

MCP SERVER

NO CODE

CLOUD HOSTED

Google Ads MCP

Audit Spend & Keyword Performance via AI Chat

Google Ads MCP connects your AI agent directly to your Google advertising account data. Audit campaigns, analyze keyword performance, and track spending across all your client accounts using simple conversation. Get real-time metrics on clicks, impressions, cost, and conversions without touching a dashboard.

A+ Quality Score 100/100

campaign-management

keyword-analysis

performance-metrics

ad-spend

roi-tracking

marketing-intelligence



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 — 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.

Google Ads MCP

12 tools available

Cloud-hosted on Vinkius

Stop clicking through endless reports just to find out why a campaign underperformed. This MCP gives your AI agent immediate visibility into every detail of your Google Ads account. You can ask natural language questions like, 'Which ad group has the best conversion rate this month?' and get an instant, data-backed answer. It lets you analyze everything from high-level budget consumption to granular keyword efficiency reports. If you're tired of wrestling with complex dashboards, your AI agent acts like a dedicated PPC specialist that provides insights instantly. You connect through Vinkius, the #1 MCP Catalog, and get access to this power using any compatible client. Use natural conversation to check campaign status, examine ad groups, or run detailed performance reports for any date range.

Core Capabilities

01 — Get a full account snapshot

Obtain a high-level summary of your entire advertising account's health and spending.

02 — Audit campaign settings

View detailed configurations and status for any specific active or paused campaign.

03 — Analyze keyword strength

Search for keywords and review their individual metrics, helping you optimize bidding strategy.

04 — Measure ad group performance

Fetch detailed metrics for ads within a specific ad group.

05 — Track changes across accounts

Review recent updates and status changes made to your advertising account.

One Click on Vinkius — From Prompt to Execution

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

- 01** First, subscribe to this MCP in the Vinkius Catalog and provide your Google Ads Customer ID and Developer Token.
- 02** Next, complete the secure OAuth flow to grant your AI agent read-only access across your accounts.
- 03** Finally, start asking questions—like 'Show me last month's spending report for Q2 campaigns'—from any MCP-compatible client.

The bottom line is that you talk to the data using plain English, and the AI agent runs the necessary reports behind the scenes.

Built For

This is for anyone who spends too much time navigating Google's Ads UI. If your job involves turning raw clicks and costs into actionable strategy, this MCP saves you hours of clicking through dashboards.

PPC Specialist

Audits keyword performance or identifies low-performing ads by asking for specific ad group metrics.

Marketing Manager

Checks daily spend and conversion volume across multiple campaigns instantly, without opening the Ads UI.

Agency Lead

Monitors performance for several client accounts concurrently and generates quick executive summaries on budget consumption.

What Changes When You Connect

- 01** Instead of manually opening the performance report for every campaign, simply ask your agent to run a full campaign report. You get all key metrics in one conversational reply.

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- 02** You don't need to know the exact API call to find underperforming keywords. Just tell your AI client you want to 'see my worst-performing search terms,' and it runs the `search_keywords` analysis for you.
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- 03** Need a quick check on account health? Use the `get_account_summary` tool to pull clicks, impressions, costs, and conversions across all campaigns in seconds. No dashboard required.
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- 04** Track budget issues easily: Run `list_budgets` or ask about spending limits to immediately see if any client campaign is nearing its allocated cap.
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- 05** The ability to list everything first—using tools like `list_campaigns` or `list_ad_groups`—lets you survey your entire account structure before deep-diving into specific problem areas.
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Real-World Applications

Identifying campaign bottlenecks

A Marketing Manager realizes the 'Summer Sale' campaign isn't hitting its conversion goal. They ask their agent to run a `get_campaign_report` for that specific campaign and date range, which immediately shows low click-through rates (CTR), pointing them toward ad copy issues.

Onboarding client accounts

An Agency Lead needs to check 15 different client accounts quickly. They first use `list_accessible_customers` to confirm all credentials work, then run a simple account summary query on each one for a quick health check.

Optimizing keyword bids

A PPC Specialist wants to know if 'best running shoes' is worth more money. They use the `get_keyword_performance` tool via their agent, which returns data showing a high conversion rate and low cost-per-conversion, confirming they should increase bidding.

Reviewing recent system changes

A manager suspects an ad group's performance dropped overnight. They use the agent to call `get_change_status`, which reveals that a core tracking tag was accidentally paused, solving the mystery instantly.

Patterns to Avoid

Trying to guess the right report

X AVOID

The user manually tries to calculate ROI by combining data from five different Google Ads reports and then cross-referencing it with a spreadsheet.

✓ INSTEAD

Instead, ask your AI client to run a conversational query that utilizes multiple tools. For example, asking for 'the ROI of the Q2 campaigns' lets the agent intelligently call `get_campaign_report` and summarize the results.

Treating it like a data dump

X AVOID

The user asks the AI to simply 'give me all the numbers.' This returns massive, unusable tables of raw metrics.

