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# Amazon Ads MCP Server Overview

## What is the Amazon Ads MCP Server?

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

## What is Model Context Protocol?

MCP ([Model Context Protocol](#)) is an open-source standard for easy connections between their data sources and AI-powered applications.

## How It Works

### The key participants in the MCP architecture are:

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

### Primitives:

MCP primitives are the fundamental building blocks that define how agents interact. They specify the types of contextual information they can receive and the range of actions that can be performed.

The Amazon Ads MCP Server translates Amazon Ads APIs into primitives.

- A **Tool** is a function exposed to an agent with a description that allows the agent to perform an action
- **Resources** are data sources that provide contextual information (e.g., database records, API responses)
- **Prompts** are reusable templates that help structure interactions

### Note

We currently only have tools published to the Amazon Ads MCP Server.

Amazon Ads builds, maintains, and updates the MCP Server to consistently access the latest functionality without re-engineering it to date with Amazon Ads context, enabling faster innovation.

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and flexibility over your AI experiences while benefitting from

For additional MCP terms and concepts, refer to the documentation.

## Typical use cases

The following are some example prompts and use cases that you can ask the AI Server:

- **Query campaign performance** with requests like "Show me all campaigns with a budget of \$500 on [campaign\_id] "
- **Access account information** by asking "Show me a list of my recent invoices on [account\_id] "
- **Generate reports** with requests like "Create a Campaign Overview report for [account\_id] "
- **Update campaign settings** through simple instructions like "Set the bid for campaign [campaign\_id] to \$500 on [account\_id] "

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