

MCP SERVER

NO CODE

CLOUD HOSTED

Snapchat Ads MCP

Manage Ad Campaigns & Optimize Spend Conversationally

Snapchat Ads MCP gives your AI agent direct, conversational control over your entire advertising stack. List campaigns, track performance metrics like ROAS and swipe-up rates, manage ad assets, or create custom audiences—all without opening the Snapchat Ads Manager.

A+ Quality Score 98.33/100

ad-campaigns

performance-marketing

audience-targeting

conversion-tracking

social-media-ads



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 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken 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.

Snapchat Ads MCP

8 tools available

Cloud-hosted on Vinkius

Managing paid social ads usually means jumping between multiple dashboards in the platform's web interface. This MCP lets you talk to your advertising accounts instead. You can ask your agent for a weekly performance rundown and get back total spend, impressions, ROAS, and conversion counts instantly. Need to adjust budgets? Your agent handles it: pause a specific ad squad or enable an entire campaign based on the latest data. It also manages who sees your ads, letting you define custom audiences or lookalike groups using just natural language. With this MCP available through Vinkius, you connect all of Snapchat's advertising power to any AI client, turning hours of dashboard clicking into a simple conversation.

Core Capabilities

01 — Manage ad assets and campaigns

List, create, update, or pause entire campaigns, individual ads, and related ad squads.

03 — Build custom target audiences

Create or manage precise audience lists, including lookalikes and Snap Audience Match groups.

02 — Pull detailed performance metrics

Retrieve key data points like total spend, impressions, swipe-ups, conversions, and ROAS for any given period.

04 — Review ad account health

Get general statistics about the entire connected ad account to assess overall performance.

One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this Snapchat Ads MCP on Vinkius and create an associated app in the Snap Developer Portal.
- 02** Connect your preferred AI client to the MCP, giving it access to your advertising account data.
- 03** Ask your agent a question, like 'How was our ROAS last week?' or 'Pause all campaigns underperforming.' The agent then runs the necessary tool calls and reports back with actionable results.

The bottom line is you treat your paid social ad management like chatting with an expert teammate, instead of navigating a complex web portal.

Built For

This MCP is for performance marketers and agency owners who spend their days staring at dashboards. If you're tired of manually cross-referencing ad spends against conversion metrics, this saves you hours.

Performance Marketer

Using the MCP, they instruct the agent to pull detailed performance reports and adjust ad spending based on real-time ROAS data.

Agency Account Manager

They manage multiple client accounts by having their agent run campaigns across various ad squads from a single conversational interface.

D2C Brand Owner

The owner asks the agent to check story ad engagement and shopping attribution performance, getting instant insights into creative effectiveness.

What Changes When You Connect

-
- 01 Instead of navigating complex menus, you can simply ask your agent to retrieve campaign statistics using `get_campaign_stats`. You get the full performance picture without clicking through multiple tabs.

 - 02 Stop wasting time manually checking ad spend. Use the MCP's tools to `pause_campaign` or `enable_campaign` on demand, allowing you to adjust budgets instantly based on real-time ROAS figures.

 - 03 Audience creation is now conversational. You can have your agent manage custom audiences and lookalikes without ever touching the audience setup section in the native platform.

 - 04 Get a complete overview of everything with `get_account_stats`, which pulls high-level data across all running ad squads and campaigns into one easy-to-read summary for quick decisions.

 - 05 You can manage multiple client accounts from one chat window. The MCP provides consistent access to essential functions like listing ads or `list_adsquads`, regardless of how many clients you service.
-

Real-World Applications

The weekly budget review

A performance marketer needs to know if the 'Back to School Story' creative variant is working. Instead of pulling reports for each ad, they ask their agent to `get_campaign_stats` for that group and instantly see the ROAS compared to last week's average.

Stopping budget waste

An agency manager notices a high spend on an underperforming campaign. They tell their agent to `pause_campaign` immediately, saving money and giving them time to analyze the poor performance metrics using `get_account_stats`.

Targeting new customers

A D2C brand owner wants to expand reach. They ask their agent to manage custom audiences to build a lookalike audience based on existing top buyers, preparing the targeting data for campaign launch.

Patterns to Avoid

Copying and pasting metrics

✗ AVOID

A marketer has to log into Snapchat Ads Manager, pull five different reports (spend, impressions, conversions), copy the numbers, and paste them into a Google Sheet for analysis.

✓ INSTEAD

Just ask your agent using `get_account_stats`. The MCP pulls all those metrics directly into the chat window as structured text, saving you 15 minutes of copy-pasting.

Manual ad status changes

✗ AVOID

A campaign is running poorly and needs to be stopped before it spends too much. The user must manually find the campaign in the interface and toggle its status switch.

✓ INSTEAD

Tell your agent to execute `pause_campaign` for that specific ID. It handles the action instantly via tool call, without you leaving the chat window.

