

MCP SERVER

NO CODE

CLOUD HOSTED

# Amazon Ads MCP for AI Agents

Manage e-commerce advertising campaigns and bidding strategy

Amazon Ads MCP manages your entire e-commerce advertising strategy directly through AI conversations. It lets you audit Sponsored Products and Sponsored Brands campaigns, manage keyword bids, and pull comprehensive performance reports for any global Amazon marketplace. Just ask your agent what's underperforming or where the budget is getting wasted.

**A+** Quality Score 100/100

sponsored-products

campaign-management

ad-reporting

bidding-strategy

ecommerce-marketing

performance-tracking



# 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

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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.

# Amazon Ads MCP

8 tools available

Cloud-hosted on Vinkius

Manage your Amazon advertising accounts without logging into a dozen different dashboards. This MCP connects your e-commerce ad spend to your AI agent, turning complex reporting tasks into simple conversations. You can audit campaigns across multiple global marketplaces, check active budgets for Sponsored Products and Sponsored Brands, or pull granular reports on clicks, impressions, and ad spend. Need to know why a keyword is failing? Your agent can flag underperforming terms instantly. This MCP handles the whole process—from listing profiles to generating asynchronous performance data. You get professional campaign orchestration right in your chat window, no setup required beyond connecting it through Vinkius's catalog.

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## Core Capabilities

### 01 — Audit global advertising profiles

List all connected Amazon Ads advertiser profiles so you can manage campaigns across different international marketplaces.

### 03 — Manage targeted keywords

List all specific ad groups and the precise keywords they are targeting, ensuring your products show up in the right search results.

### 05 — Check report status

Monitor the progress of submitted reports to know exactly when your historical data will be ready for download.

### 02 — Review active ad campaigns

List and audit both Sponsored Products and Sponsored Brands campaigns to monitor current budgets and status.

### 04 — Generate performance reports

Request comprehensive, asynchronous reports that analyze total clicks, impressions, and overall ad spend for deep analysis.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/amazon-ads](https://vinkius.com/mcp/amazon-ads) — connect your AI agent in three steps.

- 01** First, subscribe to this MCP and provide your Amazon Ads Client ID, Secret, Refresh Token, and Region details.
- 02** Next, use your AI client to ask natural language questions—like 'Show me all campaigns for the US market' or 'Request a report for last week'.
- 03** Finally, your agent executes the necessary tool calls, pulling data directly into the chat interface. You review the insights and get actionable recommendations.

The bottom line is: you talk to it like talking to a marketing analyst; it handles all the API calls and report generation for you.

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## Built For

This MCP is built for e-commerce professionals who spend too much time clicking through dashboards. If you're constantly juggling performance reports, auditing bids across multiple brands, or trying to figure out why a specific keyword tanked sales—you need this.

### Performance Marketer

Manually pull and compare granular keyword reports for different campaigns just to optimize bidding strategies. Now, you ask the agent to compile all performance metrics into one chat response.

### Brand Manager

Audit Sponsored Brands visibility across various global marketplaces to ensure brand presence on critical search terms remains consistent and visible.

### E-commerce Seller / Owner

Automate weekly campaign audits and monitor ad spend for multiple product lines, saving hours of manual dashboard review every single week.

## What Changes When You Connect

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- 01** Streamline campaign reviews: Instead of checking multiple dashboards, you can list all Sponsored Products campaigns or list Sponsored Brands campaigns to get a unified view.

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  - 02** Deep keyword analysis: Use the agent to retrieve granular reports on keywords. You'll quickly identify which targeted search terms are underperforming and need immediate bid adjustments.

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  - 03** Global oversight: The ability to list advertiser profiles means you don't have to switch contexts; manage campaigns across multiple global Amazon marketplaces from one place.

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  - 04** Time savings with reporting: Requesting a performance report is fast, but the agent also checks the status, so you never waste time waiting for data that hasn't finished compiling.

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  - 05** Better budget control: By listing ad groups and targeted keywords, you can verify that your products are only bidding on the right search terms, preventing unnecessary spend.
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## Real-World Applications

### Figuring out why a product's sales dropped last week

A seller asks their agent to 'Request a performance report for last week.' The agent pulls the data, and instead of just giving numbers, it highlights that ad spend spiked on one campaign while clicks plummeted, pointing directly to a spending issue.

### Auditing a massive keyword portfolio for waste

The marketer needs to find wasteful bidding terms. They use the tool to list SP keywords across several ad groups, allowing them to spot duplicate or irrelevant searches that are draining the budget.

### Scaling up my brand's visibility in new markets

A brand manager wants to verify coverage across three different regions. They ask the agent to list all profiles, instantly seeing which international marketplaces are currently connected and ready for campaign audits.

### Preparing data for an external BI dashboard

A data analyst needs historical metrics for a quarterly review. They ask the agent to request and check the status of a comprehensive performance report, getting the Report ID and confirming when the structured data will be available.

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## Patterns to Avoid

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### Assuming the data is ready

#### ✗ AVOID

A user asks for 'yesterday's full campaign report.' They get a generic error because Amazon reports run asynchronously and need time to compile.

#### ✓ INSTEAD

Always use the `request\_sp\_report` tool first. Then, follow up by using `get\_report\_status` until the status shows 'Complete'. This ensures you don't waste time waiting on data that hasn't finished generating.

### Confusing campaign scope

#### ✗ AVOID

A user tries to analyze keywords without specifying if they are for Sponsored Products or Sponsored Brands, leading to a vague or incomplete list.

