

MCP SERVER

NO CODE

CLOUD HOSTED

Appcues MCP for AI Agents

Manage user onboarding flows and product usage analytics

Appcues connects your AI agents to deep user experience data for product analytics and onboarding flows. Use natural conversation to list, check, and manage entire portfolios of in-app journeys, monitor real-time completion rates, and understand exactly where users drop off.

A+ Quality Score 98.33/100

user-onboarding

in-app-messaging

product-adoption

user-engagement

ux-analytics

feature-announcements



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.

Appcues MCP

10 tools available

Cloud-hosted on Vinkius

This MCP lets you take control of complex user journey management by talking to your Appcues data directly through your AI client. You can programmatically view and organize every flow, checklist, and segment in your entire product portfolio without touching the dashboard interface. Instead of manually checking completion rates or sifting through event logs, your agent acts as an experience coordinator. For instance, you can ask your AI to list all active onboarding flows or check the real-time status of a specific journey. It's about moving from manual data hunting to conversational intelligence. Connect this MCP via Vinkius and let your AI guide you through user growth orchestration using simple commands.

Core Capabilities

01 — Monitor API Health

Verifies the current connectivity status of the Appcues API.

02 — List Available User Journeys

Retrieves a list of all existing user onboarding flows and checklists.

03 — Retrieve Specific Flow Details

Fetches detailed metadata for any single, specific flow or checklist.

04 — Get User Profile Information

Retrieves a user's full profile and behavioral data directly from Appcues.

05 — Analyze Target Groups

Accesses the complete directory of defined user segments for targeted marketing.

06 — Manage Flow Status

Can publish a draft flow to make it live or unpublish an active flow immediately.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/appcues-alternative — connect your AI agent in three steps.

- 01 Subscribe to this MCP on Vinkius.
- 02 Retrieve your Appcues API Key and Secret from your dashboard settings. You'll need these credentials for the connection.
- 03 Start querying the data using natural language in Claude, Cursor, or any compatible AI client.

The bottom line is you get to treat your entire user experience portfolio like a conversation with an expert analyst.

Built For

Product Managers who are tired of digging through dashboards for performance reports, Growth Leads needing instant segment validation, and Developers wanting high-speed Appcues data integrated into custom tools.

Product Manager

You instantly retrieve experience performance recaps or monitor onboarding health using natural language commands.

Growth Lead

You verify individual user metadata and track event history without leaving your creative workspace to check logs.

Developer

You integrate Appcues engagement data into custom analytics or CRM tools using simple AI queries.

What Changes When You Connect

- 01 Instantly monitor performance: Use the `list_flows` tool to get a full list of your experience portfolio, then ask your agent for detailed engagement metadata or completion rates.

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- 02 Deep user intelligence: Get behavioral context by using the `get_user` tool and asking about an individual's event history. You don't have to leave your workflow to check their activity.

 - 03 Targeted marketing power: Use the `list_segments` tool so you can ask your agent to confirm if a specific group exists or needs updating, coordinating your resource allocation instantly.

 - 04 Operational oversight: Keep things running smoothly by using `check_appcues_status` to verify API connectivity before starting any major campaign deployment.

 - 05 Workflow agility: Need to turn an announcement into live messaging? Use the agent to publish a flow (via `publish_flow`) or temporarily hide it with `unpublish_flow`, all conversationally.
-

Real-World Applications

Auditing onboarding drop-off points

A Product Manager notices the 'Setup Checklist' flow has low completion rates. Instead of pulling reports, they ask their agent to retrieve detailed engagement metadata for that specific checklist, instantly pinpointing where users are failing or quitting.

Reviewing a high-value customer profile

A Developer needs to check if a specific user, 'Jane Doe', has interacted with the new feature. They ask their agent to use `get_user` and pull Jane's complete event history in seconds.

Validating segment changes before launch

A Growth Lead creates a new 'Enterprise Tier' user segment. They use the AI agent to run `get_segment` and verify that all necessary criteria are correct and populated with test users before pushing it live.

Pausing an announcement flow quickly

The marketing team needs to temporarily halt a feature announcement flow while copy is updated. Instead of logging into the console, they simply ask the agent to `unpublish_flow` and notify the team.

Patterns to Avoid

Checking status manually

✗ AVOID

Logging into Appcues just to check if the API key is still valid or if a flow published correctly.

✓ INSTEAD

Ask your agent to run ``check_appcues_status`` first. This confirms connectivity and saves you time checking dashboard settings.

Forgetting segment criteria

✗ AVOID

Creating a new user group but not realizing the defined segment doesn't capture the right users.

✓ INSTEAD

Always use ``get_segment`` to preview the exact membership rules and associated metadata before relying on that segment for targeting.

Overwriting live flows accidentally

✗ AVOID

Mistaking a draft flow for an active one, and then publishing it when you meant to unpublish it.

