

MCP SERVER

NO CODE

CLOUD HOSTED

Meta Ads MCP

Manage campaigns, ads & audiences conversationally

Meta Ads MCP gives your AI agent direct access to Facebook and Instagram advertising data. Manage campaigns, track performance metrics like ROAS, and build custom audiences—all without manually opening Meta Ads Manager. Your agent can list all running campaigns, analyze ad set spending, or compare creative performance just by answering a natural language prompt.

A+ Quality Score 100/100

ad-campaign-management

performance-analytics

social-advertising

audience-targeting

roas-tracking

ad-spend-optimization



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.

Meta Ads MCP

10 tools available

Cloud-hosted on Vinkius

Managing ads across Facebook and Instagram usually means bouncing between dashboards, exporting messy spreadsheets, and juggling multiple tabs to stitch together one coherent story. This MCP changes that. You connect Meta Ads to your agent and manage everything conversationally. Your AI client reads the ad account details, pulls campaign insights, and analyzes every metric you care about—from total spend to conversion rate. Need to know which audience is underperforming? Ask. Want to pause a losing effort or activate a winner? Tell it. Everything runs through one unified data source. By integrating Meta Ads via Vinkius, your agent can handle complex tasks like generating lookalike audiences and comparing the performance of ad creatives across all campaigns. You get actionable insights instantly, making optimization a simple conversation.

Core Capabilities

01 — Analyze campaign health

The agent lists every active campaign and retrieves detailed account-level spending and performance data.

03 — Optimize campaign status

The agent can pause an underperforming campaign or reactivate a previously suspended one with simple instructions.

02 — Build specific audiences

You generate custom or lookalike audiences based on existing customer lists, ready for immediate ad targeting.

04 — Compare creative performance

You list and compare ad creatives, identifying which images or videos generate the highest return on ad spend (ROAS).

One Click on Vinkius — From Prompt to Execution

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

- 01 First, subscribe to the Meta Ads MCP via Vinkius and create an app in your developer account.
- 02 Next, you simply ask your AI client what you need—for example, 'Show me campaigns with ROAS below 3x.'
- 03 The agent uses this MCP to fetch performance metrics and campaign details directly from Meta's system, giving you a clear answer.

The bottom line is that your AI client treats the entire ad network like an internal database, letting you query it naturally instead of clicking through menus.

Built For

This MCP is for performance marketing managers and agency owners who are tired of spending hours manually pulling data from multiple Meta dashboards. You need to make real-time decisions on ad spend, not just compile reports.

Performance Marketing Manager

You use this MCP to monitor and optimize the world's largest ad network conversationally, ensuring every dollar spent maximizes ROAS.

E-commerce Brand Owner

You track conversion events and product catalog performance across Facebook and Instagram without ever leaving your primary workflow environment.

Digital Agency Account Executive

You manage multiple client ad accounts using unified campaign intelligence, saving time when pivoting between different client dashboards.

What Changes When You Connect

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- 01** You can analyze campaign performance by requesting `get_campaign_insights` or pulling high-level data with `get_account_insights`. This eliminates the need to open multiple reports and manually calculate ROAS.
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- 02** Building targeted traffic is fast. You use `list_audiences` to see what custom audiences you have, then ask your agent to create a new lookalike audience based on top customers.
-
- 03** When performance dips, you don't waste time clicking through the ad hierarchy. You tell your agent to check if a campaign needs adjusting and can instantly pause it using `pause_campaign` or reactivate it with `activate_campaign`.
-
- 04** Comparing what works takes seconds. Instead of downloading CSVs for every piece of media, you ask the MCP to list creatives (`list_creatives`) and compare their performance side-by-side.
-
- 05** The agent keeps track of everything. You can get a comprehensive view by listing all campaigns using `list_campaigns`, then drill down into specific ad sets with `list_ad_sets` for granular review.
-

Real-World Applications

Stopping the bleed on low-performing ads

A brand owner notices their spend is high but conversions are low. They ask their agent, 'Show me all campaigns with a CPA over \$10.' The agent uses `get_campaign_insights` and identifies three struggling campaigns, allowing the user to pause them immediately using `pause_campaign`, saving budget.

Launching a new product line campaign

An agency needs to target existing high-value customers. They instruct their agent to 'Create a lookalike audience based on our top 5,000 buyers.' The agent uses `list_audiences` and generates the necessary custom audience for the new product launch.

Quarterly budget review

A marketing director needs an overview of account health. They ask their agent to summarize performance, triggering ``get_account_insights``. The system returns total spend, reach, and ROAS across all time periods for easy presentation.

Debugging a campaign failure

A marketer suspects an ad set is failing because the creative isn't resonating. They use ``list_ad_sets`` to locate the area, then ask the agent to compare the performance of three different ads using ``get_campaign_insights``, pinpointing the weakest creative.

Patterns to Avoid

Over-relying on raw data dumps

X AVOID

The user downloads 10 separate CSV files, one for campaigns, one for ad sets, and one for creatives. They then spend two hours in Excel trying to match up the metrics by manually cross-referencing IDs.

✓ INSTEAD

Instead, ask your AI agent to 'Compare campaign performance across all listed ads.' The agent uses ``get_campaign_insights`` and ``list_creatives`` to provide a single, actionable summary, letting you focus on optimizing rather than compiling.

Forgetting the lifecycle management

X AVOID

A campaign is underperforming and needs stopping. The user manually navigates through settings pages looking for a 'deactivate' button, often forgetting that pausing is better.

