

MCP SERVER

NO CODE

CLOUD HOSTED

# LinkedIn Ads MCP

## Automate Ad Reporting & Performance Queries

LinkedIn Ads MCP gives your AI agent direct, programmatic access to your professional ad accounts and performance data. Instead of logging into LinkedIn's dashboard, you ask for specific metrics—like impressions, clicks, or total spend—and get real-time structured results. It lets you automatically list every account, monitor campaign groups, track conversion rules, and pull granular analytics across any date range using simple natural language commands.

**A+** Quality Score 100/100

ad-campaigns

performance-reporting

lead-generation

marketing-analytics

conversion-tracking

b2b-marketing



# 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

6 tools available

Cloud-hosted on Vinkius

Managing ad performance means wrestling with dashboards, exporting CSV files, and cross-referencing dates manually. This MCP changes that. Now, your AI client connects directly to the LinkedIn Ads API through Vinkius, letting you query complex marketing data without ever touching a spreadsheet or logging into a reporting portal. You can ask your agent to list every ad account you manage, then immediately pull performance metrics for specific campaigns—like clicks and total cost—for Q1 only. If you need to know how many ads ran last week across all creative variations, you just ask. The system handles the querying of everything from campaign groups to individual conversion rules, providing clean data right where your agent needs it.

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## Core Capabilities

### 01 — Identify ad accounts

This action retrieves a complete list of every LinkedIn Ad Account you have access to.

### 03 — Map campaign structures

The MCP lists all associated campaign groups or individual campaigns tied to a specific account ID.

### 05 — Track conversion goals

This retrieves definitions for all conversion rules, helping you monitor return on ad spend (ROAS).

### 02 — Query performance metrics

You can pull detailed analytics, including impressions, clicks, and total spend, by specifying the exact date range and ad account pivot.

### 04 — Inspect ad creatives

You can list and examine the technical details of every individual ad variation running in your accounts.

# One Click on Vinkius — From Prompt to Execution

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

- 01** First, subscribe to this MCP and provide your LinkedIn Access Token along with the necessary API version and permissions.
- 02** Next, connect this credential set to your preferred AI client—Claude, Cursor, or any compatible agent.
- 03** Finally, prompt your agent using natural language. You can ask it to 'Show me Q2 spending for Account XYZ,' and it executes the required tools automatically.

The bottom line is you get structured data output from complex advertising systems without writing a single API call or navigating multiple web dashboards.

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## Built For

This MCP is essential for the performance marketer tired of exporting, cleaning, and cross-referencing massive CSV files. It's perfect for data analysts who need to automate ad data extraction into reporting pipelines, or growth engineers integrating live campaign metrics directly into development tools.

### Performance Marketing Manager

They use the MCP daily to query historical spending and performance trends, ensuring they can report on ROAS by simply asking their agent for the conversion rules.

### Data Analyst

The analyst uses this tool to automatically extract clean datasets of impressions, clicks, and spend data across multiple accounts for quarterly reporting without manual intervention.

### Growth Engineer

They leverage the MCP to pull ad metadata, such as creative configurations and campaign groups, directly into internal dashboards or development environments.

## What Changes When You Connect

- 01** Get immediate account visibility by using the `list_ad_accounts` tool, which instantly provides an inventory of every ad account you manage. You never have to manually check multiple dashboards just to confirm active accounts.
- 02** Stop guessing your ROI. The MCP lets you pull conversion rules via `list_conversion_rules`, ensuring that any performance data you get back is correctly mapped against defined goals and metrics.
- 03** Analyze trends across time by using the `get_ad_analytics` tool. You simply specify a date range—like 'last 30 days'—and receive precise totals for impressions, clicks, and spend without running separate reports.
- 04** Maintain full oversight of your ad inventory. By listing all campaign groups and campaigns (`list_campaign_groups` / `list_ad_campaigns`), you get an instant map of what is currently running and where the budget is allocated.
- 05** Streamline creative audits by using `list_ad_creatives`. If you suspect a specific ad variation isn't performing, this tool lets you pull its technical details for immediate inspection and diagnosis.

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## Real-World Applications

### **Need to audit all active campaigns before budget reallocation.**

A Marketing Director asks their agent: 'List every campaign group and ad creative in the Global account.' The MCP runs `list_campaign_groups` and then `list_ad_creatives`, providing a comprehensive inventory report that saves hours of manual navigation.

### **Cross-checking spend against goal definitions.**

A Data Analyst needs to know if the campaign metrics match the business goals. The agent calls `get_ad_analytics` for Q3 and then uses `list_conversion_rules` to verify that 'leads generated' is correctly counted, giving a reliable ROAS figure.

### Investigating performance dips on a specific ad.

A Growth Engineer notices poor clicks. They prompt the agent to use `get_ad_analytics` for the last 7 days and then call `list_ad_creatives`, immediately pinpointing if the issue is with the creative itself or the overall account spend.

### Creating a quarterly performance report template.

A consultant uses the MCP to repeatedly execute `get_ad_analytics` for different quarter ranges and then calls `list_ad_accounts`, structuring a repeatable data pipeline that feeds directly into their client's presentation deck.

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## Patterns to Avoid

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### Copying/Pasting Dashboard Data

#### X AVOID

A user opens the LinkedIn website, manually navigates to 'Analytics,' clicks on the date picker for May 1st, copies the resulting click count into a spreadsheet, then repeats this process for June 1st and July 1st.

