SCHALL AI

Schall AI Banner Studio

User Guide

> Self-promotion that learns as it goes: on every page, the right banner for your own content and offers – by topic, language and page type, with traceable reasons, without cookies and without personal profiles.

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Contents

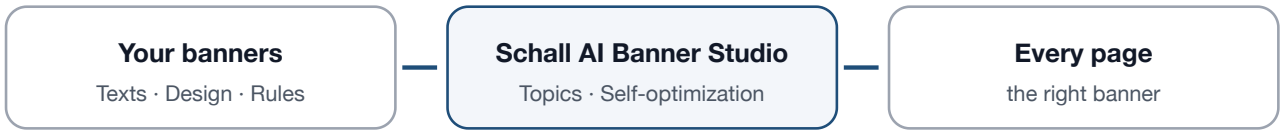
1. What Schall AI Banner Studio is 3
2. Requirements 4
3. Installation and license 5
4. Getting started 6
5. Slots 7
6. Creating and designing banners 9
7. AI drafts 12
8. Topics 14
9. Analysis and self-optimization 16
10. Check 18
11. AI and web search 19
12. Multiple languages 21
13. Working with other Schall plugins 22
14. Privacy and uninstalling 23
15. Troubleshooting 24
16. Tips and tricks for Schall AI Banner Studio 26

Glossary 33

Index 35

1. What Schall AI Banner Studio is

Schall AI Banner Studio shows house banners on your website: promotion for your own posts, products, newsletters or offers. For every page, the plugin picks the right ones from your banners – by topic, language and page type – and learns from the clicks which banner and which variant work best.



Three principles shape the plugin:

- **Relevant, not random:** A banner appears where it fits the content. Rules and topics determine this; the **Check** screen shows for every page why one banner was chosen and another was not.
- **Learning:** Self-optimization shows more often what gets clicked more – with fixed guardrails, so that new banners and variants get their chance too.
- **Sparing with data:** Banner Studio sets no cookies, stores no IP addresses and builds no personal profiles. Only daily totals are counted.

If you like, an artificial intelligence helps: it drafts banners, paints image motifs, checks promises against the target page, assigns posts to topics and keeps an eye on what is currently being written about your topics. It works only in the admin area, never during a page view.

> The screenshots come from a demo website of the fictitious company Nordwind Logistics with sample data.

2. Requirements

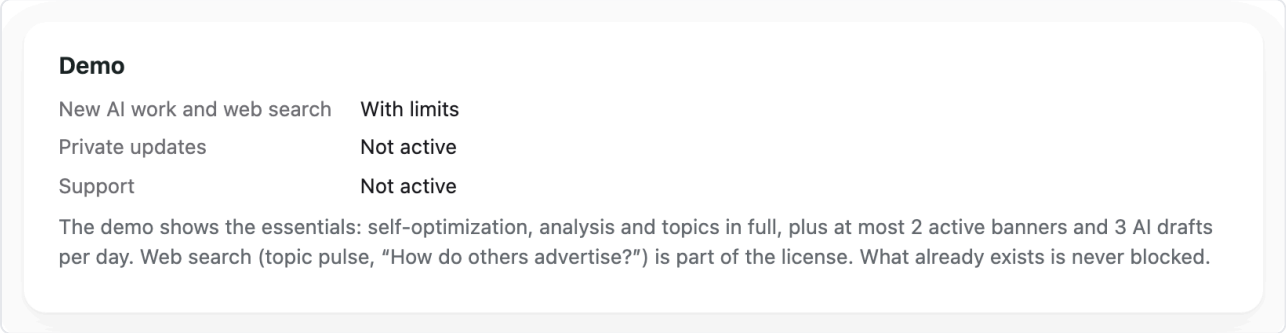
WordPress	Version 6.9 or later, PHP 8.3 or later.
Theme	A theme with a sidebar or blocks. Banners appear through a widget, a block, a shortcode or automatically at the end of a post (chapter 5).
AI (optional)	An AI provider for drafts, topics and analyses, such as Ollama Cloud or OpenAI, or a local model. Without AI, Banner Studio works entirely by rules.
Image motifs (optional)	An account with fal.ai in the cloud or an image model on your own computer via the Local Connector, such as Z-Image Turbo in ComfyUI (chapters 7 and 11).
Web search (optional)	For the topic pulse and “How do others advertise?”, a search provider (Serper for Google). It comes from the research layer of the SEO Suite or Content Radar; without either of them, Banner Studio sets it up itself (chapter 11).
Multiple languages (optional)	TranslatePress translates the banner texts (chapter 12).
Visitor statistics (optional)	Independent Analytics, Google Analytics 4 or Matomo additionally receive impressions and clicks (chapter 9).

3. Installation and license

1. In WordPress, go to Plugins › Add Plugin › Upload Plugin, choose the Schall AI Banner Studio ZIP file, install it and activate it.
2. Banner Studio appears under Settings › Schall AI › **Schall AI Banner Studio**. All screens are there as tabs.
3. With a license key: in the **License** tab, enter the key in the **License key** field and choose **Activate license**.

Editions

Grandfathered	Installations from before the commercial release keep all features permanently, without a license. There, a license adds private updates and support.
Demo	A fresh installation without a license shows the core: self-optimization, analysis and topics in full, plus two active banners, three AI drafts and one image motif via fal.ai per day; image motifs from your own computer do not count. Web search is part of the license. Existing banners and figures are never locked.
Premium	With an active license, no limits, plus private updates and support.



License tab: this installation’s edition, here the demo with its limits. The signed status and the activation follow below.

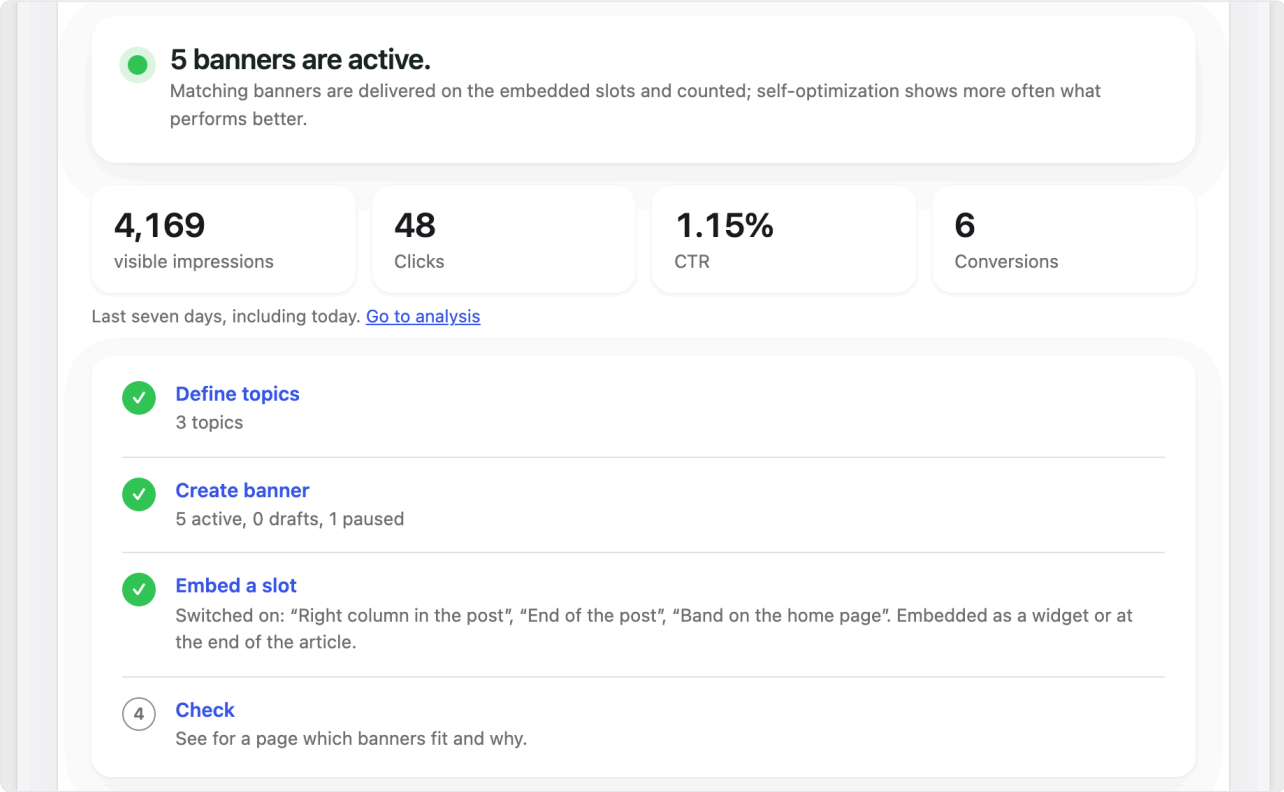
The license key is sent once to the Schall license service; WordPress keeps only an encrypted proof bound to this installation. Checks run in the background, never during a page view. When a license ends, the last version you were entitled to keeps running; updates and support end. **Deactivate license on this website** frees the website seat, for example before a move.

