

MCP SERVER

NO CODE

CLOUD HOSTED

Criteo Retail Media API MCP for AI Agents

Manage advertising campaigns and product data across retail media platforms

The Criteo Retail Media API MCP lets your AI agent handle complex retail ad campaigns directly from conversation. You can list campaigns, audit budgets and line items, pull performance reports, and explore product data across multiple retailer accounts—all without navigating the developer portal.

A+ Quality Score 100/100

retail-media

ad-campaigns

product-data

line-item-management

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.

Criteo Retail Media API MCP

10 tools available

Cloud-hosted on Vinkius

Managing advertising campaigns for retailers is a huge headache. It involves jumping between account dashboards, downloading CSVs full of metrics, and manually cross-referencing campaign settings with product listings. This MCP lets you skip all that clicking. You talk to your AI client, telling it exactly what data you need—like checking the status of all active campaigns or finding out which retailers are available for a specific brand. The system then talks directly to Criteo's API and gives you real-time, structured answers in conversation. Connecting this MCP through Vinkius means you get immediate access to dozens of other specialized connectors, giving your agent a complete view of your digital advertising operations. You can easily track everything from product discovery to final performance reports using just natural language.

Core Capabilities

01 — Audit and list all retail campaigns

Retrieve comprehensive details for every campaign running across your connected advertiser accounts.

03 — Request performance reports by date range

Pull aggregated metrics on impressions, sales, and return on ad spend across your retail media efforts.

02 — Monitor ad groups and line items

Get real-time configuration, budget status, and performance data for specific advertising line items.

04 — Explore product and partner data

Discover available products for a brand or list all active retailer partners in the marketplace.

One Click on Vinkius — From Prompt to Execution

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

- 01 Authorize your AI client using your Criteo Client ID and Secret key.
- 02 Ask your agent to perform a specific task, like 'List all campaigns that are currently under budget.'
- 03 The MCP executes the necessary API calls and returns the requested data or insights in conversational format.

The bottom line is, you talk about campaign metrics and product listings, and your agent gets them for you.

Built For

This MCP targets e-commerce marketing teams who spend too much time in dashboards. If your job involves checking ad performance across multiple campaigns or auditing product availability, this is built for you.

Retail Media Manager

You use this to quickly check the status of campaigns and review retailer configurations without logging into separate systems.

E-commerce Specialist

You rely on it to audit product placements, monitor line item performance via chat, or find specific ad groups that need attention.

Account Executive

You use this during client meetings to track advertiser account health and review available retail partners instantly.

What Changes When You Connect

- 01 Stop downloading reports. Instead of manually pulling performance metrics, you can use `get_retail_media_report` to ask your agent for a report on last week's sales in plain language.

-
- 02** Audit campaign structure instantly. With `list_campaigns` and `get_retail_campaign_details`, you can check budget allocation or specific settings without navigating multiple dashboards.
-
- 03** Keep track of inventory. If you need to know what products a brand offers, use `list_account_products`. This saves hours of manual checking across partner sites.
-
- 04** Know your audience. Need to see what keywords are working? Use `list_line_item_keywords` to audit the ad groups and identify underperforming terms immediately.
-
- 05** Compare partners easily. Instead of looking up each retailer separately, use `list_retailers` to get a master list of all available partners in your account.
-

Real-World Applications

Checking ad performance after a sale

An e-commerce specialist needs to know the ROAS for last month's campaigns. They ask their agent to `get_retail_media_report` for 'last 30 days'. The agent returns an immediate, summarized table showing overall sales and average return on ad spend.

Auditing product availability

An account executive is planning a new partnership and needs to check inventory options. They use the tool to `list_account_products` for a specific brand, getting an immediate list of available SKUs they can promote.

Preparing a quarterly budget review

A retail media manager needs to verify spending limits. They ask the agent to `list_retail_budgets` for all campaigns. The agent lists every active budget, showing which ones are near their maximum limit.

Troubleshooting keywords

An e-commerce specialist notices poor performance on one ad group and asks their agent about the targeted terms. The tool calls `list_line_item_keywords` and returns a list of all 20 keywords used by that specific line item.

Patterns to Avoid

Trying to find campaign data manually

✗ AVOID

A user tries to get performance data by exporting CSV files from the Criteo portal and then has their AI agent interpret the messy spreadsheet.

✓ INSTEAD

Instead, ask your agent for a report directly using ``get_retail_media_report``. The MCP handles the API complexity, so you just get clean, conversational data.

Confusing campaign scope

✗ AVOID

A user asks to 'list all ad groups' but doesn't specify which campaign they mean, leading to ambiguity and multiple confusing results.

✓ INSTEAD

First, use ``list_retail_campaigns`` to get the master list. Then, when you need the ad groups, tell your agent to run ``list_line_items`` *for* a specific campaign ID.

Ignoring partner scope

✗ AVOID

A user asks for product data but forgets which retailer they are talking about, resulting in an incomplete or irrelevant list.

✓ INSTEAD

Always start by using ``list_retailers`` to confirm the correct retail partners. Then, use ``list_account_products``, referencing that specific partner's account ID.

