

Hafenstudios Ads 2.2 – Reviewer Fact Sheet

Ad Manager, AdSense & Banner Ads for WordPress · August 2026

Hafenstudios Ads is an ad manager for WordPress: banner ads, AdSense units and custom ad code, placed automatically or manually, with rotation, targeting, scheduling and local statistics. Its design premise: **no data ever leaves the site**. Impressions, clicks and CTR are stored in the site's own database, tracking is cache-proof by design, and the plugin makes no calls to hafenstudios servers.

PRODUCT NAME	Hafenstudios Ads – Ad Manager, AdSense & Banner Ads (formerly "Adjet")
FREE VERSION	2.2.0 · wordpress.org/plugins/hafenstudios-ads · rated 5.0, featured on WordPress.org in August 2026
PRO VERSION	Adjet Pro 2.2.0 · licensed and delivered via Freemius, 14-day free trial
REQUIREMENTS	WordPress 6.2+, PHP 7.4+ · tested up to WordPress 7.1
LICENSE	GPLv2 or later (Free)
LANGUAGES	English, German (formal + informal), Spanish, French, Italian, Dutch, Brazilian Portuguese
PRO PRICING	\$59 / year (1 site) · \$109 / year (3 sites) · \$199 / year (unlimited)
PRODUCT PAGE	hafenstudios.com/adjet.html
PRESS & REVIEW KIT	hafenstudios.com/press.html
SUPPORT	moin@hafenstudios.com · +49 174 3935796 · wp.org support forum

What sets it apart Most established ad plugins either cripple the free tier, break their statistics behind page caches, or route data through external services. Hafenstudios Ads keeps the free version genuinely useful (auto-placement, cache-proof rotation, consent gating, stats), counts impressions on actual visibility, stores everything locally, and adds an ad type nobody else has: newsletter opt-ins for five providers as an ad block. And its split tests come with real statistics: z-test confidence, uplift, and an optional winner automation that reports every switch.

Free version – feature overview

- Automatic placements: before/after content, after paragraph N, after the first image, between posts in listings — plus shortcode, widget and Gutenberg block (block API v3, ready for the iframed editor of WordPress 7.1).
- Weighted, cache-proof ad rotation via ad groups — in automatic placements and via shortcode; the browser picks the winner before any impression is counted, and groups fail open without JavaScript.
- Template gallery: image banner, HTML tile, sticky bar, countdown, social follow, sponsored note, text link, coupon box, popups, cookie-consent banner (Consent Mode v2), newsletter opt-ins.
- AdSense Wizard (Publisher-ID + Slot-ID → responsive unit) with In-article and Multiplex formats plus optional Auto Ads; the AdSense script loads only on pages that serve an AdSense block, and only after consent.
- Targeting by device and post type, include/exclude by categories, tags and custom terms — applied to overlays and popups as well; campaign scheduling with start/end; one-click duplicate and pause.
- Consent-cookie gating for common consent tools; lazy loading via IntersectionObserver.
- Local statistics: impressions counted on actual visibility (half the ad inside the viewport), clicks and CTR per block, 30-day chart, weekly summary — no external libraries, no external calls, cache-proof tracking.
- One evaluated split test: the Split-Tests page reads one rotation group as an A/B test, with per-variant impressions, clicks, CTR and a marked leader. No AI, no key. Pro adds confidence, uplift, automation and unlimited tests.
- Guided assistant with optional AI copy, alt-text and statistics-summary suggestions (bring your own Anthropic key, admin-side only, per-button transparency about what is sent).
- REST API (adjet/v1) via Application Passwords; least-privilege capability **manage_adjet** with editor toggle; JSON import/export; uninstall keeps data unless told otherwise.

