Yep Ads Named an OpenAI Select Partner

Yep Ads, a global performance marketing agency, today announced that it has been named an OpenAI Select Partner within the OpenAI Partner Network.



AMSTERDAM, NETHERLANDS, November 4, 2026 /EINPresswire.com/ -- Yep Ads, a global performance marketing agency delivering full-funnel media solutions for advertisers and publishers, today announced that it has been named an OpenAI Select Partner within the OpenAI Partner Network.

The OpenAI Partner Network is a global program for partners to build, sell, and deliver AI solutions with OpenAI. It brings together partners with deep industry expertise, delivery capabilities, and customer relationships while equipping them with the resources, enablement, and support to help enterprises adopt OpenAI frontier models and products and turn them into measurable impact.

As an OpenAI Select Partner, Yep Ads will continue working with OpenAI to help organizations build, deploy, and scale AI solutions responsibly and effectively. By utilizing GPT-6 Astra's stronger performance per dollar, Yep Ads can help clients achieve their business goals by combining its marketing expertise with OpenAI's automation capabilities.

Operating as a performance marketing agency since 2009, Yep is expanding its AI capabilities across the customer journey, helping brands improve how they are discovered, how marketing is produced, and how teams operate. Its AI offering includes AEO and LLM discoverability strategies, AI-assisted creative development and testing, automated marketing workflows, custom AI-powered processes, and emerging opportunities in ChatGPT Ads. These capabilities complement Yep Ads' existing expertise across paid media, landing pages, campaign optimization, creative production, and performance marketing.

"Being named an OpenAI Select Partner marks an important step for Yep Ads and the solutions that we can provide to our clients. Working closely with OpenAI allows us to strengthen our

capabilities across business workflows, creative production, marketing, and automation, providing clients with credible and practical solutions tailored to their needs," said Lawton Lam, VP of Operations, Partnerships, Yep Ads.

Yep Ads supports organizations across retail, fashion, health & beauty, home improvement, e-commerce and cybersecurity and more, operating in countries across North America, LATAM, APAC, EU, and EMEA, with full-funnel performance marketing, campaign optimization, automation, and AI-powered creative production. Its work has driven measurable client growth and conversion results, including helping brands exceed acquisition targets by up to 14×, while achieving campaign conversion rates of ~40% and ~95% verified lead quality through AI-assisted creative testing and optimization.

Looking ahead, Yep Ads plans to expand its AI-powered services to drive results for more clients, invest in talent enablement through ongoing training and certifications, and continue developing new applications of AI for growth, both for its partners and internally, turning AI investments into measurable business outcomes.

Learn more about the OpenAI Partner Network

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