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Ad



Ad Association



Ad Group



Campaign



Target



Betas ➔ MCP Tools (beta) ➔ Resources

campaign_management

Ad

feedback

create_ad

Create Amazon Ads. Create individual ads within ad groups across all Amazon advertising products.

REQUEST BODY SCHEMA: application/json

— body > object

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

amazon ads Advanced tools center

▼

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign > **🔗 delete_ad**
- Target > Delete Amazon Ads. Remove individual ads from ad groups.

REQUEST BODY SCHEMA: application/json

→ body > object

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "adIds": [ ... ]  
  }  
}
```

🔗 query_ad

amazon ads Advanced tools center

REQUEST BODY SCHEMA: application/json

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign >
- Target >

body > object

▼

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "adGroupIdFilter": { ... },  
    + "adIdFilter": { ... },  
    + "adProductFilter": { ... },  
    + "campaignIdFilter": { ... },  
    + "marketplaceScopeFilter": { ... },  
    "maxResults": 0,  
    + "nameFilter": { ... },  
    "nextToken": "string",  
    + "stateFilter": { ... }  
  }  
}
```

🔗 update_ad

Update Amazon Ads. Modify individual ad settings including name and state.

REQUEST BODY SCHEMA: application/json

The screenshot shows the 'Request samples' section for the 'Ad Association' endpoint. The 'Content type' is set to 'application/json'. The JSON payload is as follows:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "ads": [ ... ]  
  }  
}
```

🔗 Ad Association

🔗 create_ad_association

Create Amazon Ads Ad Associations. Associate ads with ad groups across Amazon advertising products.

REQUEST BODY SCHEMA: application/json

— body > object

Request samples

The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target'. To the right of the sidebar, there is a dark panel containing JSON schema for an API request. The schema includes fields for 'body': 'accessRequestedAccount' and 'adAssociations'.

```
Copy   Expand all   Collapse all
{
  - "body": {
    + "accessRequestedAccount": { ... },
    + "adAssociations": [ ... ]
  }
}
```

🔗 delete_ad_association

Delete Amazon Ads Ad Associations. Remove associations between ads and ad groups.

REQUEST BODY SCHEMA: application/json

— body > object

The screenshot shows the 'Request samples' section for the 'delete_ad_association' endpoint. It includes a 'Payload' button, a 'Content type' field set to 'application/json', and a JSON schema for the request body.

```
Payload
Content type
application/json
Copy   Expand all   Collapse all
```

The screenshot shows the 'Advanced tools center' section of the Amazon Ads API documentation. On the left, there's a sidebar with navigation links: 'Campaign Management' (with a back arrow), 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target'. The 'Target' link is expanded, revealing the 'query_ad_association' endpoint. The endpoint title is 'query_ad_association' with a magnifying glass icon. Below it is a detailed description: 'Query Amazon Ads Ad Associations with advanced filtering capabilities. Search for associations between ads and ad groups.' A 'REQUEST BODY SCHEMA: application/json' section follows, with a 'body' object shown as an object type. The main content area features a large dark box containing the 'Request samples' section. This section includes a 'Payload' button, a 'Content type' dropdown set to 'application/json', and a JSON schema for the request body. The schema is as follows:

```
Copy   Expand all   Collapse all
{
  - "body": {
      + "accessRequestedAccount": { ... },
      + "adAssociationIdFilter": { ... },
      + "adGroupIdFilter": { ... },
      + "adIdFilter": { ... },
      "maxResults": 0,
      "nextToken": "string"
    }
}
```

The screenshot shows the 'Ad Group' section of the Amazon Ads Advanced Tools Center. On the left, there's a sidebar with navigation links: 'Campaign Management' (with a back arrow), 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target'. To the right of the sidebar, there's a large search bar with a magnifying glass icon. Below the search bar, a dropdown menu is open, showing the text 'Update Amazon Ads Ad Associations. Modify associations between ads and ad groups.' Underneath this text, there's a link 'REQUEST BODY SCHEMA: application/json'. A hierarchical tree diagram follows, with 'body' expanded to show 'object'. Below this, a dark modal window titled 'Request samples' contains a 'Payload' tab. The 'Content type' field is set to 'application/json'. At the bottom of the payload editor, there are 'Copy', 'Expand all', and 'Collapse all' buttons, followed by a JSON code block:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "adAssociations": [ ... ]  
  }  
}
```

🔗 Ad Group

🔗 create_ad_group

Create Amazon Ads Ad Groups. Create ad groups for organizing ads within campaigns across all Amazon advertising products.

