

MCP SERVER

NO CODE

CLOUD HOSTED

# LinkedIn Ads MCP

Optimize B2B ad spend without opening Campaign Manager.

LinkedIn Ads connects your AI agent directly to your B2B advertising accounts. You can list, create, update, and pause campaigns while pulling deep performance metrics like clicks, impressions, CTR, CPC, and cost per lead. Manage all ad spend optimization conversationally, without ever opening Campaign Manager or manually building reports.

**A+** Quality Score 100/100

ad-campaigns

lead-generation

b2b-marketing

performance-analytics

audience-targeting

roi-tracking



# 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

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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.

# LinkedIn Ads MCP

8 tools available

Cloud-hosted on Vinkius

You manage complex B2B ad campaigns by talking to your AI agent. Instead of logging into LinkedIn's dashboard and clicking through menus just to find out your campaign performance, you simply tell your agent what you need. This MCP lets you pull precise analytics—like total clicks, impressions, cost per lead, or top-performing creatives—in a single conversation. You can also query specific professional groups, filtering by job title, industry, or company size, narrowing down exactly who sees your ads. Need to download leads? The agent accesses form submissions and prepares them for syncing with your CRM. This entire process is managed through natural language commands. When you connect this MCP via the Vinkius catalog, your AI client gets access to deep marketing data, giving you total control over your ad spend from one place.

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## Core Capabilities

### 01 — Manage Campaign Status

You can pause or enable entire campaigns and campaign groups with a simple command.

### 03 — Target Audience Queries

You ask the MCP to filter your audience by specific criteria such as job title, industry vertical, or seniority level.

### 05 — View Ad Account Details

You pull overall account information to check budgets, status, or general setup data.

### 02 — Retrieve Performance Metrics

The agent pulls historical data, giving you metrics like cost per click, total impressions, and overall account spending.

### 04 — Handle Lead Form Submissions

The agent accesses submitted lead forms and organizes them for easy download and CRM syncing.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/linkedin-ads-1](https://vinkius.com/mcp/linkedin-ads-1) — connect your AI agent in three steps.

- 01 Subscribe to the LinkedIn Ads integration on Vinkius.
- 02 Create an application within the LinkedIn Developer Portal using your credentials.
- 03 Ask your AI agent a direct question, like 'What was my CTR last month?' or 'Pause all campaigns targeting retail.'
- 04 The MCP executes the command and returns the requested data summary.

The bottom line is that you get real-time ad performance insights and control over your campaigns without ever having to navigate a single dashboard menu.

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## Built For

B2B marketers who spend hours manually pulling reports are the prime users. If you're an agency account manager tired of logging into three different client portals just to check ad performance, this MCP saves your day.

### **B2B Marketer**

Runs weekly deep dives on ad spend, using the agent to query specific metrics like CPL and CTR across multiple campaigns.

### **Marketing Operations Specialist**

Manages campaign lifecycles, using the MCP to pause or enable groups of ads based on performance reports.

### **Digital Agency Account Manager**

Switches between multiple client accounts, asking the agent for consolidated lead form submissions and account information quickly.

## What Changes When You Connect

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- 01 Stop jumping between tabs to pull data. Use the agent to get full campaign analytics—including impressions, clicks, and cost per lead—in one request using `get_campaign_analytics`.

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  - 02 Manage your entire ad portfolio conversationally. Need to stop a failing campaign? You can use `pause_campaign`, or start it up again instantly with `enable_campaign`.

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  - 03 Deeply segment your reports by target audience. Instead of guessing, you can ask the agent to query audiences based on job title, company size, or industry using available targeting tools.

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  - 04 Never lose a hot lead again. The MCP accesses lead gen form submissions, letting you download and sync leads directly to your CRM system.

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  - 05 Get an instant health check on your account. Use `get_account_info` to quickly verify budget limits or general setup details before running a major campaign push.
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## Real-World Applications

### Monthly performance review for a client

A marketing manager needs to show the client their ROI. They ask the agent, 'Show me last month's total spend and my cost per lead.' The MCP uses `get_campaign_analytics` to pull all necessary data points (CTR, CPL) instantly, giving them a perfect summary for the board meeting.