#### ✓ INSTEAD

Be precise. If you're looking at your brand logo visibility, use the `list\_sb\_keywords`. If you're optimizing product listings, explicitly ask to review SP details using the correct tools.

### Ignoring profile scope

#### ✗ AVOID

A user runs a campaign audit but forgets to specify the marketplace ID. The agent either fails or only provides data for the default/primary region.

#### ✓ INSTEAD

Always start by using `list\_profiles` to see all available regions and profiles first. Then, make sure your subsequent requests include the correct Profile ID.

## The Right Fit

Use this MCP if you need continuous performance monitoring that spans multiple ad types (SP/SB) and global marketplaces. You're optimizing bids or auditing budgets daily. If your goal is simple—like just checking basic sales numbers from an existing spreadsheet, or managing a single product listing without paid ads—this tool might be overkill. Don't use it if you only need to view general account settings; stick to native Amazon tools for that. This MCP shines when you combine profiling ( `list_profiles` ) with deep data retrieval ( `request_sp_report` ).

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## Amazon Ads MCP: Campaign Auditing and Keyword Management in E-commerce

Today, managing an Amazon ad portfolio feels like a full-time job. You're jumping between the Sponsored Products dashboard for one set of keywords, then switching to the Sponsored Brands section for another, all while manually downloading CSV reports to cross-reference bids and budgets. It's tedious copy-pasting across multiple tabs just to figure out which campaigns are burning cash.

With this MCP, that friction disappears. You simply ask your agent to 'audit all running ads.' The agent handles the listing of both Sponsored Products campaigns and Sponsored Brands campaigns, pulls up keyword lists for you, and presents a clean summary. What you get is immediate visibility into every active ad component without leaving your chat interface.

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## Amazon Ads MCP: Performance Reporting and Bidding Strategy Optimization

Before this tool, getting actionable data meant submitting forms, waiting 24 hours for a report to generate, and then spending another hour trying to stitch together clicks, impressions, and ad spend from different files. It was a manual bottleneck that

Now, you just ask the agent to request a performance report. The system handles the complex asynchronous backend process. You get immediate confirmation of the Report ID and can check its status right away. This means your

always put your optimization efforts behind schedule.

bidding strategy reviews are no longer limited by Amazon's processing times.

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## 8 Amazon Ads Tools for Campaign Management & Ad Reporting

Use these specific functions to list profiles, check campaign status, audit keywords, and request detailed ad performance reports.

#	TOOL	DESCRIPTION
01	<code>list_sb_keywords</code>	List SB keywords
02	<code>list_sp_campaigns</code>	List Sponsored Products campaigns
03	<code>list_sp_keywords</code>	List SP keywords
04	<code>list_profiles</code>	List advertiser profiles
05	<code>list_sp_ad_groups</code>	List SP ad groups
06	<code>list_sb_campaigns</code>	List Sponsored Brands campaigns
07	<code>request_sp_report</code>	Request performance report
08	<code>get_report_status</code>	Check report status

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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** Show me all active campaigns for my US Marketplace account.



## Campaign Status Overview: US Marketplace

- **Holiday Promo (SP):** Daily Budget \$50.00 / Status: Active
- **Brand Defense (SB):** Daily Budget \$25.00 / Status: Warning (Low Impressions)
- **Q1 Clearance (SP):** Daily Budget \$10.00 / Status: Paused (Review Required)

I recommend pausing the Q1 campaign until we adjust its targeted keywords.

**U** What are my top 5 performing search terms for Sponsored Products?



## Top Performing SP Keywords

KEYWORD	CLICKS (LAST 7 DAYS)	IMPRESSIONS	SPEND
hiking boots waterproof	145	2,100	\$35.50
lightweight running socks	98	1,550	\$22.10
camping tent family size	72	1,120	\$18.90

These terms are driving high volume and low cost per click.

## U Can you pull a performance report for my Brand Defense campaign?



Report Requested!

The Sponsored Products report for the 'Brand Defense' campaign has been requested. The Report ID is `rep-xyz-789`.

\*Note: Since Amazon generates reports asynchronously, it's currently processing.

You can check its status again in a few minutes, or I can notify you when the data is ready to download.

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## Frequently Asked Questions

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### 01 How do I use the Amazon Ads MCP to audit my campaigns?

You ask your agent to list all active Sponsored Products and Sponsored Brands campaigns. It pulls up a comprehensive summary, showing you current budgets and status across multiple global marketplaces at once.

### 02 Can this MCP help me find underperforming keywords?

Yes. You can instruct the agent to pull keyword reports for your Sponsored Products campaigns. It will analyze the data and flag specific search terms that are spending money but generating low click volume.

### 03 What if I need performance data from last month?

You simply ask the agent to request a historical report, specifying the date range. The tool handles submitting this complex request and allows you to track its status until it's ready for download.

### 04 Does Amazon Ads MCP cover multiple regions/countries?

Absolutely. By listing your advertiser profiles first, the agent lets you manage campaigns across different global marketplaces without having to switch accounts manually.

### 05 Is this better than just exporting reports myself?

It's much faster and more conversational. Instead of downloading a massive CSV and spending time cleaning it, the agent pulls the data into chat and gives you immediate, actionable insights based on your questions.

# 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



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 `"amazon-ads": { "url": "..."}`



Windsurf

MCP Settings → `mcp_settings.json` → 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

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

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