business in ChatGPT.

How to claim, verify and manage your profile in OpenAI's new Business Hub, and what you get for it.

November 2026 | Businesses in ChatGPT is in beta

WHAT'S NEW

What is Businesses in ChatGPT?

1.2B

people use ChatGPT each week (OpenAI). It already shows your business, claimed or not. This new beta lets you claim your profile and take control of how you appear.

Business Hub

Claim your profile for free, update key details and add product feeds with pricing and availability.

Insights

See your mentions, website clicks and the topics where ChatGPT surfaces you.

Business Agents

A labelled chat that answers customer questions, starting with eligible US ecommerce and online service businesses.

THE BENEFITS

Six reasons to claim your profile now.

Control the facts

Edit your website, description, category, logo, cover photo, delivery and return policies.

Live product data

Add a product feed with pricing and availability, or sync your Shopify catalogue.

A verified badge

A blue check appears on your profile once your identity check is approved.

First-party AI data

Mentions, website clicks and discovery topics from ChatGPT, over the past 28 days.

Your own agent

A labelled Business Agent that answers customer questions (eligible US businesses).

Protect the listing

Stop anyone else claiming it. If they already have, use “Dispute ownership”.

Part 1: find and claim your listing.

Takes a few minutes. Use the ChatGPT account that will manage the profile.

1	**Sign in to ChatGPT**	Use the **work account** that will manage the profile. Teammates and agencies can be added later, each with their own account.
2	**Open Business Hub**	Go to **chatgpt.com/business-hub**, or open Business Hub from the ChatGPT sidebar.
3	**Find your business**	Search by name and **select the matching listing**. Not listed? Eligible online businesses can add it. Shows “Contact support”? It’s locked: request access from OpenAI.
4	**Confirm admin access**	Click **Get Started**, then confirm the ChatGPT account that should hold administrator access to the profile.

Part 2: verify, get approved, go live.

Nothing goes live, and no insights appear, until step 7 is approved.

5	**Verify ownership**	Pick a method Business Hub offers: a **phone or email code**, a **DNS TXT record** then “Verify domain”, or **Connect Shopify**.
6	**Wait for review**	The claim sits as pending while OpenAI reviews it. **The decision arrives by email.**
7	**Pass the Persona check**	Submit **government ID, registration details and proof of authorisation**, matching official records. The blue check appears on approval.
8	**Go live**	Edit your profile, add a product feed or connect Shopify, and invite teammates. OpenAI reviews each change before it’s published.