✓ INSTEAD

Always follow up your request with an action. Ask the agent to 'summarize the top three issues' after running `get_account_summary`. This forces the tool to analyze and interpret the data for you.

Ignoring account scope

X AVOID

The user runs a query that only covers their primary company ID, missing performance from subsidiary accounts.

✓ INSTEAD

Start by using `list_accessible_customers` to verify all relevant client IDs are linked. Then ask the agent to run the report across the entire list of accounts.

The Right Fit

Use this MCP if your primary bottleneck is data aggregation and interpreting complex reports; you need a conversational layer over structured ad data. You should use it when you want answers like, 'Why did conversion volume drop last week?' This means leveraging tools like `get_campaign_report` and `search_keywords`. Don't use this MCP if your problem requires external action, such as updating bid strategies or changing campaign budgets—you still need to manually edit those settings. If you just need a simple list of active ad groups without any performance metrics, listing them via `list_ad_groups` is sufficient, but the power here comes from combining listings with analysis.

The Headache of Dashboard Overload

Every month, you're stuck in a cycle: logging into Google Ads, clicking through campaign tabs, opening ad group reports, and then manually downloading five different CSV files. You spend hours just gathering the data before you even start analyzing it.

With this MCP, your agent handles the clicks and the file downloads for you. You talk to it like a person, asking direct questions about performance. It retrieves all those disparate metrics—from campaign details via `get_campaign_details` to keyword insights using `search_keywords`—and gives you one clean summary.

Google Ads MCP: Instant Performance Metrics

You eliminate the need for cross-referencing. Instead of checking if a campaign is running correctly by looking at its status, you simply ask your agent to check the `get_change_status` and confirm its operational state.

It's immediate analysis. The complex relationship between budget tracking (`list_budgets`) and actual performance metrics becomes one simple conversation. You get answers fast.

Google Ads: 12 Tools for Advertising Analysis

Use these twelve tools to query everything from campaign settings and budget limits to detailed performance reports on keywords and ads.

#	TOOL	DESCRIPTION
01	<code>get_account_summary</code>	Retrieves a summary overview of the overall account's performance metrics.
02	<code>get_ad_performance</code>	Gets specific performance metrics for ads located within an ad group.
03	<code>get_change_status</code>	Checks the most recent configuration changes that occurred in the account.
04	<code>get_campaign_details</code>	Fetches detailed settings and configurations for a specific campaign.
05	<code>get_campaign_report</code>	Generates comprehensive performance metrics reports for selected campaigns.
06	<code>get_keyword_performance</code>	Retrieves granular performance data and metrics for keywords within an ad group.
07	<code>list_accessible_customers</code>	Lists all Google Ads customer accounts that are available for analysis.
08	<code>list_ad_groups</code>	Retrieves a list of ad groups contained within a specified campaign.
09	<code>list_ads</code>	Lists all the individual ads that are published within an ad group.
10	<code>list_budgets</code>	Retrieves a list of defined budget limits for your advertising accounts.
11	<code>list_campaigns</code>	Lists all the active and paused Google Ads campaigns available in the account.
12	<code>search_keywords</code>	Searches for specific keywords and their associated performance metrics across ad groups.

See It in Action

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

U List all my active campaigns and their current status.



Fetching campaigns... You have 5 active campaigns. 'Summer Sale 2024' is currently 'ENABLED', while 'Retargeting - Q2' is 'PAUSED'. Would you like the performance report for the 'Summer Sale' campaign?

U How many clicks and conversions did we get in the last 7 days?



Running account summary... In the last 7 days, your account recorded 1,240 clicks and 45 conversions across all campaigns. The total cost was approximately \$850.30.

U Show me the top performing keywords in ad group 93021.



Analyzing keyword performance... In ad group 93021, the keyword 'best running shoes' has the highest CTR at 5.2%, followed by 'lightweight trainers' at 4.8%. Would you like to see the average CPC for these keywords?

Frequently Asked Questions

01 How do I check my overall ad spend using Google Ads MCP?

You use the `get_account_summary` tool to pull an overview of your account's total performance. This gives you a quick look at clicks, cost, and conversions across everything.

02 Can I check ad group metrics with Google Ads MCP?

Yes, you run the `get_ad_performance` tool to get detailed metrics for any specific ad group. You can then compare that performance against other groups easily.

03 What if I need reports on multiple client accounts? (Google Ads MCP)

First, use `list_accessible_customers` to confirm all IDs are connected. Then, ask your agent for a report across the entire list of campaigns.

04 How do I find underperforming keywords using Google Ads MCP?

Run the `get_keyword_performance` tool via conversation. This method analyzes metrics like CTR and cost, helping you identify which keywords need immediate optimization.

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 `"google-ads": { "url": "..."}`



Windsurf

MCP Settings → `mcp_settings.json` → 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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