

MCP SERVER

NO CODE

CLOUD HOSTED

Criteo Marketing API MCP for AI Agents

Audit e-commerce ad set performance and manage campaign budgets

Criteo Marketing API equips your AI agent to manage commerce advertising campaigns, ad sets, and budgets. You can audit performance metrics, list all active advertisers, and retrieve real-time statistics on creatives and target audiences using natural language prompts.

A+ Quality Score 100/100

ad-campaigns

performance-marketing

commerce-media

budget-management

ad-tech



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.

Criteo Marketing API MCP

10 tools available

Cloud-hosted on Vinkius

Stop jumping between dashboards just to get a full picture of campaign health. This MCP connects your AI client directly to the Criteo API, letting you manage complex marketing strategies conversationally. Instead of manually navigating ad platforms to check performance or compiling spreadsheets for budget utilization, your agent handles it all. You simply tell it what you need—like 'Show me the total spend vs. goal for Q2'—and get a compiled answer instantly. This integration acts as a powerful layer on top of existing tools. If you use Vinkius's catalog, this MCP gives you instant access to Criteo's entire suite of data points, letting your agent orchestrate sophisticated commerce marketing strategies without touching the developer console.

Core Capabilities

01 — Audit and list all campaigns

View comprehensive details for every active marketing campaign running through your accounts.

02 — Monitor ad set performance metrics

Access real-time statistics, impressions, clicks, and conversions for specific groups of ads (ad sets).

03 — Track budget allocation across advertisers

List active budgets and monitor current spend rates against defined spending limits.

04 — Identify target audiences and creatives

Explore available audience segments, list all managed ad creatives (banners, videos), and discover specific advertiser accounts.

One Click on Vinkius — From Prompt to Execution

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

- 01 Connect the Criteo Marketing MCP to your AI client using your preferred credentials.
- 02 Provide the required Criteo Client ID and Client Secret from the Developer Portal for authorization.
- 03 Ask your agent questions in plain language, like 'What were the conversion stats for last week?' Your agent then executes the necessary API calls.

The bottom line is that you talk to your AI client, and it does the deep data retrieval work through Criteo's established APIs.

Built For

This MCP is built for performance marketers who are tired of spending their day manually cross-referencing multiple dashboards. If you're an e-commerce team that needs to audit budgets and ad set metrics across several campaigns, this tool saves hours of clicking.

Performance Marketing Manager

Uses the MCP daily to check campaign statuses and budget utilization on the go. They need quick answers like 'Which ad sets are underperforming?' without logging into the dashboard.

Digital Advertiser Lead

Audits ad creatives and monitors performance metrics via natural conversation, allowing them to quickly spot trends or declines that require immediate attention.

E-commerce Analyst

Tracks advertiser accounts and target audiences during project planning. They use it to ensure the campaigns are correctly mapped to available audience segments.

What Changes When You Connect

- 01 Real-time Performance Monitoring: Use the `get_marketing_statistics` tool to pull immediate data on impressions, clicks, and conversions for any ad set or campaign.

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- 02** Centralized Budget Oversight: The `list_marketing_budgets` function lets you track spending across your entire advertiser portfolio instantly, eliminating manual spreadsheet updates.
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- 03** Deep Campaign Auditing: Quickly retrieve full settings using `get_campaign_details` to verify that a specific promotion is running with the correct parameters and budget limits.
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- 04** Audience Segmentation Insight: Easily explore available segments via `list_audience_segments`, helping you plan campaigns around high-value customer groups without guesswork.
-
- 05** Comprehensive Asset Management: The MCP allows listing all ad creatives (`list_ad_creatives`), ensuring your team is always using the latest, most effective assets.
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Real-World Applications

Need to know why a campaign's ROI dropped suddenly.

Instead of logging into five different dashboards, you ask your agent: 'What were the ad set performance stats for last week?' The agent uses `get_marketing_statistics` and immediately compares the metrics against previous periods.

Reviewing the effectiveness of a specific ad group.

You ask your AI client: 'Show me the detailed configuration for ad set X.' The agent runs `get_ad_set_details`, letting you verify targeting criteria and spend parameters instantly.

Launching a new product line with tight spending limits.

You prompt your agent to: 'List all active budgets and tell me which ones are closest to hitting their limit.' The agent uses `list_marketing_budgets` so you can reallocate funds before overspending.

Planning a new marketing push for cart abandoners.

You ask your agent to: 'What target audiences are available?' The MCP runs `list_audiences` and helps you select the best segment, like 'Cart Abandoners,' before designing the campaign.

Patterns to Avoid

Treating it as a general dashboard.

X AVOID

Asking your AI agent to 'Tell me about my ad performance' without specifying timeframes or ad sets. The response will be vague and unhelpful because the request is too broad.

✓ INSTEAD

Be specific when you ask for data. Instead of a vague query, run `get_marketing_statistics` by asking: 'Show me impressions and clicks for Campaign Alpha between May 1st and May 15th.'

Ignoring the budget limits.

X AVOID

Launching a campaign without checking if an existing advertiser's allocated funds are still available, leading to immediate spending halts halfway through the promotion.