4. Getting started

The **Overview** tab shows where your website stands and guides you through the first steps:

1. **Define topics:** optional, but the basis for well-matched banners and for analysis by topic (chapter 8).
2. **Create a banner:** target, rules and at least one variant with a title, then set it to “active”. Only active banners appear (chapter 6).
3. **Embed a slot:** decide where on the website banners may appear (chapter 5).
4. **Check:** see for a page which banners fit and why (chapter 10).

After a few days, **Analysis** shows what works (chapter 9).

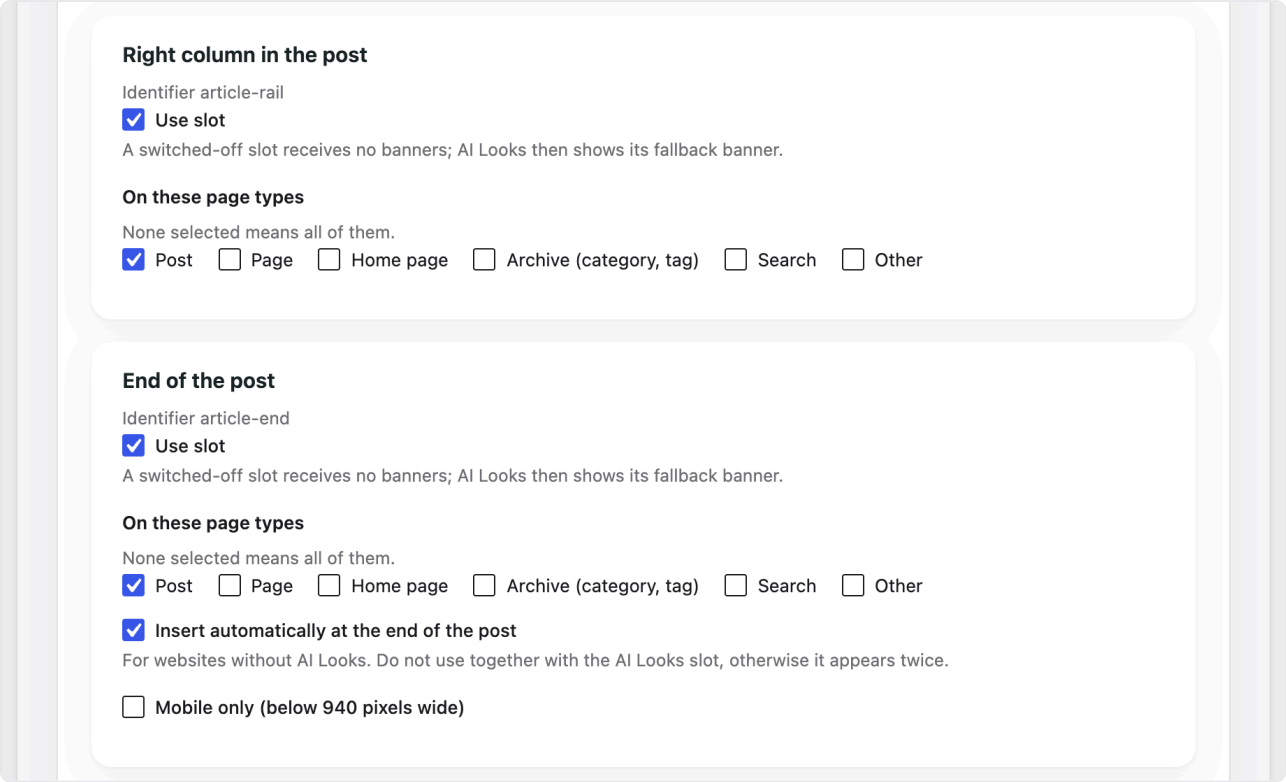


Overview tab: the current status, the figures for the last seven days and the next steps.

On the right edge of every screen, the **Tips** button opens a panel with questions and answers about exactly that screen; **Show** takes you to the relevant spot. The same tips are collected in chapter 16.

5. Slots

A slot is a place on the website where a banner may appear. Banner Studio comes with three slots: **Right column in the post**, **End of the post** and **Band on the home page**. In the **Slots** tab, you switch slots on or off, choose their page types and add more with **New slot**.



Slots tab: the two slots in the post with their page types; further slots and the ways to embed them follow below.

Embedding

Widget	Under Appearance › Widgets, drag the “Banner slot (Schall AI Banner Studio)” widget into a sidebar and choose the slot and format.
Block	In the block editor, insert the “Banner slot” block – for example into a template of a block theme.
Shortcode	`[schall_banner slot="article-end" format="wide"]` anywhere you like; the slot’s identifier is shown in the **Slots** tab.
Automatic	**Insert automatically at the end of the post** places the slot below every post without any further steps. Meant for websites without Looks; together with the Looks slot, it would appear twice.
Looks	The Schall AI Looks design already includes the slots, with format and fallback banner. Banner Studio fills them on its own.

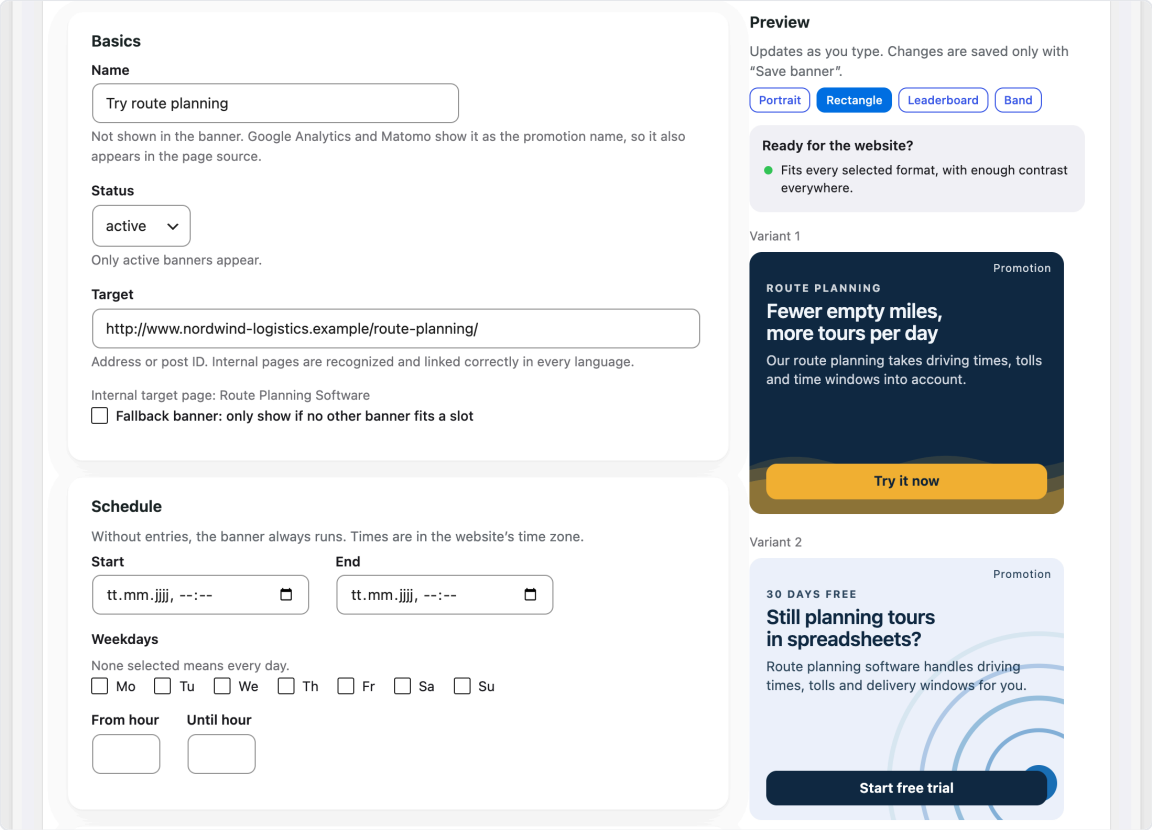
You set the size where the slot is placed – in the widget, the block or the shortcode. “Automatic” uses Portrait in the sidebar, otherwise a Band, a Leaderboard (from 728 pixels wide) or a Rectangle – depending on what the banners support. **Mobile only (below 940 pixels wide)** shows a slot only on narrow screens; on wide screens, the banner then appears in the right column.



A house banner at the end of a post, as a Band and labeled **Promotion**.

6. Creating and designing banners

The **Banners** tab lists all banners with their status, target, rules and figures. You create a new banner with **New banner**; everything is saved together with **Save banner**.



A banner in the editor: basics and schedule on the left, on the right the preview in the selected format with the **Ready for the website?** check. Goal, rules, formats and variants follow below.

