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Amazon Ads MCP Server Overvie

What is the Amazon Ads MCP Server?

The Amazon Ads MCP Server is a standardized access layer f
multi-field API operations into simple conversational queries
performance metrics, billing, and account information acces
applications through natural language interactions.

What is Model Context Protocol?

MCP ([Model Context Protocol ⧉](#)) is an open-source sta
way connections between their data sources and AI-pov

How It Works

The key participants in the MCP architecture are:

- **Amazon Ads MCP Server**: The Amazon Ads layer tha
  and data through tools, resources, and prompts.
- **MCP Client**: The connector that securely manages da
  MCP Server.

Primitives:

MCP primitives are the fundamental building blocks that def
interact. They specify the types of contextual information th
range of actions that can be performed.

The Amazon Ads MCP Server translates Amazon Ads APIs int

- A **Tool** is a function exposed to an agent with a descr
  allows the agent to perform an action
- **Resources** are data sources that provide contextual i
  database records, API responses)
- **Prompts** are reusable templates that help structure i

> 🗒 **Note**
>
> We currently only have tools published to the Amazon Ad

Amazon Ads builds, maintains, and updates the MCP Server
consistently access the latest functionality without re-engine
to date with Amazon Ads context, enabling faster innovatior

feedback

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and flexibility over your AI experiences while benefitting fror

For additional MCP terms and concepts, refer to documentat

Typical use cases

The following are some example prompts and use cases that
Server:

- **Query campaign performance** with requests like "Sh
  on `[account_id]` "
- **Access account information** by asking "Show me a l
  my recent invoices on `[account_id]` "
- **Generate reports** with requests like "Create a Campa
- **Update campaign settings** through simple instructic
  $500 on `[campaign_id]` "

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