

MCP SERVER

NO CODE

CLOUD HOSTED

X Ads (Twitter) MCP

Audit Campaigns & Performance Metrics Instantly

X Ads (Twitter) MCP lets your AI agent manage every part of your advertising operation through natural conversation. Audit ad accounts, pull detailed performance metrics for specific campaigns or line items, and verify creative assets without opening the ads manager. It's a full audit suite designed to answer complex marketing questions instantly.

A+ Quality Score 100/100

ad-campaigns

performance-analytics

marketing-audit

real-time-bidding

social-advertising

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

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.

X Ads (Twitter) MCP

13 tools available

Cloud-hosted on Vinkius

Managing paid social campaigns shouldn't feel like clicking through five different dashboards just to get a summary report. This MCP connects your X Ads account directly to your AI client, letting you run an entire advertising operation using simple conversation. Instead of manually pulling reports for spending or engagement, you ask the question—like, 'Show me the CTR difference between retargeting and lookalike audiences last month'—and get a structured answer back immediately.

It gives you full visibility into your ad accounts, letting you list everything from active campaigns to specific ads running under line items. You can analyze performance across custom date ranges, selecting metrics like video views or web conversions on demand. When you connect this MCP via Vinkius, it becomes another powerful tool in your agent's toolkit, giving you access to X Ads data alongside dozens of other services without needing complex API calls.

Core Capabilities

01 — Verify account status

Check if an ad account is active and gather its core metadata before running any reports.

03 — Pull detailed performance metrics

Generate reports showing daily spending, engagement rates, and conversion numbers across specific ads or campaigns over custom date ranges.

05 — Check billing setup

List attached payment methods and funding instruments to confirm that ad spending is covered.

02 — List all campaigns and line items

Retrieve a full structure of every campaign, including details on the targeting and bidding strategy for each line item.

04 — Audit creative assets

View all media creatives, including images and videos, that are currently running or paused on the account.

One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this MCP on Vinkius, then input your X Developer Portal credentials (API Key, Secret, Token) into your AI client.
- 02** Your agent uses the provided authentication to connect and audit the live ad accounts, ensuring all data requests are signed with OAuth 1.0a.
- 03** You prompt your AI client in natural language—for example, 'What was our engagement metric for Q2?'—and receive an immediate, structured report.

The bottom line is that you treat the entire X Ads platform like a single source of truth within your chat window.

Built For

This MCP is for performance marketing specialists and ad operations teams who are tired of switching between dashboards, exporting CSVs, and manually correlating campaign data. If you spend hours every week pulling metrics just to answer 'how did we do?', this tool saves your time.

Performance Marketing Specialist

Runs detailed reports comparing line item performance across multiple campaigns, identifying which audiences need budget reallocation.

Ad Operations Team Lead

Verifies campaign configurations and checks the status of promoted tweets or ad accounts to ensure everything is running correctly before a launch date.

Agency Account Manager

Audits multiple client accounts from one interface, pulling summaries of spend and engagement without ever leaving their primary workflow tool.

What Changes When You Connect

- 01 Stop leaving the ads manager. You can now pull complex reports, like comparing line item performance across different campaigns using `get_analytics`, all from your chat interface.
- 02 Instantly audit account health. Use `list_ad_accounts` to see every account ID and status without needing manual logins or API calls.
- 03 Deep-dive into spending details. Check billing setup with `list_funding_instruments` before any major campaign launch to avoid payment delays.
- 04 Manage content inventory easily. Run `list_promoted_tweets` to verify exactly which tweets are running, and use `list_media_creatives` to check the asset library.
- 05 Compare targeting strategies. You can list all criteria using `list_targeting_criteria`, helping you decide if your retargeting efforts need adjusting.

Real-World Applications

Reviewing Monthly ROI

An Account Manager needs to show a client their overall ad performance for the last quarter. They ask their agent: 'Give me the total web conversion and engagement metrics across all line items from January 1 to March 31.' The agent uses `get_analytics` and delivers a clear, comprehensive breakdown.

Debugging Campaign Failures

A marketer notices low CTR on one campaign. They ask their agent: 'What are the targeting criteria for line item XYZ?' The agent executes `list_targeting_criteria`, immediately showing if the audience settings were recently changed, solving the mystery fast.

Pre-Launch Checklist

An Ops Lead is launching a major campaign. They ask their agent to confirm everything: 'List all ad accounts, check funding instruments, and list promoted tweets.' The agent runs ``list_ad_accounts`` and ``list_funding_instruments``, confirming readiness in seconds.

Auditing Creative Assets

A Growth Lead wants to see if the right creative is running. They ask: 'Which media creatives are active, and are there any promoted tweets we need to review?' The agent runs ``list_media_creatives`` followed by ``list_promoted_tweets``, providing a complete content audit.

Patterns to Avoid

Assuming data is available

✗ AVOID

Asking the AI, 'Tell me about my campaign performance.' The agent will fail because it doesn't know which account or dates you mean.

✓ INSTEAD

Start by calling ``list_ad_accounts`` to get the ID. Then, use ``list_campaigns`` with that ID, and finally call ``get_analytics`` specifying the exact metric group and date range.

Confusing line items and campaigns

✗ AVOID

Asking for performance metrics without knowing if you should be looking at a campaign level or a specific line item level.

✓ INSTEAD

Use ``list_campaigns`` to get the overview, then use ``list_line_items``. When pulling data, always specify which context (Campaign ID or Line Item ID) you want ``get_analytics`` to run against.

Skipping credential verification

✗ AVOID

Telling your agent to audit accounts without first verifying the account ID is active.

✓ INSTEAD

Always use ``get_ad_account`` first. This confirms the account metadata and makes sure subsequent calls, like those for ``list_campaigns``, will succeed.

