

nivo × Meta

From Signal to Decision

Part of the Connected
Intelligence Kit

Create a new QA rule

Map creatives to placements

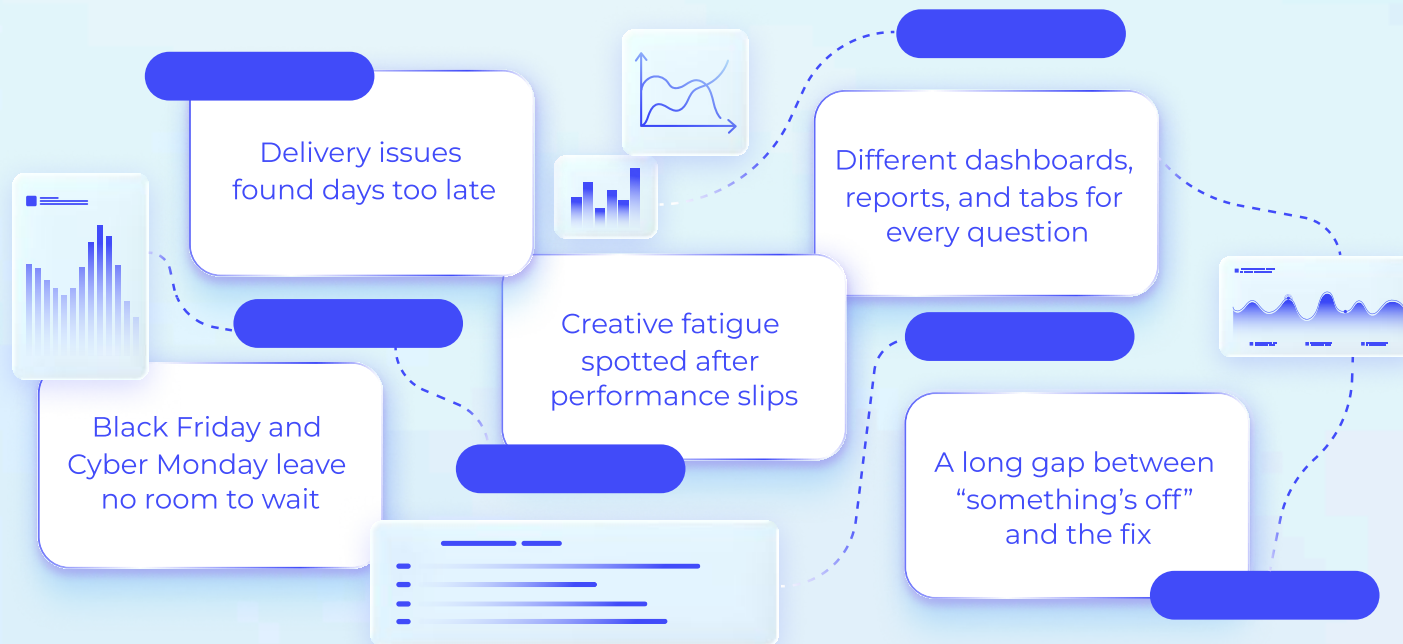
Build campaign from media plan

Hi! What would you like to do today?



You already have the data.

Finding an answer is the hard part.



Enterprise advertisers aren't short on data. Across delivery, costs, audiences, and creative, the signals are everywhere. The hard part is making sense of them quickly enough to know what deserves attention ... before performance slips.

Answering a question like **"what changed this week and should I do something about it?"** can mean exporting reports, lining up dashboards, and a lot of back-and-forth before anyone makes a call. **NIVO and the Meta ads MCP server are designed to change that.**

What is an MCP?

The Model Context Protocol (MCP) is an open standard that allows AI tools to securely connect with external data and systems. The ads MCP server from Meta gives NIVO a direct, authenticated view of your campaign intelligence, including metrics, trends, anomalies, benchmarks, opportunity scores, and creative and catalog context.

What NIVO does and doesn't do at launch

NIVO Does

- ✓ Analyze your Meta campaign data
- ✓ Surface what needs your attention
- ✓ Diagnose likely causes with evidence
- ✓ Suggest a specific next step
- ✓ Automate the execution of that recommendation

NIVO Doesn't Do

- ✗ Act without your team's approval
- ✗ Replace your team's judgement



Is it safe? **Yes.**

Access runs inside your existing Meta account structure and permissions. NIVO sees only what you're already allowed to see.



Why it works this way

For enterprise teams, trust comes before autonomy. NIVO does the analysis and gives you clear next steps. Then your team makes the change in Innovid's platform.

What is NIVO + Meta Ads MCP Server

NIVO now connects to your **Meta advertising data** through the ads MCP server from Meta. You can **ask about your campaigns in plain language** and get answers grounded by Meta's own data.

