

MCP SERVER

NO CODE

CLOUD HOSTED

Amazon Marketing Cloud MCP for AI Agents

Analyze cross-channel advertising data and manage SQL queries

The Amazon Marketing Cloud MCP connects your AI agent directly to advanced advertising analytics, letting you manage complex data workflows and run ad-hoc SQL queries through natural conversation. You can monitor execution status, create new reporting pipelines, and instantly retrieve secure download links for cross-channel attribution reports without touching the AWS console.

A+ Quality Score 100/100

clean-room

sql-queries

cross-channel-analytics

privacy-safe

data-pipelines

marketing-intelligence



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 Marketing Cloud MCP

10 tools available

Cloud-hosted on Vinkius

Managing large datasets in Amazon Marketing Cloud usually means navigating multiple dashboards or writing detailed SQL scripts just to get a simple answer. This MCP changes that process entirely. Now, your agent handles the entire data pipeline through plain conversation. You can ask it to list all existing reporting workflows, trigger a complex multi-touch attribution query for last month, and then wait for results—all by talking to it.

When the query finishes, you don't have to hunt down where the files are; your agent retrieves the secure download URL right in the chat. Plus, if something stalls or takes too long, you can ask it to check the status or even cancel the job entirely. The Vinkius catalog makes this connection simple: connect your preferred AI client and start generating enterprise-grade analytics instantly.

Core Capabilities

01 — Manage Reporting Workflows

List, create, update, or delete saved SQL workflows to standardize your advertising reports.

03 — Audit Execution History

View a record of past data jobs, check the status of specific executions, and cancel long-running tasks.

05 — Orchestrate Complex Analytics

Trigger multi-touch attribution queries and manage the entire data flow without needing to access the AWS console.

02 — Run and Track Queries

Execute ad-hoc SQL queries or trigger entire workflow pipelines and monitor their processing status (Pending, Completed).

04 — Retrieve Data Outputs

Get immediate, secure download URLs for completed execution results directly in your chat window.

One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this MCP, providing your Amazon Marketing Cloud instance ID, client credentials, region, and profile details.
- 02** Once connected, tell your agent what data you need. You can ask it to list existing workflows or execute a brand-new ad-hoc query with specific parameters (like date ranges).
- 03** Your agent manages the job in the background. When the query is finished, you simply ask for the results, and it provides the secure download URL.

The bottom line is: your AI client acts as a conversational API layer, transforming complex data management into simple chat commands.

Built For

This MCP is built for advertising and marketing operations teams who spend too much time clicking through web consoles. If you're an analyst tired of manually managing SQL scripts or a media buyer needing instant cross-channel attribution, this saves hours every week.

Data Analyst

Automates running recurring SQL queries and retrieving results without manual console interaction.

Media Buyer

Runs deep, ad-hoc attribution queries to compare audience overlap across different advertising channels.

Marketing Engineer

Manages the full life cycle of AMC workflows, including creation, updating, and verifying API execution statuses on demand.

What Changes When You Connect

-
- 01 Run complex attribution analyses instantly. Instead of writing and debugging multi-touch models in a console, your agent handles the query execution for you.

 - 02 Gain full oversight on data jobs. You can list executions and check status using `get_execution_status` to know exactly when your report will be ready.

 - 03 Automate reporting setup with confidence. Use `list_workflows` and `create_workflow` to build standard, reusable pipelines that anyone can trigger with a simple command.

 - 04 Stop wasting time hunting for files. Once the data is done processing, you just ask for it; your agent uses `get_execution_download_urls` to deliver the secure link immediately.

 - 05 Maintain clean governance. You can use `delete_workflow` or `update_workflow` to keep your reporting definitions standardized and accurate without touching complicated AWS settings.
-

Real-World Applications

Investigating Campaign Overlap

A media buyer needs to understand how different campaign types overlapped in the last quarter. They ask their agent, which triggers a complex multi-touch attribution query, and receive the necessary insights without manually building the SQL.

Standardizing Monthly Reporting

A data analyst needs to run the same five reports every month. Instead of rewriting the process, they use `list_workflows` to verify existing definitions and trigger a new execution via `create_execution`.

Debugging Stalled Queries

A marketing engineer runs a massive query that seems stuck. They check the status using ``get_execution_status``, realize it's stalled, and then use ``delete_execution`` to cancel and restart the job cleanly.

Quickly Sharing Insights

An advertising strategist needs a report for an executive meeting. They prompt their agent to execute a workflow and immediately get the secure download URL, which they can share in minutes.

Patterns to Avoid

Trying to write raw SQL queries

✗ AVOID

Manually compiling complex SELECT statements with joins across multiple ad platforms is tedious and prone to syntax errors.

✓ INSTEAD

Use the MCP to trigger a workflow instead. You can ``create_execution`` using a predefined, tested workflow which handles the underlying complexity for you.

Forgetting what data exists

✗ AVOID

A user wants to run a report but doesn't know if they already have a standardized pipeline set up, leading them to start from scratch.

✓ INSTEAD

First, use ``list_workflows`` to see all existing reporting pipelines. This ensures you don't duplicate effort and can find the right template.

