

A simple path from **marketplace question** to a decision someone can review.

A plain-English guide to MCP, Xnurta, Amazon advertising,
and the people and checks around marketplace work.



How to use this guide

This is the reading part of MCP Marketplace Academy. It gives your team a shared picture of MCP, a simple way to ask a marketplace question, and clear limits for the Xnurta service used in this course.

The example is made up: a campaign called Spring Launch 2025 shows a week-over-week fall in return from ads. The numbers are practice numbers. In real work, check the account, dates, service version, time of the lookup, and what the service is allowed to change before you rely on an answer.

FIELD NOTE

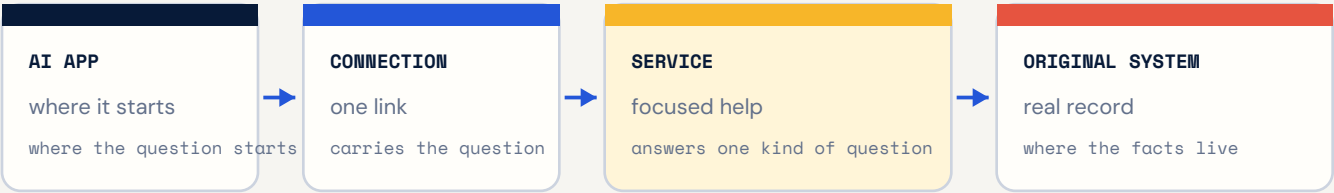
Read the guide once from start to finish. Then use the pictures and video to refresh the five checks before a real marketplace question.

The learning loop

READ Use the guide for the full idea, examples, sources, and checklist.	SEE Use the pictures to keep the parts and the right source visible in team conversations.
WATCH Use the short lesson to hear the five checks in about two minutes.	PRACTICE Return to the academy and write a question another teammate can repeat.

MCP in one page

The Model Context Protocol, or MCP, gives an AI app a shared way to use another service. In marketplace work, the app can ask a focused service for information while advertising, seller, stock, and money systems keep their own records.



The connection carries the message. The original system keeps the record.

STOCK / MONEY / INVENTORY HAVE THEIR OWN RECORDS

The roles

AI app Where the conversation starts. It holds the question, the user's approval, and the available connections.	Connection The link between the app and one service. It carries the question and the answer.
Service A focused provider of information or actions. In this course, Xnurta answers advertising questions.	Original system The database or marketplace system that keeps the real record of what happened and what changed.

FIELD NOTE
MCP is a connection method, not automatic permission. A service still needs the right account access, limits, and approval.

Five checks keep a question from becoming a guess

This is the habit the academy teaches. It keeps the team from jumping from a vague request to a confident answer before checking the facts, dates, source, and approval limit.



A next step is ready when the facts, dates, source, and approval limit are clear.

01 / Ask

Say what you need to decide. Include the campaign or product, the comparison, the dates, and the kind of answer you want. Example: Why did our practice campaign's return from ads change week over week, and what should we check next?

02 / Define

Name the approved account, marketplace, campaign or product, dates, timezone, numbers, and whether you only want information or are asking about a possible change.

03 / Find

Look in the service that keeps those facts. Write down the service name, the fields it returned, the limits of the question, and when you looked.

04 / Check

Compare the dates and make sure you have the right campaign or product. Look at recent changes. Keep ad numbers separate from stock, price, margin, and money information.

05 / Decide

Say what the facts support, what is still unknown, what to check next, and whether a person must approve any action in another system.

Xnurta 1.0.0: look up advertising information

For this academy, Xnurta 1.0.0 is for looking up information. It helps the team see ad results, campaign details, and recent changes. The useful skill is asking a clear question and knowing where a person's approval begins.

Three kinds of information in the course

get_ads_perf The Xnurta name for ad results. Use it for spend, sales, clicks, orders, ad cost, return, and related numbers.	get_entity_metadata The Xnurta name for campaign and product details. Use it to make sure you are talking about the right campaign or product.
get_operation_log The Xnurta name for recent changes. Use it to see bids, budgets, targets, who changed them, and when.	Clear question Every lookup should say what you are looking at, which dates and account you mean, which numbers you want, and what the answer should look like.