✓ INSTEAD

Before making changes, use ``list_flows`` to see all versions. If you need to stop a flow, always confirm by using the ``unpublish_flow`` tool.

The Right Fit

Use this MCP if your team relies on continuous, conversational analysis of user behavior and product adoption metrics. You should use it when you need to know *why* users are dropping off or what a specific segment looks like without leaving your current workspace. Don't use it if you simply need raw data dumps that require massive CSV downloads; for those, direct API access is better. Also, don't rely on it to write the content itself, though it can retrieve everything needed for copywriting.

Appcues MCP for AI Agents: Solving Onboarding Flow Performance Issues

Right now, checking your onboarding progress means jumping between flows, clicking into detailed reports, and cross-referencing completion rates against segment definitions. It's a painful loop of manual clicks just to get an answer like, 'Why isn't this working?'

With Appcues MCP, you ask your agent what the performance is for the 'Welcome Flow'. You get instant access to that data, including granular drop-off points and user metadata. It turns days of reporting into a simple question.

Appcues MCP for AI Agents: Managing User Behavior Data

Getting real user insights usually requires pulling individual event logs, checking segment membership manually, and verifying the API connection status—all separate tasks that take time.

Now, you ask your agent to get a user's profile. It pulls everything: their full history, current segments, and any relevant flow data into one clean response. You know exactly what they've done.

Appcues: 10 Tools for User Journey Management

Use these tools to manage your entire Appcues portfolio, from listing all segments to checking live flow statuses, all through AI commands.

#	TOOL	DESCRIPTION
01	<code>check_appcues_status</code>	Checks the current API connection status to ensure Appcues is working correctly.
02	<code>delete_user</code>	Permanently deletes a specified user account from within Appcues.
03	<code>get_flow</code>	Retrieves specific details about a single onboarding flow, like its content and status.
04	<code>get_segment</code>	Fetches the detailed membership criteria for a selected user segment.
05	<code>get_user</code>	Pulls the complete profile record and behavioral history for an individual Appcues user.
06	<code>list_checklists</code>	Lists all available checklists used across your product's onboarding process.
07	<code>list_flows</code>	Generates a comprehensive list of every active and draft onboarding flow you have created.
08	<code>list_segments</code>	Provides an overview listing all user segments defined within your account.
09	<code>publish_flow</code>	Makes a draft or unpublished onboarding flow immediately visible to users in the app.
10	<code>unpublish_flow</code>	Removes an active onboarding flow from view, keeping it accessible for future edits.

See It in Action

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

U Show me the completion rate for the 'Feature Spotlight' flow this week.



Flow Performance Report: Feature Spotlight

- **Total Users Attempting:** 452
- **Completion Rate:** 78%
- **Drop-off Point:** Step 3 (The pricing comparison screen). Most users exit here because the cost breakdown is unclear.

Recommendation: Simplify the messaging on step three.

U I need to find all users who are in the 'Beta Tester' segment but haven't seen the new dashboard flow.



User Search Results: Beta Testers

Found 12 users matching criteria. Two of them, user_id=893 and user_id=104, are in the 'Beta Tester' segment but do not have the 'Dashboard V2' event recorded.

Action: Consider triggering a manual notification flow for these two accounts.

U List all my onboarding flows and tell me which one is currently drafted.



Appcues Flow Portfolio Overview

You have 15 total experiences.

- **✓ Live Flows (3):** New User Onboarding, Weekly Newsletter Signup, Trial Setup.
- **● Draft/Unpublished (2):** Q4 Feature Launch Plan, Enterprise Integration Guide.
- **⚙️ Checklists (10):** Status: Ready for use. Need to check `check_appcues_status` first.

Frequently Asked Questions

01 How does the Appcues MCP help me analyze user drop-off rates?

You can ask your AI agent to retrieve detailed engagement metadata for any flow. It doesn't just give you a percentage; it shows exactly at which step users are failing or quitting, letting you pinpoint the problem instantly.

02 Can I use the Appcues MCP to manage my onboarding content?

Yes, your agent lets you list all flows and checklists. You can then publish a draft flow when it's ready or unpublish an active one if you need to pause an announcement temporarily.

03 What kind of user data can I get with the Appcues MCP?

You can retrieve comprehensive user profiles, including behavioral metadata and full event history. This means your agent acts like a detective, gathering everything you need on an individual user.

04 Does this Appcues MCP help with segmenting users?

Absolutely. You can list all defined segments and get detailed information about their membership criteria. This is crucial for ensuring your marketing messages reach the right audience.

05 Is connecting Appcues via this MCP better than manual dashboard checking?







It's much faster and more conversational. Instead of clicking through multiple tabs, you just talk to your AI client. It pulls all that complex data into one simple report for you.

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>"appcues-alternative": { "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

Appcues 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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