Basics and schedule

- **Name:** It does not appear in the banner. Google Analytics and Matomo show it as the name of the promotion, which is why it is also in the page's source code.
- **Status:** Only active banners appear. Paused or as a draft, they stay invisible.
- **Target:** an address or a post ID. Banner Studio recognizes internal pages and links them correctly in every language.
- **Fallback banner:** A banner marked this way appears only when no other banner fits a slot.
- **Schedule:** start, end, weekdays and times of day, in the website's time zone. Without entries, the banner always runs.

Goal and limits

Under **Goal and limits**, you define what should count after the click, such as a newsletter sign-up on the target page. Banner Studio recognizes common form plugins on its own. Without a goal, impressions and clicks are counted. Once a limit on impressions or clicks is reached, the banner no longer competes – useful for campaigns with a fixed quota.

Where the banner appears

Rules determine on which pages a banner competes. **Languages**, **Page types** and **Slots** must match; no selection there means all. After that, matches earn points – more points mean a better fit:

Always on these pages	100 points. These pages get the banner with priority.
Topics	40 points if the post belongs to one of these topics (chapter 8).
Categories	30 points per matching category.
Tags	20 points per matching tag.
Keywords	10 points per match, at most three. Matching looks for whole words in the title, excerpt, tags, focus keyword and the beginning of the text.
Never on these pages	The banner never competes here.

A banner without topics, categories, tags, keywords and preferred pages is general: it can appear anywhere. Targeted banners take priority; whether general ones still compete alongside them is set under **Settings** › **Selection** (**Also show general banners alongside targeted ones**). At most four candidates compete per slot; you can change that there as well.

Formats

Portrait 300 × 600 and Rectangle 300 × 250 for the sidebar, Leaderboard 728 × 90 and full-width Band for the post text and the home page. A banner appears only in the formats you check.

Variants and design

Every banner has one or more variants: **Kicker**, **Title**, **Text** and **Button**, plus colors and a graphic. Self-optimization tests several active variants against each other. There are two ways to get the **Graphic**:

- **Built-in style:** Banner Studio draws the graphic itself – circles, waves, dots, diagonals, glow or blocks – in the variant's colors and suited to each format. **Shuffle** shows a different arrangement of the same style.
- **Custom SVG:** shapes, gradients and images from the Media Library, at most 30 KB. Banner Studio removes scripts, links and external addresses when saving.

In addition, every variant can carry an image from the Media Library, such as a product photo, a portrait or an image motif (chapter 7), with a selectable **Image position**. There are two ways to display it:

- **Cut out behind the text:** for a PNG or WebP with a transparent background.
- **As a motif area next to the text:** for opaque images, such as generated image motifs. The image sits in its own area at the top or on the left, cropped instead of distorted; the image position selects the crop.

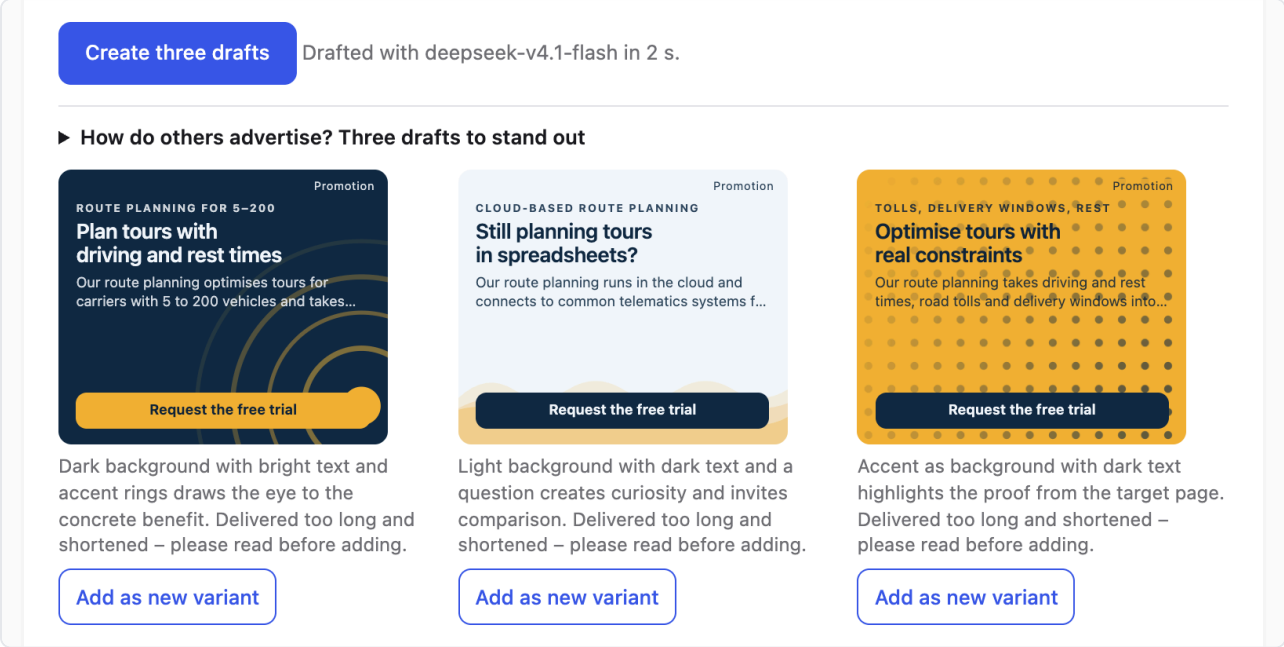
Text always sits on top of the graphic as real HTML – translatable and accessible.

The preview on the right shows the banner as it will appear on the website. **Ready for the website?** checks, for every variant and every format, whether the title and text fit and whether the text stands out enough from the background – including from the graphic. New variants start with the colors and style from the **Brand kit** in the **Settings** tab.

> Text needs a contrast of at least 4.5 : 1 against its background, large text 3 : 1. Otherwise it is hard to read for many people.

7. AI drafts

In a banner's editor, under **AI drafts**, the AI suggests three different banners: texts, style and colors, matched to the target page. You briefly describe what it is about, what the reader should do and which tone fits, and choose **Create three drafts**.



Three drafts with different approaches, each with one sentence on why it works. Each one can be added as a paused variant.

- **Add as new variant** creates the draft as a paused variant. It is only shown once you set it to "active".
- In a new banner that has not been saved yet, the button reads **Use in this banner**: it puts the draft's texts, colors and style into the first variant. Nothing is saved until you choose **Save banner**, and nothing is shown until the status is "active".
- **Revise** takes your feedback into account, such as "shorter" or "more benefit".
- **Check the variants' promises** compares each variant with the target page and quotes passages that promise more than the page delivers.
- **Suggest rules** reads the target page and names matching topics and keywords.

How do others advertise?

Under **How do others advertise? Three drafts to stand out**, you enter **Search terms** – what readers search for when they need an offer like yours – and choose **Search and create three drafts**. Banner Studio searches the web for similar offers; the AI describes how others advertise and drafts three banners that stand out from them – in its own words. Banner Studio automatically discards drafts that contain five identical words in a row from the results or the name of a competitor. This feature requires web search (chapter 11).

Image motifs

In a saved banner's **Image motifs** card, an image model paints a motif for a variant. Lettering never goes into the image: title, text, button and label stay real HTML. Which image generator paints the motif is set in the **AI** tab (chapter 11).

- **For variant:** the texts and colors come from there; the motif becomes a copy of this variant.
- **Style: Abstract, calm shapes**, **Photo, factual** or **Flat illustration**.
- **What should the image show?** A motif in a few words, not an advertising message, at most 300 characters.
- **Aspect ratio:** square, landscape 3 : 2 or wide 16 : 9, depending on what the generator supports.
- **Use the variant's colors as the color palette** passes the background and accent to the model as color names, not as color codes.
- Under **Details**, you find **Steps** and **Seed**. More steps bring more detail and take longer; the default suits the selected generator.

Order image motif creates the job; the computing happens in the background, and you can leave the page. The list below it tells you honestly what is happening right now. As long as the image is not finished, you can end the job with **Cancel**.

Banner Studio shows a finished motif in every format of the banner, with the same display as on the website. **Add as paused variant** saves the banner and creates a copy of the variant with the motif as a motif area; it is only shown once you set it to "active". **Discard** leaves the image in the Media Library without using it.

> The demo allows three AI drafts and one image motif via fal.ai per day; image motifs from your own computer do not count. Web search is part of the license.

8. Topics

Topics group posts so that banners match the content. In the **Topics** tab, you create topics with categories, tags and keywords. Six to ten topics are usually enough: the more topics, the longer it takes until each topic has enough figures for an analysis.

