Newton Connector

Ask about your Apple Search Ads performance in Claude and other MCP clients.
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Overview

The Newton connector lets you ask questions about your Apple Search Ads reporting in plain language. It covers campaign, ad-group and keyword performance, daily trends, and Newton's Telescope overview of an app. Answers come from your own Newton account, so you see only the apps and metrics your account is permitted to access.

Requirements

- A Newton account with at least one Apple Search Ads app.
- An AI client that supports remote MCP connectors with OAuth sign-in, such as Claude.

Connecting

1. In Claude, open **Customize** → **Connectors** and add **Newton** from the directory. To add it manually, choose a custom connector and enter `https://mcp.newtonco.ai/mcp`.
2. Select **Connect**. You are taken to Newton to sign in.
3. Review the permission screen and select **Allow**. Select **Cancel** to stop without connecting.
4. Ask a question, for example “How did my campaigns for MyApp perform last month?”

Disconnecting

Remove the connector in your client's connector settings. To end access completely, also revoke the connection key in your Newton API key settings.

Tools

All tools are read only. Claude chooses the right one from your question; you do not need to name it.

TOOL	USE IT TO	EXAMPLE
`get_my_account`	List your Newton account and the apps it can report on.	Which apps does my account have access to?
`find_app`	Look up an app by name and return its IDs.	Find the app named MyApp.
`get_campaign_performance`	Campaign totals for one app over a period.	How did my campaigns for MyApp perform last month?
`get_campaign_daily_breakdown`	Day-by-day campaign metrics.	Show daily spend and installs for MyApp over the last 14 days.
`get_adgroup_performance`	Ad-group totals for one app over a period.	Which ad groups drove the most installs in the last 30 days?
`get_adgroup_daily_breakdown`	Day-by-day ad-group metrics.	Show daily ad-group performance for one campaign over the last 7 days.

TOOL	USE IT TO	EXAMPLE
`get_keyword_performance`	Keyword totals for one app over a period.	Which keywords spent the most last month, and how did they convert?
`get_keyword_daily_breakdown`	Day-by-day keyword metrics.	Show daily performance for my top keyword over the last 7 days.
`get_telescope_overview`	Newton's Telescope overview of one app in one country.	Give me the Telescope overview for MyApp in the US.

Shortcuts

Ready-made requests you can pick instead of typing. In Claude, look for them in the **+** menu under the Newton connector.

SHORTCUT	WHAT IT DOES
`weekly_report`	Last 7 days of campaign performance, with the biggest movers.
`monthly_report`	Last month of campaign performance, with the biggest changes.
`spend_check`	Spend and ROAS for a chosen period (default: last month).
`adgroup_breakdown`	Last 30 days of ad-group performance, optionally by campaign.
`top_keywords`	The 10 highest-spend keywords over the last 30 days.
`keyword_waste`	High-spend, low-converting keywords over the last 30 days.
`overview`	Telescope overview for one app in one country.
`my_apps`	Your account and the apps it can report on.

Data and limits

- **Metrics:** impressions, taps, installs, spend, goals, revenue, and the rates derived from them (tap-through rate, conversion rate, cost per install, cost per goal, ROAS). Rates are calculated from period totals, not averaged across days.
- **Permissions:** you see only the metrics your Newton account is permitted to see. A figure that depends on a metric you cannot see may be left out.
- **Periods:** yesterday, last 7 / 14 / 30 / 90 days, this month, last month, or a custom start and end date.
- **Range:** a window can span up to 90 days and start no more than 365 days ago. Rolling periods end yesterday, because today's data is incomplete.
- **Time zone:** days follow the Newton reporting time zone (Asia/Kolkata).
- **Large results:** very large result sets are shortened. Narrow the app, campaign or dates to see the rest.

Security and privacy

- **Read only.** The connector cannot change campaigns, bids, budgets or any other setting in Newton or Apple Ads.
- **Your own access.** You sign in with your own Newton account on Newton's sign-in page. The AI client never sees your password, and Newton checks your permissions on every request.

- **Connection key.** Signing in creates a Newton API key for the connector, valid for 30 days. After it expires, connect again. You can revoke it at any time.
- **Data handling.** The connector does not store your reporting data. Each question is passed to Newton with your key and the answer is returned to your client.
- **Account details.** The account tool returns your name, email address and role, and the list of apps you can report on.
- All traffic uses HTTPS.

For IT administrators

Server address	`https://mcp.newtonco.ai/mcp` (streamable HTTP over HTTPS)
Sign-in	OAuth 2.0 authorization code flow with PKCE (S256) and dynamic client registration. No client secret is issued.
Identity	Each user signs in with their own Newton account. Access follows that user's existing Newton permissions. There is no shared service account.
Hosts	`mcp.newtonco.ai`, `platform.newtonco.ai`
Access level	Read only in this version.
Enterprise managed auth	Not supported.

Troubleshooting

Sign-in does not appear or loops	Remove the connector, add it again, and sign in to Newton when asked.
“App not found”	Ask which apps your account can access, then use the name or app ID shown.
No data for a period	Check the dates are within the limits above and that the app had spend in that window.
A metric is missing	Your Newton account may not have permission for it. Ask your Newton administrator.
Stops working after about 30 days	The connection key has expired. Remove the connector and connect again.

Support and policies

Support	[Support email to be added]
Privacy policy	[Privacy policy URL to be added]
Newton platform	https://platform.newtonco.ai