Not checking job status

✗ AVOID

A user triggers a massive query and assumes it finished instantly, only to realize they are looking at incomplete or outdated data.

✓ INSTEAD

Always confirm job completion. Use ``get_execution_status`` until you receive 'COMPLETED' before requesting the download URLs.

The Right Fit

Use this MCP if your workflow involves running scheduled, repeatable SQL analytics against Amazon Marketing Cloud data. You should use it when you need to manage not just the query itself, but also the entire lifecycle: defining the reports (using `create_workflow`), executing them (`create_execution`), and retrieving the final files. Don't use this MCP if your only goal is simple data viewing; those dashboards are better suited for a standard AMC connection tool. If you need to build complex external

systems that interact with other services, look at specialized ETL or workflow orchestration tools instead.

Amazon Marketing Cloud: Managing Cross-Channel Attribution Workflows

Right now, running comprehensive cross-channel attribution requires multiple clicks. You have to navigate the AWS console, select a reporting template, adjust date parameters in one tab, write ad-hoc SQL for adjustments in another, and then manually track the job ID until it's done.

With this MCP, you just tell your agent what you need—like 'Show me conversion paths from paid social last quarter.' The system handles defining or updating the underlying workflow via `update_workflow`, executes the query using `create_execution`, and delivers the final result in seconds. It's a conversational replacement for deep console navigation.

Amazon Marketing Cloud: Streamlining Ad-Hoc Query Execution

Before this, if you needed to verify data on the fly—say, checking audience overlap between two campaigns—you had to write a new SQL snippet from scratch and execute it in an unguided environment. This was slow, risky, and required deep knowledge of the underlying tables.

Now, your agent takes that manual burden away. You ask for the specific data point you need; the system runs the query using `create_execution` and gives you immediate confirmation when the results are ready to be downloaded via a single chat command.

Amazon Marketing Cloud: 10 Tools for Data Queries & Workflow Management

Use these tools to list, create, execute, modify, and audit every aspect of your Amazon Marketing Cloud reporting workflow.

#	TOOL	DESCRIPTION
01	<code>list_workflows</code>	Retrieves a list of all saved Amazon Marketing Cloud reporting pipelines.
02	<code>create_workflow</code>	Sets up and saves a new, reusable data analysis workflow in AMC.
03	<code>get_workflow_details</code>	Pulls detailed information about a specific existing reporting pipeline.
04	<code>delete_execution</code>	Stops and cancels a running or pending data job immediately.
05	<code>update_workflow</code>	Modifies the parameters or structure of an existing reporting pipeline.
06	<code>delete_workflow</code>	Permanently removes a defined AMC workflow from your account.
07	<code>list_executions</code>	Shows a history and list of all past data job runs.
08	<code>create_execution</code>	Starts a new, one-time ad-hoc SQL query or workflow run.
09	<code>get_execution_status</code>	Checks if a running data job is PENDING, COMPLETED, or failed.
10	<code>get_execution_download_urls</code>	Retrieves the specific secure URLs needed to download completed query results.

See It in Action

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

U List all my saved workflows. I want to see if I already have one for Q3 path analysis.



Available Reporting Workflows

- Campaign Overlap Analysis : (Last run: 2026-05-15)
- Path to Conversion : (Last run: 2026-04-28)
- Q3 Path Analysis : (Status: DRAFT - needs update)

U Run the 'Path to Conversion' workflow for May. And then show me the secure download link when it's done.



Execution Triggered

Successfully started execution for Path to Conversion .

- **Execution ID:** exec-abc-123
- **Status:** PENDING (Processing data)

Please wait a few minutes. I'll monitor it and let you know when the download URL is ready.

U I need to check the status of execution exec-45678 and, if it finished, get the results for my team.



✓ Status Check Complete

Execution ID `exec-45678` is **COMPLETED**. The query ran successfully.

Here are the download details:

- **File Type:** CSV (Attribution data)
- **Download URL:** [secure_download_link]/exec-45678/results

Please let me know if you want to schedule this report monthly.

Frequently Asked Questions

01 How does the Amazon Marketing Cloud MCP help me with cross-channel attribution?

It lets you run complex, multi-touch attribution queries that would otherwise require extensive SQL writing. You simply ask your agent for the analysis, and it handles the entire data execution process.

02 Can I use this MCP if I don't know the exact SQL syntax?

Yes. This tool translates your natural language requests into structured commands. You tell it what you need—like 'overlap between paid social and search'—and the agent figures out the right query.

03 What if my data job fails or gets stuck?

You can monitor every job through your AI client. If something stalls, you can use the MCP to check its status or even cancel and restart the execution easily, saving time.

04 Does this Amazon Marketing Cloud MCP only run reports I've already set up?

No. Besides managing existing workflows, you can also trigger brand new, ad-hoc queries on demand for one-off analysis whenever required.

05 How do I get the final report from this MCP? Is it a file download?







When the query finishes successfully, the MCP doesn't just tell you it worked; it provides a secure, direct download URL right in your chat, ready for you to use.

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-marketing-cloud": { "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 Marketing Cloud 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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