A clear question example

Question: Why did our practice campaign's return from ads fall week over week? Account: one approved Amazon ads account. Dates: May 5-11, 2025 compared with Apr 28-May 4, 2025. Numbers: spend, sales, orders, and return from ads. Answer: a short comparison table, what the facts suggest, what is missing, and what to check next.

FIELD NOTE

Xnurta is look-up only in this course. It cannot create, update, pause, or change a campaign. If someone asks for a change, use the handoff: Look, Suggest, Approve, Check.

Amazon advertising services do not all do the same thing

MCP gives services a shared way to connect to an AI app. The services are still different. Each one has its own account access, kinds of information, dates, and possible actions.

XNURTA

look-up service

ad results + changes

1.0.0 / look-up only

AMAZON ADS

official Amazon service

ad workflows

check current approval

SP-API / DATA KIOSK

seller information

orders + products

keep records separate

Services can share MCP and still have different jobs, limits, and kinds of information.

SERVICE	GOOD FOR	CHECK BEFORE USE
Xnurta 1.0.0	Questions about ad results, campaign details, and recent changes.	Look-up only. Confirm the account, dates, and how current the numbers are.
Amazon Ads official MCP beta	Amazon advertising work exposed by the current official service.	Check what it can do today, who can approve it, and which account it can reach.
SP-API / Data Kiosk	Seller work such as orders, products, stock, and reports.	These records answer different questions. Do not use seller data alone to explain ad results.

A simple choice rule

Use Xnurta for a supported advertising lookup when the account, dates, and numbers are clear. Use Amazon's official advertising service when the work depends on Amazon's own advertising actions or definitions. Use SP-API or Data Kiosk for seller work such as orders, products, stock, and reports. When you combine sources, say which source answers which part of the question.

FIELD NOTE

A new service can change. Check the current guide and the account it can reach before you use it.

Start with what the system actually knows

A confident story can be wrong when it mixes facts, surrounding details, and guesses. Use the source order to separate what the advertising system says, what the campaign or product is, what changed, and what other business information may add.

1

AD NUMBERS

What happened / spend / sales / orders / return

2

CAMPAIGN DETAILS

What it is / campaign / target / product / status

3

CHANGE HISTORY

What moved / bid / budget / who / when

OTHER INFORMATION: STOCK + MONEY

What each source can and cannot tell you

Advertising numbers Can show what happened during a set of dates. They cannot prove the reason or the effect on profit and stock by themselves.	Campaign details Can tell you which campaign or product you are looking at. They cannot replace the measured results or prove a setting just changed.
Change history Can show what moved and when, if the record covers the right account. It cannot prove that a change caused the number to move without a fair comparison.	Other business information Stock, price, margin, content, and money can change the decision. Keep their source and date clear.

FIELD NOTE

If two sources disagree, do not smooth the difference away. Write down both answers, say what each source knows best, and ask the owner who can check it.

Compare the facts before you choose

MCP makes looking up information easier. You still need to think through what it means. A good answer shows the path from the numbers to the next step and keeps the unknowns visible.

A short check you can repeat

Compare the same thing Use the same campaign or product, date rules, timezone, and number definitions in both periods.	Check how current it is Write down when you looked and whether the source may still be filling in or correcting the period.
Look for a change Check the campaign status, setup, bids, budgets, targets, and recent changes before blaming one number.	Check the business reality Ask about stock, margin, price, promotion, content, and money when they could change the answer.
Say how sure you are Separate facts you saw, what they support, possible reasons, and what is missing.	Make the next check clear Name who should look, where they should look, what dates to use, and what would settle the question.

A next-step sentence someone else can review

We saw return from ads fall in the campaign and spend rise. That tells us to look more closely at spend and conversion. We do not yet know whether bids, search mix, budget pressure, price, stock, or the way sales are counted caused the change. Next, check recent changes and campaign details, then compare them with the approved stock and business information before suggesting an action.

FIELD NOTE

Aim for a decision another person can understand and check.

Look, Suggest, Approve, Check

The most important limit in the academy sits between explaining information and changing a live system. Keep that limit visible even when someone wants a fast answer.

LOOK Show where the numbers came from, which account and dates you used, and how current the answer is.	SUGGEST Say what the facts support, what they do not prove, and what to check next.
APPROVE A person who can say yes confirms the change, account, timing, and stop condition.	CHECK After an approved change happens elsewhere, look again at the live result and record what happened.

