

MCP SERVER

NO CODE

CLOUD HOSTED

Google Ads MCP

Manage Ad Spend and Conversions Conversationally

Google Ads MCP gives your AI agent direct, conversational control over the world's largest advertising platform. Manage search, display, and shopping campaigns; track ROAS, conversions, and quality scores—all without ever opening the Google Ads console. Optimize ad spend and refine targeting simply by asking your agent to perform actions.

A+ Quality Score 100/100

campaign-management

roas

conversion-tracking

ad-spend

performance-marketing

ppc



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

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 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken 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.

Google Ads MCP

8 tools available

Cloud-hosted on Vinkius

You can manage complex advertising efforts using natural conversation. This connection lets your AI client interact with search, display, and shopping campaigns across all platforms. Instead of clicking through dashboards or writing API calls, you talk to your agent about what needs fixing. You ask it for the performance report on a specific campaign, or tell it to pause ads that are wasting money. It pulls detailed data like clicks, conversion value, ROAS, and quality scores instantly. If you're looking for powerful integrations, Vinkius hosts this MCP so you connect your preferred client once and gain access to this full suite of ad management tools. You can refine keywords by adding negative constraints, adjust audience segments, or get a clean breakdown of account budget health—all through simple commands.

Core Capabilities

01 — View Campaign Status

List every active and paused campaign running under your Google Ads account.

03 — Manage Keywords

Add new keywords to target or pause existing ones; you can also apply negative constraints to cut out irrelevant traffic.

05 — Check Budget Limits

Retrieve current spending limits and overall account budget information.

02 — Analyze Performance Metrics

Pull detailed reports on clicks, impressions, conversion rates, and return on ad spend (ROAS) for any period.

04 — Review Ad Group Details

See which specific ad groups belong inside a campaign and list all the ads running within them.

06 — Track Conversions

List specific conversion tracking actions to confirm what metrics are being measured against your goals.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/google-ads-1 — connect your AI agent in three steps.

- 01** Subscribe to the Google Ads integration on the Vinkius Marketplace.
- 02** Generate OAuth credentials in the Google Cloud Console and retrieve your developer token from the Manager account.
- 03** Ask your AI agent to perform an ad management task, such as listing campaigns or generating a performance report.

The bottom line is you provide the authentication keys, and your agent handles all the complex API calls behind the scenes.

Built For

This MCP is built for paid search experts and e-commerce managers who spend too much time clicking through Google Ads dashboards. If you're tired of manually pulling ROAS data into a spreadsheet, this tool gives your agent the power to act directly in the platform.

PPC Manager

You use this to monitor campaign performance and optimize bids across multiple client accounts simultaneously.

E-commerce Director

You rely on it to track shopping campaign ROAS, measure product group efficiency, and quickly adjust budgets based on conversion data.

Digital Marketing Agency Lead

You manage multiple client accounts from one central interface, running reports and making changes without logging into 20 different consoles.

What Changes When You Connect

-
- 01 Stop digging through tabs to find data. You can ask your agent for a daily performance report, immediately getting key metrics like ROAS or search impression share without clicking anything.

 - 02 Improve keyword efficiency instantly. Use the `list_keywords` tool so your agent can spot keywords with poor quality scores and suggest negative constraints or bid adjustments.

 - 03 Maintain budget integrity across clients. With access to `get_account_budget` , you always know exactly where your spending limits are, preventing overspending on any campaign.

 - 04 Handle massive ad volume easily. You can list every single campaign or check all the ads within an ad group using `list_campaigns` and `list_ad_groups` in one go.

 - 05 Target better, faster. The agent manages audience segments and location targeting settings for you, ensuring your ads hit the right people without manual setup.
-

Real-World Applications

Identifying Budget Waste

A client is worried about overspending in one area. They ask their agent: 'Pause all shopping campaigns with ROAS below 2x.' The MCP uses `list_campaigns` and `get_performance_report` to find the underperforming areas, then executes the pause command immediately.

Keyword Cleanup

You suspect certain broad match keywords are driving junk traffic. You ask your agent: 'Review the top 50 keywords and suggest negative constraints.' The MCP runs `list_keywords` to gather data, then suggests specific exclusions for you.

Monthly Performance Audit

You need a comprehensive view of last month's performance. You ask your agent: 'What was the total spend and ROAS this quarter?' The MCP runs `get_performance_report` to pull all necessary data, giving you one single answer instead of three separate reports.

New Product Launch Setup

You are launching a new product line. You instruct your agent: 'Create a new shopping campaign and link it to the existing high-value audience segment.' The MCP uses `list_campaigns` and manages targeting settings in one flow.

Patterns to Avoid

Trying to copy data between tabs

X AVOID

You open the Ads console, pull a performance report for Campaign A, then manually switch over to Campaign B and copy/paste the numbers into your spreadsheet. This takes hours.

✓ INSTEAD

Use your agent with this MCP. Tell it: 'Get me the daily performance report' (`get_performance_report`) for both campaigns simultaneously, delivering structured data right to your chat window.

Missing niche keywords

X AVOID

You manually review a list of 50 keywords and forget to check if any need bid adjustments or negative constraints, leaving money on the table.

