

MCP SERVER

NO CODE

CLOUD HOSTED

Apple Search Ads MCP for AI Agents

Optimize App Store campaigns and analyze search term performance

Apple Search Ads manages your App Store advertising campaigns directly through AI. It lets you monitor performance across entire campaigns, drill down into ad groups, or analyze specific keywords. Get deep reports on search terms to see exactly what users are typing when they look for your app.

A+ Quality Score 98.33/100

search-ads

keyword-optimization

campaign-management

budget-tracking

mobile-marketing

ad-performance



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



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

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.

Apple Search Ads MCP

10 tools available

Cloud-hosted on Vinkius

This MCP gives your agent direct access to manage and pull data from your Apple Search Ads account. You can stop manually exporting spreadsheets just to check last week's performance. Instead, you ask your AI client things like, 'Show me the top three search terms that drove conversions in Q2,' or 'Compare keyword performance between our USA and UK campaigns.' The system pulls campaign details, ad group configurations, and granular reports on impressions, clicks, and conversions—all using natural language prompts. With Vinkius hosting this MCP, you connect your preferred AI client once and get immediate access to these powerful marketing tools.

Core Capabilities

01 — List all campaigns

Retrieves a full list of every active advertising campaign set up in your Apple Search Ads account.

03 — Analyze ad group performance

Generates reports and metrics focused solely on the performance of a defined ad group within a campaign.

05 — Track user search intent

Identifies and generates performance data based on the exact terms users type into the App Store search bar.

02 — View specific campaign details

Pulls comprehensive information and settings for one chosen campaign ID.

04 — Generate keyword ROI reports

Provides detailed performance breakdowns for specific keywords, helping you understand conversion value.

06 — Monitor overall account status

Verifies that your Apple Search Ads connection is active and properly configured for use.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/apple-search-ads — connect your AI agent in three steps.

- 01 Your agent first verifies the connection to the Apple Search Ads platform using an account check tool.
- 02 Next, you instruct the AI client to narrow down the scope—for example, listing all campaigns or selecting a specific ad group.
- 03 The system runs the necessary reports (like keyword performance or search term data) and delivers the results directly to your chat interface.

The bottom line is that you bypass the platform's dashboard clicks and get structured marketing data delivered instantly via natural language conversation.

Built For

This MCP serves Conversion Rate Optimization (CRO) specialists, App Marketing Managers, and Growth Engineers. If you spend time manually cross-referencing performance dashboards across different tabs just to spot a trend, this is for you.

App Marketing Manager

Uses the MCP to audit campaign budget status quickly and discover underperforming ad groups without navigating complex menus.

Growth Marketer

Leverages search term reports to find high-intent, long-tail keywords that can be added to paid campaigns for immediate ROI improvement.

User Acquisition (UA) Specialist

Checks ad group and keyword reports to ensure bidding strategies are aligned with current conversion volume, maximizing spend efficiency.

What Changes When You Connect

-
- 01 Instantly audit campaign health using `get_campaign_report`. You don't need to manually download CSVs; just ask your agent for last month's data.

 - 02 Discover new revenue sources by running a report on search terms via `get_search_term_report`, finding exactly what users are typing that you aren't targeting yet.

 - 03 Pinpoint inefficiencies quickly. Use the `list_ad_groups` tool to see which ad groups within a campaign are draining budget without generating clicks.

 - 04 Maximize spend using `get_keyword_report` by seeing keyword-level metrics and instantly identifying low-performing terms for negative bidding.

 - 05 Streamline your reporting process with `get_campaign_report`, consolidating data from multiple sources into one readable summary chat window.
-

Real-World Applications

Finding high-value keywords that are being missed

A growth marketer asks their agent to run a keyword report and then filter it by conversion rate. The agent uses `get_keyword_report` to surface 15 overlooked terms, allowing the marketer to immediately bid on them.

Analyzing competitor search traffic

The team wants to know what specific phrases drive installs. They ask the agent for a search term report. This reveals that users frequently use 'best fitness tracker' which can guide new campaign creation.

Debugging poor performance in an ad group

A UA specialist suspects one specific ad group is failing. They ask the agent for a report using `get_ad_group_report`. The resulting metrics show high impressions but zero clicks, pointing to an immediate copy or targeting issue.

Patterns to Avoid

Manual Dashboard Cross-Referencing

X AVOID

A manager has to open the main dashboard, download a keyword report, then separately pull up an ad group performance sheet, and manually compare date ranges.

✓ INSTEAD

Use `get_campaign_report` or `get_ad_group_report`. You ask your agent for 'Campaign X's performance compared to its Ad Group Y metrics last week,' and the data comes together in one go.

Guessing High-Intent Keywords

X AVOID

A marketer assumes that general terms like 'health app' are high-value, wasting budget on broad matches.

✓ INSTEAD

Use `get_search_term_report`. This tool shows the actual, specific phrases users typed—like 'home workout for beginners'—giving you highly targeted keywords.

Overlooking Campaign Settings

X AVOID

The team sees poor performance but doesn't know if the budget caps are set correctly or if a campaign is paused.

