

MCP SERVER

NO CODE

CLOUD HOSTED

# Adobe Analytics MCP for AI Agents

## Analyze Customer Journey Data and Audit Web Metrics

Adobe Analytics MCP lets your AI agents deep-dive into complex customer journey data. You can retrieve detailed reports, audit available metrics and dimensions, and manage audience segments right from chat. It turns enterprise web analytics—previously a massive manual effort—into simple conversational queries.

**A+** Quality Score 100/100

customer-journey

segmentation

reporting-dashboards

real-time-data

metrics-auditing

enterprise-analytics



# The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

# Your AI Connections Run Through Vinkius Cloud

The world's largest  
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

*The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*

— Architecture principle

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## Four Pillars of the Vinkius Runtime

### 01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

### 03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

### 02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

### 04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

**AES-256**

Encryption at rest

**Ed25519**

PKI vault signatures

**24h TTL**

Ephemeral session keys

**V8 Isolate**

Sandboxed execution

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## One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

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## Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

### 01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

### 02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

**03 — SSRF Guard**

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

**05 — Cryptographic Audit Trail**

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

**04 — DLP & PII Redaction**

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

**06 — Honeypot Trap System**

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

## Emergency Kill Switch

EU AI Act Art. 14(1)  
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

**01 — Server deactivated**

The MCP server is immediately taken offline across the entire cluster.

**02 — All tokens revoked**

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

**03 — WebSocket connections killed**

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

## Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

**Control Plane**

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

**FinOps**

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

**Firewall & DLP**

PII redaction activity, sensitive data protection counters, and security event timeline.

**Agent Activity**

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

**Tool Health**

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

**Incident Log**

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at [cloud.vinkius.com](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Adobe Analytics MCP

5 tools available

Cloud-hosted on Vinkius

Managing an enterprise analytics account usually means jumping between dashboards and running dozens of ad-hoc reports. This MCP changes that. You can connect your AI agent directly to Adobe Analytics to pull complex, real-time data without needing deep platform expertise. Instead of writing a SQL query or navigating nested menus, you just ask your agent what you need—say, 'Show the conversion rate for mobile users who visited the checkout page.' It handles the complexity. You can audit every available metric and dimension, list all active audience segments, and generate full reports in plain conversation. With Vinkius managing this MCP, connecting to your whole analytics ecosystem is simple, letting you focus on insights instead of clicks.

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## Core Capabilities

### 01 — List Report Suites

See a complete list of all available reporting collections within your Adobe Analytics account.

### 02 — Get Available Metrics

Check which specific metrics (like Page Views or Visits) exist for any given report suite.

### 03 — List Dimensions

Determine all the categorical data points, like Device Type or Page URL, available to filter your reports.

### 04 — Retrieve Analytics Reports

Generate and pull a full, filtered analytics report based on detailed specifications you provide.

### 05 — List Audience Segments

View all currently defined audience segments to verify which user groups your data is tracking.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/adobe-analytics](https://vinkius.com/mcp/adobe-analytics) — connect your AI agent in three steps.

- 01** First, subscribe to this MCP and enter your required Adobe Client ID, Client Secret, and Global Company ID.
- 02** Next, connect your preferred AI client (Claude, Cursor, etc.) to the Vinkius catalog, granting it access to the analytics tools.
- 03** Finally, start asking natural language questions—like 'What were the top five conversion metrics for desktop users?'—and get structured reports back in the chat.

The bottom line is you treat your entire enterprise reporting system like a conversation with an expert analyst.

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## Built For

This MCP is built for data professionals and marketing leads who spend too much time manually building reports. If you're tired of clicking through dashboard menus just to check one conversion trend, this tool saves hours.

### Data Analyst

You use it to automatically audit technical metadata, listing all available metrics and dimensions across different report suites before building a single visualization.

### Marketing Manager

You check campaign performance instantly by asking for reports filtered specifically on active audience segments, like 'Q3 Paid Search Leads'.

