

M C P   S E R V E R

N O   C O D E

C L O U D   H O S T E D

# Ad Cost Per Click Analytics MCP

Get precise answers on your advertising spend and click efficiency.

Ad Cost Per Click Analytics MCP gives your AI agent the math skills needed to audit advertising performance. It handles the heavy lifting of calculating average costs per click, comparing actual spend against your targets, and grouping data by specific timeframes. You can also use it to check if your campaign data is actually large enough to be reliable.

**A+** Quality Score 100/100

cpc

advertising

marketing-analytics

ad-spend

campaign-efficiency



# The connectivity layer between AI and the world's software.

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Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

# Your AI Connections Run Through Vinkius Cloud

The world's largest  
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

*The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*

— Architecture principle

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## Four Pillars of the Vinkius Runtime

### 01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

### 03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

### 02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

### 04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

**AES-256**

Encryption at rest

**Ed25519**

PKI vault signatures

**24h TTL**

Ephemeral session keys

**V8 Isolate**

Sandboxed execution

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## One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

**MCP ENDPOINT**`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

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## Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

**01 — Ed25519 PKI Vault**

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

**02 — V8 Isolate Sandboxing**

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

**03 — SSRF Guard**

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

**05 — Cryptographic Audit Trail**

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

**04 — DLP & PII Redaction**

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

**06 — Honeypot Trap System**

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

## Emergency Kill Switch

EU AI Act Art. 14(1)  
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

**01 — Server deactivated**

The MCP server is immediately taken offline across the entire cluster.

**02 — All tokens revoked**

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

**03 — WebSocket connections killed**

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

## Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

**Control Plane**

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

**FinOps**

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

**Firewall & DLP**

PII redaction activity, sensitive data protection counters, and security event timeline.

**Agent Activity**

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

**Tool Health**

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

**Incident Log**

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at [cloud.vinkius.com](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Ad Cost Per Click Analytics MCP

4 tools available

Cloud-hosted on Vinkius

You can stop manually running spreadsheets to check if your ads are actually working. This MCP gives your AI client direct access to the metrics that matter for ad performance. Instead of you doing the math, your agent can instantly calculate the average cost per click or check if your current spending aligns with your efficiency goals.

It handles time-based data too. If you need to see how spend and clicks look across different periods, your agent can aggregate that data in seconds. You can also use it to validate whether a campaign has enough activity to be statistically significant, preventing you from making decisions based on tiny, unreliable sample sizes. It's a specialized toolkit for anyone who needs to turn raw ad spend into actionable efficiency insights without the manual calculation headache.

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## Core Capabilities

### 01 — CPC Calculation

Your agent calculates the exact cost per click for any given spend and click count.

### 02 — Efficiency Auditing

The AI compares real-time spending against your pre-set efficiency targets.

### 03 — Data Aggregation

Your agent sums up spend and clicks across various time periods automatically.

### 04 — Statistical Validation

The tool checks if a campaign has enough activity to be considered statistically viable.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/en/ai-agent-connect/ad-cost-per-click-analytics](https://vinkius.com/en/ai-agent-connect/ad-cost-per-click-analytics) — connect your AI agent in three steps.

- 01 Connect your preferred MCP-compatible client to Vinkius.
- 02 The agent gains access to the specialized advertising tools.
- 03 You ask your agent a question about spend, clicks, or efficiency.
- 04 The agent executes the specific tool to perform the calculation or aggregation.
- 05 Your agent delivers the precise answer or summary to you.

Connecting this MCP to your AI client gives your agent immediate access to advertising math tools.

## Built For

This MCP is built for marketing professionals who need to move quickly from raw data to performance decisions.

### Media Buyers

They hand off the task of checking CPC targets and budget efficiency to their AI agent.

### Marketing Analysts

They use the agent to aggregate spend data across different time segments for reporting.

### Ad Account Managers

They rely on the agent to validate if campaign data is significant enough to act upon.

## What Changes When You Connect

- 01 Eliminates manual math for cost per click calculations.
- 02 Provides instant comparison between actual spend and target efficiency.

- 
- |           |                                                                        |
|-----------|------------------------------------------------------------------------|
| <b>03</b> | Groups spend and click data by time periods without manual grouping.   |
| <hr/>     |                                                                        |
| <b>04</b> | Flags campaigns with insufficient data to prevent bad decision making. |
| <hr/>     |                                                                        |
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## Real-World Applications

### Budget Tracking

Your agent checks if the current CPC is staying within the target budget for an active campaign.

### Trend Analysis

You ask your agent to aggregate spend across different weeks to see how costs are changing.

### Data Integrity Checks

The agent verifies if a new campaign has enough clicks to be considered statistically viable.

### Performance Audits

Your agent calculates the average cost per click to evaluate the cost-effectiveness of an ad set.