### Scaling up an underperforming ad set

An agency noticed that one campaign was hitting its lead goal faster than others. They ask the agent to 'Increase the budget on Campaign X.' The MCP updates the spending limits immediately, allowing them to scale successful efforts without manual dashboard edits.

### Collecting and cleaning up raw leads

The demand generation team ran a big campaign targeting CTOs. They ask the agent to 'Download all leads from Campaign Y.' The MCP gathers every form submission, verifies fields, and prepares them for clean sync into Salesforce.

### Quickly modifying ad sets on the fly

A B2B marketer is having a meeting about budget cuts. They ask the agent to 'Pause all campaigns targeting finance.' The MCP uses ``pause_campaign`` across multiple groups, saving them from navigating and clicking through every single campaign individually.

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## Patterns to Avoid

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### Asking for generalized report data

#### ✗ AVOID

User: 'Give me my ad performance.' The agent gives vague data because the user didn't specify what they needed, making the output useless.

#### ✓ INSTEAD

Be specific. Instead of a general request, use ``get_campaign_analytics`` and state exactly what you need, like: 'Get me the total clicks and cost per lead for Q2.' This forces the agent to pull precise metrics.

### Trying to build ads manually

#### ✗ AVOID

User: Tries to ask the agent to write ad copy or design creatives. The MCP is strictly for data retrieval and management, not content generation.

#### ✓ INSTEAD

Use ``list_creatives`` first to see what assets are currently running. If you need new creative ideas, use a separate copywriting tool; this MCP only manages existing ads.

### Ignoring account status checks

#### ✗ AVOID

A marketer starts running campaigns and realizes they can't spend money because the account hit a spending limit or needs verification.

#### ✓ INSTEAD

Always start by calling ``get_account_info``. This tool quickly verifies your overall ad account status, letting you know if there are limits or billing issues before you even try to run any campaigns.

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## The Right Fit

Use this MCP when your job revolves around monitoring the health and performance of highly targeted B2B advertising spend. If your workflow involves pulling metrics like CTR, CPL, impressions, and managing ad budgets based on these numbers, this is what you need. Don't use it if you run e-commerce ads that rely heavily on

visual product feeds or local brick-and-mortar foot traffic. For content creation—like writing the copy for a new campaign—use a dedicated generative tool. If you just want to see which audience groups exist, `list_campaign_groups` helps, but if you need the *data* from those groups, stick with `get_campaign_analytics`.

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## The Ad Performance Dashboard Nightmare

Every month, it's the same grind. You log into LinkedIn, navigate to Campaign Manager, and then you have to click through four or five different tabs—Campaign Groups, Campaigns, Creatives—just to build a single performance report. Then you hit 'Export,' download a giant CSV file, and spend 20 minutes cleaning up data just so it looks good for the client.

With this MCP, you simply tell your agent what metrics matter most. You don't open dashboards; you ask questions. The system uses `get_campaign_analytics` to pull the raw numbers—the clicks, the cost per lead, the impressions—and hands you a clean summary ready for presentation.

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## LinkedIn Ads MCP: Instant Insights

You no longer have to manually check if an ad is still running or if it needs a budget adjustment. You can use `list_campaigns` to see everything at a glance, and then tell the agent, 'Pause Campaign X because the CPL went up.' It handles the action instantly.

The biggest difference is control. Instead of being limited by LinkedIn's interface, you operate through natural conversation, getting immediate status updates via `get_account_info` or transferring leads directly using the built-in form access.

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# LinkedIn Ads MCP: 8 Tools for Advertising Management

These tools let your agent perform specific actions inside your LinkedIn account, from listing campaigns to pulling deep performance analytics.