New in 2.1 and 2.2 (August 2026)

- 2.2.0: the free Split-Tests page described above, plus a newsletter privacy hardening: provider answers never reach visitors, and an existing subscriber gets the same neutral confirmation as a new address.
- Rotation rework: cache-proof rotation in automatic placements, and impressions moved from "page loaded" to "ad actually seen", so tests measure copy quality instead of layout position.
- Data-integrity pass in 2.1.1: block IDs are never reused after deletion (old shortcodes can no longer show the wrong ad), period totals cover exactly the days they claim, and the weekly summary only names blocks that still exist.
- New templates (text link, coupon box), two native AdSense formats (In-article, Multiplex), Kit (ConvertKit) as the fifth newsletter provider, and cookie images for the consent banner.
- AI upgrades: Claude Opus 5 as default model, connection test, usage counter, alt-text suggestions and a statistics interpretation — always via the site owner's own key, never automatic.
- Pro consent package: aggregated consent statistics for the built-in banner, and consent banners can be A/B tested by consent rate, with the same confidence math and winner automation as ads.

Adjet Pro – what the upgrade adds

- Full trigger engine: scroll depth, page count, inactivity, exit intent (incl. mobile).
- Unlimited split tests with statistical confidence (two-proportion z-test) and uplift, plus optional winner automation: a daily check promotes the leading variant once your configured confidence level (90/95/99 %) and minimum impressions are met, and every automatic switch is reported, nothing changes silently. An optional AI challenger drafts the next variant after a decided test.
- Premium templates: slide-in box, native recommendation card, product/affiliate box, review box with star rating, Google Ad Manager slot, video ad, comparison box, ad slider, content locker light, Welcome Mat, discount popup.
- Advanced targeting: referrer and weekday/hour windows (evaluated in the browser, so correct behind page caches), plus per-block geo delivery via country codes.
- Adblock recovery bar (the adblock rate measurement itself is free) and CSV export.

Included media (ZIP)

- screenshot-1 ... 6.png — product screenshots in 2560×1600 (captured on 2.0; the 2.1 interface adds templates and AI controls on the same screens), shown on page 4.
- banner-1544x500 / banner-772x250.png — product banners; icon-256 / icon-128.png — icons.

For your review

- Please review version 2.2.0 of both editions (Free via WordPress.org, Pro via a review license — request one at moin@hafenstudios.com). Direct developer support during testing, usually within hours.
- We explicitly welcome a genuinely independent assessment, including limitations — the plugin is under active development and reviewer feedback flows into the roadmap.

Links & affiliate program

- Product information (direct link, non-affiliate): <https://hafenstudios.com/adjet.html>
- Free download: <https://wordpress.org/plugins/hafenstudios-ads/>
- Pro: your personal Freemius affiliate link — 50% commission on referred Pro sales in the first year, 20% on renewals while the subscription runs, 30-day cookie, payouts via Freemius. Sign-up: <https://hafenstudios.com/affiliate.html?lang=en>

HAFENSTUDIOS

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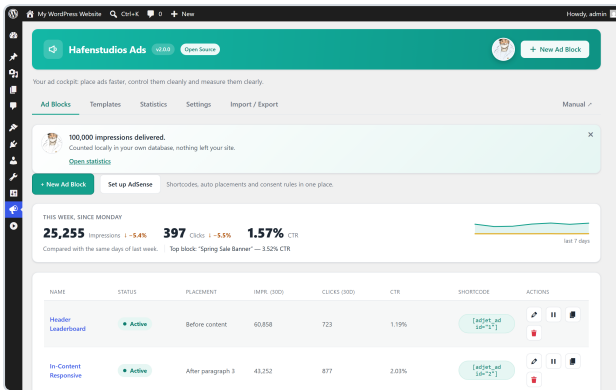
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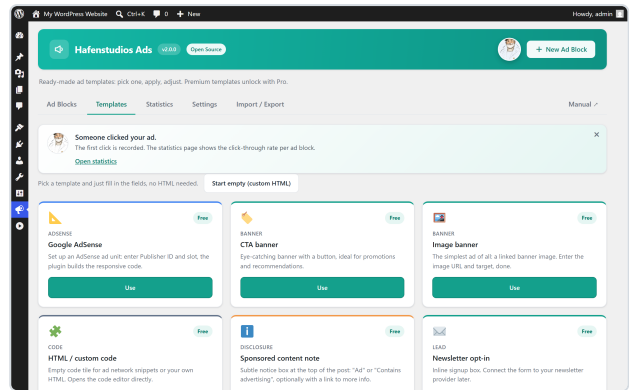
ONLINE