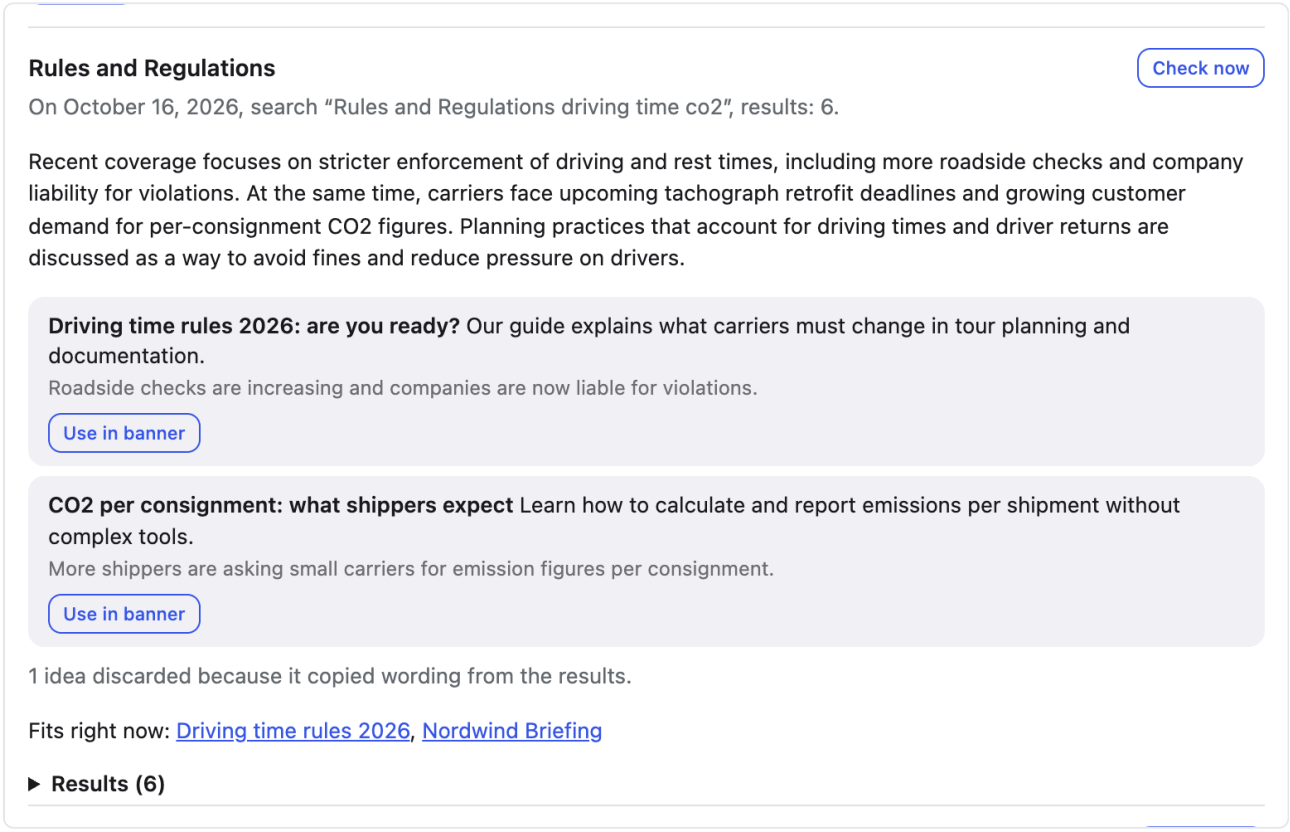
How a post gets its topic

1. By hand in the post, in the “Schall AI Banner Studio” box.
2. By rule points: category 3, tag 2, keyword 1.
3. If no rule applies, the AI assigns a topic – at 60% confidence or more. If only a weak rule matches (at most 2 points, no category), the AI overrides it at 80% or more.

Under **Topics with AI**, you switch on assignment in the background; it also applies to new and changed posts. **Suggest topics** has the AI suggest topics with rules based on your categories, tags and titles; only what you check is created.

Topic pulse

Once a week, Banner Studio searches for results from the last seven days for each topic. The AI summarizes what is currently being written about and suggests messages that connect your posts to it. **Use in banner** opens the banner with the idea as a starting point for the drafts; if the idea promotes one of your own posts, it becomes a new banner with that topic and target post.



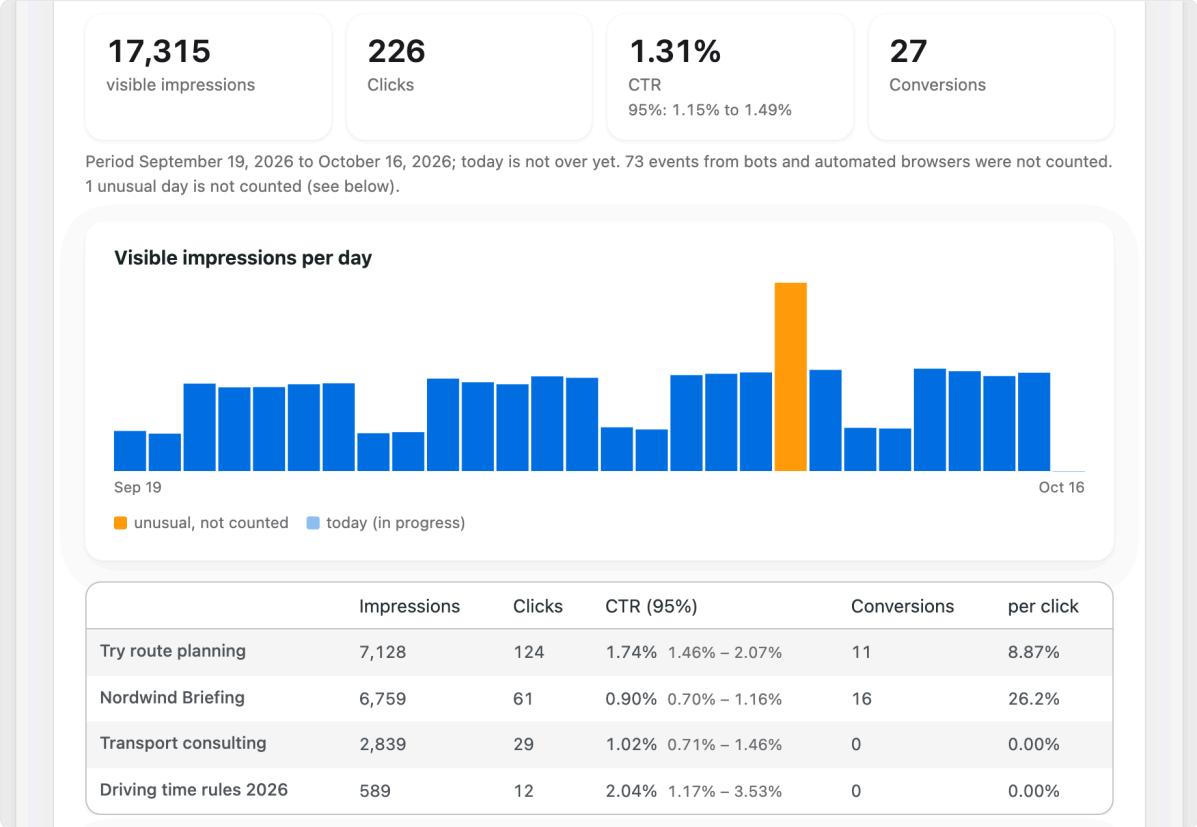
The **Topic pulse** of a topic: summary, ideas for messages and existing banners that fit right now. The sources are listed under **Results**.

The pulse needs one search per topic per week, topics with active banners first. Two searches of the weekly quota stay free for when you click the button yourself. The pulse never changes banners or weights on its own.

9. Analysis and self-optimization

The **Analysis** tab shows, for a period, how often banners were seen and clicked and what happened next – grouped by banner, variant, topic, language, page type, slot, format or page.

Visible impressions	A banner only counts once at least half of it has been visible for one second.
Clicks and CTR	The click-through rate is clicks per visible impression, with the range in which the true value lies with 95% probability. With few figures, this range is wide.
Conversions	Goals reached on the target page, attributed per click.