Misunderstanding audience data

✗ AVOID

A user thinks they can simply type 'more people like my best customers' and get a list of usable audiences.

✓ INSTEAD

You must tell your agent to create a lookalike audience. The MCP handles the complex process of building these targeting groups, ensuring the data is ready for deployment.

The Right Fit

Use this MCP if you need to perform repetitive, high-volume actions within Snapchat Ads—like checking stats across twenty campaigns or pausing ads when ROAS drops. This isn't a dashboard; it's an action layer. Don't use it if you are doing creative brainstorming or writing ad copy; your AI client is better for that. If your task requires complex data manipulation (e.g., joining Snapchat performance with Shopify sales records), you need an integration framework, not just

this MCP. This tool is strictly for command and control within the advertising platform.

The Ads Manager GUI is a Click-Heavy Nightmare

Today, reviewing campaign performance means jumping through hoops: clicking 'Campaigns,' filtering by date range, then switching tabs to check ad squads. If you need ROAS, you run one report; if you need audience data, you open a whole other section. You spend half your time just navigating the buttons and copying numbers into spreadsheets.

With this MCP, those manual steps vanish. You simply ask your agent how campaigns are performing and get all the key metrics—impressions, swipe-ups, conversions—in one natural response. The chat window becomes your central dashboard.

Snapchat Ads MCP: Conversational Campaign Management

The ability to pause or enable campaigns used to require finding the exact asset ID and then manually flipping a switch in the web portal. Now, you just tell your agent to 'Pause ad squad X,' and it handles the API call instantly.

What's different is that the system thinks like an operator. It doesn't just provide data; it executes commands—like `list_ads` or `get_ad_account`—turning tedious clicks into simple conversation.

Snapchat Ads MCP: 8 Tools for Performance Marketers

Use these tools to perform specific actions in the Snapchat Ad Manager, from pulling detailed campaign statistics to pausing entire ad squads.

#	TOOL	DESCRIPTION
01	<code>list_campaigns</code>	Retrieves a list of all active campaigns in the Snapchat Ads account.
02	<code>list_adsquads</code>	Lists all ad squads associated with the advertising account for review.
03	<code>list_ads</code>	Retrieves a list of individual ads running under the campaigns.
04	<code>get_campaign_stats</code>	Fetches detailed performance statistics for a specific campaign, including spend and conversions.
05	<code>get_account_stats</code>	Provides overall statistical summaries for the entire ad account connected to the MCP.
06	<code>pause_campaign</code>	Disables an active campaign, stopping all spending immediately.
07	<code>enable_campaign</code>	Reactivates a previously paused or disabled campaign so it can run again.
08	<code>get_ad_account</code>	Retrieves general information and status details for the connected ad account.

See It in Action

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

How are my Snapchat campaigns performing this week?



This week: Total spend: \$1,850. Impressions: 820K. Swipe-ups: 3,400. Swipe-up rate: 0.41%. eCPSU: \$0.54. Conversions: 89. ROAS: 3.1x. Top: 'Back to School Story' (1.8x ROAS).

Create a lookalike audience based on my best customers.



Lookalike audience created: 'Top Customers Lookalike' based on 2,400 seed users. Estimated reach: 1.2M users in US (18-34). Ready to assign to campaigns.

Pause any ad squads with spend over \$500 and ROAS below 1.5x.



Found 2 ad squads matching criteria. Paused: 'Broad Awareness 18-24' (\$620 spend, 0.9x ROAS) and 'Interest - Gaming' (\$540 spend, 1.2x ROAS). Estimated daily savings: ~\$165.

Frequently Asked Questions

01 How do I get my Snapchat Ads API credentials?

1. Go to **kit.snapchat.com** and log in with your Snapchat account. 2. Click **Manage Apps** → **Create App** (or **New App**). 3. Choose **Marketing API** as your app category. 4. Fill in the app name and redirect URI. 5. After creation, copy your **Client ID** and **Client Secret** from the app settings. 6. Authorize your ad account to generate an **Access Token** and **Refresh Token**. 7. Paste all values below. 💡 You need an active **Snapchat Ads Manager** account at [ads.snapchat.com] (<https://ads.snapchat.com>).

02 Can I track AR lens performance?

Yes. Your AI agent can pull AR lens metrics including scans, shares, play time, and conversion events — helping you optimize sponsored lens campaigns.

03 What audience demographics can I target?

Snapchat Ads supports age, gender, location, language, device, OS, interests, behaviors, custom audiences, lookalikes, and Snap Lifestyle Categories — with a focus on 13-34 year olds who are 75% of the platform.

04 Can I manage multiple ad accounts?







Yes. Snapchat Ads supports organization-level and ad account-level access. Your AI agent can switch between accounts using their IDs.

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>"snapchat-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

Snapchat 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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