

MCP SERVER

NO CODE

CLOUD HOSTED

Amazon DSP MCP for AI Agents

Manage programmatic display and video campaigns across audience segments

Amazon DSP connects your AI client directly to professional programmatic advertising orchestration. Manage display and video campaigns, audit audience segments, and track performance reports using natural conversation. Your agent handles everything from campaign setup to deep performance analysis, making complex ad spending management simple.

A+ Quality Score 100/100

programmatic-advertising

display-ads

video-ads

audience-targeting

campaign-optimization

ad-tech



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.

Amazon DSP MCP

7 tools available

Cloud-hosted on Vinkius

Connecting Amazon DSP via this MCP gives your AI client the power to handle programmatic advertising strategy right in chat. Forget clicking through multiple dashboards; you can manage display and video campaigns—from listing active campaigns to monitoring their budgets. Need to check targeting? Your agent retrieves details for ad groups, verifying pacing settings instantly. You can audit creative assets against brand guidelines or fetch custom audience segments used for specific targeting. For performance, simply ask your agent to request reports covering impressions, reach, and conversions. It's all about making complex campaign oversight conversational. By connecting through Vinkius, you get access to this DSP management MCP alongside thousands of other industry tools.

Core Capabilities

01 – List campaigns

Retrieves a list of all active and inactive advertising campaigns within your Amazon DSP account.

03 – List ad groups

Provides a comprehensive list of all ad groups (Line Items) associated with a selected campaign for review.

05 – List audiences

Retrieves a list of custom audience segments that are currently being utilized for programmatic targeting.

07 – Check report status

Checks if an asynchronous performance report has finished processing or provides an estimated completion time.

02 – Get campaign metadata

Fetches detailed information about specific campaigns, including budget status and delivery dates.

04 – List creatives

Audits and lists creative assets used in campaigns, ensuring brand compliance across active ads.

06 – Request performance report

Initiates the generation of a deep performance report, covering impressions, reach, and conversions for specified date ranges.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/amazon-dsp — connect your AI agent in three steps.

- 01 Subscribe to this MCP and input your Amazon DSP credentials: Client ID, Client Secret, Refresh Token, Region, and Advertiser ID.
- 02 Your AI client authenticates the connection through Vinkius, granting it read/write access to your advertising accounts.
- 03 You simply ask your agent a question—like 'What's the performance for Q2?'—and the MCP executes the necessary tools to fetch and compile the data.

The bottom line is, you talk to your AI client like you're talking to an account manager; it handles the complex API calls needed to get the answers.

Built For

This MCP is built for professional ad tech teams. If you're a Media Buyer tired of manually checking campaign budgets and performance reports, or an Agency Account Manager who needs instant status updates on dozens of clients, this tool saves hours of clicking.

Media Buyer

Retrieves granular performance reports and checks ad group details to optimize bids and maximize audience reach.

Programmatic Trader

Automates campaign audits, listing campaigns and checking pacing across multiple ad groups simultaneously.

Agency Account Manager

Checks the delivery status of various ads and lists creatives quickly to ensure client brand compliance without logging into the portal.

Marketing Analyst

Requests and monitors asynchronous performance reports, which are then fed directly into data visualization tools for deeper analysis.

What Changes When You Connect

- 01 Streamlines campaign management. You can use the `list_campaigns` tool to instantly check status, budgets, and overall delivery without navigating complex menus.
- 02 Deepens targeting visibility. Use `list_audiences` to retrieve custom segments, letting you confirm exactly which audiences drive your programmatic reach.
- 03 Saves time on audits. Need to know if a campaign is compliant? The `list_creatives` tool audits all associated assets against your brand guidelines instantly.
- 04 Simplifies performance analysis. Instead of waiting for manual exports, use the `request_report` tool and then monitor it with `get_report_status` right through chat.
- 05 Provides granular oversight. With access to ad groups via `list_ad_groups`, you can verify pacing settings and ensure your targeting is precise before optimization.

Real-World Applications

Campaign Budget Checkup

A Programmatic Trader needs to know if their top 5 campaigns are hitting budget limits. They ask the agent, which uses ``list_campaigns`` and ``get_campaign_details``. The agent responds with a summary table, flagging exactly which campaign is projected to run out of spend in the next 48 hours.

Performance Deep Dive

A Media Buyer wants to optimize bidding for a specific quarter. They use the agent to request a report (``request_report``) for Q2, then monitor its status until it's ready, getting full impressions and conversion data to adjust their strategy.

Creative Compliance Audit

An Agency Account Manager needs assurance that all ads for a major client use approved logos. They ask the agent to audit creatives, invoking ``list_creatives``, which instantly lists every active asset and flags any that violate brand specifications.

Targeting Verification

A Marketing Analyst needs to confirm which audience segments are currently active. They ask the agent to list audiences (``list_audiences``), receiving a clean list of custom segment IDs they can cross-reference with their internal data warehouse.

Patterns to Avoid

Manual report generation

✗ AVOID

Spending 15 minutes every Monday morning manually logging into Amazon DSP, clicking 'Reports,' selecting date ranges, and downloading CSV files.