1



Ask

About campaign health, trends and anomalies

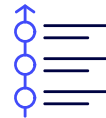
2



Dig Deeper

Into what's driving the change

3



Decide

What to do next with recommendations

4



Act

By making the change with your approval

**All in Innovid's Social Ads Manager,
where your workflows and governance already live.**



Four steps to an informed decision

Welcome to your first NIVO + Meta MCP prompt! You'll ask NIVO three questions, and by the end you'll have a next step you feel confident in executing.

nivo

Your First Session

Four Questions to an
Informed Decision



What needs **your** attention

1 2 3 4
ASK

Start with the big picture. Get an instant snapshot of what needs your attention.

What NIVO is looking at

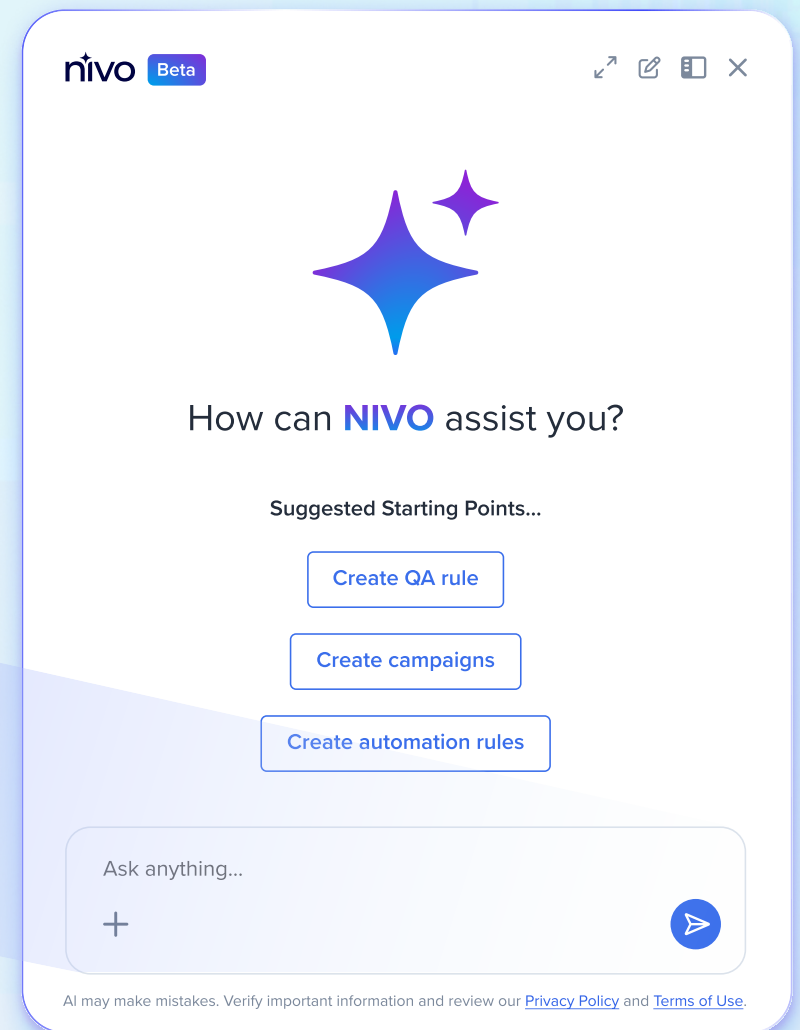
Performance across your campaigns, trends over time, and anomaly detection.

A good answer looks like ✨

A short ranked list, naming a specific campaign or ad set, the metric that moved, and by how much.

Ask NIVO

"What changed across my Meta account this week, and what are the three things most worth my attention today?"



Understand **why**



A ranked list tells you what changed. Now, we need to understand why.