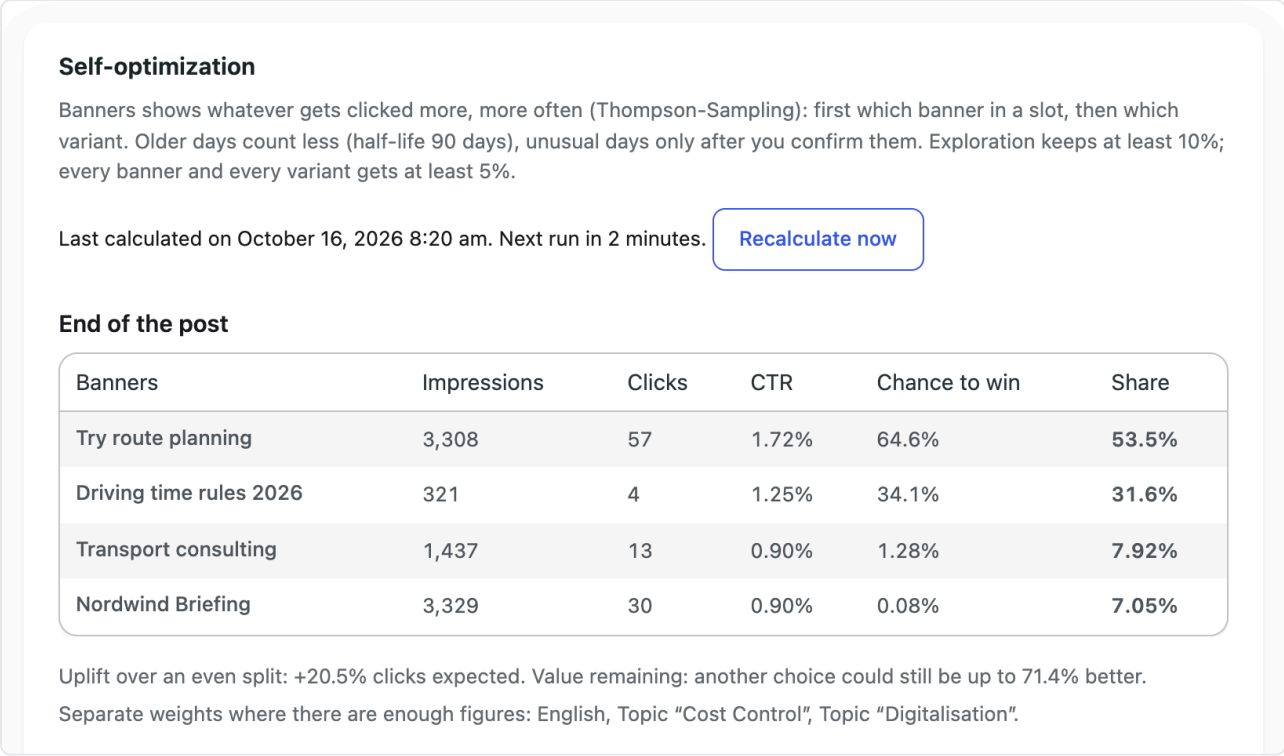
Analysis tab: key figures, the daily trend and the figures per banner.

Banner Studio does not count events from bots and remote-controlled browsers. If a day deviates sharply from the usual, it appears under **Unusual days**: it only counts once you confirm it as **Real**; **Bots** excludes it permanently. **Download daily totals as CSV** exports the figures.

Self-optimization

Banner Studio shows more often what gets clicked more – using Thompson sampling in two stages: first which banner appears in a slot, then which variant. The calculation runs once an hour in the background; the website only reads the result.

- Exploration gets at least 10%, every banner and every variant at least 5%. Per run, a share changes by at most 20 percentage points.
- If you switch it off under **Settings** › **Selection**, all matching banners and variants appear equally often.
- Older days count less (half-life 90 days); unusual days only after you confirm them.
- From 1,000 impressions and 20 clicks, topics and languages get their own weights.
- The **Chance to win** is the probability of being the best; the **Share** is how often a banner or a variant appears.



Self-optimization

Banners shows whatever gets clicked more, more often (Thompson-Sampling): first which banner in a slot, then which variant. Older days count less (half-life 90 days), unusual days only after you confirm them. Exploration keeps at least 10%; every banner and every variant gets at least 5%.

Last calculated on October 16, 2026 8:20 am. Next run in 2 minutes. Recalculate now

End of the post

Banners	Impressions	Clicks	CTR	Chance to win	Share
Try route planning	3,308	57	1.72%	64.6%	**53.5%**
Driving time rules 2026	321	4	1.25%	34.1%	**31.6%**
Transport consulting	1,437	13	0.90%	1.28%	**7.92%**
Nordwind Briefing	3,329	30	0.90%	0.08%	**7.05%**

Uplift over an even split: +20.5% clicks expected. Value remaining: another choice could still be up to 71.4% better.

Separate weights where there are enough figures: English, Topic “Cost Control”, Topic “Digitalisation”.

Self-optimization card: for each slot, the banners with their chance to win and share; the variants of each banner follow below.

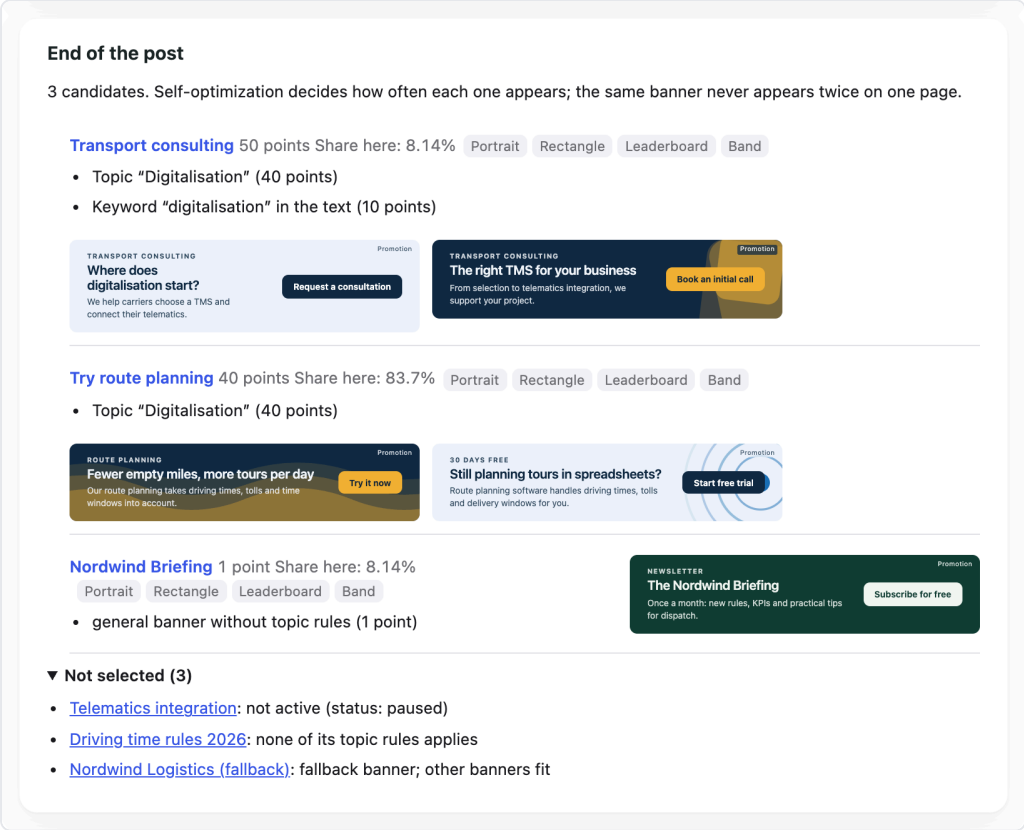
A winner is determined when a variant leads with a 95% chance to win, after at least 14 days, with 300 impressions each and 20 clicks in total. The card then offers to pause the other variants (**Pause other variants**). If you visibly change a variant, its statistics start over; the editor shows since when.

Visitor statistics

Under **Settings** › **Analytics tools**, Banner Studio also passes impressions and clicks on to Independent Analytics (click rule), Google Analytics 4 (`view_promotion` , `select_promotion`) and Matomo (Content Tracking) – with no further setup, as soon as they run on the site.

10. Check

The **Check** tab answers for a page: which banners fit, with how many points, and why don't the others? Enter an address or post ID, choose the language and then **Check**.