The screenshot shows the 'Request samples' section of the 'Request samples' endpoint in the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: Ad, Ad Association, Ad Group, Campaign, and Target. The main area has a dark background with white text. It displays the title 'Request samples' and a 'Payload' button. Below the payload button, it says 'Content type' and shows 'application/json'. At the bottom, there are three buttons: 'Copy', 'Expand all', and 'Collapse all'. A JSON schema is shown below these buttons:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "adGroups": [ ... ]  
  }  
}
```

🔗 delete_ad_group

Delete Amazon Ads Ad Groups. Remove ad groups and their associated ads from campaigns.

REQUEST BODY SCHEMA: application/json

— body > object

The screenshot shows the 'Request samples' section of the 'delete_ad_group' endpoint. It has a dark background with white text. It displays the title 'Request samples' and a 'Payload' button.

The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target'. To the right of the sidebar, there is a large dark area containing JSON code. At the top of this area, there are three buttons: 'Copy', 'Expand all', and 'Collapse all'. Below these buttons, the JSON code is displayed:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "adGroupIds": [ ... ]  
  }  
}
```

🔗 query_ad_group

Query Amazon Ads Ad Groups with advanced filtering capabilities. Search and filter ad groups across all Amazon advertising products.

REQUEST BODY SCHEMA: application/json

→ body > object
required

The screenshot shows the 'Request samples' section for the 'query_ad_group' endpoint. It features a 'Payload' button, which is highlighted with a white background and black border. Below the button, the 'Content type' is set to 'application/json'. At the top of the main area, there are three buttons: 'Copy', 'Expand all', and 'Collapse all'.

The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: Ad, Ad Association, Ad Group, Campaign, and Target. To the right of the sidebar, there is a large dark area containing JSON code. The code defines a schema for an 'ad_group_filter' object, which includes fields for adProductFilter, campaignIdFilter, marketplaceScopeFilter, maxResults (set to 0), nameFilter, nextToken (set to "string"), and stateFilter.

```
+ "adProductFilter": { ... },
+ "campaignIdFilter": { ... },
+ "marketplaceScopeFilter": { ... },
"maxResults": 0,
+ "nameFilter": { ... },
"nextToken": "string",
+ "stateFilter": { ... }
}
```

🔗 update_ad_group

Update Amazon Ads Ad Groups. Modify ad group settings including name, state, and default bid.

REQUEST BODY SCHEMA: application/json

— body > object

The screenshot shows the 'Request samples' section for the update_ad_group endpoint. It includes a 'Payload' button, a 'Content type' field set to 'application/json', and buttons for 'Copy', 'Expand all', and 'Collapse all'.

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

The screenshot shows the Amazon Ads Advanced Tools Center interface. At the top left is the "amazon ads" logo and "Advanced tools center". A search bar is at the top right. Below the header, a navigation tree on the left lists "Campaign Management" with sub-options: Ad, Ad Association, Ad Group, Campaign, and Target. To the right of the tree, a large dark area displays JSON-like code snippets. One snippet shows a "Campaign" object with a "name" field. Below this, a section titled "@ add_country_campaign" is described with a detailed explanation of its purpose: adding countries to existing campaigns with specific budget caps. A "REQUEST BODY SCHEMA: application/json" section follows, showing a "body" object required for the request. At the bottom, there's a "Request samples" section with a "Payload" example:

```
Content type: application/json
```

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

amazon ads Advanced tools center

▼

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign > **🔗 create_campaign**
- Target > Create an Amazon Ads Campaign. This tools supports Sponsored Products, Sponsored Brands and ADSP.

