

MCP SERVER

NO CODE

CLOUD HOSTED

Adobe Customer Journey Analytics (CJA) MCP for AI Agents

Analyze complex omnichannel data and cross-channel reports.

Adobe Customer Journey Analytics (CJA) MCP connects your AI client directly to professional omnichannel insights. It lets you manage complex data views, audit connections to Adobe Experience Platform datasets, and pull cross-channel reports—all using natural conversation.

A+ Quality Score 100/100

omnichannel-analytics

customer-journey

data-views

cross-channel-reporting

data-orchestration

aep-integration



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

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

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

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 — connect your AI agent in under 60 seconds.

Adobe Customer Journey Analytics (CJA) MCP

6 tools available

Cloud-hosted on Vinkius

Stop logging into the CJA portal just to find a specific metric or check how two channels interacted. This MCP gives your AI agent direct access to your entire journey analytics ecosystem. You can ask it anything: 'Show me the performance of mobile users who converted last week,' or 'What dimensions are available for the store transaction data view?' Your agent handles the complexity, retrieving cross-channel reports that combine web, app, and offline data in a single request. It manages everything from listing connections to AEP datasets to auditing metadata on data views—all without you needing to know specific API calls. Through Vinkius, your AI client gets centralized access to this power, letting you focus entirely on the insights instead of the mechanics.

Core Capabilities

01 — Generate Cross-Channel Reports

Pull comprehensive reports that combine data from web, mobile app sessions, and physical store transactions in one query.

03 — Monitor AEP Connections

See a list of connections between your CJA environment and Adobe Experience Platform datasets to verify data integrity.

05 — Identify Customer Behavior Patterns

Quickly analyze customer behavior across multiple touchpoints by asking questions directly through chat.

02 — Audit Data View Structure

List all available metadata for your data views, showing every dimension and metric available for analysis.

04 — Manage Journey Filters

List, check, and organize the filters (segments) you use for targeted analysis, ensuring your reports are accurate.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/adobe-customer-journey-analytics-cja — connect your AI agent in three steps.

- 01** Subscribe to this MCP on Vinkius and enter your Adobe Client ID, Client Secret, and IMS Organization ID.
- 02** Connect your preferred AI client (Claude, Cursor, etc.) using the credentials you provided. The connection validates access to your CJA environment.
- 03** Ask your agent a natural language question. It interprets the request, executes the necessary data calls, and presents the cross-channel report or metadata list directly in the chat.

The bottom line is that you talk to your AI client like you're talking to an analyst; it handles all the complex backend retrieval from CJA.

Built For

This MCP is built for data professionals who spend too much time clicking through multiple dashboards and manually cross-referencing channel metrics. If you're a CX Manager tired of waiting hours for analysts to pull combined reports, or an Analyst drowning in metadata views, this is for you.

Omnichannel Analyst

Retrieves complex, combined reports instantly. Instead of pulling web data into Excel and then manually merging it with app data, they ask the agent to generate the full cross-channel report.

CX Manager

Monitors the entire customer journey on the fly. They can quickly identify friction points or drop-off areas by asking for real-time behavior patterns across multiple touchpoints.

Data Engineer

Audits and manages the underlying data structure. They use tools like `list_data_views` to check metadata, ensuring that dimensions and metrics are configured correctly before a major report runs.

Product Owner

Gets feature engagement data across all platforms instantly. They can ask for reports comparing usage of specific features between mobile and web users.

What Changes When You Connect

-
- 01 Get immediate access to combined reporting. Instead of running separate queries for web, app, and offline data, the agent handles it all using `get_report`.

 - 02 Audit your data structure without diving into console logs. Use `list_data_views` to see every metadata view available in CJA at a glance.

 - 03 Verify your data sources quickly. The `list_connections` tool lets you monitor which Adobe Experience Platform datasets are linked, preventing broken reports.

 - 04 Target your analysis with precision. Easily manage and check the definition of filters using `list_filters`, ensuring your segment is accurate.

 - 05 Understand what's available in any view. Use `get_data_view_dimensions` or `get_data_view_metrics` to know exactly which fields you can analyze before running a report.
-

Real-World Applications

Determining the Source of Drop-Off

A CX Manager notices conversion rates dropping after users interact with the mobile app. They ask their agent to generate a cross-channel report, specifying 'Mobile App' and 'Web'. The agent runs `get_report` and pinpoints that the drop-off happens specifically when users transition from the web checkout page to the app login screen.

Validating Report Scope

A product owner needs to prove that a new feature only impacts high-value customers. They ask their agent to list all active filters and then use `get_data_view_dimensions` to ensure the report includes 'High Value Customer' status, making their analysis scope precise.

Auditing Data Consistency

A data engineer suspects one of the reporting metrics is pulling stale information. They use `list_connections` to check all linked AEP datasets and then run `list_data_views` to compare the structure against expected standards, immediately flagging a missing dimension.

Building a Quarterly Review Deck

An omnichannel analyst needs a single dashboard combining web sessions, store purchases, and email conversions. They ask for a combined report (`get_report`), specifying the date range and all three channels, receiving one comprehensive dataset ready for presentation.

Patterns to Avoid

Treating CJA like a standard database

✗ AVOID

Trying to query data views using generic SQL syntax or assuming that every single dimension is available on every report. This leads to vague errors and wasted time.

✓ INSTEAD

Always let your agent guide you first. Use `list_data_views` to understand the metadata structure, then ask for `get_data_view_metrics` or `get_data_view_dimensions` to confirm exactly what fields are usable before asking it to run a report.