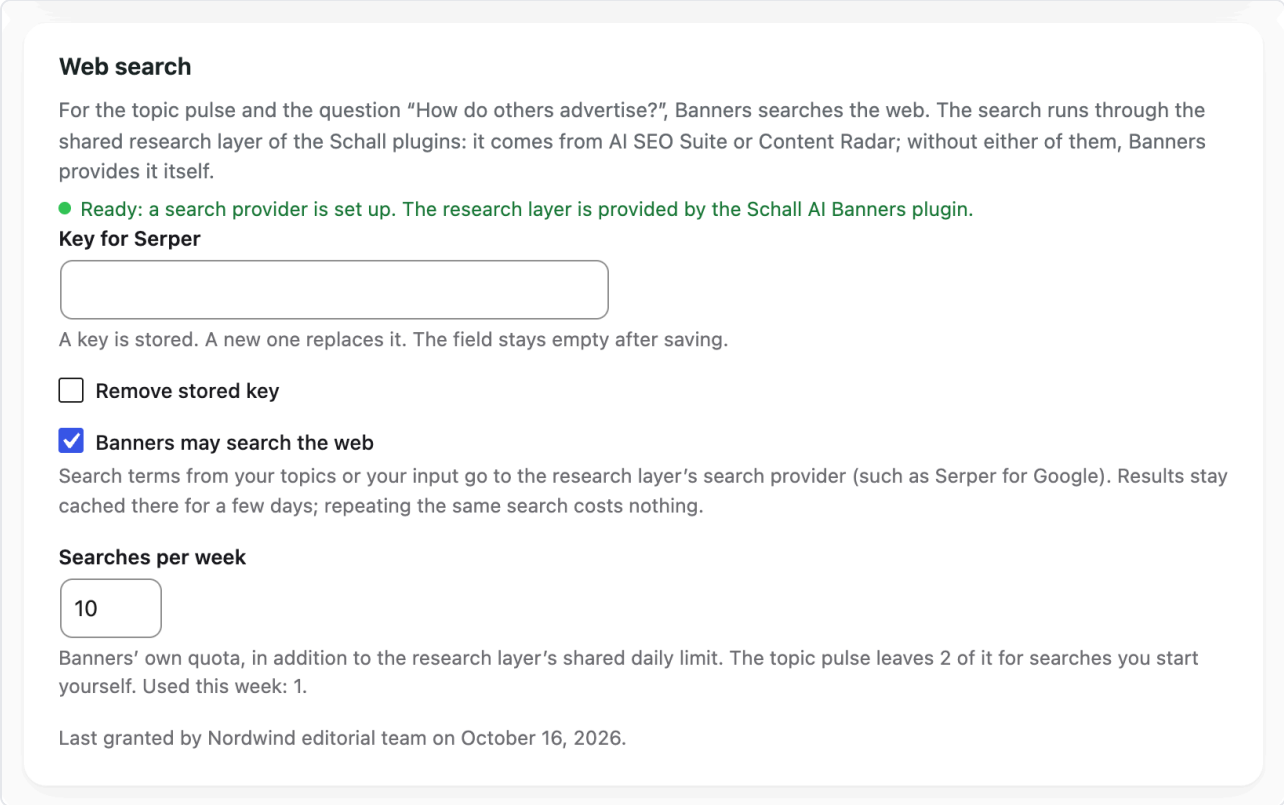


Check tab for a post: at the end of the post, the candidates with points and share; below them, the banners that were not selected, each with its reason.

The preview shows each candidate in the format the slot would show – at the end of the post, for example, as a Band. Under **Not selected**, every banner is listed with its reason: not active, wrong language, period expired, no matching rule, a limit reached or not among the best. If a format has no candidate at all, a note appears below.

11. AI and web search

Whether Banner Studio uses AI, and which, is up to you in the **AI** tab. Without your consent, nothing goes to an AI provider.



AI tab, **Web search** card: here Banner Studio provides the research layer itself, and the key for Serper is stored.

Data permission	**Banner Studio may send content to the selected AI provider**. Below it, you see exactly what is sent and what is never sent.
Budget and accounts	The daily budget limits how many characters Banner Studio sends to the AI per day; at 0, Banner Studio does not call any AI. **Use accounts from other Schall plugins** saves you entering keys twice.
Web search	**Banner Studio may search the web** and the number of searches per week (default 10), in addition to the shared daily limit of the research layer.
Image motifs	The **Image generator** for image motifs: **Off**, **fal.ai · FLUX.1 [schnell] (cloud)** with the **Key for fal.ai** or **Local: your computer via the Local Connector**. The data permission for texts does not automatically cover this, and Banner Studio never silently replaces a local generator with the cloud.
Providers and models	The shared "AI provider" panel of all Schall plugins: providers, models and the right model for each task.

The research layer

Web search runs through the shared research layer of the Schall plugins. If the SEO Suite or Content Radar is active, that plugin provides the layer, and the key for Serper is set up there in the “Research” tab. Without either of them, Banner Studio provides the layer itself; the **Key for Serper** field then appears under **Web search**. The key is stored encrypted, and the field stays empty after saving.

Only searches that actually reached the search provider are counted. If the same search runs again, the layer answers it from its cache – free of charge.

Image motifs via fal.ai

fal.ai bills your own account. Banner Studio does not learn the costs and therefore shows no amounts; in the daily budget, each image job takes a fixed flat amount. A canceled job can also cost money at fal.ai if computing has already started there. If it is unclear whether fal.ai has accepted a job, Banner Studio does not send it again, so that nothing is billed twice.

Local image generator

Image motifs can also be created on your own computer: the AI Kit’s Local Connector makes an image model in ComfyUI available there, such as Z-Image Turbo. The pairing for texts does not cover this; Banner Studio needs its own Connector permission. Here is how to set it up:

1. Create a private folder outside the web root and enter it in wp-config.php as `SCHALL_BANNERS_PRIVATE_DIR`. Without its own folder, Banner Studio shares the one from Content Studio or Looks. Banner Studio never creates the folder itself and gives the reason if the folder is not suitable.
2. In the Connector app, under “Local images”, create a Connector permission for Banner Studio and go through the steps until you confirm it. It applies to this website.
3. In the **AI** tab, in the **Local image generator** box, choose **Find Connector permissions** – a single encrypted call to your Connector – and accept one with **Choose this permission**. This selects the local image generator.

The details are sent encrypted to your computer; no provider is involved or bills anything. If your computer is currently generating text, that takes priority, and the image starts afterward. If the computer cannot be reached, the job waits without sending anything. The finished image arrives in pieces and ends up in the Media Library like any motif; Banner Studio then cleans up the private folder. While local jobs are open, the generator and the Connector permission stay as they are. **Forget permission** switches the local image generator off.

> Banner Studio never uses AI or web search during a page view, only in the admin area and in the background. The shared activity view of the Schall plugins shows what is currently running.

12. Multiple languages

The Banner Studio interface is available in eleven languages; it follows the language of your WordPress profile. For a multilingual website, Banner Studio works together with TranslatePress:

- TranslatePress translates the banner texts like any other text on the page. The banner is built on the server, which is why TranslatePress sees it.
- Banner Studio links internal targets to the right version of the page in every language.
- With the **Languages** rule, a banner appears only in certain languages, such as a German-language newsletter only in German.

Analysis and self-optimization are separated by language: once there are enough figures, each language gets its own weights.

13. Working with other Schall plugins

Banner Studio does not depend on any other plugin, but it works together with them:

SEO Suite	After every opportunity run, the suite reports pages that deserve priority right now. Banner Studio shows them in the **Banners** tab under **Suggestions from the SEO Suite**, with search figures; **Create as draft** turns one into a “Read more” banner. In the suite’s chat, you can ask for the figures of the house banners – daily totals only, no visitor data. From the suite’s page dossier, a button opens a new “Read more” banner for the page: name, texts and rules come from the post, keywords from its most important search queries, and the AI creates three drafts right away. Nothing is saved until you choose **Save banner**.
Looks	The design comes with the slots, including format and fallback banner.
Content Radar	Like the suite, provides the research layer for web search.
AI Kit	The shared AI layer: one panel for providers and models, one budget per plugin and the shared activity view.

14. Privacy and uninstalling

- **No cookies, no browser storage:** The script on the website stores nothing on the visitor's device.
- **No IP addresses, no personal profiles:** Only daily totals per banner, variant, slot, format, page and language are stored.
- **Bots:** The browser's user agent is used only to detect bots and is discarded afterward.
- **AI only with permission:** Without data permission, nothing goes to an AI provider. Banner Studio has no visitor data at all.
- **Web search only with consent:** Search terms from your topics or your input go to the search provider, and the results go to the AI model for evaluation.
- **Image motifs only with a selected image generator:** Only the motif description, the style, the colors as color names if you wish, plus size, steps and seed go to fal.ai or, encrypted, to your computer – never banner texts, images from the Media Library or visitor data. The motif description appears neither in the image nor in its details in the Media Library.

Banners are labeled as **Promotion**; you set the label under **Settings** › **Display**.

Uninstalling

When the plugin is deleted, your banners and figures are kept – unless you choose the option **Discard all of the plugin's own data when the plugin is deleted** under **Settings** › **Data**. Posts, the Media Library and widgets of other plugins remain untouched in any case.

15. Troubleshooting

What you see	What helps
No banner appears on the website.	Is the banner active, and does it have a variant with a title? Is the slot embedded and switched on? The **Check** tab shows the reason for the page.
A banner never appears alongside the others.	At most four candidates compete per slot; more points from matching rules help. Self-optimization leaves each one at least 5%.
The analysis shows no figures.	Only what was visible is counted. Logged-in editors only count if that is set under **Settings**. A page cache does not interfere: selection and counting run in the browser.
The AI buttons are missing.	In the **AI** tab, grant data permission, set a daily budget and set up a provider in the “AI provider” panel.
The topic pulse reports that web search is switched off.	In the **AI** tab, give your consent under **Web search**. If the search provider is missing, set up the key for Serper (chapter 11).
*The **Image motifs** card shows no form.*	Save the banner first; the motif is created for a saved variant. In the **AI** tab, choose an image generator; the note in the card tells you what is still missing.
***Find Connector permissions** finds no Connector permission.*	In the Connector app, under “Local images”, go through the Connector permission for Banner Studio until you confirm it; it applies per website. If the Connector is paused, resume it there and search again.
An image motif from your own computer is waiting.	Your computer cannot be reached or is currently generating text. The job waits without sending anything and continues as soon as the Connector is free again; it ends after 12 hours at the latest.
A third banner stays paused.	In the demo, at most two banners can be active at the same time. With a license, there is no limit.