REQUEST BODY SCHEMA: application/json

→ body > object

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "campaigns": [ ... ]  
  }  
}
```

🔗 create_campaign_harvest_targets

amazon ads Advanced tools center

monitoring to automatically move high-performing keywords based on sales thresholds.

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign >
- Target >

Request samples

Payload

Content type
application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "harvestRequests": [ ... ]  
  }  
}
```

🔗 [create_singleshot_sp_campaign](#)

Creates a complete Sponsored Products AUTO targeting campaign (campaign + ad group + ads) across multiple marketplaces in a single operation. Use this when creating AUTO targeting campaigns spanning multiple countries. Creates ONE global campaign with country-specific budgets and ASINs, not separate campaigns per country.

REQUEST BODY SCHEMA: application/json

The screenshot shows the Amazon Ads Advanced Tools Center interface. On the left, there's a sidebar with navigation items: Ad, Ad Association, Ad Group, Campaign, and Target, each preceded by a right-pointing arrow. To the right of this is a dark panel titled "Request samples". Inside this panel, there's a "Payload" button, a "Content type" section set to "application/json", and a JSON schema editor. The schema editor contains the following code:

```
Copy   Expand all   Collapse all
{
  - "body": {
    + "accessRequestedAccount": { ... },
    + "oneshotCampaigns": [ ... ]
  }
}
```

🔗 delete_campaign

Delete Amazon Ads Campaigns. Remove campaigns and all associated ad groups, ads, and targets.

REQUEST BODY SCHEMA: application/json

→ body > object

This screenshot shows the "Request samples" section for the "delete_campaign" endpoint. It features a "Payload" button and a "Content type" section set to "application/json".

amazon ads Advanced tools center 

▼

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign >  **query_campaign**
- Target >

+ "campaignIds": [...]
}

Query Amazon Ads Campaigns with advanced filtering capabilities. Supports Sponsored Products, Sponsored Brands, Sponsored Display, Sponsored Television, and Amazon DSP campaigns.

REQUEST BODY SCHEMA: application/json

— body > required object

Request samples

Payload

Content type
application/json

Copy Expand all Collapse all

The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: Ad, Ad Association, Ad Group, Campaign, and Target. Each link has a right-pointing arrow next to it. To the right of the sidebar is a large dark gray area containing JSON code. The code defines a schema for campaign filters, including fields for campaign ID, goal, marketplace scope, name, portfolio ID, and state.

```
+ "campaignIdFilter": { ... },
+ "goalFilter": { ... },
+ "marketplaceScopeFilter": { ... },
"maxResults": 0,
+ "nameFilter": { ... },
"nextToken": "string",
+ "portfolioIdFilter": { ... },
+ "stateFilter": { ... }
}
```

🔗 update_campaign

Update Amazon Ads Campaigns. Modify campaign settings including name, state, budget, and targeting options.

REQUEST BODY SCHEMA: application/json

→ body > object

The screenshot shows the 'Request samples' section. It includes a 'Payload' button and a 'Content type' dropdown set to 'application/json'. Below this, there is a 'Copy' button and options to 'Expand all' or 'Collapse all' of the JSON schema. The schema itself is a JSON object with a single key 'body' pointing to another object, which contains 'accessRequestedAccount' and 'campaigns' arrays.

```
Content type
application/json

Copy Expand all Collapse all
{
- "body": {
+ "accessRequestedAccount": { ... },
+ "campaigns": [ ... ]
}
}
```

The screenshot shows the 'Advanced tools center' section of the Amazon Ads API documentation. At the top left is the 'amazon ads' logo. To its right is the text 'Advanced tools center'. On the far right is a search bar with a magnifying glass icon. Below this header, there's a dropdown menu indicated by a downward arrow. The main content area has a breadcrumb navigation on the left: '< Campaign Management' followed by a back arrow, then 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target', each preceded by a right arrow. To the right of this navigation, the endpoint name 'update_campaign_budget' is displayed with a gear icon. Below the endpoint name, the description 'Update Campaign Budget.' is shown. A 'REQUEST BODY SCHEMA: application/json' link is provided. Underneath this, a 'body' object is detailed as an 'object'. A large dark callout box covers the bottom half of the page, containing the title 'Request samples' and a 'Payload' tab. The payload content type is listed as 'application/json'. Below this, a JSON schema is shown with a 'Copy' button and 'Expand all' and 'Collapse all' links. The schema is as follows:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "campaigns": [ ... ]  
  }  
}
```

< Campaign Management

Ad

Ad Association

Ad Group

Campaign

Target

@update_campaign_budget

Update Campaign Budget.

REQUEST BODY SCHEMA: application/json

body > object

Request samples

Payload

Content type

application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "campaigns": [ ... ]  
  }  
}
```

@update_campaign_state

Update Campaign State.

