

Conversios

Launches AI-driven workflows in days with Microsoft Advertising MCP server



The goal

[Conversios](#) brings tracking, product feeds, server-side tagging, and reporting into one platform for WooCommerce and Shopify, ensuring merchants have the accurate data needed to improve advertising performance.

At one point, the team was managing more than 120 accounts at once, making it hard to spot campaign issues and opportunities across their customer base. Conversios wanted a faster way to audit the health of its [Performance Max](#) campaigns to quickly pinpoint where to act. The team wanted to build that capability themselves rather than tap into their core engineering resources. With the help of Microsoft Advertising [Model Context Protocol](#) (MCP), they were able to achieve these goals.

With MCP, Conversios' marketers created a repeatable portfolio-wide audit process that could be completed in days rather than weeks, while leaving the engineering team free to focus on building and growing the business.

The solution

Working with Microsoft Advertising, Conversios built and deployed an AI-powered audit workflow that turns natural language and MCP into a portfolio-wide dashboard containing health scores, pass/fail assessments, and actionable recommendations across customer accounts.

Here's how the team did it:

AI agentic workflow: They linked Microsoft Advertising MCP with Google Antigravity and Claude Opus 4.6, enabling agents to analyze campaign data and perform audits automatically, surfacing those results in a live dashboard associated with multiple AI agentic workflows.

Hands-on workshop: Building and testing the audit workflow and dashboard during a hands-on workshop turned a concept into a working solution in just days.

Dashboard delivery: The team launched a partner-branded dashboard across all customer accounts without relying on the company's core engineering team.

The results

120

Accounts audited

0

Core engineering resources required