

MCP SERVER

NO CODE

CLOUD HOSTED

# Facebook Ads MCP

Manage campaigns, insights, and status updates via natural language.

Facebook Ads MCP manages all your Meta advertising efforts through natural conversation. List campaigns, track performance metrics like impressions and spend, review targeting details for ad sets, and update statuses—all without logging into a dashboard. Connect your account to any AI client to take full control of campaign operations.

**A+** Quality Score 100/100

social-media-ads

campaign-management

ad-performance

meta-marketing

ad-targeting

marketing-analytics



# 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

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## 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

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## 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

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## 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](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Facebook Ads MCP

12 tools available

Cloud-hosted on Vinkius

Managing complex ad accounts used to mean juggling dashboards and copy-pasting data. Now, you can talk directly to your advertising backend through this MCP. Your agent handles the heavy lifting; you just ask questions. You can list all campaigns running or drill down into specific ads to check creative details and targeting parameters. Need an ROI report? The system extracts granular performance insights like total clicks, spend, and average CPC instantly. It even lets you update statuses—you tell it to pause a campaign, and it does it. Because this MCP is part of the Vinkius catalog, connecting your account means getting immediate access to dozens of other specialized tools, all from one connection point. You get full control over ad account metadata, ensuring you always know your spending limits and currency details.

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## Core Capabilities

### 01 — Analyze Performance Metrics

Fetch detailed performance insights on clicks, impressions, spend, and CPC for the entire ad account.

### 03 — Inspect Ad Targeting Details

Retrieve deep details about specific ad sets, including targeting settings, budgets, and creative elements.

### 02 — Manage Campaign Statuses

List all campaigns running in your account and update their active or paused status with a single command.

### 04 — View Account Health

Get core information about your ad account, like the current balance, currency type, and overall status.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/facebook-ads](https://vinkius.com/mcp/facebook-ads) — connect your AI agent in three steps.

- 01 Subscribe to this MCP on Vinkius and enter your Facebook Ads Access Token along with your Ad Account ID.
- 02 Connect this MCP to any compatible AI client like Claude, Cursor, or Windsurf.
- 03 Ask your agent directly: 'What were my clicks last week?' or 'Pause campaign 123456789.'

The bottom line is you talk naturally to the system, and it performs the ad management action.

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## Built For

Any professional who spends hours staring at marketing dashboards or struggling to manually pause underperforming ads. This is for marketers tired of slow reporting cycles and growth teams needing real-time operational control.

### Digital Marketing Manager

Uses this MCP daily to monitor campaign performance, instantly pausing any ad set or campaign that fails to meet key metrics.

### Growth Hacker

Integrates the system to automatically pull granular insights (like CPC and reach) into a larger automated workflow for testing new strategies.

### Business Owner

Checks advertising spend and overall account status with simple natural language questions, without needing technical knowledge of APIs.

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## What Changes When You Connect

- 01 Stop copying metrics manually. Use `get_insights` to instantly pull performance data like impressions, clicks, and total spend for immediate ROI analysis.

- 02 Never miss a deadline pausing an ad. You can use `update_ad_status` or `update_campaign_status` to change the active status of any unit with simple instructions.
- 03 Get deep visibility into targeting. The MCP lets you run `get_ad_set_details` to review exactly who your ads are hitting and what budgets they have.

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## Real-World Applications

### The underperforming campaign needs an emergency pause.

A marketer notices a high spend on Campaign ID 789, but the click-through rate is terrible. They tell their agent to `update_campaign_status` for that ID to PAUSED immediately, stopping the bleed without navigating any menus.

### Need a weekly performance report summary.

A growth team needs to prove ROI. They ask the agent to run `get_insights`, which returns structured data detailing impressions and average CPC, ready for immediate inclusion in a presentation deck.

### Checking ad targeting before launching.

A business owner wants confirmation that an ad set is correctly targeted. They ask to run `get_ad_set_details` to review the exact demographics and location settings one last time.

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## Patterns to Avoid

### Trying to get performance data using only listing tools.

#### ✗ AVOID

A user runs `list_campaigns` hoping it will show them spend or CPC. It just lists the names and IDs, leaving them stuck needing more data points.

#### ✓ INSTEAD

To get metrics like clicks or total spend, you must use the dedicated function: `get_insights`. This tool is specifically designed to calculate performance based on time frames.

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### Trying to update status without specifying what needs updating.

#### X AVOID

A user simply asks the agent to 'Pause something.' The system doesn't know if they mean an ad, a campaign, or a whole ad set, leading to inaction or errors.