Handoff template

Question: [what decision needs help]
Account and dates: [account / marketplace / campaign or product / date range / timezone]
Source: [where the numbers came from / when you looked]
Facts: [what you saw]
What it suggests: [what those facts support]
Still unknown: [missing or conflicting information]
Next step: [what to check or consider]
Approval: [person / system / limit]
Check again: [what result will show that it worked]

FIELD NOTE

Xnurta is the look-up step in this guide. The handoff keeps a person responsible for what happens next.

A checklist your team can reuse

Use this checklist before a marketplace advertising or operations question that uses MCP. It is short enough to become a habit and specific enough to catch common mistakes.

Before you look

☐ I can say the question and the decision it supports.	☐ I know which app, service, version, and account I am using.
☐ I named the campaign or product, marketplace, timezone, and dates.	☐ I said which numbers I want and what the answer should look like.
☐ I know whether I only want information or someone is asking about a change.	☐ I know what to do if the data is late, missing, or different in two places.

While looking and after

☐ I wrote down the service, the numbers it returned, and when I looked.	☐ I checked that the campaign or product and its status are the right ones.
☐ I kept ad numbers separate from stock, price, margin, and money information.	☐ I labeled facts, possible explanations, and what is still unknown.
☐ The next step names who should check what.	☐ Any live change has approval and a check after it happens.

FIELD NOTE

If you cannot say which account, dates, or source you mean, ask first. A clearer question is better than a more confident guess.

A few words you will see

Host The AI app where the conversation starts. It holds the question, context, and user approval.	Client The connection the app keeps to one MCP service.
Server A service that offers information or actions through MCP.	Tool A named function the service can run. The name does not tell you what it is allowed to change.
Resource Information the service makes available. Check where it came from and how current it is.	Prompt A reusable question or instruction a service offers.
Transport The way the app and service send messages. The current service may support only certain ways.	Scope The account, marketplace, campaign or product, dates, permissions, and answer limits in a question.
Source The system that keeps the facts you are asking about. Use that system for the questions it knows best.	Freshness How current and complete the information is, including whether it is still being updated.
Side effect A change outside the app. Treat changing bids, budgets, campaigns, or orders as a separate approved step.	Reconciliation Comparing numbers, dates, surrounding details, and recent changes before choosing what to do.

FIELD NOTE
MCP makes it easier for an app to find and use a service. A good team still keeps the question, source, approval, and uncertainty visible.

Keep the map current

MCP services and Amazon advertising tools change. Use the official MCP documents for how the connection works, the current Xnurta guide and code repository for Xnurta claims, and Amazon's own documents for Amazon advertising claims.

Primary sources

MCP architecture specification

<https://modelcontextprotocol.io/specification/2026-07-28/architecture>

Who does what, how a connection starts, and how the app, link, and service relate.

MCP authorization

<https://modelcontextprotocol.io/specification/2026-07-28/basic/authorization>

How a service checks who is allowed to use it and what they may see.

MCP security best practices

https://modelcontextprotocol.io/docs/tutorials/security/security_best_practices

Ways to protect accounts, tools, approvals, and private information.

Xnurta MCP user guide

<https://doc.xnurta.com/en/articles/16119067-xnurta-mcp-user-guide>

Current product guide for the Xnurta MCP release used in this academy.

Xnurta MCP repository

<https://github.com/Xnurta/MCP>

Implementation and release context for the Xnurta MCP surface.

Amazon Ads MCP Server open beta

<https://advertising.amazon.com/en-ca/library/news/amazon-ads-mcp-server-open-beta>

Amazon-owned announcement for the official advertising MCP beta.

Amazon Ads API overview

<https://advertising.amazon.com/en-ca/about-api>

Amazon advertising API context and developer surface.

Amazon Ads reporting guidance

<https://advertising.amazon.com/help/GN9EDPASLDDKNT7F>

Reporting definitions and operational context.

FIELD NOTE

Team practice: take one real question, write the account and dates before opening the app, look up the facts, and hand off the result with what you know, what you do not know, and what to check next.

This guide is an educational companion to MCP Marketplace Academy. It is not a live connection to Xnurta, Amazon Ads, SP-API, or any marketplace account. Practice data is used throughout the example scenario.