The Right Fit

Use this MCP if your workflow requires querying metrics or product details across multiple advertising campaigns and accounts without manual dashboard navigation. It's ideal for marketing operations teams whose jobs are highly dependent on real-time data aggregation (e.g., 'What is the ROAS of Campaign X vs. Campaign Y?'). However, don't use this if you only need to update a single campaign setting; that requires an action tool, not a read-only reporting MCP. If your main goal is simply viewing documentation or definitions, stick to the official Criteo developer portal instead.

Criteo Retail Media API MCP: Simplifying Campaign Metrics Retrieval

Today, checking campaign metrics means logging into the platform, clicking through tabs for 'Campaigns,' then finding a specific line item to check its status. If you need a performance report, it's a multi-step process involving date pickers and exporting data that ends up in an Excel file needing hours of cleanup.

With this MCP, you just ask your agent: 'Give me a performance report for the last 30 days.' The system handles all those clicks and API calls. You get a clean, conversational summary right away.

Criteo Retail Media API MCP: Mapping Product Data Across Retailers

Manually tracking product availability involves checking each retailer's dedicated portal. You have to cross-reference dozens of SKUs across different partner sites just to see what products are eligible for promotion in a given region.

Now, you can tell your agent, 'List all available products for account X.' It aggregates the data from multiple sources into one actionable list, saving you days of manual comparison.

Criteo Retail Media API MCP: 10 Tools for Campaign Data

Use these tools to retrieve campaign details, run performance reports, list products, and audit keywords across your retail media accounts.

#	TOOL	DESCRIPTION
01	<code>get_retail_campaign_details</code>	Gathers comprehensive settings and details for one specific campaign ID.
02	<code>get_retail_media_report</code>	Requests and generates a detailed performance report for the retail media platform.
03	<code>list_advertiser_accounts</code>	Provides a list of all advertising accounts managed in the retailer's media system.
04	<code>list_retail_budgets</code>	Lists the currently active budgets associated with your retail media campaigns.
05	<code>list_retail_campaigns</code>	Retrieves a complete list of all active retail media advertising campaigns in Criteo.
06	<code>list_line_item_keywords</code>	Retrieves the specific keywords targeted by a single, designated line item.
07	<code>list_line_items</code>	Retrieves a list of all individual ad groups or line items within a specific campaign.
08	<code>list_account_products</code>	Shows all products that are available and associated with your retailer account.
09	<code>list_retailers</code>	Lists every retail partner that is currently accessible within your advertising account.
10	<code>search_retail_campaigns_by_name</code>	Finds specific retail campaigns by entering a keyword or name fragment.

See It in Action

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

U Show me a performance breakdown for my campaigns last week.



Performance Report: Last 7 Days

METRIC	VALUE
Total Impressions	1,250,000
Attributed Sales	\$45,000
Average ROAS	3.8x

Breakdown by Campaign:

- Back to School: \$20k (ROAS: 3.5x)
- Holiday Spotlight: \$25k (ROAS: 4.1x)

U List all the active budgets for my current retail media campaigns.



Active Retail Budgets

It looks like you have four active campaigns with these budgets:

- **Back to School 2024:** \$15,000 remaining (Budget: \$20k)
- **Electronics Spotlight:** \$3,200 remaining (Budget: \$5k)
- **Summer Promo:** \$850 remaining (Budget: \$1,000)
- **Partnership Alpha:** \$14,900 remaining (Budget: \$20k)

U What products are available for promotion in the North East region?



Products Available in North East Retailers

I found 3 main product categories associated with your account in that region:

- **Category A:** (SKUs: P102, P105) - Available at Best Buy and Target.
- **Category B:** (SKUs: P211, P219) - Only available via Amazon Prime partners.
- **Category C:** (SKU: P300) - Limited stock; available only through Walmart.

Frequently Asked Questions

01 How does the Criteo Retail Media API MCP help me audit my campaigns?

It lets you query campaign settings and performance metrics conversationally. Instead of downloading spreadsheets, you can ask for specific details—like budget status or line item keywords—and get a clean summary instantly.

02 Can the Criteo Retail Media API MCP generate sales reports?

Yes, it generates detailed performance reports. You just tell your agent what time frame you need (e.g., 'yesterday' or 'last month'), and it pulls the impressions and attributed sale data for you.

03 What if I want to see which retailers are available?

The Criteo Retail Media API MCP gives you a complete list of all retail partners connected to your account. This helps you plan promotions knowing exactly where and with whom you can advertise.

04 Is the Criteo Retail Media API MCP good for checking product inventory?

It's excellent for that. You can use it to list all products associated with your account, which is critical before launching any new ad campaign or promotion.

05 Does the Criteo Retail Media API MCP work across different regions?







Yes, you can query data by filtering for specific retail partners and locations. It helps narrow down product availability and performance metrics to exact geographic areas.

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-retail-media-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 Retail Media 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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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Criteo Retail Media API MCP
Server ID	019d757e-bb21-726e-aa23-ea9aae3a02d1
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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