✓ INSTEAD

Just tell your agent to 'Pause the Q3 retargeting campaign.' It triggers ``pause_campaign`` instantly, ensuring zero spend on a failing effort until you are ready to reactivate it with ``activate_campaign``.

Targeting by guessing

X AVOID

The user decides they need more eyes on the product but doesn't know how to build an audience segment. They spend time trying to manually upload a list that might be rejected.

✓ INSTEAD

Use ``list_audiences`` first to see existing segments, then ask your agent to create a 'Lookalike Audience from my top 1000 purchasers.' This ensures the target is mathematically sound.

The Right Fit

Use this MCP if your core problem is synthesizing massive amounts of advertising data from Meta's platforms. You need conversational access to performance metrics, audience segmentation, and campaign lifecycle control. Specifically, you must be able to run

queries like 'Which ad set needs its budget cut?' or 'What was the ROAS for Video X vs. Carousel Y?'. Don't use this if your only task is simple data storage, like dumping a list of all usernames into a spreadsheet. For pure list generation without analysis (e.g., just getting a clean roster of campaign IDs), you might prefer a dedicated database tool. However, because this MCP handles the *action*—like pausing or activating campaigns using `pause_campaign`—it's ideal for anyone who needs to move from 'read' to 'act' in minutes.

The Dashboard Overload Problem

Today, running a profitable ad business means living in an endless cycle of dashboards. You jump between the Campaign tab for spend totals, then click into Ad Sets to check budget pacing, and finally drill down again just to pull individual creative performance data. It's tedious, it involves constantly copying metrics, and you always feel like you're falling behind.

With this MCP connected through Vinkius, that process collapses into a single chat window. Instead of clicking seven times to find the ROAS for your top-performing ads, you just ask your agent about performance insights. You get the answer immediately, structured and ready to use. It's not just faster; it's fundamentally smarter.

Meta Ads MCP: Instant Campaign Control

The biggest time-sink is manual campaign management. You find a winner, but you have to wait until someone manually changes the budget or status. If something fails overnight, you waste valuable minutes logging in just to hit 'pause.'

Now, telling your agent to 'Pause all campaigns under \$500 spend' executes that change instantly and accurately. It means you control ad spending and campaign status with a direct command, eliminating the friction of UI navigation.

Meta Ads: 10 Tools for Campaign Management

Use these tools with your AI client to list campaign details, check performance metrics, manage audiences, and optimize ad spend across Facebook and Instagram.

#	TOOL	DESCRIPTION
01	<code>list_campaigns</code>	Retrieves a list of all active and paused advertising campaigns in the account.
02	<code>get_account_info</code>	Pulls basic details about the overall ad account, like name and status.
03	<code>get_campaign_insights</code>	Fetches detailed performance metrics for a specific campaign, including reach, clicks, and cost per result.
04	<code>list_ad_sets</code>	Lists all ad sets that belong to a particular advertising campaign.
05	<code>list_ads</code>	Retrieves a list of specific ads within an ad set for review.
06	<code>get_account_insights</code>	Gathers high-level performance data across the entire account, useful for quarterly reviews.
07	<code>list_audiences</code>	Lists existing custom audiences that you can use to target ads.
08	<code>list_creatives</code>	Retrieves a list of ad creatives, allowing you to compare image or video performance.
09	<code>pause_campaign</code>	Stops an advertising campaign immediately; it can be reactivated later.
10	<code>activate_campaign</code>	Restarts a previously paused campaign, resuming its ad spend and visibility.

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 Meta ad spend and ROAS this month?



This month: Total spend: \$15,400. Reach: 2.1M. Impressions: 5.8M. Clicks: 42,000. CTR: 0.72%. CPC: \$0.37. Purchases: 620. ROAS: 4.8x. Best campaign: 'Product Catalog Retargeting' (8.2x ROAS).

U Which ad creatives are performing best?



Top 3 creatives by ROAS: 1) Video 'Product Unboxing' (6.5x ROAS, \$2.1K spend), 2) Carousel 'Summer Collection' (5.8x, \$3.4K), 3) Static 'Testimonial - Sarah' (5.2x, \$1.8K). Worst: 'Brand Story v3' (0.9x ROAS — consider pausing).

U Create a lookalike audience from my top 1000 customers.



Lookalike audience created: 'Top 1K Customers - 1% Lookalike' in US. Estimated reach: 2.5M people. Similarity: 1% (highest match). Ready to use in campaigns.

Frequently Asked Questions

01 How do I get my Meta Ads API credentials?

1. Go to **developers.facebook.com** and log in. 2. Click **My Apps** → **Create App**. 3. Select **Business** as the app type. 4. Fill in the app name and connect it to your Business Manager. 5. Add the **Marketing API** product to your app. 6. Go to **Settings** → **Basic** and copy your **App ID** and **App Secret**. 7. Generate a **System User Access Token** in Business Manager (Business Settings → System Users → Generate Token). 8. Paste all values below. 💡 For production use, submit your app for **App Review** to get stable, long-lived tokens.

02 Can I manage both Facebook and Instagram ads?

Yes. Meta Ads Manager unifies Facebook and Instagram advertising. Your AI agent manages campaigns across both platforms through the same API — including placements in Feed, Stories, Reels, and Messenger.

03 Can I create lookalike audiences?

Yes. Your AI agent can create lookalike audiences from customer lists, website visitors, or app users — with configurable similarity percentages (1% being most similar, 10% broadest reach).

04 What conversion metrics can I track?







Track purchases, add-to-cart, initiate checkout, lead submissions, app installs, registrations, page views, and custom conversion events — with attribution windows of 1-day click, 7-day click, and 1-day view.

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>"meta-ads": { "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

Meta 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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