

MCP SERVER

NO CODE

CLOUD HOSTED

AdRoll MCP for AI Agents

Manage E-commerce Ad Campaigns and Retargeting Performance

AdRoll manages your e-commerce marketing and retargeting efforts through AI conversation. Connect your ad account data directly to your agent to audit campaigns, monitor performance metrics like clicks and spend, and manage all creative assets in one place. Stop jumping between dashboards; get real-time insights on what's working for your ads.

A+ Quality Score 100/100

retargeting

campaign-management

ad-assets

performance-monitoring

conversion-tracking

ecommerce-marketing



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect 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

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

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

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 — connect your AI agent in under 60 seconds.

AdRoll MCP

5 tools available

Cloud-hosted on Vinkius

This MCP connects your AdRoll (NextRoll) advertising account straight into your AI client. Instead of manually pulling reports or checking multiple ad platforms, you simply talk to your agent about your campaigns. Your agent handles the entire advertising ecosystem through natural conversation. You can get a full picture of performance by retrieving granular statistics on clicks, spend, and conversions—all while monitoring active campaigns across channels like Web or Facebook. It also lets you audit advertiser accounts and check every ad creative you use. Because Vinkius hosts this MCP within their catalog, you connect once from any compatible client (Claude, Cursor, etc.) and get immediate access to all these critical e-commerce marketing tools.

Core Capabilities

01 — List Active Campaigns

Retrieves a list of all ongoing advertising campaigns across various channels.

02 — Audit Advertiser Accounts

Gets a complete inventory and technical metadata for every advertiser account connected to AdRoll.

03 — Generate Performance Reports

Pulls detailed statistics, allowing you to filter results by specific accounts or date ranges.

04 — Audit Ad Creatives

Lists and reviews all existing ad banners and videos used in your campaigns.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/adroll — connect your AI agent in three steps.

- 01 Subscribe to this MCP on Vinkius.
- 02 Input your specific AdRoll API Key and Access Token.
- 03 Start talking to your AI client; it accesses the account data to manage ads and monitor performance.

The bottom line is, you tell your agent what ad question you have, and it retrieves the necessary data directly from your AdRoll account history.

Built For

This MCP is for e-commerce marketers who are tired of spending hours cross-referencing performance data across multiple platforms. If you're a growth manager needing to prove ROI or an ad ops specialist dealing with endless creative audits, this tool cuts the manual work.

E-commerce Marketer

Uses the MCP to automate campaign performance tracking and conduct quick audits of running ads.

Growth Manager

Monitors retargeting ROI and runs comparative reports to pinpoint which ad strategies are most profitable.

Ad Ops Specialist

Audits creative assets and advertiser configurations instantly, ensuring compliance before launching campaigns.

What Changes When You Connect

- 01 Stop manually checking ad assets. You can use the `list_ads` tool to instantly audit every banner and video creative you need.
- 02 Quickly assess your entire ad structure by running `list_advertisables`, giving you an immediate count of all connected advertiser accounts.

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- 03 Understand campaign health right away. Use `get_campaign_details` to pull specific metadata for any single campaign without leaving the chat window.

 - 04 Prove ROI with precision. The `get_performance_report` tool generates filtered data on clicks, spend, and conversions, making reporting fast.

 - 05 Keep track of everything running. Running `list_campaigns` provides a comprehensive overview of all active marketing efforts across channels.
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Real-World Applications

Auditing Campaign Health Before QBR

A marketer asks their agent to list and get performance reports for all campaigns. The agent pulls data from `list_campaigns` and then runs the `get_performance_report`, allowing the marketer to identify underperforming channels before the quarterly business review.

Finding the Best Performing Advertiser

A growth manager asks for an audit of advertiser accounts using `list_advertisables`, then uses `get_performance_report` to compare spend and conversions across three different client accounts immediately.

Checking Ad Asset Compliance

An ad ops specialist needs to ensure all new campaigns have correctly sized ads. They run `list_ads` and get a full inventory of creatives, confirming that every banner meets current brand guidelines.

Investigating a Budget Dip

The team notices low click-through rates. They ask the agent to get campaign details for the last month, using `get_campaign_details` on key campaigns to pinpoint which specific ad set needs budget reallocation.

Patterns to Avoid

Using general analytics tools

✗ AVOID

Trying to pull campaign performance from a generalized business intelligence dashboard that requires hours of data filtering and manual merging.

✓ INSTEAD

Use the `'get_performance_report'` tool. It filters by advertiser account (EID) and date range directly through your agent, giving you precise metrics without the manual cleanup.

Relying on platform documentation

✗ AVOID

Reading dense developer guides to figure out how to retrieve campaign metadata, which takes specialized knowledge.