The user guide won’t load.	The **Documentation** tab fetches it from markus-schall.de. Without a connection, the last copy remains; otherwise, use **Open on markus-schall.de**.

16. Tips and tricks for Schall AI Banner Studio

The same tips as in the **Tips** panel of every screen, sorted by screen.

Everywhere in Banner Studio

What is the same on every screen.

Are visitors tracked?
No. Banner Studio chooses only by the page's content, its language and its page type. Only daily totals per banner and page are counted. It sets no cookies and stores nothing in the browser, and no IP addresses or browser identifiers.

Why does the banner contain no text that comes from the script?
The server outputs all texts as real HTML. That way, TranslatePress translates them into every language, and screen readers read them aloud. The script only chooses which finished banner appears.

What happens without this plugin?
Looks slots then show their fixed fallback banner. Custom slots (widget, shortcode, block) stay empty and invisible.

Overview

The status at a glance and the next step.

In what order do I set up Banner Studio?
First create topics, then banners with rules, then embed a slot. Under "Check" you can then see for each page which banners fit.

Where can I see how the banners are doing?
The figures for the last seven days are at the top. Everything else, by topic, language, page type or page, is under "Analysis".

Does Banner Studio prefer the better banner?
Yes, once there are enough figures: self-optimization shows more often what gets clicked more, within fixed guardrails. If it is switched off in the "Settings" tab, all matching banners appear equally often.

Banners

All banners with status, target and rules.

What are the suggestions from the SEO Suite?
After each opportunity run, the SEO Suite reports pages that currently deserve priority, with reasons and search figures. From these, Banner Studio creates a "Read more" banner as a draft at the click of a button: its target is the page, it appears on posts about the same topic and never on the page itself. A suggestion is valid for 30 days.

Can the SEO Suite chat see my banners?
Yes, read-only: Banner Studio offers it the performance of the house banners – impressions, clicks, click rate, conversions, share and chance to win per banner and variant. Nothing more; Banner Studio has no visitor data anyway.

What do the statuses mean?
Only active banners appear on the website. Drafts and paused banners remain saved; archived ones are taken out of use.

What is a fallback banner?
A fallback banner appears only if no other banner fits a slot. That way, no slot stays empty.

Edit banner

Target, schedule, rules and variants of a banner.

How do the rules decide?
Language, page type and slot must match. After that, matches earn points: individual page 100, topic 40, category 30, tag 20, keyword 10. Targeted banners take precedence over general ones without topic rules.

Why several variants?
Variants are different messages or designs of the same banner. They are played against each other; self-optimization prefers the better one as soon as there are enough figures.

What is a banner's goal?
What should count after the click, such as a newsletter sign-up on the target page. Banner Studio recognizes common form plugins on its own. Without a goal, impressions and clicks are counted.

What are the limits?
Once the number of impressions or clicks is reached, the banner stops competing. This suits campaigns with a fixed quota.

What formats are available?
Portrait 300 × 600 and Rectangle 300 × 250 for the sidebar, Leaderboard 728 × 90 and full-width Band for the text and the home page. A banner appears only in the formats you check; you can switch between them above the preview.

What are built-in styles?
Banner Studio draws the graphic itself: Circles, Waves, Dots, Diagonals, Glow or Blocks, in the variant's colors and fitted to each format. "Shuffle" shows a different arrangement of the same style.

What does "Ready for the website?" check?
For every variant and every selected format: whether the title and text fit, and whether the text stands out enough from what lies beneath it — including the graphic. The list updates as you type.

What does "Suggest rules" suggest?
The AI reads the target page and the banner's texts and names matching topics and keywords, with reasons. "Use" only checks the boxes and adds the keywords; changes are saved with the banner.

What do the AI drafts do?
The AI reads the target page and suggests three different banners: texts, style and colors. Add the ones you like as paused variants; in a new banner, a draft goes straight into the first variant. Nothing is shown until you set it to "active". Banner Studio fixes contrast that is too weak by itself.

What does “Check the variants’ promises” check?
Whether each variant only promises what the target page delivers: no invented numbers, prices, deadlines or superlatives. The AI quotes the passage in question; the changes are up to you.

What does “How do others advertise?” show
Banner Studio searches the web with your search terms, the AI describes how others advertise and drafts three banners that stand out from them. Banner Studio itself discards drafts containing five identical words in a row or a competitor’s name. Every new search counts toward the weekly quota.

What are image motifs?
An image model paints a motif for a variant, in the background: at fal.ai usually in less than a minute, on your own computer as soon as it is free. Lettering never goes into the image. You check finished motifs in every format and add them as a paused copy of the variant; it only appears once you set it to “active”.

Why does the motif sit next to the text?
The image generator delivers opaque images without a transparent background. Behind the text that would hurt readability; so the motif sits as its own area at the top or on the left, cropped instead of distorted. The image position chooses the crop.

What does “unclear” mean for an image job?
Banner Studio then does not know for sure whether the image generator accepted the job, for example after a dropped connection. So that nothing is computed or billed twice, Banner Studio does not send it again. If needed, create a new one deliberately.

What is allowed in the SVG graphic?
Shapes, gradients, masks and images from your Media Library, at most 30 KB. Banner Studio removes scripts, text, links, animations and external addresses on saving and tells you what was removed.

Why a contrast warning?
Text needs a contrast of at least 4.5:1 against the background, large text 3:1; otherwise it is hard to read for many people. The preview also measures it against the graphic, in every format.

Analysis

How often the banners were seen and clicked, and what happened next.

How does self-optimization decide?
Once an hour, Banner Studio calculates for each slot how likely each banner is to be the best (chance to win), and does the same for each banner’s variants. Whichever is ahead appears more often. Exploration keeps at least 10%, each one gets at least 5%, and per run a share changes by at most 20 percentage points.

What do uplift and value remaining mean?
Uplift: how many more clicks the shares are expected to bring compared with showing all banners equally often. Value remaining: how much better another choice could still be, based on what is known today; if it is small, the test is as good as decided.

When is a winner determined?
For variants, once the chance to win reaches 95%, after at least 14 days, with 300 impressions each and 20 clicks in total. Banner Studio then offers to pause the other variants; it never pauses anything on its own.

What counts as an impression?
A banner counts when at least half of it was in the visible window for one second and the tab was in the foreground. Banners that no one scrolled to do not count.

What does the range next to the CTR mean?
The true click rate lies within this range with 95% probability. As long as the ranges of two banners overlap, neither is reliably better yet.

What are unusual days?
Days with far more impressions than in the four weeks before. Often they are caused by bots that control real browsers. Until you confirm a day as real, it is not counted.

How are conversions counted?
After a click, the address of the target page carries a short identifier. If the banner's goal is reached there, a conversion is counted. The identifier disappears from the address bar immediately; nothing is stored.

Who is not counted?
Known bots, automated browsers and, unless set otherwise, logged-in editors. Bots appear only as a total below the tiles.

Topics

Topic clusters group posts together so that banners match the content.

How does a post get its topic?
First manually in the post, then by points: category 3, tag 2, keyword 1. If no rule applies, the AI counts with a confidence of at least 60%; if only a weak rule applies (at most 2 points, no category), the AI overrides it from 80%.

What does the AI do with topics?
It assigns posts without a topic to one of your topics and states its confidence and evidence words from the post. When switched on, it works in the background, including for new and changed posts; in the post, under "Schall AI Banner Studio", you can see what it decided.

When is "Suggest topics" worthwhile?
At the start or when new focus areas are added. The AI suggests topics with categories, tags and keywords; only what you check is created. Afterwards, it is worth using "Redo all AI assignments".

What is the topic pulse?
Once a week, Banner Studio searches for results from the last seven days for each topic. The AI summarizes what is currently being written about and suggests messages that connect your posts with it. "Use in banner" opens the banner with the idea as the brief for the drafts.

How many searches does the pulse need?
One per topic and week, topics with active banners first. Two searches of the weekly quota are kept for searches you start yourself. If the quota does not cover all topics, it continues the following week.

How many topics make sense?
Few. Six to ten are usually enough. The more topics, the longer it takes until there is enough data per topic for an analysis.

Slots

Where banners can appear.

How do I embed a slot?
As a widget in a sidebar, as a block, with the shortcode or automatically at the end of the article. Looks creates the slots itself in the new design.

Where do I set the size?
Where the slot is placed: in the widget, the block or the shortcode. “Automatic” uses Portrait in the sidebar, and Band or Leaderboard in the text, depending on the width and on what the banners support. Looks slots come with their own format.

What does “mobile only” mean?
The slot appears only on screens below 940 pixels wide. On wide screens, the banner then sits in the right column.

Check

Which banners fit a page, and why?

Why is a banner missing?
Under “Not selected”, the reason is given for each banner: wrong language, expired period, no matching rule or not among the best.

What do the small badges mean?
The formats in which a candidate may appear. If a format has no candidate at all, a note appears below.