#	TOOL	DESCRIPTION
01	<code>get_campaign_analytics</code>	Pulls detailed performance data and metrics for a specified campaign group or campaign.
02	<code>list_campaign_groups</code>	Retrieves a list of existing campaign groups within your advertising account.
03	<code>list_campaigns</code>	Shows all active and paused campaigns you currently have running.
04	<code>list_creatives</code>	Retrieves a list of the specific ad creative assets used in your campaigns.
05	<code>pause_campaign</code>	Stops a specific campaign from running ads, saving you money until you're ready to reactivate it.
06	<code>enable_campaign</code>	Restarts a paused campaign immediately so your ad spend resumes where it left off.
07	<code>get_account_analytics</code>	Provides high-level analytics covering the entire account, summarizing spending and reach.
08	<code>get_account_info</code>	Retrieves general details about your overall ad account setup and status.

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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** How are my LinkedIn campaigns performing this month?



This month: Total spend: \$8,200. Impressions: 340K. Clicks: 2,100. CTR: 0.62%. CPC: \$3.90. Leads: 145. CPL: \$56.55. Top campaign: 'VP Sales Targeting' (42 leads, \$48 CPL).

### **U** Download all leads from my 'CTO Retargeting' campaign.



Downloaded 67 leads from 'CTO Retargeting'. Fields: name, email, company, job title, company size. 89% have valid business emails. Ready for CRM sync.

### **U** Increase the daily budget on 'Brand Awareness' campaign to \$200.



Budget updated: 'Brand Awareness' daily budget changed from \$150 to \$200 (+33%). Estimated new daily reach: ~2,800 impressions (up from ~2,100).

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## Frequently Asked Questions

### **01** How do I check if my ads are running correctly with LinkedIn Ads MCP?

You can use the agent to get account details and campaign status. Running ``get_account_info`` gives you a quick overview of your entire ad spend health, while ``list_campaigns`` shows exactly which campaigns are active or paused.

### **02** Can I pause multiple LinkedIn campaigns at once?

Yes. You don't need to list them individually. Just ask the agent to 'Pause all campaigns in the Finance vertical,' and it executes the command using ``pause_campaign`` for every relevant group.

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**03 Does LinkedIn Ads MCP help me find leads?**

Absolutely. The MCP accesses lead gen form submissions, allowing you to download them directly. This means your agent can gather leads and prepare them for sync into other tools like a CRM.

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**04 How do I compare performance across different campaigns?**

Use ``get_campaign_analytics`` and ask the agent to run comparative reports. You can specify metrics (CTR, CPC) and time frames to see which campaign is outperforming others.

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**05 Is LinkedIn Ads MCP limited to just viewing data?**

No. It's a full management tool. Beyond viewing analytics, you can also use tools like ``enable_campaign`` and ``pause_campaign`` to actively change the status of your ads.

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**06 How do I get my LinkedIn Ads API credentials?**

1. Go to `developer.linkedin.com` and log in with your LinkedIn account. 2. Click `My Apps` → `Create App`. 3. Fill in your app name, company LinkedIn page, and logo. 4. Under the `Products` tab, request access to `Marketing Developer Platform`. 5. After approval, go to the `Auth` tab and copy your `Client ID` and `Client Secret`. 6. Paste both values below. ⚠️ Access to the Marketing API requires approval from LinkedIn (typically 1-5 business days).

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**07 Can I download lead gen form submissions?**

Yes. Your AI agent can pull all lead gen form submissions including names, emails, job titles, and custom fields — ready to sync to your CRM or outreach tool.

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**08 What targeting criteria can I use?**

LinkedIn offers the most precise B2B targeting: job title, job function, seniority, company name, company size, industry, skills, education, and matched audiences (ABM lists, retargeting, lookalikes).

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**09 Can I track cost-per-lead (CPL)?**

Yes. Your AI agent calculates CPL by dividing total spend by leads generated — broken down by campaign, ad group, or creative. Essential for B2B marketers optimizing demand gen budgets.

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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



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 `"linkedin-ads-1": { "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

# LinkedIn 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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