✓ INSTEAD

Simply ask the agent. Use `'list_campaigns'` or `'get_campaign_details'`. Your AI client handles the complexity and pulls only the data you need into plain text.

Ignoring asset status

✗ AVOID

Assuming an ad creative is live just because it was uploaded, leading to campaigns running with outdated or incorrect banners.

✓ INSTEAD

Always run `'list_ads'` first. This audit tool confirms the current status and dimensions of every single visual content piece you use in retargeting.

The Right Fit

Use this MCP if your primary pain point is aggregating granular, performance-driven marketing data from AdRoll into a chat interface. You need to run audits on both ad creatives (`list_ads`) and advertiser accounts (`list_advertisables`), or compare metrics across multiple campaigns using `get_performance_report` . Don't use this if you only need basic campaign listing; while `list_campaigns` works, the real power comes from combining it with detailed reporting. If your goal is pure content creation without performance tracking, a dedicated copywriting tool will serve you better.

AdRoll MCP for AI Agents: Managing E-commerce Ad Campaign Performance

Right now, reviewing campaign health means clicking into the AdRoll dashboard, pulling reports, cross-referencing assets in a separate tab, and then compiling it all into a spreadsheet. It's tedious, time-consuming work that forces you to lose valuable momentum.

With this MCP, you tell your agent what data you need—for instance, 'Show me the performance for Q2.' Your agent runs the necessary tools in the background, pulls the raw stats, and presents a clean, actionable summary right where you are working. You get immediate answers, not spreadsheets.

AdRoll MCP for AI Agents: Auditing E-commerce Ad Assets with Precision

Manually auditing ad assets involves logging in to check the status and dimensions of every banner or video, often resulting in missed details or outdated information being used by mistake.

This MCP lets you audit your entire library using `list_ads` and get a complete inventory. You don't just see what exists; you know its current status and if it needs optimizing before the next campaign launch.

5 Tools Available

| # | TOOL | DESCRIPTION |
|----|-------------------------------------|---|
| 01 | <code>list_ads</code> | Lists all available ad creatives for review. |
| 02 | <code>list_advertisables</code> | Retrieves a list of all connected advertiser accounts. |
| 03 | <code>list_campaigns</code> | Provides an overview and list of active campaigns running now. |
| 04 | <code>get_campaign_details</code> | Fetches specific metadata for any individual campaign. |
| 05 | <code>get_performance_report</code> | Generates detailed statistics on performance, allowing filtering by account and date range. |

See It in Action

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

- U What were my best-performing campaigns last week? Show me clicks, spend, and conversions.



Performance Summary: Last 7 Days

| CAMPAIGN NAME | TOTAL SPEND | CLICKS | CONVERSIONS |
|-----------------|-------------|--------|-------------|
| Web Retargeting | \$450.00 | 2,100 | 85 |
| Facebook Ads | \$310.00 | 1,950 | 72 |

Analysis: The Web Retargeting campaign is driving higher conversions per dollar spent.

- U List all the ad creatives for my top advertiser and tell me if they are static or video.



Ad Creative Audit (EID: AD90123):

You have 15 total assets:

- Static Banners (8):
 - * 'Summer Sale': Status OK, Dimensions 728×90.
 - * 'Clearance': Status OK, Dimensions 300×250.
- Video Ads (7):
 - * 'Product Demo': Status Needs Review (Expired), Length 15s.

U I need to list all my active campaigns and then get details for the 'Outdoor Gear' campaign.



✓ Campaign List:

You have 4 active campaigns:

- Web Retargeting (ID: C100)
- Facebook Ads (ID: C200)
- Email Blast (ID: C300)
- Outdoor Gear (ID: C400)

🔍 Details for Outdoor Gear Campaign:

This campaign is focused on high-value outdoor gear. It ran last month, generated 15 conversions, and has a total spend of \$280. You can adjust the budget via your ad platform.

Frequently Asked Questions

01 How do I find my Advertisable EID?

Use the `list_advertisables` tool. It will return a list of all advertiser accounts linked to your organization, each with its unique 22-character EID.

02 Can I see conversions and spend via the agent?

Yes! Use the `get_reporting` tool to retrieve performance metrics including total conversions, total spend, and cost per acquisition (CPA).

03 Does this support Facebook and Instagram campaigns?







Yes, if your AdRoll account is connected to social channels, the `list_campaigns` tool will include campaigns running on external networks like Facebook.

Go Live in 60 Seconds

Get your connection token from 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 |
|---|---|
|  Claude AI | Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint |
|  Cursor | Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint |
|  VS Code | Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"adroll": { "url": "..." }</code> |
|  Windsurf | MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL |
|  ChatGPT | Settings → Tools & plugins → Add MCP server → Paste endpoint |
|  Gemini | 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

AdRoll is live on Vinkius Cloud.

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 · support@vinkius.com

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