REQUEST BODY SCHEMA: application/json

The screenshot shows the Amazon Ads Advanced Tools Center interface. On the left, there's a sidebar with a back arrow labeled "Campaign Management" and a list of items: Ad, Ad Association, Ad Group, Campaign, and Target, each preceded by a right-pointing arrow. The main area has a dark background with a white header bar containing the "amazon ads" logo, the text "Advanced tools center", and a search bar with a magnifying glass icon. Below the header, there's a "Request samples" button. A modal window titled "Request samples" is open, showing a "Payload" tab selected. Under "Content type", it says "application/json". Below that is a JSON schema for the payload:

```
Copy   Expand all   Collapse all
{
  - "body": {
    + "accessRequestedAccount": { ... },
    + "campaigns": [ ... ]
  }
}
```

🔗 Target

🔗 create_target

Create Amazon Ads Targets. Create targeting criteria including keywords, products, categories, and audiences.

REQUEST BODY SCHEMA: application/json

— body > object

Request samples

The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation items: Ad, Ad Association, Ad Group, Campaign, and Target, each preceded by a right-pointing arrow. To the right of the sidebar is a dark panel containing JSON code. At the top of this panel are three buttons: 'Copy', 'Expand all', and 'Collapse all'. Below these buttons is the JSON code:

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "targets": [ ... ]  
  }  
}
```

🔗 delete_target

Delete Amazon Ads Targets. Remove targeting criteria from ad groups.

REQUEST BODY SCHEMA: application/json

— body > object

The screenshot shows the 'Request samples' section for the 'delete_target' endpoint. It features a 'Payload' button, which is highlighted with a white background and black border. Below the button is a 'Content type' field containing the value 'application/json'. At the bottom of the panel are three buttons: 'Copy', 'Expand all', and 'Collapse all'.

amazon ads Advanced tools center

▼

< Campaign Management

- Ad >
- Ad Association >
- Ad Group >
- Campaign > **query_target**
- Target > Query Amazon Ads Targets with advanced filtering capabilities. Search for keywords, products, categories, audiences, and other targeting options.

REQUEST BODY SCHEMA: application/json

body > required object

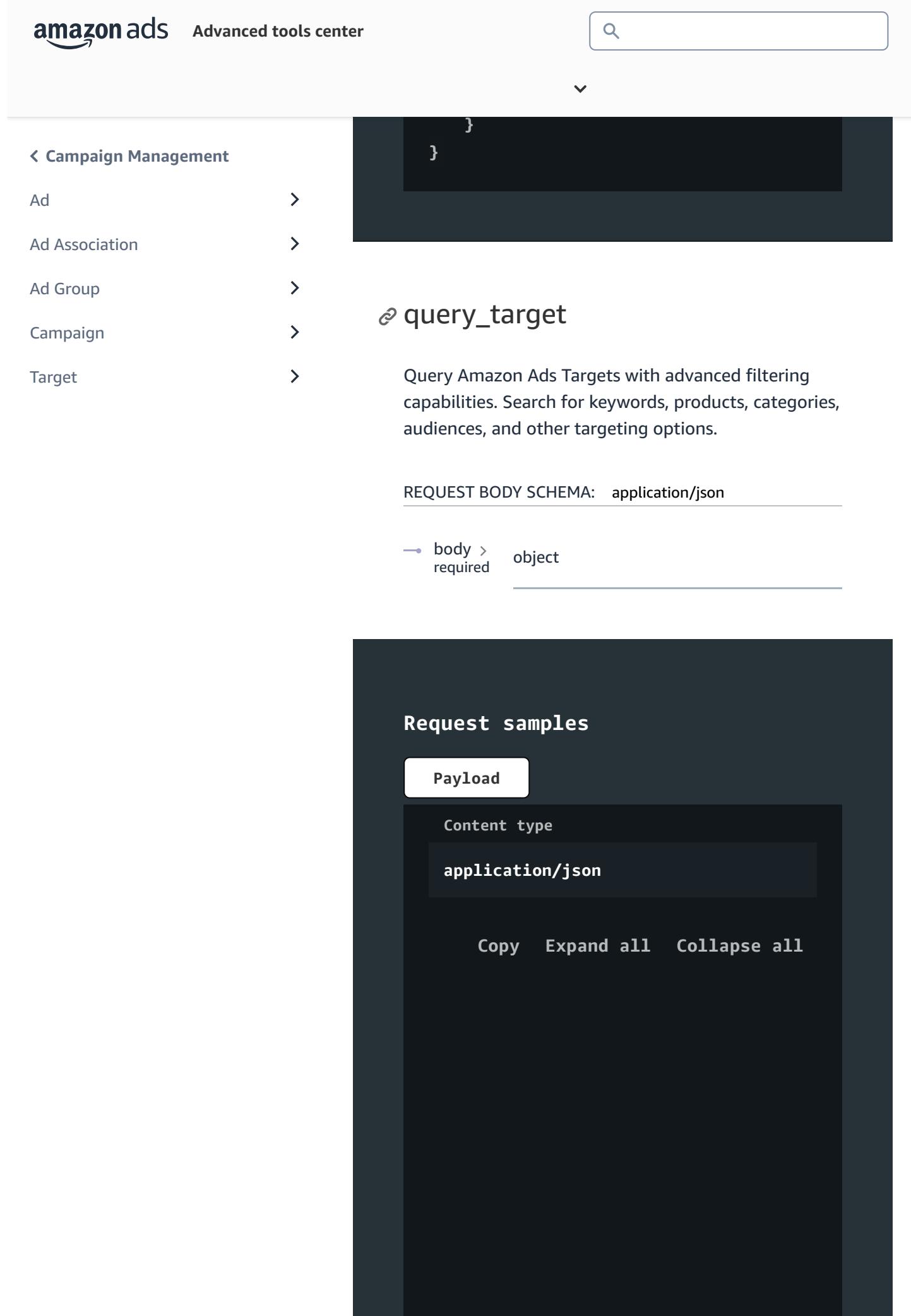
Request samples

Payload

Content type

application/json

Copy Expand all Collapse all



The screenshot shows the 'Campaign Management' section of the Amazon Ads Advanced Tools Center. On the left, there is a sidebar with navigation links: Ad, Ad Association, Ad Group, Campaign, and Target. Each link has a right-pointing arrow next to it. To the right of the sidebar is a large dark gray area containing a JSON-like code snippet. The code defines a complex filter object with various nested properties like 'adProductFilter', 'campaignIdFilter', etc.