#### ✓ INSTEAD

Instead of clicking dates, prompt your agent: 'Use `get_ad_analytics` to compare performance metrics across Q2 (April 1 - June 30).' The MCP handles the date ranges automatically, delivering a single, comparative dataset.

### Forgetting Conversion Rules

#### X AVOID

A marketer pulls total click data but doesn't know if 'click' actually means something different to LinkedIn than it does to their sales team. They assume the metric is correct.

#### ✓ INSTEAD

Always run `list_conversion_rules` first. This guarantees you understand exactly what metrics like 'lead,' 'view,' or 'purchase' mean before querying any data with `get_ad_analytics`.

### Confusing Campaign and Group Data

#### X AVOID

A user runs a broad report that mixes up the performance totals from high-level campaign groups with specific, low-performing individual ad campaigns.

#### ✓ INSTEAD

To segment correctly, first run `list_campaign_groups` to see the structure. Then use `list_ad_campaigns` to get the detailed list and target your analytics using `get_ad_analytics` on a specific campaign ID.

## The Right Fit

Use this MCP if your primary need is extracting, comparing, or aggregating historical performance metrics (impressions, clicks, spend) from LinkedIn Ads. You want to automate reporting and data extraction into other tools—that's what this MCP does best. Don't use it if you need to *create* ads, manage budgets live, or update ad

copy; those actions require a different type of integration. If your goal is purely optimizing the creative itself, start by using `list_ad_creatives` to gather technical specs before attempting any other action.

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## The Manual Headache of Ad Reporting

Today, checking ad performance feels like a job in itself. You jump between the main dashboard, drilling down into campaign groups, and then opening separate tabs for each individual creative to gather every metric you need. The process is slow: copy-pasting numbers from one tab to another, updating dates manually, and spending hours just trying to reconcile spend across different ad accounts.

With this MCP, the process collapses into a single conversation. You tell your agent what data you need—say, 'Compare Q1 vs Q2 performance.' The system handles all the complex cross-referencing of account IDs, dates, campaign groups, and creatives internally, spitting out one clean answer.

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## Get Structured Performance Data with LinkedIn Ads MCP

The tedious steps that vanish are the need to navigate through multiple account IDs, manually find the right combination of campaign groups and creatives, and then stitch all those numbers together in a separate spreadsheet.

Now, you treat ad reporting like asking a teammate for information. You ask a question, and your agent delivers the structured data instantly. The entire workflow shifts from tedious clicking to direct conversation.

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# LinkedIn Ads MCP: 6 Tools Available

These tools allow your agent to systematically pull every piece of structured data you need from LinkedIn Ads—from individual ad creatives to total account spending.

#	TOOL	DESCRIPTION
01	<code>get_ad_analytics</code>	Queries specific performance metrics like impressions, clicks, and total spend for a defined date range and ad account pivot.
02	<code>list_campaign_groups</code>	Fetches all campaign groups associated with a given ad account ID.
03	<code>list_ad_accounts</code>	Retrieves a complete list of all LinkedIn Ad Accounts linked to your professional profile.
04	<code>list_conversion_rules</code>	Provides a definition list of conversion tracking rules used to measure your return on ad spend (ROAS).
05	<code>list_ad_creatives</code>	Lists and inspects all individual ad creatives, detailing their technical configurations.
06	<code>list_ad_campaigns</code>	Lists every individual, active ad campaign within an ad account for review.

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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 my LinkedIn Ad accounts.



I've retrieved your ad accounts. You have 2 active accounts: 'Global Marketing (ID: 500123)' and 'Retargeting EMEA (ID: 500456)'.

### **U** Show performance metrics for account ID '500123' for the year 2024.



I've queried the analytics. For the year 2024, account 500123 has generated 1,500,000 impressions and 45,000 clicks, with a total spend of \$12,500.00.

### **U** List all campaigns associated with my account.



I found 5 campaigns in your account, including 'Brand Awareness Q1', 'Lead Gen Webinar', and 'Product Demo'. Which one would you like to see demographics for?

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## Frequently Asked Questions

### **01** How often can I use the LinkedIn Ads MCP?

You can query performance metrics as often as needed, limited only by your API rate limits and access scope. The agent runs the queries for you on demand.

### **02** Does the LinkedIn Ads MCP help me create ads?

No, this MCP is purely for reading data. You use tools like `list_ad_accounts` to view what exists, but it does not allow ad creation or budget modifications.

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**03 What if I need performance data from multiple accounts?**

You can provide a list of account IDs, and the MCP will run `get_ad_analytics` for each one, consolidating the results into one comprehensive report for your agent to read.

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**04 Can I track metrics beyond clicks and impressions?**

Yes. By using `list_conversion_rules`, you first define what 'success' means (e.g., lead form submission) and then `get_ad_analytics` reports on that specific conversion goal.

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**05 Is the LinkedIn Ads MCP better than exporting data?**

Absolutely. Exporting is static; it requires you to run the report, download it, and revisit it later. This MCP connects live and gives you up-to-the-minute answers instantly.

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**06 Which scopes are required for this server?**

Your access token must have at least ``r_ads_reporting`` and ``r_ads`` scopes to list accounts and fetch performance metrics.

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**07 How do I specify the time range for analytics?**

You must provide a Restli-formatted string in the ``params`` field, including ``dateRange=(start:(day:X,month:Y,year:Z))``. Refer to LinkedIn API documentation for exact syntax.

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**08 Is the API Key (Personal Access Token) supported?**

LinkedIn uses OAuth2 tokens. You can generate a long-lived Access Token through the LinkedIn Developer Portal's Token Generator tool for development use.

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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": { "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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