What NIVO is looking at

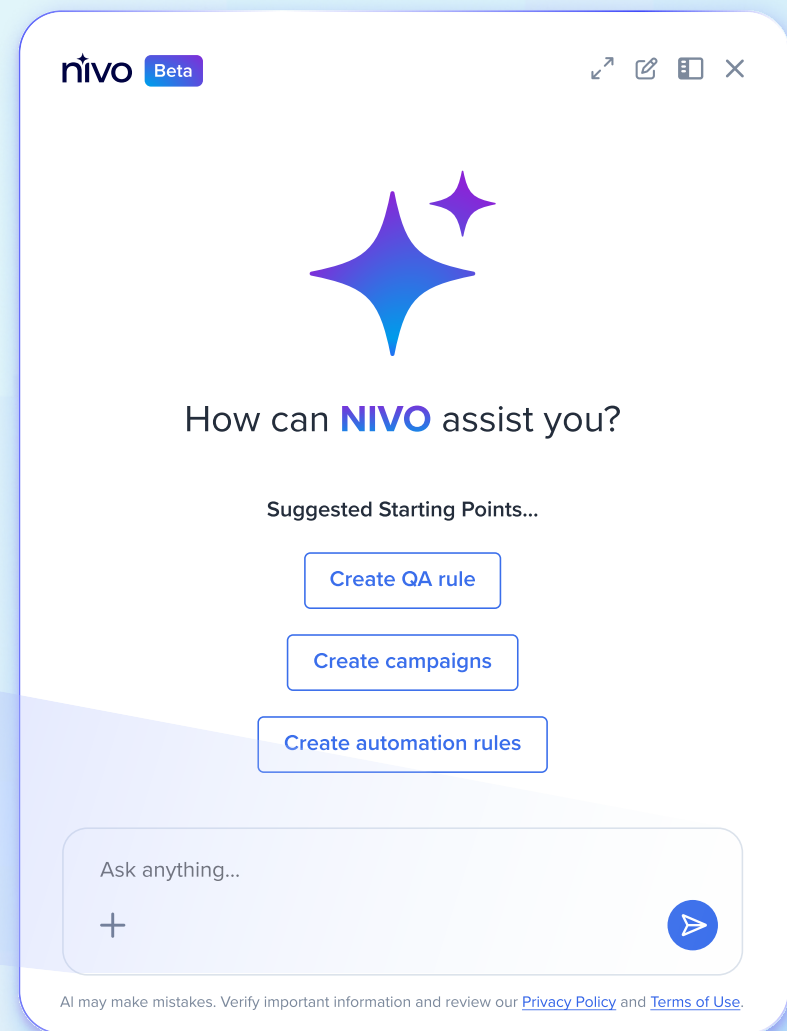
Creative checks, auction and industry benchmarks, advertiser context, and delivery diagnostics.

A good answer looks like ✨

One most-likely cause, with supporting data, example) “frequency climbed and CTR fell on these two ads.

Ask NIVO

“Walk me through what’s driving the change and with evidence.”



Decide what to do



Diagnosis complete. Let's turn that insight into a clear, recommendation.

What NIVO is doing

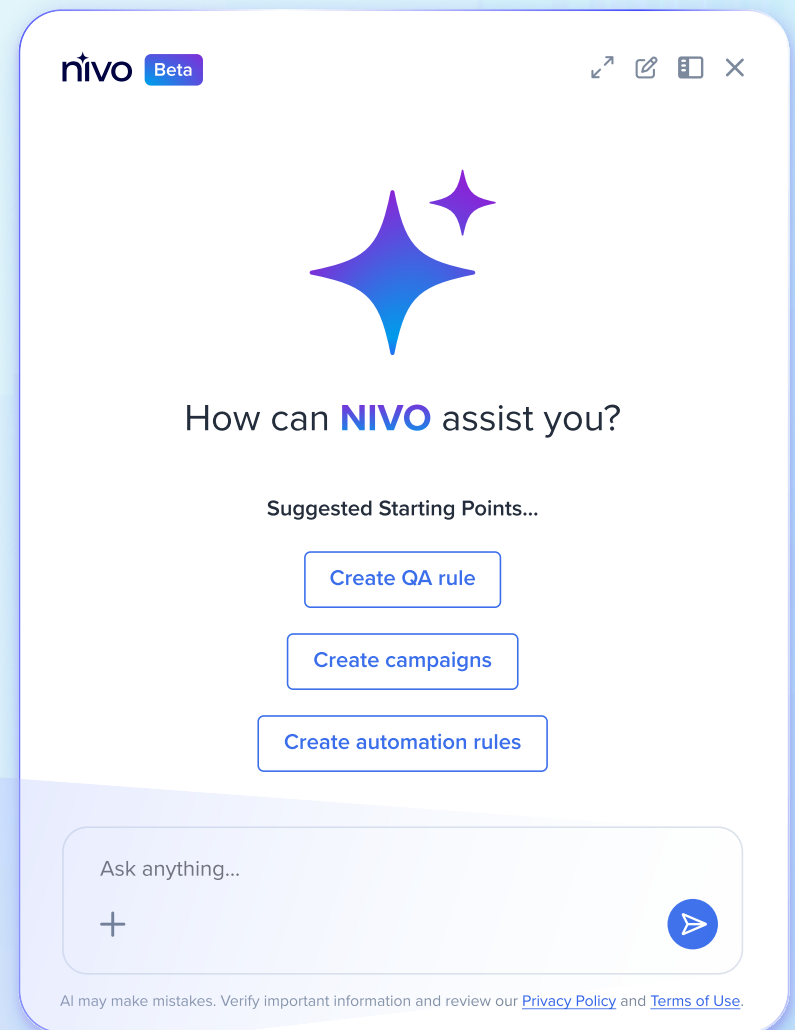
Recommending your next optimization based on Meta's owned data, and queuing it up in Innovid so it's easy to execute those changes.