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## Patterns to Avoid

### Making decisions on thin data

#### ❌ AVOID

You see a low CPC on a new campaign with only three clicks and decide to double the budget immediately.

#### ✓ INSTEAD

Wait until the campaign has enough activity to be reliable. Use ``validate_campaign_viability`` to see if the sample size is actually large enough to trust.

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### Manual math errors

#### ❌ AVOID

You try to manually divide total spend by total clicks in a chat window to check your performance.

#### ✓ INSTEAD

Let your agent do the heavy lifting. Use ``calculate_cpc`` to get the exact cost per click without the risk of a calculation mistake.

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## Ignoring efficiency targets

### ❌ AVOID

You look at a campaign that is spending heavily but don't realize it's way above your target cost per click.

### ✓ INSTEAD

Set clear efficiency goals and use ``get_campaign_efficiency_summary`` to let your agent flag when you are overspending.

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## The Right Fit

Media buyers and marketing analysts should connect this MCP if they want to stop manually calculating ad metrics. If you don't manage spend or rely on click-based performance data, you don't need this. The deciding factor is whether you currently spend time in spreadsheets trying to figure out if your ads are hitting their cost targets.

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## 4 Tools for Ad Cost and Efficiency Analytics

These tools handle the math and data grouping required to evaluate ad performance. Your agent uses them to calculate costs, check targets, and validate data significance.

| #  | TOOL                            | DESCRIPTION                                                                                                                                                       |
|----|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | aggregate_spend_by_period       | This tool groups your spend and click data into specific time segments. It's useful when you need to see how performance shifts between different dates or weeks. |
| 02 | calculate_cpc                   | This tool computes the average cost per click. Your agent uses this to find the exact price you're paying for every user interaction.                             |
| 03 | get_campaign_efficiency_summary | This tool compares your actual cost per click against a target value. It tells your agent if a campaign is hitting its efficiency goals or overspending.          |
| 04 | validate_campaign_viability     | This tool checks if a campaign has reached a minimum activity threshold. It helps your agent determine if there is enough data to trust the results.              |

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## See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

**U** What was the average cost for each click if we spent \$500 and got 250 clicks?



The average cost per click was \$2.00.

**U** Is our campaign efficient if we spent \$100 for 50 clicks and our target CPC is \$1.50?



No, the actual CPC is \$2.00, which is \$0.50 above your target budget.

**U** Check if a campaign with 15 clicks is viable if the minimum threshold is 20 clicks.



The campaign is not currently viable as it has not met the minimum threshold of 20 clicks.

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## Frequently Asked Questions

### 01 How does this MCP calculate cost per click?

It uses the `calculate_cpc` tool to divide the total spend by the number of clicks provided.

### 02 Can I use this to check if my campaign is over budget?

Yes, the `get_campaign_efficiency_summary` tool compares your actual CPC to your target efficiency to see if you are overspending.

### 03 What if my campaign only has a few clicks?

You can use the `validate_campaign_viability` tool to check if the campaign meets a minimum activity threshold before you trust the data.

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**04 Can I see how my spend changes over time?**

Yes, the `aggregate_spend_by_period` tool allows your agent to group spend and clicks into different time segments.

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**05 Which AI clients can use this MCP?**

This MCP works with any MCP-compatible client, including Claude, Cursor, Windsurf, and VS Code.

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**06 How is the cost per click calculated?**

The cost per click is determined by dividing the total ad spend by the total number of clicks received.

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**07 Can I compare my actual spend to a target budget?**

Yes, you can use `'get_campaign_efficiency_summary'` to compare your actual CPC against a target value to see if you are within budget.

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**08 How do I know if my campaign data is reliable?**

You can use `'validate_campaign_viability'` to check if the current click volume meets your minimum threshold for statistical significance.

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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://cloud.vinkius.com), then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

`https://edge.vinkius.com/[TOKEN]/mcp`

| CLIENT                                                                                              | WHERE TO CONFIGURE                                                                                      |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  <b>Claude AI</b>  | Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint                          |
|  <b>Cursor</b>     | Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint                 |
|  <b>VS Code</b>  | Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"ad-cost-per-click-analytics": { "url": "..." }</code> |
|  <b>Windsurf</b> | MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL                                        |
|  <b>ChatGPT</b>  | Settings → Tools & plugins → Add MCP server → Paste endpoint                                            |
|  <b>Gemini</b>   | Extensions → Add MCP Server → Paste endpoint URL                                                        |

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

# Ad Cost Per Click Analytics is live on Vinkius Cloud.

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Get your connection token, paste it into your AI agent, and  
start building. No SDK. No deployment. Just results.

**Start at [cloud.vinkius.com](https://cloud.vinkius.com) →**

[vinkius.com](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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