

CONNECT

META ADS TO CLAUDE

Create Campaigns, Analyze Performance & Manage Ads Directly Inside Claude

Campaign Creation - Performance Analytics - Ad Management
Audience Insights - Budget Optimization - Creative Upload

2026 Edition - 30-Second Setup

Setup Guide

Meta just released an official MCP (Model Context Protocol) connector that lets Claude read and manage your Meta Ads account directly. You can create campaigns, analyze your ad performance, manage budgets, and pull insights without ever leaving Claude. It connects to Facebook, Instagram, and Audience Network. Here is how to set it up in about 30 seconds.

IMPORTANT

This feature is rolling out in phases. Some Meta ad accounts have access already and some do not. If you follow the steps below and it does not work, your account likely has not been enabled yet. Meta is flipping the access flag on a per-account basis, not per business manager. It should be available to all accounts very shortly. Also, you need a Claude Pro or Max subscription to add custom connectors. The free plan does not support this.

Step 1: Copy the MCP Link

This is the official Meta Ads MCP server URL. You do not need to create a developer app, go through any app review, or generate API tokens. Meta handles all authentication through a standard OAuth login (the same kind of login you use for Shopify or Mailchimp).

COPY THIS MCP LINK:

<https://mcp.facebook.com/ads>

Step 2: Add It to Claude

Open Claude. Click **Customize** in the bottom left corner. Then click **Connectors**, then the **+** button, and select **Add Custom Connector**. Name it **Meta Ads** and paste in the MCP link from above. Click save.

Step 3: Authorize Your Account

When you start a new conversation and Claude tries to use Meta Ads, it will ask you to log in with your Meta account. You will see a permissions screen asking what level of access to grant. Choose **Allow All** if you want Claude to be able to both read your data and create/edit campaigns. If you only want analytics without any write access, choose **Read Only**.

TIP

If Claude does not automatically recognize the connector, just type **"Use Meta Ads"** in your conversation. That tells Claude to activate the connector and start pulling your ad data.

THAT'S IT

Meta Ads is now connected to Claude. You can ask Claude to pull your campaign data, find trends, create new campaigns, adjust budgets, and analyze performance. All 29 tools from the Meta Marketing API are now available through natural language. No switching between Ads Manager and spreadsheets.

What It Can Do

Once connected, Claude has access to 29 tools from Meta's Marketing API organized into five categories. Here is what you can actually do with it:

Campaign Management

Create new campaigns, ad sets, and ads from scratch. Activate or pause campaigns. Adjust budgets and targeting. Claude can build an entire campaign structure from a single prompt.

Performance Analytics

Pull performance trends, spot anomalies in your data, see auction ranking benchmarks, and compare your ads against industry benchmarks. Ask Claude things like "find trends in my ads this week that I would have never found myself" and it will dig through your data.

Creative Management

Upload ad images and videos, create new ad creatives, and link creatives to campaigns. If you combine this with the Higgs Field MCP, you can generate AI images and then push them directly into your Meta ad account without leaving Claude.

Product Catalogs

Create and manage product catalogs, add product sets, search products, and check feed rules. This is massive for e-commerce brands running dynamic product ads.

Audience and Diagnostics

Create custom audiences, check dataset quality, review signal health, and diagnose tracking issues. Claude can tell you if your pixel is firing correctly and flag event loss problems.

What It Cannot Do (Be Aware)

I want to be fully transparent about the limitations so you know exactly what you are getting into. This is powerful, but it is not a full replacement for Ads Manager yet.

No Image or Video Creation

Meta's MCP can upload and manage creatives, but it cannot generate images or videos on its own. That is why combining it with the Higgs Field MCP is so powerful. Use Higgs Field to create the visuals, then push them into Meta through Claude.

No Cross-Platform Data

It only sees your Meta Ads data. It cannot pull data from TikTok Ads, Google Ads, or any other platform unless you connect those separately.

No Organic Facebook Data

The MCP only covers paid ads. It cannot access your organic Facebook page insights, post engagement, or audience demographics for unpaid content.

Write Actions Are Live

There is no draft mode. If you tell Claude to change a budget from \$50 to \$500, it does it immediately on your live account. Meta does automatically pause all brand new campaigns created through the MCP as a safety measure, but edits to existing campaigns go live instantly.

Token Limits

Loading the 29 tools uses between 55,000 and 134,000 tokens of context. On longer conversations, this can limit how much room Claude has for complex analysis. Start fresh conversations for big analytical requests.

Rate Limits

Meta enforces rate limits of 200 API calls per hour for standard accounts. If you are running a lot of operations in a short window, you may hit this. Accounts spending over \$100K monthly qualify for higher limits.

IMPORTANT

Be careful with budget changes. Meta limits you to 4 budget changes per ad set per hour and 10 spend-cap changes per account per day. If you go over these limits, Meta's automated enforcement can kick in. Always double-check before confirming any budget or spend changes Claude suggests.

The Power Combo: Meta Ads + Higgs Field

This is where it gets crazy. If you have both the Meta Ads MCP and the Higgs Field MCP connected to Claude, you can do something that used to require an entire ad agency. In a single conversation, you can:

1. Upload your product photo to Claude.
2. Ask Higgs Field to generate 10 static ad creatives from that product.
3. Tell Claude to take those images and create a full Meta Ads campaign with them.
4. Set your targeting, budget, and schedule all through natural language.
5. Claude uploads the creatives, builds the campaign structure, and it is ready to go.

EXAMPLE PROMPT

"Here is my product [upload photo]. Use Higgs Field to create 10 high-converting static ad images. Then take those images and build a conversion campaign in my Meta Ads account targeting [YOUR AUDIENCE] with a daily budget of \$50. Optimize for purchases."

More Prompts to Try

"Show me my top 5 performing ads this month by ROAS and explain why they are working."

"Find any ads with rising frequency and declining CTR. Those are probably fatigued."

"Create a new campaign called Summer Sale 2026. Target women 25-45 interested in fitness. Set the daily budget to \$100 and optimize for purchases."

"Compare my ad performance this week vs last week. Flag anything unusual."

"Check the quality of my CRM dataset and tell me if there are any signal loss issues."

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