How often does each candidate appear?
Self-optimization decides: whoever is ahead appears more often, but every candidate gets at least 5%. Without figures or with self-optimization switched off, all appear equally often.

AI

What Banner Studio uses to draft text and graphics, and which data is sent for it.

Does Banner Studio use AI when someone visits the website?
Never. On a page view, Banner Studio only chooses from finished banners. AI runs only in the admin area and in the background: for drafts, topics and the topic pulse.

What data goes to the AI?
Only what each task needs: the banners’ text and colors, the content of their target pages and, for topics, the titles and opening text of your posts. Banner Studio has no visitor data at all. Without data per-

mission, nothing is sent.

What is the daily budget for?
It limits how many characters Banner Studio sends to the AI per day. At 0, Banner Studio does not call any AI. With a local model it costs nothing, but it still protects computing time.

Where does the web search come from?
From the shared research layer of the Schall plugins. If the SEO Suite or Content Radar is active, you set up the search provider there, in the “Research” tab; without either of them, Banner Studio provides the layer itself, and the key for Serper is here under “Web search”. Searches run only with your consent and with their own weekly quota.

How are image motifs created?
Through an image generator that you choose explicitly here: fal.ai with FLUX.1 [schnell] in the cloud or your own computer via the Local Connector. The data permission for texts does not cover it automatically. Only the motif description, style and, if you wish, color names are sent, never banner texts.

What do image motifs cost?
fal.ai bills your own account; Banner Studio does not learn the costs and therefore shows no amounts. A canceled job can also cost money at fal.ai if computing had already started there. On your own computer there are no provider costs. In the daily budget each image job takes a fixed flat amount.

How do I set up the local image generator?
You need a private folder outside the web root (`SCHALL_BANNERS_PRIVATE_DIR` in wp-config.php; without it, Banner Studio shares the one from Content Studio or Looks) and a permission for Banner Studio in the Connector app under “Local images”. Then click “Find Connector permissions” here and choose one. If your computer is offline, jobs wait without sending anything.

Where do I choose the provider and model?
In the “AI provider” panel below. It is the same in all Schall plugins; a local model via the Local Connector stays within your network.

Settings

How many banners compete against each other and how they are labeled.

Why at most four candidates?
Each candidate needs enough impressions before a conclusion is worthwhile. More candidates means waiting longer.

What is the brand kit for?
New variants start with these colors and this style so that all banners match. You can use the website’s colors with one click. The corners apply to all banners.

Do I need to set up anything in Independent Analytics?
No. With Independent Analytics Pro, Banner Studio creates a click rule itself; the clicks are then listed there under “Clicks”. Google Analytics 4 and Matomo receive the events as soon as they run on the site.

What is discarded when the plugin is deleted with this setting on?
Only Banner Studio’ own tables and settings. Posts and the Media Library remain untouched.

License

Edition, activation and private updates of this installation.

What is grandfathering?
Installations from before the commercial release keep all features permanently, without a license. There, a license only adds private updates and support.

What can the demo do?
Self-optimization, evaluation and topics in full, plus two active banners, three AI drafts and one image motif via fal.ai per day; image motifs from your own computer do not count. Web search comes with the license. Existing banners and figures are never locked.

Is the license key stored?
No. It is sent once to the Schall license service; after that, only an encrypted proof bound to this installation remains. Checks run in the background, never on a page view.

What happens when the license ends?
The last entitled version keeps running, banners are delivered, figures stay. Updates and support end. Only a signed revocation blocks new AI work.

Documentation

The user guide as a PDF, in eleven languages.

Where does the guide come from?
From markus-schall.de. Banner Studio fetches it at most once a day and keeps a copy in the uploads folder; without a connection, the last copy remains. The request carries neither your website's address nor any user data.

Can I read the guide in another language?
Yes. You choose the language of the guide at the top; the language of the interface stays as it is.

Glossary

The key terms of Schall AI Banner Studio, briefly explained.

Share	How often a banner appears in a slot, or a variant of a banner appears, as calculated by self-optimization (chapter 9).
Unusual day	A day with an unusually high number of impressions. It only counts once you confirm it as real (chapter 9).
Grandfathered	The edition for installations from before the commercial release: the full scope without a license (chapter 3).
Image motif	An image that an image model paints for a variant, opaque and without text (chapter 7).
Conversion	A goal reached after the click, such as a sign-up on the target page (chapter 6).
Demo	A fresh installation without a license: two active banners, three AI drafts and one image motif via fal.ai per day, no web search (chapter 3).
Promotion	Advertising for the website's own content and offers. This is how Banner Studio labels its banners.
Fallback banner	A banner that only appears when no other banner fits a slot (chapter 6).
Format	The size of a banner: Portrait, Rectangle, Leaderboard or Band (chapter 6).
Impression	A visible display: at least half of the banner visible for one second (chapter 9).
Local Connector	The AI Kit's connection to your own computer. There, it makes models available for texts and, with its own Connector permission, for images (chapter 11).
Brand kit	The colors and style that new variants start with, so that all banners match (chapter 6).
Motif area	An opaque image in its own area next to the text, cropped instead of distorted (chapter 6).
Slot	A place on the website where banners may appear (chapter 5).
Research layer	The shared web search of the Schall plugins, provided by the SEO Suite, Content Radar or Banner Studio itself (chapter 11).
Rule	A condition for where a banner competes: topics, categories, tags, keywords, languages, page types, slots (chapter 6).
Self-optimization	The method that shows more often what gets clicked more, with fixed guardrails (chapter 9).

Chance to win	The probability that a banner or a variant is the best (chapter 9).
Built-in style	A graphic that Banner Studio draws itself, in the variant's colors and for every format (chapter 6).
Topic	A group of posts with categories, tags and keywords (chapter 8).
Topic pulse	The weekly look at the web to see what is currently being written about a topic, with ideas for messages (chapter 8).
Variant	A version of a banner with its own texts, colors and graphic (chapter 6).
Weekly quota	The number of searches per week that Banner Studio may use for web search (chapter 11).

Index

Page numbers in italics refer to the glossary.

A

Activate license 5
Add as new variant 12
AI 13, 19–20, 24
AI drafts 12
AI Looks 7
Also show general banners alongside targeted ones 10
Analysis 6, 16
Analytics tools 17

B

Banners 9, 22
Brand kit 11, 31, *33*
Built-in style 10, *34*
Button 10

C

Chance to win 17, 26, 28–29, *34*
Check 3, 6, 18, 24
Check the variants' promises 12
Content Radar 4, 20, 22, 31
Conversion 16, 26, 29, *33*
Create as draft 22
Create three drafts 12
Custom SVG 10

D

Deactivate license on this website 5
Demo 3, 5, 13, 24, 32, *33*
Discard all of the plugin's own data when the plugin is deleted 23
Display 23
Documentation 25
Download daily totals as CSV 16

F

Fallback banner 7, 9, 22, 26–27, *33*
Format 7, 9–11, 13, 16, 18, 22–23, 27–28, 30, *33*

G

Goal and limits 9
Google Analytics 4 4, 17, 31
Grandfathered 5, *33*
Graphic 10

I

Image motif 5, 10, 13, 24, 32, *33*
Image position 10
Impression 4, 9, 16–17, 26–27, 29, 31, *33*
Independent Analytics 4, 17, 31
Insert automatically at the end of the post 7

K

Key for Serper 20
Kicker 10

L

Languages 10, 21
License 5
License key 5
Local Connector 4, 19–20, 31, *33*

M

Matomo 4, 9, 17, 31
Mobile only (below 940 pixels wide) 8
Motif area 10, 13, *33*

N

New banner 9
New slot 7

O

Open on markus-schall.de 25
Overview 6

P

Page types 10
Pause other variants 17
Promotion 3, 8–9, 23, *33*

R

Ready for the website? 9, 11
Research layer 4, 19–20, 22, 31, *33*
Revise 12
Rule 14, 17–18, 21, 29–31, *33*

S

Save banner 9, 12, 22
Schedule 9
Search and create three drafts 12
Search terms 12
Selection 10, 17
Self-optimization 3, 5, 10, 16–17, 21, 24, 26–28, 30, 32, *33*
Serper 4, 19–20, 24, 31
Settings 10–11, 17, 23–24
Share 17–20, 22, 26, 28, 31, *33*
Shuffle 10
Slot 6–10, 16–18, 22–24, 26–28, 30, *33*
Suggest rules 12
Suggest topics 14

T

Tips 6, 26
Topic 3–6, 10, 12, 14–17, 23, 26–27, 29–30, 32, *34*

Topic pulse 4, 14, 24, 29–30, *34*
Topics with AI 14
TranslatePress 4, 21, 26

U

Unusual day 16–17, 29, *33*
Use accounts from other Schall plugins 19
Use in banner 14

V

Variant 3, 6, 9–13, 16–17, 23–24, 26–29, 31, *34*

W

Web search 19–20, 24
Weekly quota 15, 28, 30–31, *34*