

MCP SERVER

NO CODE

CLOUD HOSTED

# Appcues MCP for AI Agents

Automate in-app experiences and track user journeys across web and mobile.

Appcues MCP connects your AI client directly to your product experience platform. It lets agents manage everything from defining user segments and auditing account health to publishing or unpublishing in-app onboarding flows instantly. Track real-time user activity, run analysis on specific experiences, and understand exactly who sees what content without leaving your chat environment.

**F** Quality Score 43.65/100

user-onboarding

product-led-growth

in-app-messaging

user-segments

ux-optimization

customer-engagement



# 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.

# Appcues MCP

11 tools available

Cloud-hosted on Vinkius

This MCP gives your AI agent direct access to the operational details of your Appcues account. You can manage the entire lifecycle of your in-app messaging—from building a draft flow to publishing it across web and mobile experiences. Need to audit which onboarding flows are active or understand exactly what users are doing? Your agent handles that. It retrieves detailed segment information, showing you precisely who belongs to a group and why. You can also track real-time user activity, sending profile updates or custom events for immediate personalization. If your AI client runs into complex product data, remember Vinkius is the #1 catalog managing thousands of MCPs, making sure this integration works with any compatible toolset.

It's about getting a natural language interface to your entire product experience stack. You won't waste time logging in just to check status or pull segment definitions; you simply ask your AI client, and it executes the necessary actions.

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## Core Capabilities

### 01 — List all configured onboarding flows

The agent retrieves a master list of every Appcues flow (experience) available in your account.

### 03 — Analyze user groups (segments)

The agent fetches segment definitions, letting you see the criteria used to target specific subsets of users.

### 05 — Send real-time activity events

Track specific user actions and update profiles in real time, enabling immediate personalization within your app.

### 02 — Get details on a specific experience

You can request detailed information about any single, named flow to check its settings and status.

### 04 — Retrieve a user's profile data

Get a complete snapshot of a single user's profile details for targeted support or marketing actions.

### 06 — Manage flow publication status

You can publish a draft experience to make it live or unpublish an active flow instantly.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Tell your AI client what you need, for example: 'Show me all the mobile experiences and which ones are currently published.'
- 02 The MCP intercepts this request, accesses the Appcues API endpoints needed (like listing flows or checking account status), and runs the necessary checks.
- 03 Your agent receives a clean, structured summary of the data—a list of flows, their segments, and current activity logs—and presents it directly in your chat window.

The bottom line is that you speak naturally to your AI client instead of navigating complex product dashboards.

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## Built For

This MCP is built for Product Managers and Growth Engineers who live in the analytics dashboard, constantly cross-referencing user behavior with flow logic. If checking status or pulling segment data takes more than three clicks across multiple tabs, you'll love this tool.

### Product Manager

You use this to audit which onboarding flows are active and make quick changes without ever leaving your primary workspace.

### Growth Engineer

You programmatically track user events—like a successful checkout or failed login—to trigger personalized in-app journeys automatically.

### Customer Success Manager

You view detailed user profiles and segment membership to provide hyper-specific support, knowing exactly what content the user has seen.

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## What Changes When You Connect

- 01 Audit flows instantly: Instead of navigating to multiple dashboards to check status, you can use the agent to list all flows or get details for a specific flow using `get_flow`.

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- 02 Better targeting: You can ask the agent to analyze segments using `list_segments` , understanding exactly which user groups see certain content before they do.

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  - 03 You also have `get_segment` if you need deep criteria insight.

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  - 04 Real-time control: Use `track_user_activity` to simulate a user journey or log an event immediately, perfect for testing personalization logic without manual console work.

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  - 05 Full lifecycle management: The agent lets you manage drafts and live content. You can publish using `publish_flow` or quickly pull back an experience with `unpublish_flow` .

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  - 06 Profile context: Stop guessing who your users are. Use `get_user_profile` to retrieve specific, up-to-date details on any user ID for better support notes.
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## Real-World Applications

### **An onboarding flow isn't showing up**

A Product Manager asks their agent: 'List all my active flows and tell me the status of the New Feature Onboarding.' The agent checks the account details and confirms that while the flow exists, it needs to be published first using `'publish_flow'` .

### **Track a critical user action**

A Customer Success Manager needs to log that a high-value customer completed the setup wizard. They instruct their agent to track this activity using `'track_user_activity'` with the relevant event and profile update.

### **We need to test a new user segment**

A Growth Engineer wants to verify if 'Enterprise Clients' are correctly defined. They ask their agent to list all segments and then use the `'get_segment'` tool on the target ID, confirming membership criteria.

### **Taking an experience offline urgently**

The team identifies a flow causing issues. The PM tells the agent to unpublish it immediately. The agent executes `'unpublish_flow'` , taking the problematic content off the public-facing app instantly.

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# Patterns to Avoid

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## Assuming all flows are active

### X AVOID

A user manually checks only the 'published' tab in the Appcues UI, missing draft or archived experiences that still need review.

### ✓ INSTEAD

Always start by asking your agent to run `list\_flows` and then use `get\_flow` on any suspicious name. This ensures you see every single flow configuration.

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## Writing generic user events

### X AVOID

Manually sending a simple 'user\_opened\_page' event that lacks context, making it impossible to differentiate from general traffic.