The Right Fit

Use this MCP if your job involves cross-referencing ad data points—for example, linking a low CTR (from `get_analytics``) to an outdated creative asset (checked via `list_media_creatives``) running under a specific line item (reviewed using `list_line_items``). It's best for deep audits and performance analysis.

Don't use this if you just need basic, non-ad related information, like checking your personal email or accessing general HR documents. For those tasks, stick to dedicated communication or document management tools. If your goal is simple reporting without needing specific metrics (like just listing account names), a simpler catalog tool might suffice, but if the data lives in X Ads, this MCP is necessary.

Ad campaigns are messy; checking them used to require an army of tabs.

Today, pulling a quarterly performance review means logging into the ads manager. You click on 'Campaigns,' then filter by date range, export the data, jump to a second tab to check billing status using a different section, and finally, copy-paste all those metrics into a spreadsheet for your boss. It's time-consuming, prone to manual error, and takes up half a workday.

With this MCP connected through Vinkius, you simply ask your agent: 'Pull the total engagement metrics for Q2.' The system handles the credential management, runs the necessary internal calls—like checking `list_campaigns` and then running `get_analytics`—and delivers a clean, ready-to-use summary in plain text. You just get the answer.

X Ads (Twitter) MCP: Full Visibility Into Your Ad Performance

You no longer have to manually cross-reference which specific ads are running, which line items they belong to, or what their current budget constraints are. You can ask for a full audit of promoted tweets and assets from one prompt.

The difference is that you move from data retrieval (copy/paste) to intelligence gathering (asking questions). This MCP lets your agent interpret the ad structure for you.

X Ads (Twitter) MCP: 13 Tools

Use these tools to access every aspect of your X Ads account, from listing all campaigns and line items to pulling detailed performance metrics for specific ads.

#	TOOL	DESCRIPTION
01	<code>get_ad_account</code>	Use this to get detailed metadata for a specific X Ads account, confirming its activity status.
02	<code>list_ad_accounts</code>	Lists all accessible X (Twitter) Ads accounts, providing their IDs, names, and current statuses.
03	<code>list_ads</code>	Retrieves a list of every individual ad, showing which line item and creative asset it belongs to.
04	<code>list_campaigns</code>	Lists all campaigns within an X Ads account, including their status, budget, and funding source.
05	<code>list_funding_instruments</code>	Provides a list of payment methods and billing sources attached to the ad account for verification.
06	<code>list_line_items</code>	Lists all line items across campaigns, which define the targeting rules and bidding strategies used.
07	<code>get_analytics</code>	Pulls performance reports for ads, lines, or campaigns over specified date ranges using various metrics (e.g., engagement, billing).
08	<code>get_campaign</code>	Fetches the full details of a single campaign when you know its ID.
09	<code>get_line_item</code>	Retrieves all specific details for one line item, provided you have its unique ID.
10	<code>list_media_creatives</code>	Lists every media asset (images or videos) used in the account to help audit current creative inventory.
11	<code>list_promoted_tweets</code>	Verifies which tweets are actively running or paused, listing all promoted content on the account.
12	<code>list_tailored_audiences</code>	Lists custom audiences used for retargeting and matching against CRM data.
13	<code>list_targeting_criteria</code>	Shows all specific targeting rules that have been applied to a particular line item, requiring both account and line item IDs.

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 X ad accounts and tell me which ones are active.



You have 2 ad accounts:

1. **SaaS Growth** (ID: abc123) — Active, funding via credit card ending in 4242
2. **Product Launch Q2** (ID: def456) — Paused since June 3

Would you like me to pull the active campaigns for 'SaaS Growth'?

U Show me the engagement metrics for all line items in account abc123, from June 1 to June 14.



Here are the engagement metrics for your 3 line items between June 1–14:

LINE ITEM	IMPRESSIONS	CLICKS	SPEND	CTR
Retargeting — Webinar	42,100	1,230	\$312	2.92%
Lookalike — SaaS	38,500	890	\$278	2.31%
Brand Awareness	91,200	620	\$445	0.68%

The retargeting line item is outperforming by CTR. Would you like a day-by-day breakdown?

U Which promoted tweets are running right now on account abc123?



You have 4 promoted tweets active on that account:

1. "Just launched our AI integration..." — Linked to 'SaaS Growth' campaign
2. "Watch the full product demo..." — Linked to 'Video Launch'
3. "Free trial — no credit card..." — Linked to 'Retargeting'
4. "Case study: 3x pipeline in 60 days..." — Linked to 'Lookalike'

Want me to pull engagement stats for any of these?

Frequently Asked Questions

01 How do I use X Ads (Twitter) MCP to check my accounts?

You start by calling ``list_ad_accounts``. This tool returns all accessible account IDs and their current statuses, letting you pick the right ID for deeper analysis.

02 Can I compare different ad audiences with X Ads (Twitter) MCP?

Yes. You can use ``list_tailored_audiences`` to see what custom lists are available for retargeting, which is crucial before running a campaign.

03 What metrics does `get_analytics` support in X Ads (Twitter) MCP?

The analytics tool supports five core metric groups: Engagement, Billing, Video, Web Conversion, and Mobile Conversion. You specify which group you need when making the request.

04 Does the X Ads (Twitter) MCP help me find my ad creative?

Yes. You can use ``list_media_creatives`` to list all images and videos, or run ``list_promoted_tweets`` to see exactly which tweets are currently running.

05 Is X Ads (Twitter) MCP secure?

Yes. The system signs every request with OAuth 1.0a at runtime, and your credentials remain encrypted at rest; they never get exposed to the agent or visible in logs.

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 `"x-ads-twitter": { "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

X Ads (Twitter) 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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