✓ INSTEAD

Always check capacity first. Use `list_marketing_budgets` to confirm remaining spend before launching any new ad sets or campaigns.

Forgetting which assets are live.

X AVOID

Running a campaign using an old, expired banner creative because the team forgot to audit the current inventory.

✓ INSTEAD

Before launch, run `list_ad_creatives` and cross-reference the results with the required campaign settings found via `get_campaign_details`.

The Right Fit

Use this MCP if your primary pain point is synthesizing complex performance data from multiple Criteo sources. You need to run continuous audits, track spending against strict budgets, and ensure ad creatives match the campaign goals. This tool excels at granular data retrieval—for example, using `list_ad_sets` combined with `get_marketing_statistics`. Don't use it if you only need high-level reporting or simple task management; for that, a dedicated CRM or project tool works better. Also, this MCP reads what exists but doesn't execute complex financial transactions—you still need to approve budget changes through the Criteo portal.

Criteo Marketing API: Auditing Ad Set Performance in Commerce

Currently, auditing ad set performance means opening up multiple dashboards. You manually click from 'Campaign Overview' to 'Ad Set Metrics,' then export the data into a spreadsheet. You spend an hour just compiling last week's impression counts and comparing them side-by-side.

With this MCP, you simply ask your agent: 'What were the performance statistics for my top five ad sets last Thursday?' The agent handles all the cross-referencing using `get_marketing_statistics` and delivers a clean, comparative report instantly. You get actionable data, not just raw numbers.

Criteo Marketing API: Tracking Budget Utilization Across Campaigns

Tracking budgets is usually a headache of cross-platform reconciliation. You have to check multiple advertiser accounts and manually calculate the remaining spend against the allocated budget cap, often missing key spending trends.

Now, you can prompt your agent: 'List all active marketing budgets and which ones are running low.' The MCP runs `list_marketing_budgets`, providing a clear, consolidated view of where every dollar is going. You get immediate financial oversight across the board.

Criteo Marketing API: 10 Tools for Ad Campaign & Budget Analysis

Use these tools to list advertisers, retrieve campaign details, check ad set configurations, or pull granular performance statistics directly from the Criteo platform.

#	TOOL	DESCRIPTION
01	<code>get_ad_set_details</code>	Retrieves detailed configuration settings for a specific ad set within your account.
02	<code>get_campaign_details</code>	Provides comprehensive details and settings for an entire marketing campaign.
03	<code>get_marketing_statistics</code>	Pulls performance statistics, including impressions and clicks, for either campaigns or ad sets over a specified time period.
04	<code>list_ad_sets</code>	Lists all existing ad set groups that belong to your active marketing campaigns.
05	<code>list_advertisers</code>	Retrieves a list of all individual advertisers managed within your Criteo account portfolio.
06	<code>list_audiences</code>	Lists the target audiences that are available to be used in your marketing campaigns.
07	<code>list_marketing_budgets</code>	Shows all currently active budgets and how much of the allocated money has been spent so far.
08	<code>list_marketing_campaigns</code>	Generates a list containing every marketing campaign that is configured in Criteo.
09	<code>list_ad_creatives</code>	Lists all ad creative assets, such as banners or videos, associated with your campaigns.
10	<code>list_audience_segments</code>	Displays a list of specific audience segments that you can use for highly targeted advertising.

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 current ad creatives and their associated campaigns.



Ad Creative Inventory Report

- **Banner ID: B4512** (Video, 16:9 ratio) - Used in: Spring Sale Campaign, Retargeting Global.
- **Image ID: I7890** (Static JPEG) - Used in: Fall Promotion, New Visitors segment.

Please review these assets for compliance before we launch the Q4 push.

U What are my top 3 available audience segments right now?



Available Audience Segments

1. **Frequent Shoppers:** (Highest engagement rate)
2. **Cart Abandoners:** (High conversion potential, last 7 days)
3. **New Visitors:** (Broad reach, good for top-funnel awareness).

I recommend starting with 'Cart Abandoners' to maximize immediate ROAS.

Frequently Asked Questions

01 How do I use the Criteo Marketing API MCP to track campaign spending?

You can ask your agent to list all active budgets and compare them against current spend. It gives you a real-time view of financial utilization across your accounts, so you always know when funds are getting low.

02 Can the Criteo Marketing API MCP help me find better audience targets?

Yes, it lets you explore and list available target audiences and specific segments. By reviewing these options, your agent helps you select the most profitable segment for your next advertising push.

03 What if I need detailed stats on a single ad set's performance?

You just tell your agent the ad set name or ID. It runs ``get_marketing_statistics`` and provides immediate, detailed metrics like impressions, clicks, and conversion rates for that specific group.

04 Does Criteo Marketing API MCP let me see all my current ads?

Absolutely. The MCP allows you to list every ad creative asset (banners, videos) across your account using ``list_ad_creatives``, so you can keep track of everything that's running.

05 I need to compare campaigns; how does Criteo Marketing API help?







Your agent compiles a side-by-side comparison. You tell it the campaigns, and it pulls up their respective performance statistics and budget allocations in one go.

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>"criteo-marketing-api": { "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

Criteo Marketing API 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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