### Growth Lead

You verify conversion trends and identify patterns across multiple reporting collections without having to manually export and stitch together dozens of spreadsheets.

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## What Changes When You Connect

- 01** Stop manual data collection. Instead of exporting reports to Excel, you can generate complex analyses directly through conversation using the `get_report` tool.

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- 02 Understand your entire data schema instantly. Use `list_metrics` and `get_dimensions` to map out every possible metric and dimension without guessing what's available.

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  - 03 Keep track of user groups effortlessly. The `list_segments` function quickly shows you all active audience segments, ensuring you never analyze outdated traffic definitions.

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  - 04 Maintain organizational control by listing report collections using `list_report_suites`. You always know which reporting suites are live and accessible.

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  - 05 Identify trends without setup. Your agent can quickly find out about traffic patterns or engagement changes on the fly, bypassing complex dashboard configurations.
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## Real-World Applications

### Finding the Root Cause of Drop-Off

A marketing manager asks their agent: 'What were the bounce rates for mobile users who viewed the product catalog yesterday?' The agent uses `list_segments` and `get_report`, returning a focused table that points directly to an issue with the checkout page funnel.

### Comparing Campaign Effectiveness

The growth lead wants to compare paid search users vs. organic visitors across multiple reports. The agent uses `get_dimensions` to confirm 'Source' is available and then runs a single report comparison, giving immediate insights.

### Auditing Metrics Before Launch

A data analyst needs to know what metrics are available for a new product suite. They run `list_metrics` and receive a definitive list of all standard and calculated KPIs, saving hours of manual documentation.

### Verifying Segment Definition

A product owner needs to know if the segment for 'High-Value Repeat Buyers' is still active. They use `list_segments` and get confirmation of the definition, ensuring their feature engagement data is tied to the correct user group.

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# Patterns to Avoid

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## Treating all reports equally

### X AVOID

Manually trying to run a report for every single reporting suite because you aren't sure which ones exist or what they contain.

### ✓ INSTEAD

First, use `list_report_suites` to map out your entire collection. Then, target the specific suites with `get_metrics` and `get_dimensions` before attempting to run a report.

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## Ignoring segment definitions

### X AVOID

Assuming that 'New Visitors' means the same thing today as it did last month, leading to inaccurate campaign analysis.

### ✓ INSTEAD

Always run `list_segments` first. This verifies if your current audience segments are defined correctly and haven't been deprecated.

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## Asking for a report without filters

### X AVOID

Requesting a general 'Page View Report,' which returns millions of rows, overwhelming the user with unfilterable data.

### ✓ INSTEAD

Be specific. Use `get_dimensions` to confirm available filters (like 'Device Type') and include those in your request when you call `get_report`.

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## The Right Fit

Use this MCP if your job requires accessing deep, structured web analytics data—specifically customer journeys, user segments, or complex metrics. You should use it when you need to audit the *structure* of the data (using tools like `list_metrics` or `get_dimensions`) before pulling actual results. Don't use this MCP if your goal is simple business intelligence that only requires basic CSV exports; those simpler connectors will do fine. However, if you are managing multiple report suites and need to verify segment definitions across the board, this detailed control makes it essential.

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## Adobe Analytics: Managing Complex Customer Journey Data with Adobe Analytics MCP

Today, gathering a full picture of how users move through your site is a nightmare. You spend hours in the UI toggling between tabs, running separate reports for mobile vs. desktop, and manually compiling data to see if a specific feature drove conversions. The workflow is painful—it's clicks, copies, and spreadsheet formatting.

With this MCP, you simply ask your agent: 'What did high-value users do on their first visit?' Instead of logging into five different dashboards, the AI pulls together the necessary metrics and segments in one response. You get immediate, actionable data without ever touching a manual filter.

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## Adobe Analytics: Auditing Web Metrics and Dimensions using Adobe Analytics MCP

Before writing a single line of code or building a dashboard, you usually have to check documentation just to confirm if the metric 'Conversion Rate' is available for the specific report suite ID. This metadata audit process is tedious and prone to error.

