

MCP SERVER

NO CODE

CLOUD HOSTED

Moloco MCP

Manage ad spend and performance via conversation.

Moloco lets you manage programmatic ad spend and performance directly through conversation. List all your advertising accounts, check balances, track campaign status, or pull deep analytics reports without ever logging into a dashboard. Just tell your agent what you need to know about your campaigns.

A+ Quality Score 100/100

programmatic-advertising

machine-learning

ad-campaigns

mobile-growth

ad-performance

marketing-analytics



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

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.

Moloco MCP

10 tools available

Cloud-hosted on Vinkius

You connect Moloco Ads to your AI client, and you start managing complex ad campaigns using natural conversation. Instead of jumping through five different dashboards just to get a status update or check a budget balance, you simply ask your agent. It gathers the data from across your accounts—showing you everything from high-level account balances to specific conversion events.

Need to know if a campaign is underperforming? Ask for a performance report for last Tuesday and compare it against another segment. You can also get granular details by listing ad groups or creative assets, helping you understand exactly where your spending goes. If something looks off, tell the agent to update the campaign status—it handles the API call for you. The whole process is orchestrated through Vinkius, making Moloco Ads accessible from any MCP-compatible client right in your existing workflow.

Core Capabilities

01 — View Account Health

List all connected ad accounts and check their current spending balances.

03 — Generate Performance Reports

Pull detailed analytics reports for specific time frames to track return on investment and engagement metrics.

05 — Track Conversions

View a list of recorded conversion events and monitor the associated attribution tracking links.

02 — Monitor Campaign Status

Fetch a list of campaigns within an account, or update a campaign's status to enabled or paused.

04 — Inspect Campaign Details

Retrieve deep configuration information, metadata, and performance data for any single campaign.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/moloco — connect your AI agent in three steps.

- 01 Subscribe to this MCP in Vinkius, then provide your Moloco API key.
- 02 Tell your agent what you need done—for example, 'What is the balance for my main ad account?'
- 03 The agent runs the necessary tools and returns actionable data or confirmation of status changes.

The bottom line is that you treat managing complex advertising accounts like chatting with a knowledgeable teammate who has direct access to your backend data.

Built For

Ads Operations Specialists, Digital Marketing Analysts, and Growth Managers.

You're the person drowning in dashboards at 2 AM because you need to manually cross-reference campaign performance with account budgets. This MCP lets you stop clicking and start talking.

Ad Operations Specialist

Quickly checking if underperforming campaigns need to be paused or updating ad group statuses across multiple accounts without leaving the chat window.

Digital Marketing Analyst

Automating the retrieval of historical performance reports and conversion data, then feeding that raw data directly into a spreadsheet for deep analysis.

Growth Manager

Monitoring overall ad account health and budget balances in real time to ensure spending stays within planned limits across different campaign segments.

What Changes When You Connect

- 01 Check account balances instantly. Instead of manually logging into the Moloco portal to check budget caps, you simply ask your agent for the balance using `get_account_balance`.

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- 02 Automate status changes. Need to pause a failing campaign? Use `update_campaign_status` via conversation instead of navigating deep menus and clicking radio buttons.

 - 03 Deep performance insight. Pulling reports is easy with `get_analytics_report`. You get structured data on ROI without having to build custom query filters.

 - 04 Full visibility into assets. Easily list everything from ad groups (`list_ad_groups`) to creative asset groups (`list_creative_groups`), giving you a full view of your targeting structure.

 - 05 Streamlined reporting. The `list_conversions` tool pulls conversion events and attribution links, saving you the time of exporting data into separate sheets.
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Real-World Applications

Ad Spend Review

The Growth Manager needs to know if the 'Q3 Retargeting' campaign is running over budget. They ask their agent for the account balance and then request a performance report, immediately confirming that the spend remains within safe limits.

Campaign Audit

The Marketing Analyst needs a full inventory of every asset group and tracking link for an audit. They simply ask the agent, which runs both `list_creative_groups` and `list_tracking_links`, providing two complete lists in one response.

Crisis Management

The Ad Ops Specialist notices one campaign has zero clicks after 48 hours. Instead of digging through settings, they ask their agent to list all campaigns and then specifically use `update_campaign_status` to pause the problematic ad.

Daily Checkup

The Growth Manager wakes up and asks their agent for a summary of ad account health. The agent runs `list_ad_accounts` to check balances, then calls `list_campaigns` to provide an immediate overview of what's running.

Patterns to Avoid

Assuming the AI knows your goal

X AVOID

Saying 'Tell me about my ads.' This is too vague and forces the agent to guess, often leading to incomplete or unhelpful data dumps.

✓ INSTEAD

Be specific. Instead of a general request, ask for actionable items like: 'List all active campaigns and then get the performance report for the Summer Sale 2024 campaign.'

Manual status updates

X AVOID

Logging into the Moloco portal, finding the specific ad group, clicking the settings menu, and manually toggling it to PAUSED.

