

MCP SERVER

NO CODE

CLOUD HOSTED

Basis Technologies MCP for AI Agents

Manage DSP Campaigns and Campaign Performance Data

Basis Technologies MCP lets your AI agent manage programmatic ad campaigns, tactics, and creative audits directly from natural conversation. You can list all media buying campaigns, check performance metrics for specific line items, and maintain a clear record of all brands managed in the Basis DSP.

A+ Quality Score 98.33/100

programmatic-advertising

media-buying

campaign-management

ad-tech

tactic-optimization



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.

Basis Technologies MCP

10 tools available

Cloud-hosted on Vinkius

This MCP connects your account to any AI client, letting you orchestrate complex programmatic advertising workflows using simple chat commands. Instead of jumping through complicated dashboards, you talk to your agent about campaign status, performance gaps, or ad creative audits and get immediate answers. For example, you can ask the system to list all campaigns or retrieve real-time delivery statistics for a specific tactic. It's built to handle everything from high-level client brand oversight down to verifying individual ad creatives. You just tell your agent what data you need—whether it's campaign metadata or performance metrics—and it handles the retrieval. Since Vinkius hosts this MCP, your AI agent gets access right alongside thousands of other industry tools, making it a single source for all your marketing tech needs.

Core Capabilities

01 — List and inspect campaigns

Retrieves metadata and status updates for every campaign running in the Basis DSP.

03 — Track performance metrics

Pulls real-time KPIs and delivery statistics for both full campaigns and specific tactics (line items).

02 — Audit ad creatives

Lists all digital advertising assets, letting you verify their current status across your portfolio.

04 — Identify brands and clients

Provides a clear overview of all advertisers, brands, and client accounts managed in the system.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and provide your Basis DSP Access Token.
- 02 Connect the service to any compatible AI client or agent.
- 03 Ask your agent natural language questions, like 'What's the performance of my Q3 retargeting campaign?' and get immediate, structured data back.

The bottom line is you stop navigating dashboards and start talking directly to your ad platform data.

Built For

This MCP is essential for Media Buyers who spend too much time clicking through complex DSP interfaces, AdOps teams needing rapid creative audits, or Account Managers who need instant performance reports during client calls. If your job involves checking ad pacing or auditing line items, you're in the right place.

Media Buyer

Using this MCP, a media buyer can quickly check campaign statuses and pull detailed metadata without leaving their primary workflow.

Ad Operations Team

The AdOps team uses the system to audit ad creatives and validate tactic configurations straight from their core workflow tools.

Account Manager

An account manager retrieves performance reports for multiple clients on demand, summarizing complex data points during meetings or for automated summaries.

What Changes When You Connect

- 01 Instantly check campaign status and pacing without needing to navigate complex, multi-layered DSP dashboards. Just ask your agent.

-
- 02** Audit ad creatives using the `list_ads` tool; verify statuses across every digital advertising asset in one chat session.
-
- 03** Get precise performance reports for both entire campaigns (`get_campaign_performance`) and individual tactics (`get_tactic_performance`), driving data-informed decisions instantly.
-
- 04** `list_clients` gives you a clear, immediate view of all advertisers and brands managed within your organization's portfolio.
-
- 05** The agent can retrieve detailed metadata using `get_campaign` or use `get_tactic` to understand targeting and bidding strategies without manual drill-down.
-

Real-World Applications

Checking Pacing Across Multiple Campaigns

An Account Manager needs to know if the 'Summer Sale 2024' campaign is pacing correctly against its budget. Instead of checking three different tabs, they simply ask their agent, and it uses `get_campaign_performance` to deliver a concise status report.

Investigating Poor Tactic Performance

A Media Buyer notices one specific line item is underperforming. They use `get_tactic` and `get_tactic_performance` to pull detailed metrics, determining whether the problem lies with targeting or bidding strategy.

Auditing Creative Assets Before Launch

The AdOps team needs to make sure all new ads are ready. They use the system to run `list_ads`, quickly verifying the active status and metadata for dozens of creatives before a major campaign launch.

Getting an Overview of All Clients

An Account Manager needs a list of all active clients for a quarterly review. They use `list_clients` and then reference specific brands using `list_brands`, generating the necessary data points in minutes.

Patterns to Avoid

Trying to find campaign status manually

X AVOID

A user opens the DSP, clicks on 'Campaigns,' filters by date range, and then has to click into each of the 15 active campaigns one by one to check spending.

✓ INSTEAD

Instead, ask your agent to `list_campaigns` and then request performance metrics for specific IDs using `get_campaign_performance`. It pulls all that data in a single query.

Confusing client lists with brands

X AVOID

A user sees names and assumes they are the same thing, leading to incorrect reporting on who is paying for what campaigns.

✓ INSTEAD

Always use `list_clients` first to get the list of advertisers. Then, if you need a breakdown of assets, run `list_brands` to accurately separate client ownership from brand assets.

Overlooking ad creative metadata

X AVOID

An AdOps specialist assumes an ad is live just because the campaign is running, but fails to check if the individual creative asset itself was approved or flagged.

✓ INSTEAD

Always run `list_ads` when auditing. This guarantees you see the true status of every single ad creative, not just the campaign wrapper.