### ✓ INSTEAD

Use `track\_user\_activity` and provide structured JSON data for both the event name and profile updates. For example, send `{ 'event': 'clicked\_checkout', 'data': {'product\_id': 123} }`.

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## Ignoring mobile-specific content

### X AVOID

The team focuses only on web flows but forgets that the iOS experience requires unique steps and targeting.

### ✓ INSTEAD

Run `list\_mobile\_experiences` to get a filtered list of all dedicated mobile experiences, ensuring no platform is overlooked during audits.

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## The Right Fit

Use this Appcues MCP if your primary pain point is manually checking the status or defining the logic behind in-app content. You need an agent that can instantly compare segment definitions ( `get_segment` ) against current flow listings ( `list_flows` ). Don't use it, however, if you simply want to *create* a new Appcues account from scratch; this MCP only works with existing connections and tools like `publish_flow` or `unpublish_flow` . If your workflow involves writing the actual marketing copy for the messages, that's outside its scope. It's strictly about auditing, tracking, and status management.

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## Appcues MCP: Centralizing Product Experience Flow Management

Right now, managing your product experiences means bouncing between the Appcues UI, segment dashboards, and analytics reports. You have to manually check if a flow is live, cross-reference its targeting segments, and then verify if it's mobile or web specific. It's tedious clicking just to know which content users are seeing.

With this MCP, you ask your agent for the status of all experiences in plain English. You get an immediate report that lists every flow, confirms its publication status, and points out which segments apply—all without leaving your chat window.

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## Appcues MCP: Accurate User Activity Tracking and Profiling

The manual way to track user behavior involves setting up complex event listeners and then manually querying logs to see who performed what. This often leads to missing context or inaccurate reporting on key actions.

This MCP solves that by letting your agent process real-time activity tracking using `track_user_activity`. You can programmatically log custom events, simulating a user journey for testing, or updating profile attributes so downstream tools know exactly who they're dealing with.

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# Appcues 11 Tools for Flow Management & User Segmentation

Use these tools to list, retrieve, publish, or update every aspect of your Appcues product experience content directly through natural language commands.

#	TOOL	DESCRIPTION
01	<code>get_account_details</code>	Verifies your connection status with Appcues and retrieves general account information.
02	<code>get_flow</code>	Retrieves specific details, including status and content, for one designated flow experience.
03	<code>get_segment</code>	Fetches detailed criteria and member counts for a single defined user segment.
04	<code>get_user_profile</code>	Retrieves the full profile data, including custom attributes, for one specific user ID.
05	<code>list_checklists</code>	Lists all available account checklists and compliance configurations in your Appcues instance.
06	<code>list_flows</code>	Provides a comprehensive list of every user-facing flow (in-app experience) configured for the account.
07	<code>list_mobile_experiences</code>	Retrieves a filtered list containing only the experiences designed specifically for mobile apps.
08	<code>list_segments</code>	Lists all defined user segments, helping you see every targeting group set up in Appcues.
09	<code>publish_flow</code>	Takes a draft flow and publishes it, making the experience visible to your users immediately.
10	<code>track_user_activity</code>	Sends custom events or updates user profile attributes in real time for accurate tracking.
11	<code>unpublish_flow</code>	Removes an active flow, taking the experience offline and preventing users from seeing it.

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# See It in Action

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

**U** What flows are live right now and what segments do they target?



## Appcues Flow Report

- **New User Onboarding:** Live. Targets: `Segment ID 9021` (Users from Partner Network). Status: Published.
- **Premium Feature Announcement:** Draft. Targets: N/A. Status: Needs manual review.
- **NPS Survey:** Live. Targets: All users who logged in last 30 days. Status: Published.

You can use `get_segment` if you want to analyze the criteria for Segment ID 9021.

**U** I need to track a user that just hit the checkout button.



## Tracking successful.

The 'clicked\_checkout' event was successfully recorded for user `user_456`. Profile data has been updated, marking their last action as 'Checkout Funnel'. This update is immediately available for targeting.

**U** Show me all the experiences just for my mobile app.



## Mobile Experiences List

I found 3 dedicated mobile flows:

- `iOS Welcome Tour` : Published. Targets: New users.
- `Android Sign-Up Guide` : Draft. Targets: All new signups.
- `Tablet View Flow` : Published. Targets: Users on tablet devices.

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# Frequently Asked Questions

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**01 How does the Appcues MCP help me manage my onboarding flows?**

It lets you view, publish, and unpublish all your in-app experiences right from the chat. You can ask it to list everything or get details on one specific flow without opening the complex UI.

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**02 Can I use the Appcues MCP to check who is seeing my content?**

Yes, you can run segment analysis. By listing segments and getting their details, your agent tells you exactly which criteria define a user group and how many people are in it.

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**03 What if I need to log an event for testing purposes?**

You use the activity tracking capability. You tell your agent to track an event, like 'trial\_started,' and provide a user ID. The system logs the action instantly, which is perfect for simulating real-world behavior.

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**04 Is this Appcues MCP only for web, or does it handle mobile?**

It handles both. You can specifically ask to list all experiences designed for your mobile apps, ensuring you don't miss any platform-specific content.

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**05 Does the Appcues MCP help me audit my account status?**

Absolutely. It runs general checks on account details and allows you to list all configured checklists, helping you verify compliance or technical setup quickly.







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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
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"appcues": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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