✓ INSTEAD

Use the agent. Simply type: 'Pause the campaign with ID cp_98765.' The `update_campaign_status` tool handles the change immediately.

Copy-pasting IDs

X AVOID

Having to manually copy Campaign IDs, Ad Group IDs, and Date Ranges from separate reports just to run a single analysis.

✓ INSTEAD

Let the agent orchestrate it. Ask the agent for an 'AdGroup & Creative Insights' report, which combines data from `list_ad_groups` and `list_creative_groups` automatically.

The Right Fit

Use this MCP if your primary need is operational control over existing ad campaigns—you need to check balances, pause ads, or pull historical reports. This tool excels at asking 'What's happening right now?' It's for managing the day-to-day mechanics of paid media.

Don't use it if you are building an entirely new marketing strategy from scratch (that requires a pure LLM brainstorming tool). Also, don't rely on it for large-scale data warehousing; while `get_analytics_report` gives you performance metrics, if you need to join Moloco data with external CRM records or complex financial models, you should use a specialized data pipeline connector instead. This MCP is about action and immediate insight, not long-term architectural planning.

The Manual Ad Audit Nightmare

Today, running an ad audit means logging into the Moloco dashboard. You click 'Accounts,' check balances; then you navigate to campaigns to see which are active. To get performance data, you download a CSV report, open it in Excel, filter by date range, and manually copy those metrics over to a separate sheet for comparison.

With this MCP, the whole thing happens in conversation. You just tell your agent: 'Give me the performance report for the last week.' The agent runs `get_analytics_report`, pulls the data, formats it, and hands you clean, actionable insights right where you're chatting.

Instant Campaign Control with Moloco

The biggest time sink is status management. If a campaign underperforms, the old way required finding the exact ID, going to its settings page, and manually toggling it from ENABLED to PAUSED. This takes multiple clicks and context switching.

Now, you simply tell your agent: 'Pause the ad group with ID X.' The `update_campaign_status` tool executes that change instantly and confirms it for you. Your workflow stays focused on strategy, not clicking.

Moloco: Ad Account & Campaign Data (10 Tools)

These tools let you programmatically manage every aspect of your advertising accounts, from checking balances to updating campaign statuses.

#	TOOL	DESCRIPTION
01	<code>get_account_balance</code>	Checks the current monetary balance of a specific ad account.
02	<code>get_analytics_report</code>	Generates and fetches detailed performance analytics for a specified time range.
03	<code>get_campaign</code>	Retrieves all specific configuration details and metadata for one campaign.
04	<code>list_ad_accounts</code>	Lists every connected advertising account under your profile.
05	<code>list_ad_groups</code>	Provides a list of ad groups that belong to an active campaign.
06	<code>list_campaigns</code>	Lists all campaigns associated with a primary ad account.
07	<code>list_conversions</code>	Retrieves a list of recorded conversion events for tracking and analysis.
08	<code>list_creative_groups</code>	Lists all creative asset groups used within your ad campaigns.
09	<code>list_tracking_links</code>	Retrieves a list of attribution tracking links for measurement purposes.
10	<code>update_campaign_status</code>	Changes the status of an existing campaign to enabled or paused.

See It in Action

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

U List all active campaigns in my primary AdAccount.



I've fetched the campaigns for AdAccount 'AC-12345'. You have 4 active campaigns: 'Summer Sale 2024', 'Brand Awareness - Global', and 2 others. Shall I retrieve the performance report for 'Summer Sale 2024'?

U Pause the campaign with ID cp_98765.



Status update initiated... The campaign 'cp_98765' has been successfully PAUSED. I'll continue to monitor your account balance and other active campaigns.

U Check the balance for AdAccount AC-12345.



Retrieving balance... Your AdAccount AC-12345 has a remaining balance of \$2,450.00 with a daily budget threshold of \$500.00. Based on your current spend, this should last for approximately 5 days.

Frequently Asked Questions

01 How does Moloco help me check campaign balances using the Moloco MCP?

You use the `get_account_balance` tool to instantly see your ad account's remaining budget. This prevents overspending and helps you manage cash flow without logging into a separate portal.

02 Can I pause or change an ad campaign status with the Moloco MCP?

Yes, the `update_campaign_status` tool lets you programmatically change statuses. You can tell your agent to PAUSE or ENABLE a specific campaign ID immediately.

03 What kind of reports does the `get_analytics_report` tool provide?

The `get_analytics_report` generates comprehensive performance data, allowing you to track ROI and engagement metrics over custom time periods. You don't have to manually filter dates in a dashboard.

04 Does the Moloco MCP help me see which ad groups I'm running?

Yes, if you know the campaign name, you can use `list_ad_groups` to get an inventory of all associated ad groups. This helps map out your targeting structure.

05 Is it possible to list conversion data with Moloco MCP?







Absolutely. The `list_conversions` tool fetches recorded conversion events and monitors the attribution tracking links, giving you a clear picture of what's working.

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>"molooco": { "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

Moloco 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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