✓ INSTEAD

Run `list_keywords` through your agent. It reviews every keyword against best practices and flags those that are due for optimization or pausing.

Ignoring budget limits

X AVOID

You launch a promotion without checking if the account has enough available spend, leading to unexpected ad downtime.

✓ INSTEAD

Always check your overall spending capacity first. Use `get_account_budget` to confirm you have room to execute the campaign before launching anything.

The Right Fit

Use this MCP if your primary challenge is synthesizing data and executing actions within Google Ads without manual clicks. This tool excels at pulling specific reports (`get_performance_report`) or managing granular assets like keywords (`list_keywords`). You need conversational control over the platform's core functions—campaign management, budget checks, and ad group review. Don't use this if you just need to read a static PDF report; your agent can pull that data live. If your goal is complex data modeling or integrating ad spend with external inventory systems (like an ERP), look for a dedicated database connection tool instead.

The Old Way: Dashboard Overload

Today, managing paid search feels like being trapped in a digital maze. You open the Google Ads console and are immediately hit with dozens of tabs—Campaigns, Keywords, Groups, Reports. To figure out if your spend was worth it, you have to click into Campaign A's report, copy the ROAS data; then switch over to Campaign B, repeat the process, and finally download a CSV just to start piecing together the story.

The cycle of viewing raw metrics, opening separate tabs for budget checks, and manually synthesizing campaign performance is exhausting. You spend more time navigating dashboards than actually optimizing your strategy.

Google Ads MCP: Conversational Control

This MCP eliminates the dashboard clicking entirely. Instead of pulling reports through three different menus and tabs, you simply ask your agent for a 'daily performance report' (`get_performance_report`). It aggregates the data from all those separate places and gives it to you in one clean, readable response.

Your work changes from button-clicking labor to strategic direction. You tell your agent what needs fixing—like pausing low-ROAS campaigns or optimizing keywords—and watch the changes happen instantly.

Google Ads: 8 Available Tools

These eight tools let you manage everything from listing campaigns and checking budgets to pulling daily performance reports.

#	TOOL	DESCRIPTION
01	<code>list_campaigns</code>	Retrieves a list of all campaigns currently set up in your Google Ads account.
02	<code>get_campaign</code>	Pulls detailed performance statistics for one specific campaign.
03	<code>list_ad_groups</code>	Shows all ad groups that belong to a chosen campaign.
04	<code>list_ads</code>	Lists the actual ads displayed within an ad group.
05	<code>list_keywords</code>	Retrieves all keywords associated with a specific campaign, allowing for optimization checks.
06	<code>get_account_budget</code>	Provides the current spending limits and overall budget information for the account.
07	<code>get_performance_report</code>	Generates a comprehensive daily report covering key metrics like clicks, impressions, and conversions.
08	<code>list_conversion_actions</code>	Lists all conversion tracking actions that are currently set up for the account.

See It in Action

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

U What's my Google Ads spend and ROAS this month?



This month: Total spend: \$24,800. Clicks: 38,200. CTR: 4.2%. Avg CPC: \$0.65. Conversions: 1,420. Conv value: \$98,400. ROAS: 3.97x. Top campaign: 'Brand Search' (12.4x ROAS). Worst: 'Broad Match Discovery' (1.1x).

U Which keywords have the lowest quality score?



5 keywords with quality score below 5: 'cheap software' (QS: 3, CPC: \$2.40), 'buy online tool' (QS: 4, CPC: \$1.90), 'best app' (QS: 3, CPC: \$3.10), 'platform pricing' (QS: 4, CPC: \$2.20), 'tool comparison' (QS: 4, CPC: \$1.75). Recommendation: improve landing page relevance or pause.

U Pause all shopping campaigns with ROAS below 2x.



Found 2 shopping campaigns below 2x ROAS. Paused: 'Electronics Clearance' (ROAS: 1.3x, \$4,200 spend) and 'Accessories Broad' (ROAS: 1.7x, \$1,800 spend). Estimated daily savings: ~\$450.

Frequently Asked Questions

01 How do I check my Google Ads budget with this MCP?

You use the `get_account_budget` tool. This quickly pulls your current spending limits and overall account budget info, so you know exactly what room you have to spend before launching a new campaign.

02 Can I optimize my keywords using Google Ads MCP?

Yes, the `list_keywords` tool lets your agent review all keywords in a campaign. It helps find those with poor quality scores or suggests adding negative constraints to cut out waste.

03 What is the difference between `get_campaign` and `get_performance_report`?

`get_campaign` pulls details about one campaign's structure, while `get_performance_report` provides a time-based summary of metrics like clicks or ROAS across multiple dimensions.

04 Does Google Ads MCP let me pause campaigns?

Yes. The agent can manage the status of your ads and campaigns, allowing you to pause underperforming assets using tools that interact with campaign management functions.

05 Can this MCP help e-commerce track ROAS?







Absolutely. You can use performance reporting tools to pull detailed ROAS data for shopping campaigns and analyze product group performance in one query.

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>"google-ads-1": { "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

Google 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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