```
+ "adProductFilter": { ... },
+ "campaignIdFilter": { ... },
+ "keywordFilter": { ... },
+ "marketplaceScopeFilter": { ... },
+ "matchTypeFilter": { ... },
    "maxResults": 0,
+ "nativeLanguageLocaleFilter": { . .
+ "negativeFilter": { ... },
    "nextToken": "string",
+ "productIdFilter": { ... },
+ "stateFilter": { ... },
+ "targetIdFilter": { ... },
+ "targetTypeFilter": { ... }
}
}
```

🔗 update_target

Update Amazon Ads Targets. Modify targeting criteria including bids, state, and targeting parameters.

REQUEST BODY SCHEMA: application/json

— body > object

Request samples

Payload

Content type

application/json

[Copy](#) [Expand all](#) [Collapse all](#)

The screenshot shows the 'Advanced tools center' section of the Amazon Ads API documentation. On the left, there's a sidebar with navigation links: 'Campaign Management' (selected), 'Ad', 'Ad Association', 'Ad Group', 'Campaign', and 'Target'. The main content area displays the following information:

update_target_bid

Update Target Bid.

REQUEST BODY SCHEMA: application/json

body > object

Request samples

Payload

Content type
application/json

Copy Expand all Collapse all

```
{  
  - "body": {  
    + "accessRequestedAccount": { ... },  
    + "targets": [ ... ]  
  }  
}
```



Advanced tools center



< Campaign Management

Ad >

Ad Association >

Ad Group >

Campaign >

Was this page helpful?

Yes

No

Target >



GitHub



RSS release notes

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