Ignoring connection dependencies

✗ AVOID

Running a complex cross-channel query (`get_report`) without first verifying that the underlying Adobe Experience Platform datasets are correctly connected or up to date.

✓ INSTEAD

Always start by running `list_connections`. This confirms data plumbing is solid before you spend time building reports. If connections are missing, nothing else will work.

Using stale segments

X AVOID

Running a report that relies on an old or incorrect filter (segment) because the analyst didn't check if the segment definition had changed since last quarter.

✓ INSTEAD

Before running any targeted analysis, use `list_filters`. This checks your current library of journey filters to ensure you are pulling data based on the most accurate client definitions.

The Right Fit

Use this MCP if your job requires stitching together insights from multiple customer touchpoints—web, mobile, and physical stores—into one coherent narrative. If your workflow involves constantly checking metadata (what dimensions exist?) or validating data source connections before building a report, this is essential. Don't use it if you only need to pull simple, single-source reports that don't involve complex cross-channel logic; a basic reporting tool will suffice. If your primary goal is simply managing the backend infrastructure of CJA (like setting up new data views), you may need direct platform access rather than an agent interface.

Adobe Customer Journey Analytics MCP for AI Agents: Managing Metadata and Data Views

Today, getting a complete picture of how a customer moves across channels is painful. You open the web data view to check metrics, then switch tabs to look at app behavior, and finally jump into the offline reporting dashboard just to see store purchases. This means manually checking different views, hunting for the right dimensions, and constantly cross-referencing reports in separate windows.

With this MCP, you simply tell your agent what metadata you need. You can ask it to `list_data_views` to get a full inventory of every dataset available or use `get_data_view_dimensions` to confirm if 'Marketing Channel' is actually trackable on the mobile side. The result? A single conversation that gives you comprehensive control over your data structure, not just the final numbers.

Adobe Customer Journey Analytics MCP for AI Agents: Orchestrating Cross-Channel Insights

The biggest manual headache is generating a single report. If you need to know what happens when an app user, who previously visited the website, converts in-store, you can't just pull one number. You have to piece together data from multiple sources and potentially use several filters.

Now, your agent handles that orchestration. By using `get_report`, you define the scope—the channels, the segment (`list_filters`), and the time frame—and receive a single, unified dataset. It shifts your job from being a report assembler to an insight interpreter.

6 Data View & Report Operations for CJA Insights

These tools allow you to manage data views, list metrics, retrieve comprehensive reports, and organize journey filters within the Adobe Customer Journey Analytics platform.

#	TOOL	DESCRIPTION
01	<code>list_data_views</code>	Lists every available metadata view within your CJA account.
02	<code>get_data_view_dimensions</code>	Retrieves a list of all descriptive attributes (dimensions) tied to a specific data view.
03	<code>get_data_view_metrics</code>	Lists the quantitative measurements (metrics) available for any given data view.
04	<code>get_report</code>	Generates and retrieves a full, combined omnichannel report based on user parameters.
05	<code>list_filters</code>	Retrieves a list of all active segment filters applied to your journey data.
06	<code>list_connections</code>	Shows which Adobe Experience Platform datasets are currently connected to the CJA environment.

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 key dimensions for all users who used both the mobile app and made a purchase in-store last month?



Data View: Omnichannel Transactions

Dimensions Available:

- Cross-Device ID (Mandatory)
- First Touch Channel
- Geo Location
- Product Category

I pulled the metadata for transactions that hit both mobile and store points. The dimensions above will let you segment this data by location or product type. Let me know if you want to see available metrics next.

- U** Show me all active segments I can use for high-value customer analysis.



I found 12 currently defined filters (segments) in your account.

- High Lifetime Value (> \$5k)
- Mobile Power Users (3+ sessions/month)
- Email Conversion Path
- ... (8 more available)

You can ask me to check the definition for 'Mobile Power Users' if you want to see their inclusion rules.

- U** Pull a comprehensive report on web traffic vs. app usage in Q2, including all associated metrics.



Q2 Omnichannel Performance Report

METRIC	WEB SESSIONS	APP SESSIONS	TOTAL COUNT
Views	450k	310k	760k
Conversion Rate	4.2%	5.1%	4.8%
Avg. Time on Site	0h 05m	0h 06m	N/A

This report combines the data view metrics for both platforms, showing a clear lift in conversion rate from app users.

Frequently Asked Questions

01 How does Adobe Customer Journey Analytics (CJA) MCP help with omnichannel reporting?

It retrieves reports that combine web, mobile, and physical store data into one single dataset. You don't have to manually stitch together separate metrics from different sources; the agent handles the complex retrieval process.

02 Can Adobe Customer Journey Analytics (CJA) MCP help me check what data views I have?

Yes, it gives you a full inventory of all your metadata views. You can use this MCP to list all available data views and even inspect their dimensions and metrics, which is crucial for auditing.

03 What if I need to filter my journey data based on customer behavior?

The MCP allows you to manage and check your existing filters (segments). You can list them all or ask the agent to verify the definitions, ensuring that when you run a report, it only includes the specific user group you intend.

04 Does Adobe Customer Journey Analytics (CJA) MCP connect to other systems?

It monitors and reports on your AEP connections. If you need to verify that external datasets are linked correctly, this MCP lets you list all established connections between CJA and the Experience Platform.

05 What kind of data can I get from Adobe Customer Journey Analytics (CJA) MCP?







You get cross-channel metrics like conversion rates, session counts, and average time on site. It's designed to give you a holistic view of the customer journey across all touchpoints.

Go Live in 60 Seconds

Get your connection token from 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 <code>"adobe-customer-journey-analytics-cja": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → 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 Customer Journey Analytics (CJA) 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 · support@vinkius.com

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