

MCP SERVER

NO CODE

CLOUD HOSTED

Appier MCP for AI Agents

Analyze audience segments & campaign performance metrics by chat

Appier MCP lets your AI agents pull marketing performance data straight out of complex dashboards. Stop jumping between tabs to check metrics. You can analyze predictive audience segments, list active campaigns, and retrieve full analytics like ROAS or CPC—all by asking natural language questions.

A+ Quality Score 98.33/100

predictive-analytics

campaign-management

audience-targeting

conversion-tracking

cross-channel-marketing

ad-tech



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects 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.

Appier MCP

8 tools available

Cloud-hosted on Vinkius

This connector brings Appier's advanced marketing intelligence directly into your chat interface. Instead of navigating clunky dashboards just to get a quick performance metric, you talk to your AI agent instead. You can instantly see details about active campaigns and drill down into specific configurations without leaving your workflow. Need to know how many users are likely to churn or what segments bought high-value items last month? Just ask. The MCP lets you analyze predictive audiences, view segment sizes, and get full performance analytics for any campaign. Everything—from listing available ML prediction models to fetching historical conversion events like signups—is accessible via conversational prompts. You connect this Appier data through the Vinkius Catalog, giving your AI client access to a massive library of tools alongside your marketing intelligence.

Core Capabilities

01 – list_campaigns

Lists all AI marketing campaigns in Appier.

03 – list_audiences

Generates a complete list of all target audiences you have configured.

05 – list_segments

Shows a list of all user-configured segments used for marketing targeting.

07 – list_conversions

Provides a list of all conversion events that Appier is tracking for measurement.

02 – get_campaign

Retrieves full details for a specific marketing campaign by its name or ID.

04 – get_audience

Retrieves detailed information about any single, specific audience group.

06 – list_predictions

Lists every available machine learning prediction model currently running in Appier.

08 – get_campaign_analytics

Fetches comprehensive performance metrics, including CTR, CPC, and ROAS, for a specified campaign.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/appier — connect your AI agent in three steps.

- 01 Subscribe to this Appier MCP on Vinkius.
- 02 Input your necessary Appier API Key and API URL into your preferred AI client.
- 03 Ask your agent a direct question, like 'What's the ROAS for Q3 Retargeting?' and receive performance reports instantly.

The bottom line is that you get to talk to your marketing data instead of clicking through dashboards.

Built For

This MCP is built for hands-on growth marketers and data analysts who spend too much time manually cross-referencing campaign performance across multiple dashboards. If you're tired of switching between ad platforms just to pull a single metric, this connector saves hours.

Growth Marketer

You use the MCP to continuously check ROAS and CPC metrics for various campaigns without ever leaving your strategy document.

Data Analyst

You prompt the agent to parse active ML predictive models and segmentation rules, pulling this data directly alongside your code analysis.

E-commerce Manager

You track high-value conversions dynamically by cross-referencing recent sales with specific predictive segments.

What Changes When You Connect

- 01 Get instant, accurate analytics. Instead of waiting for a dashboard refresh, you prompt the agent to fetch full metrics like ROAS and CPC right now.

-
- 02 Understand your user base better. You can list all target audiences and get details on segment criteria, helping you refine who gets your ads.

 - 03 Forecast future losses or gains. By listing available AI prediction models, you analyze risks (like churn) before they impact sales figures.

 - 04 Consolidate conversion data. You view historical tracking events, like purchases or signups, without having to check the analytics platform directly.

 - 05 Manage campaigns conversationally. List all active marketing campaigns and get deep configuration details without clicking through menus.
-

Real-World Applications

Evaluating Campaign Success

You need to know if your 'Q3 Retargeting' campaign worked. You ask the agent for analytics, and it returns a clear report showing the ROAS is at 310% and CPC averages \$1.15.

Cross-Checking Marketing Data

You want to know if the high conversion rate shown in your spreadsheet is accurate. You use ``get_campaign_analytics`` to pull verified, real-time data for cross-referencing.

Identifying At-Risk Customers

Before sending an email blast, you prompt the MCP to list predictions and get details on the 'Churn Risk Model'. You immediately identify a segment that needs intervention.

Patterns to Avoid

Asking vague questions

X AVOID

Prompting the agent with 'Show me good metrics' or 'Check performance.' This gives you generic, unhelpful summaries and wastes time.

✓ INSTEAD

Be specific. Ask for 'ROAS and CPC for campaign cmp_q3rtg,' or 'List all available AI prediction models.' The more specific your question, the better the output.

Ignoring audience segmentation

X AVOID

Assuming all users react the same way. You pull general performance stats that don't account for high-value segments.

✓ INSTEAD

Use the `list_audiences` tool first, then use `get_audience` to narrow down your query. Focus on specific, high-potential user groups.