✓ INSTEAD

Start by listing all campaigns using `list_campaigns`, and then use `get_campaign` to check specific settings like budget limits before diagnosing performance issues.

The Right Fit

Use this MCP if your main bottleneck is accessing disparate advertising metrics. If you need to compare keyword data against actual user search queries, or drill down from a campaign view to an ad group view, this is perfect. Don't use it if you only need basic account health checks; for that, simple connection verification (`get_account_check`) is enough. Also, don't rely on this MCP to write the ad copy itself—it provides the data, but your team still has to do the writing.

Apple Search Ads: Getting Deep Insights into Campaign Performance

Right now, checking campaign health is a massive pain. You have to log into the App Store console, navigate through campaigns, then drill down into ad groups, and finally download separate keyword reports just to get a full picture. It takes hours of clicking, downloading, and pasting data into spreadsheets.

With this MCP, you simply talk to your agent. Ask it for 'the performance report for Campaign X.' You instantly get consolidated metrics covering keywords, search terms, and ad groups without leaving the chat window. You just get actionable insights.

Apple Search Ads: Mastering User Intent via Keyword Discovery

The worst part is manually tracking which actual searches are driving installs versus just guessing based on broad keywords. Those real search queries often contain the highest intent, but they are buried deep in complex reports.

Using tools like `get_search_term_report` and `get_keyword_report` lets your agent surface those specific phrases for you. You stop wasting budget on general terms and start bidding only on what users actually mean.

Apple Search Ads: 10 Tools for Campaign Performance Metrics

Use these tools to list, report on, and get granular data across all aspects of your Apple Search Ads account.

| # | TOOL | DESCRIPTION |
|----|-------------------------------------|--|
| 01 | <code>get_account_check</code> | Verifies that the Apple Search Ads account connection is live and ready for use by your AI agent. |
| 02 | <code>get_campaign_report</code> | Retrieves a full performance report covering impressions, clicks, and conversions at the campaign level. |
| 03 | <code>get_campaign</code> | Gets all specific details about one selected advertising campaign, like budget caps or dates. |
| 04 | <code>get_keyword_report</code> | Generates a performance report showing metrics for defined keywords within your campaigns. |
| 05 | <code>get_me</code> | Retrieves basic details about the authenticated user and organization linked to the account. |
| 06 | <code>get_search_term_report</code> | Provides performance data based on actual search terms users entered into the App Store. |
| 07 | <code>get_ad_group_report</code> | Generates a detailed performance report focused specifically on an ad group's activity and metrics. |
| 08 | <code>list_ad_groups</code> | Pulls a list of all existing ad groups within a specified campaign for analysis. |
| 09 | <code>list_campaigns</code> | Lists every active advertising search ads campaign available in the account. |
| 10 | <code>list_keywords</code> | Retrieves a list of all keywords associated with a specific campaign setup. |

See It in Action

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

U What were the top 5 search terms that generated clicks last month?



Search Term Performance Report (Last 30 Days)

| SEARCH TERM | IMPRESSIONS | CLICKS | CONVERSIONS |
|-----------------------|-------------|--------|-------------|
| best fitness app | 15,200 | 480 | 65 |
| workout tracker guide | 9,100 | 310 | 42 |
| running form tips | 4,500 | 120 | 15 |

U Can you compare the performance of my 'Yoga' ad group against the 'Running' ad group for Q2?



Ad Group Comparison: Q2 Performance

- **Yoga Ad Group:** 📈 Clicks: 850 | Conversions: 110 | Cost Per Conversion (CPC): \$1.89
- **Running Ad Group:** 📉 Clicks: 620 | Conversions: 78 | Cost Per Conversion (CPC): \$2.53

Focus on optimizing 'Yoga' for better bid stability.

U List all campaigns and tell me which ones are currently running over budget.



Campaign Status Summary

- **USA - Brand:** Active. Budget remaining: 75% (Good to go).
- **UK - Generic:** Warning! Budget depleted at 10:30 AM. Needs review.
- **Canada - Competitors:** Paused. No action needed.

Frequently Asked Questions

01 How can the Apple Search Ads MCP help me find my highest-converting keywords?

It generates detailed keyword reports that show conversion rates and click volume, allowing you to easily identify which terms are truly driving results. This helps you focus your budget where it counts.

02 Does the Apple Search Ads MCP help me see what people search for outside of my current campaigns?

Yes, by using the search term reports, you can analyze the exact queries users are typing into the App Store. This reveals untapped keywords that your competitors might be missing.

03 Is this MCP better than exporting data from the Apple Search Ads website?

Absolutely. Instead of spending time downloading, filtering, and compiling multiple spreadsheets, you simply ask your agent for a report. The data comes formatted and ready to analyze right in the chat.

04 Can I use this MCP to check my overall ad spend budget status?

Yes, it provides tools that let you list all campaigns and view their current budget allocation status at a glance. You'll know immediately if any campaign is nearing its spending limit.

05 What kind of reports can I get for my ad groups?







You can get comprehensive performance reports on your ad groups, including their clicks, impressions, and conversion metrics. This helps you understand which specific organizational units are performing best.

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>"apple-search-ads": { "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

Apple Search 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 · support@vinkius.com

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