The Right Fit

Use this MCP if your primary job involves tracking performance metrics and managing assets within a large programmatic DSP environment. It's perfect for anyone who needs to routinely compare campaign data against tactic-level results or audit creatives across multiple campaigns. Don't use it if you only need general marketing analytics that don't tie directly back to specific ad line items; those might be better handled by dedicated BI tools. Also, avoid using this MCP just to view a single brand list—use `list_brands` for that, or use an alternative CRM tool for managing contact records.

Basis Technologies MCP: Streamlining Programmatic Ad Campaign Status Checks

Manual campaign auditing involves navigating complex DSP dashboards. You have to click through campaigns, then drill down into tactics, and finally check the ad creative status—it's slow, prone to missing details, and requires constant context switching.

With this MCP, you simply ask your agent for a list of all active campaigns or request performance data using `get_campaign_performance`. You get an immediate, structured readout that tells you exactly what's running and how it's performing right now.

Basis Technologies MCP: Auditing Line Item Performance with Campaign Data

Before this tool, understanding why a specific tactic underperformed required piecing together data from multiple sources: the campaign budget, the overall performance report, and the line item settings. It was an archaeological dig of tabs.

Now, you can run `get_tactic` followed by `get_tactic_performance`. You instantly see if a poor result is due to targeting issues or insufficient ad spend—the diagnosis happens in seconds.

10 Tools for Basis Technologies: Campaign Performance & Media Buying

Use these tools to list all campaigns, retrieve specific campaign data, check tactic performance, and audit every ad creative in your DSP account.

#	TOOL	DESCRIPTION
01	<code>get_ad</code>	Fetches specific details about a single ad creative asset.
02	<code>list_brands</code>	Retrieves a comprehensive list of all managed brands within the account.
03	<code>get_campaign_performance</code>	Gets key performance metrics and data for an entire campaign structure.
04	<code>get_campaign</code>	Retrieves specific metadata and details about a single, selected campaign.
05	<code>get_tactic_performance</code>	Returns performance metrics for a specific line item or tactic configuration.
06	<code>list_ads</code>	Lists all available ad creatives, allowing you to audit your digital advertising portfolio.
07	<code>get_tactic</code>	Retrieves specific details and setup information for a given tactic (line item).
08	<code>list_campaigns</code>	Generates a complete list of all media buying campaigns configured in the DSP.
09	<code>list_clients</code>	Provides a full directory listing of all client and advertiser accounts.
10	<code>list_tactics</code>	Generates a list of all configured tactics, or line items, used for media buying.

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 three performing campaigns last month and what was their total spend?



Campaign Performance Summary (Last 30 Days)

CAMPAIGN NAME	TOTAL IMPRESSIONS	SPEND (\$)	STATUS
Brand Awareness Q4	1.5M	\$24,000	Active
Summer Sale Retargeting	890K	\$19,500	On Track
New Product Launch	310K	\$7,800	Paused

The 'Summer Sale Retargeting' campaign is the highest efficiency winner.

U I need to check all my ad creatives and see if they are active.



Ad Creative Audit Report

- **ID: 4567:** 'Spring Shoes Ad' - Status: **Active**. Last Run: Today.
- **ID: 9012:** 'Winter Clearance Banner' - Status: **Draft**. Needs review.
- **ID: 3321:** 'Homepage Promo Tile' - Status: **Archived**. Removed from rotation.

U List all the brands we manage and tell me who owns them.



Managed Brands & Ownership

The platform currently manages 5 key brands:

- **Everstep Shoes:** Owned by Client Alpha.
- **Glimmer Rings:** Owned by Client Beta.
- **GreenLife Supplements:** Owned by Client Gamma.
- **ConnectPhone:** Owned by Client Delta.
- **AutoDrive:** Owned by Client Epsilon.

Frequently Asked Questions

01 How does the Basis Technologies MCP help me track campaign performance data?

It lets your AI agent retrieve real-time KPIs and delivery statistics for any campaign or tactic. Instead of manual dashboard checks, you just ask for a report, and it delivers the exact numbers you need.

02 Can I use Basis Technologies MCP to audit my ad creatives?

Yes. You can list all your current ad assets and check their status (Active, Draft, Archived) instantly. This is crucial for making sure nothing drops out of rotation unexpectedly.

03 Does this help me manage multiple clients' data in one place?

The MCP provides tools to list all managed brands and client accounts. You can centralize the overview, allowing you to compare performance metrics across different advertisers easily.

04 I need to know how my line items are doing; is that possible with Basis Technologies MCP?

Absolutely. The MCP lets you query specific tactics (line items) and pull detailed performance metrics, helping you pinpoint if the issue is targeting or bidding strategy.

05 Is this better than using my DSP dashboard directly for reports?







Yes. It takes the data out of the complex platform interface and puts it into a simple chat conversation. You get structured, concise answers without having to click through multiple pages.

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>"basis-technologies": { "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

Basis Technologies 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

INDEPENDENT PLATFORM DISCLAIMER

Vinkius is an independent platform and is not affiliated with, endorsed by, sponsored by, verified by, or otherwise authorized by Basis Technologies. All third-party trademarks, logos, and brand names are the property of their respective owners. Their use in this document is strictly for informational purposes to identify service compatibility and interoperability.

DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Basis Technologies MCP
Server ID	019d7558-e022-73eb-a295-4334c20ea525
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

LICENSE & USAGE

This document is generated automatically by the Vinkius PDF Engine. Content reflects the MCP server configuration at the time of generation and may change as updates are deployed. For the most current information, visit vinkius.com/mcp/basis-technologies.