

PropellerAds MCP Connector — Installation Guide (Claude Desktop)

Connect your PropellerAds advertiser account to Claude Desktop so you can create, edit, and monitor campaigns right from a chat.

Before you start

Make sure you have:

1. **A PropellerAds account** with access to the Advertiser dashboard.
2. **Claude Desktop** installed on your computer (the connector also works with Cursor, but this guide covers Claude Desktop specifically).
3. **A few minutes** — the whole setup takes less than 5 minutes and doesn't require any coding.

You'll generate an API token during setup (Step 4), so there's nothing to prepare in advance beyond having your PropellerAds login handy.

Step-by-step installation

Step 1 — Download the connector file

Go to the [PropellerAds MCP Connector releases page](#) and download **propellerads-adv-mcp.mcpb** (the "download latest release" link on the repository page points here directly).

This **.mcpb** file is the connector itself — it doesn't contain any of your account data or credentials. Save it somewhere you can find it, like your Downloads folder.

Step 2 — Open Claude Desktop settings

In Claude Desktop, go to **Settings** → **Extensions** (this may also be labeled **Connectors**, depending on your version).

Step 3 — Install the connector

You have two options:

- **Drag and drop** the **propellerads-adv-mcp.mcpb** file straight into the Extensions window, **or**
- Click **Install from file** and select the file from where you saved it.

Claude will recognize the file and show you an installation prompt with a configuration form — don't close this yet, you'll fill it in during the next step.

Step 4 — Generate your PropellerAds API token

Open your PropellerAds account in a browser and go to **Profile** → **Account Settings** → **API access**. Click **Create a new token**.

Before the token is generated, you'll be asked to **accept the PropellerAds API & MCP Connector Legal Notice** — this is required to use the connector, since all actions taken through it (including by your AI agent) are treated as actions you've authorized yourself.

Copy the generated token — you'll paste it in the next step. Treat it like a password: don't share it, and store it somewhere safe.

Step 5 — Fill in the configuration

Back in the Claude Desktop installation prompt from Step 3, fill in:

- **API token** — paste the token you just generated.
- **API base URL** (*optional/advanced*) — leave this as-is unless PropellerAds has specifically instructed you to use a different one. It defaults to the production SSP API v5.

Confirm your acceptance of the terms if prompted, then click to finish the installation.

Step 6 — Enable and restart

Make sure the connector is toggled **on** in your Extensions/Connectors list. If Claude Desktop asks you to restart or reload, do so — this lets the new connection take effect.

Step 7 — Verify it's working

Start a new chat and ask something simple, like:

"What campaigns are running in my PropellerAds account right now?"

If you get a real list back (or an empty list, if you have no active campaigns), the connector is working. If Claude says it doesn't have access to any PropellerAds tools, double-check Steps 4–6.

Good to know

- **Your token stays local.** It's stored in your Claude Desktop configuration and sent directly to PropellerAds — Anthropic never sees it.
- **Nothing happens without your say-so,** but every action the agent takes through the connector — creating a campaign, changing a budget, pausing something — happens

on your live account immediately and may spend real budget. Review what you're asking for before you send it.

- **You can revoke access anytime** from Profile → Account Settings → API access, without uninstalling anything on your end.