hafenstudios.com
kurato.cloud

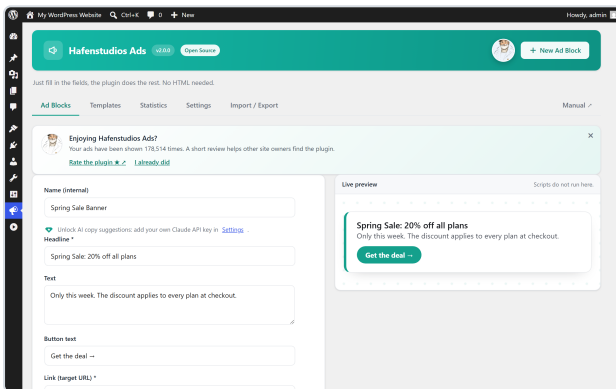
Screenshots (full resolution in the ZIP)



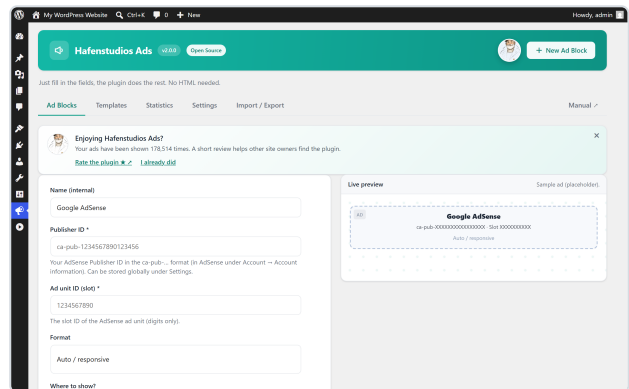
① Ad blocks overview — status, placement, impressions, clicks and CTR per block, weekly summary.



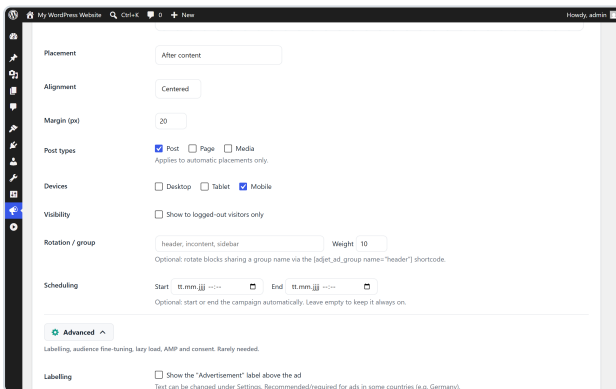
② Template gallery — pick a purpose, fill in the fields, no HTML needed.



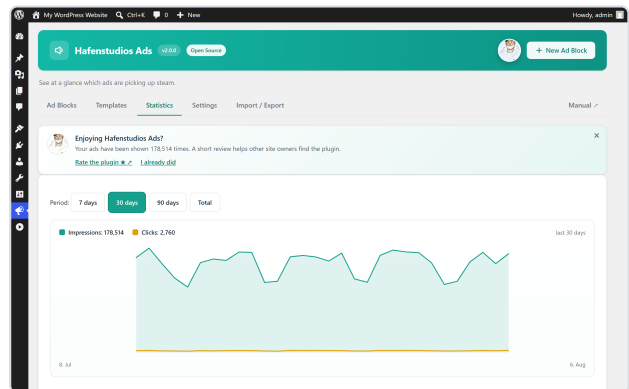
③ Guided editor with live preview while you type.



④ AdSense assistant — Publisher-ID, slot and format, nothing else.



⑤ Placement, device targeting and consent gating for a single block.



⑥ Local statistics with the 30-day chart — no external service.

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