A good answer looks like ✨

Clear, actionable instructions that name the campaign or ad set, the setting, and the change to make. It also includes the trade-off and the metric that tells you whether it worked.

Ask NIVO

"Based on that cause, what's the single highest-value change I should make — and write it as an exact instruction with the trade-off and the metric to watch."



Act on it

You've got the decision made. Now let NIVO carry it out for you.

A good answer looks like ✨

A complete preview of the change drafted for you to review. NIVO waits for your approval then applies the change in Innovid and confirms when the job is done.

Ask NIVO

"Make that change and show me exactly what you'll update before you apply it."

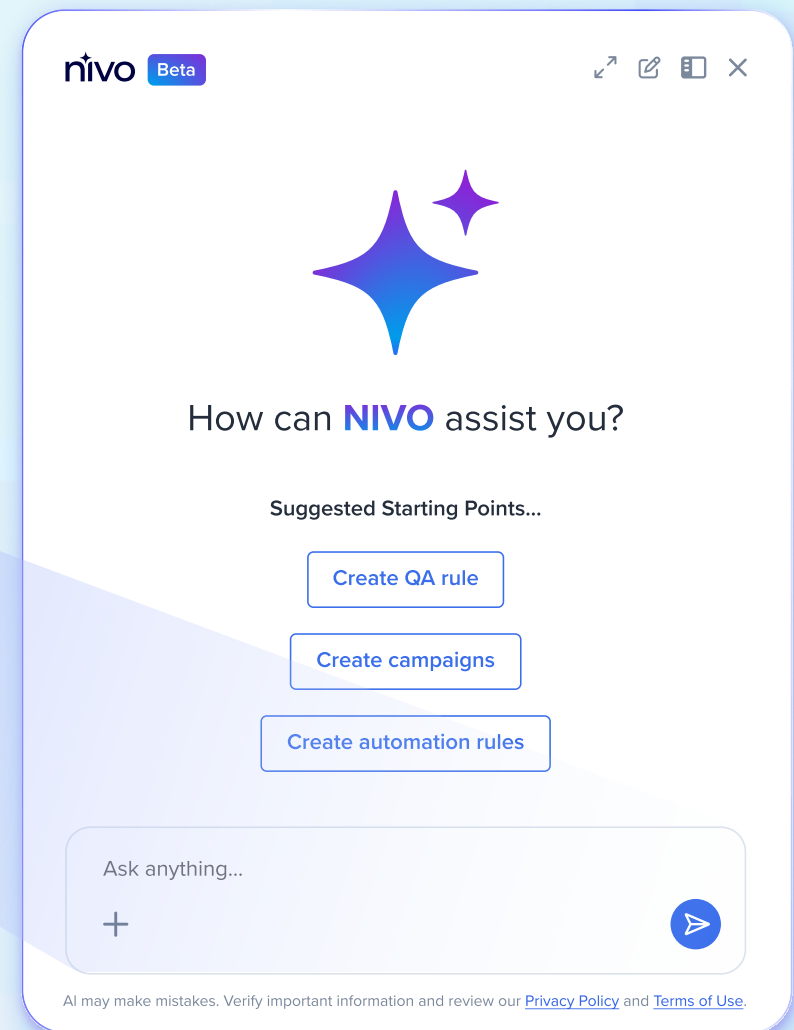


Then close the loop

"Remind me what to check and when"



So your next session can start with *"did the change we made have the effect we expected?"*



Where **NIVO** completes the picture

Enterprise teams run Meta alongside a dozen other publishers, formats, and screens. Innovid and NIVO complete the advertising picture with cross-publisher and omnichannel tools. Every insight from the ads MCP server from Meta connects to every workflow around your Meta campaigns within Innovid:



Creative at scale

When NIVO recommends a refresh, Innovid's creative tools are there to make it happen.



More robust reporting

See spend and performance across Meta and every other social publisher in one dashboard.



Creative intelligence

Asset-level insights show which elements in the creative are working and which are wearing out.



Enterprise-grade control

A permissioned workspace and automated QA means changes are checked before they go live and launch accurately, completely in your control.



NIVO + the ads MCP server from Meta gives you campaign intelligence in a conversation, connected to the operational and performance tools that make the plan whole.

One **Connected** System

NIVO is the connective AI intelligence across Mediaocean, Innovid, and Protected: bringing together data, workflows, and insights across media teams and the advertising lifecycle. As Innovid expands its partner ecosystem, NIVO expands what it can understand, what it can connect and then what it can orchestrate.



Built on a foundation **you can trust**

Independent by design

No walled-garden agenda, no media bias.

Your data stays yours

Innovid does not expose client data to third-party AI models for training.

Certified standards

NIVO is built on MRC and SOC 2-certified data standards.

Governance preserved

The ads MCP server operates within your existing account structures and permissions.

Go from signal to decision.



[Request NIVO Demo](#)