This MCP eliminates that guesswork. You use `list_metrics` to validate every KPI and `get_dimensions` to list all possible filters. It gives you total confidence in your data structure, letting you build reliable reports faster than ever.

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## 5 Tools in the Adobe Analytics MCP for Reporting Insights

Use these tools to list report suites, check available metrics, retrieve specific data, and manage user segments from your Adobe Analytics account.

#	TOOL	DESCRIPTION
01	<code>list_report_suites</code>	Lists every available collection of reports in your Adobe Analytics account.
02	<code>get_metrics</code>	Identifies the specific measurement metrics for a given report suite, like Visits or Page Views.
03	<code>get_dimensions</code>	Retrieves all available filtering dimensions, such as device type or page name, for a specified report suite ID.
04	<code>get_report</code>	Pulls the actual analytics data in a structured format after you specify filters and metrics.
05	<code>list_segments</code>	Retrieves details on all existing audience segments, ensuring your targeting groups are current.

## See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

**U** What were the top 3 traffic sources that generated purchases last week?



### Report: Top Traffic Sources by Purchases (Last Week)

SOURCE	TOTAL VISITS	PURCHASE COUNT
Paid Search	12,400	850
Organic Search	9,100	620
Direct Traffic	7,500	310

*Analysis:* Paid search is driving the highest volume of purchases. Should I check the conversion rate for these sources?

**U** List all active segments that include people who viewed pricing pages.



### Active Segment Retrieval

I found 14 relevant segments. Here are three examples:

- Pricing Viewers - Mobile : Active since 2023-01-15.
- High Intent Prospects : Includes users who viewed pricing and spent >5 minutes.
- Segment Audit Required : Last updated, but definition may need review.

You can use this list to refine your reporting scope.

## U What dimensions are available for the 'product\_catalog' report suite?



### Available Dimensions for 'Product Catalog'

The following dimensions can be used to filter and break down data in this report suite:

- **Page Name** : The specific page URL (e.g., /home, /checkout).
- **Device Type** : Filters by Mobile, Tablet, or Desktop.
- **Traffic Source** : Identifies the marketing channel (Google, Facebook, Direct).
- **Browser Version** : Allows filtering by browser type.

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## Frequently Asked Questions

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### 01 How does Adobe Analytics MCP help me analyze customer journeys?

It allows you to ask natural language questions about user behavior, retrieving complex reports based on multiple filters (like device and page name) that would normally take hours of manual work in the native UI.

### 02 Can I check if my current audience segments are still valid using Adobe Analytics MCP?

Yes. You can list all active segments to verify their definitions and ensure your reports are tracking the intended user groups, preventing data inaccuracies.

### 03 What kind of metrics can I pull from my website traffic data?

You can retrieve standard KPIs like Visits, Page Views, and Bounce Rate. The MCP also helps you audit custom calculated metrics to ensure they are available for reporting.

### 04 Is Adobe Analytics MCP better than exporting reports manually?

Absolutely. Instead of dealing with massive CSV files and stitching together data from multiple sources, this tool gives you real-time insights directly in the chat window as conversational results.

### 05 What if I need to audit every available metric before building a report?

You can use the MCP's tools to list all metrics and dimensions for any given reporting suite ID. This gives you total visibility into your data structure, eliminating guesswork.

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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://cloud.vinkius.com), then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT

WHERE TO CONFIGURE



Claude AI

Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint



Cursor

Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint



VS Code

Ctrl/Cmd+Shift+P → "MCP: Add Server" → add `"adobe-analytics": { "url": "..." }`



Windsurf

MCP Settings → `mcp_settings.json` → Add endpoint URL



ChatGPT

Settings → Tools & plugins → Add MCP server → Paste endpoint



Gemini

Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server



Ask ChatGPT



Ask Claude



Ask Perplexity



Ask Gemini



Ask Grok



READY TO CONNECT

# Adobe Analytics is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and  
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

[vinkius.com](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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