Trying to manually map data

X AVOID

Copying and pasting metrics from a dashboard into a document to analyze them later.

✓ INSTEAD

Ask the agent directly: 'What are the conversion totals for abandoned cart rescue?' It pulls the final, summarized number instantly.

The Right Fit

Use this MCP if your team lives in dashboards and spends too much time aggregating performance data from different tabs. You need a single source of truth that responds to natural language queries about campaign metrics, audience segments, or predictive model status.

Don't use it if you are trying to manage content creation or build complex automations flowcharts. For those tasks, you might need tools focused on message sending or workflow orchestration. This MCP is purely for reading and analyzing existing marketing data.

Appier MCP: Solving Cross-Platform Campaign Performance Analysis

Right now, figuring out if a campaign was profitable requires bouncing between the ad platform dashboard, the CRM reports, and your internal spreadsheet. You pull the ROAS from one place, the conversion count from another, and then manually calculate the overall Cost Per Click (CPC) yourself. It's slow, it invites errors, and you lose momentum.

With this MCP, you just ask your agent for the performance metrics. It pulls everything together—the total conversions, the ROAS, and the CPC—and gives you one clear answer. You get accurate insights instantly, keeping your focus on strategy, not data wrangling.

Appier MCP: Understanding Predictive Audience Behavior

Manually segmenting users requires deep expertise and constant monitoring of user behavior. You have to check multiple rules—like time since last purchase, or pages viewed—to figure out who is likely to churn next.

Now you can ask the MCP to analyze predictive segments. It tells you exactly which groups are at risk using models like 'Churn Risk Model.' This lets you send targeted content only to people who actually need it.

Appier MCP with 8 Tools: Audience & Campaign Analytics

Use these tools to list campaigns, get specific audience details, run predictions, and fetch full performance analytics for deep marketing analysis.

#	TOOL	DESCRIPTION
01	<code>list_campaigns</code>	Retrieves a list of all active marketing campaigns configured in Appier.
02	<code>get_campaign</code>	Fetches specific, detailed data about one particular marketing campaign.
03	<code>list_audiences</code>	Generates a list of all defined target audiences for your campaigns.
04	<code>get_audience</code>	Provides detailed criteria and size information for one specific audience group.
05	<code>list_segments</code>	Lists all the custom, user-defined segments used within your marketing efforts.
06	<code>list_predictions</code>	Shows a list of available machine learning prediction models (like Churn Risk).
07	<code>list_conversions</code>	Provides a record of all tracked conversion event types, such as purchases or signups.
08	<code>get_campaign_analytics</code>	Pulls comprehensive performance metrics, including CTR, CPC, and ROAS, for a given campaign.

See It in Action

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

U What's our overall ROAS and total conversions for the High LTV Predict campaign?



High LTV Predict (ID: cmp_ltv) Analytics

- **Overall ROAS:** 450%
- **Avg. CPC:** \$0.98
- **Total Conversions Tracked:** 2,100

We recommend cross-referencing this with the 'Purchase Propensity Engine' to see who drove these sales.

U Can you list all active campaigns and tell me their status?



You have **3** active campaigns right now:

1. *Q3 Retargeting (ID: cmp_q3rtg):* Running well, high engagement.
2. *Abandoned Cart Rescue (ID: cmp_abrt):* Needs a review; ROAS dipped last week.
3. *High LTV Predict (ID: cmp_ltv):* Performing optimally.

U Show me the criteria used for our 'Active Signups' segment.



Segment Details: Active Signups

This segment includes users who:

- Registered within the last 30 days.
- Visited the pricing page at least twice.
- Did not open a marketing email in the last 7 days.

Currently, this segment has an estimated size of **15,400** users.

Frequently Asked Questions

01 How does the Appier MCP help me check my campaign performance?

You simply ask your agent for metrics like ROAS or CPC. The MCP pulls the data directly from Appier's backend, giving you instant reports without opening a dashboard.

02 Can I use the Appier MCP to find out who is likely to churn?

Yes. You can list and analyze predictive models like 'Churn Risk Model.' Your agent identifies specific segments of users that need immediate attention or re-engagement.

03 What kind of data can I get about my audience groups?

You can view the criteria used to build any segment and even see how many people belong to it. This helps you ensure your targeting is precise before launching a campaign.

04 Is the Appier MCP better than just looking at my ad platform?

It's better because it synthesizes data. Instead of getting siloed metrics, it combines predictive modeling (like purchase likelihood) with real-time performance analytics in one chat window.

05 What if I need to check multiple campaigns at once?







You can ask the agent to list all running campaigns and then request a comparative analysis, pulling key metrics for several campaigns simultaneously so you don't miss anything important.

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>"appier": { "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

Appier 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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