✓ INSTEAD

Ask your agent to use the ``request_report`` tool. You just state the dates you need, and the MCP handles the asynchronous job, letting you track it with ``get_report_status`` until it's ready.

Ignoring ad group structure

✗ AVOID

Assuming a campaign is running well because overall metrics look good, without verifying if individual line items are properly targeted or paced.

✓ INSTEAD

Always ask the agent to run ``list_ad_groups`` first. This lets you verify that targeting and pacing settings are correct *before* optimizing bids.

Stale creative assets

X AVOID

Running a campaign with outdated or non-compliant ad images because no one checked the active creatives.

✓ INSTEAD

Before launching, ask your agent to `list_creatives`. This ensures every single asset is up-to-date and meets current brand requirements.

The Right Fit

Use this MCP if you need programmatic advertising management integrated into a conversational workflow. Specifically, if checking campaign status, auditing ad groups, or requesting performance reports takes more than three clicks in the native portal, connect this tool. Don't use it if your primary goal is creating the actual ads; that requires external design tools. Also, don't rely on it for real-time bid adjustments based on every single click—it provides comprehensive data points (like impressions and reach) that you feed into your bidding strategy manually or through a dedicated automation tool. When in doubt about campaign health, always start by running `list_campaigns` to get the immediate status overview.

Amazon DSP Campaign Management with this MCP

Today, managing programmatic campaigns means logging into Amazon's platform. You click from one tab to another: 'Campaigns,' then drilling down to 'Ad Groups.' To check performance, you have to locate the reporting module and manually select dates. It's a tedious process of clicking through budgets, checking delivery statuses, and copy-pasting metrics just to get an overview.

With this MCP, you simply ask your agent about your campaign status. It executes multiple background checks, listing all campaigns and summarizing their budget health in seconds. You don't click; you talk. You instantly get a clear, actionable summary of where the money is going and if it's on track.

Audience Targeting Oversight using Amazon DSP MCP

Manually reviewing your targeting means navigating complex audience sections. You have to remember if you're looking at custom segments, in-market groups, or behavioral lists, and then cross-reference those IDs with other spreadsheets.

Now, ask the agent to list audiences. It compiles a clean, comprehensive inventory of every segment currently driving traffic for you. This level of instant visibility makes optimizing your programmatic strategy faster and far more reliable than ever before.

7 Tools for Amazon DSP Advertising Operations

Use these tools to list, check details, request reports, and audit all aspects of your programmatic advertising within the Amazon DSP platform.

#	TOOL	DESCRIPTION
01	<code>list_campaigns</code>	Lists all available advertising campaigns in your DSP account.
02	<code>get_campaign_details</code>	Retrieves the specific metadata and status for a single campaign.
03	<code>list_ad_groups</code>	Lists all active ad groups (Line Items) within an advertising campaign.
04	<code>list_creatives</code>	Audits and lists creative assets attached to specific campaigns.
05	<code>list_audiences</code>	Retrieves the list of custom audience segments used for targeting purposes.
06	<code>request_report</code>	Starts the process to generate a performance report for a specific time period.
07	<code>get_report_status</code>	Checks the current status of an initiated performance report request.

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 performance metrics last week? I want to see the totals.



Performance Summary: Last 7 Days

METRIC	VALUE
Impressions	1,245,000
Reach	890,000
Conversions	312
Cost Spent	\$14,550.00

Note: This report was generated successfully and covers all active campaigns.

U Check the ad groups for 'Summer Sale' campaign ID.



Ad Group Review: Summer Sale (ID 9876)

Found **3** running ad groups:

- **SG_Tier1:** Targeting US/CA. Pacing is at 95% capacity.
- **SG_Video:** Targeting video viewers. Currently underperforming; consider a bid review.
- **SG_Retargeting:** Targeting site visitors. Pacing looks stable, running smoothly.

U List all active campaigns and tell me which ones are near their budget limit.



Campaign Status Overview

Here's a list of your 5 primary campaigns:

1. *Q3 Lead Gen*: Budget remaining: \$4,500 (20% used).
2. **Brand Awareness: WARNING!** Budget remaining: \$890 (97% used). Action recommended.
3. *Product Launch*: Budget remaining: \$12,100 (5% used).
4. *Seasonal Sale*: Budget remaining: \$1,100 (85% used).

Frequently Asked Questions

01 How do I find my Amazon DSP API credentials?

You need to create a 'Login with Amazon' application in the Amazon Developer Console to get your Client ID and Client Secret. Then, you generate a Refresh Token. You also need your Advertiser ID.

02 How do I choose the correct region?

Select the region that matches your target marketplace: ****NA**** (North America - US, CA, MX, BR), ****EU**** (Europe - UK, DE, FR, IT, ES, etc.), or ****FE**** (Far East - JP, AU, SG).

03 Why do reports take time to generate?







Amazon Ads reporting API is asynchronous. When you request a report, it returns a `reportId`. You must wait a few moments and use the check status tool to download the data once it's ready.

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>"amazon-dsp": { "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

Amazon DSP 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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