#### ✓ INSTEAD

Always specify the full hierarchy and action. For example: 'Update the ad status for Ad ID 123 using ``update_ad_status``'.

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## The Right Fit

Use this MCP if your primary need is operational control over existing Meta Ads campaigns—you need to report data, check targeting rules, or change statuses. This is specialized ad management. Don't use it if you are building a completely new advertising structure from scratch (that requires manual setup). Also, don't use this just because you want general business intelligence; for high-level financial tracking unrelated to Meta Ads, look into dedicated accounting connectors instead.

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## The Dashboard Grind

Today, managing campaigns means clicking through dozens of tabs. You open the Ad Manager, navigate to Campaigns, then drill down to Ad Sets, and finally check individual Ads. To get a single performance number, you often have to copy metrics from one chart into another spreadsheet, making simple reporting an afternoon's work.

With this MCP, your agent handles the navigation. You just talk about what you need—the total spend or the average CPC for the last week. The data pops out instantly and cleanly, letting you skip the clicks and go straight to the actionable numbers.

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## Ad Account Operations

You no longer have to switch between the reporting section and the editing section. You can ask the system to check `get_ad_set_details` for targeting parameters, and immediately follow up

The process is unified. The MCP centralizes all administrative functions—from listing campaigns with `list_campaigns` to updating the ad unit

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by running `update_ad_set_status` if those details reveal a problem.

status with `update_ad_status` . You talk, and it executes across every level of your account.

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# Facebook Ads: 12 Ad Account Operations Tools

These tools let you perform every major action on your ad account—from checking details to updating live statuses—all through simple, direct commands.

#	TOOL	DESCRIPTION
01	<code>get_ad_account_info</code>	Retrieves basic identifying information for the connected Facebook Ad Account.
02	<code>get_ad_details</code>	Fetches specific creative and targeting details about an individual ad unit.
03	<code>get_ad_set_details</code>	Provides detailed information, including budgets and targeting rules, for a specific ad set.
04	<code>get_campaign_details</code>	Retrieves comprehensive details about an entire advertising campaign structure.
05	<code>get_insights</code>	Calculates and provides performance metrics, such as total impressions, clicks, and average CPC, for the account.
06	<code>get_me</code>	Verifies which user token is currently authorized to make changes or read data.
07	<code>list_ad_sets</code>	Generates a list of all existing ad sets within the connected Ad Account.
08	<code>update_ad_status</code>	Changes the active status (on or off) for a specific ad unit.
09	<code>update_campaign_status</code>	Activates or pauses an entire campaign using its unique ID.
10	<code>list_campaigns</code>	Lists all the campaigns currently running in the Ad Account for review.
11	<code>update_ad_set_status</code>	Switches the status of an ad set, turning it on or off easily.
12	<code>list_ads</code>	Provides a list of every individual ad unit that belongs to the Ad Account.

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## See It in Action

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

### U List all active campaigns in my ad account.



Fetching active campaigns... You have 3 active campaigns: 'Spring Launch 2024' (ID: 123), 'Brand Awareness - Global' (ID: 456), and 'Retargeting - EU' (ID: 789). Would you like to see the daily spend for any of these?

### U Show me the performance insights for the last week.



Analyzing account insights... Over the last 7 days, your account generated 125,000 impressions and 2,400 clicks with a total spend of \$1,250. Your average CPC is \$0.52.

### U Pause campaign 123456789.



Updating campaign status... Campaign 123456789 ('Spring Launch') has been successfully PAUSED.

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## Frequently Asked Questions

### 01 How do I find out my total spending using Facebook Ads MCP?

Use the `get\_insights` tool. This function pulls aggregate performance metrics for the entire ad account, giving you a clear picture of your spend and impressions over time.

### 02 Can I pause an ad campaign with Facebook Ads MCP?

Yes, use `update\_campaign\_status`. You simply tell your agent to change the status for a specific Campaign ID, and it handles the update instantly.

**03 What is the difference between listing ads and listing ad sets using Facebook Ads MCP?**

The difference is scope. `list\_ad\_sets` shows groups of ads with shared targeting rules. `list\_ads` gives you a list of every single, unique creative unit that's running.

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**04 Does Facebook Ads MCP show my budget limits?**

Yes. You can run `get\_ad\_set\_details` to review the specific budgets and spending caps set for any given ad set within your account.







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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://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
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"facebook-ads": { "url": "..."</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	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

# Facebook 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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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