MCP SERVER | NO CODE | CLOUD HOSTED

AppsFlyer (Pull API) MCP for AI Agents

Extracting Mobile Attribution and User Acquisition Data

AppsFlyer (Pull API) provides direct access to your mobile attribution and marketing analytics data. Use this MCP to pull raw reports on installs, in-app events, uninstalls, and aggregate performance metrics based on geography or media source. You can ask for specific campaign data by defining precise date ranges, helping you track user behavior and calculate lifetime value with natural language prompts.

F Quality Score 11.43/100

mobile-attribution | marketing-analytics | event-tracking | performance-reporting | user-acquisition-data | data-retrieval

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vinkius.com/mcp/appsflyer-pull-api

SCAN TO VIEW

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.

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.

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.

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	Ed25519	24h TTL	V8 Isolate
Encryption at rest	PKI vault signatures	Ephemeral session keys	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.

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.

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.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken 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.

Agent Activity

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

FinOps

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

Tool Health

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

Firewall & DLP

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

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.

AppsFlyer (Pull API) MCP

7 tools available
Cloud-hosted on Vinkius

Your AI client connects directly to your mobile attribution data through this MCP, giving it a comprehensive view of your marketing performance. Instead of jumping between dashboards or exporting files manually, you talk to your agent and ask for the metrics you need—whether it's daily totals for an entire month or raw event logs from a specific partner source.

For instance, if you need to audit how well 'Facebook Ads' performed last quarter against 'Google Search,' your agent pulls those numbers instantly. You can get granular reports on non-organic installs and track every single in-app action (like purchases or level completions) by date. The data comes back clean, structured as CSV files ready for analysis. This means you spend less time gathering data and more time making decisions. Because Vinkius hosts this MCP, your agent gets secure access to all of your attribution data through one connection point.

Core Capabilities

01 — Verify account connection

Confirms that the AI client can securely connect to and authenticate with the AppsFlyer platform.

02 — Generate daily performance summaries

Pulls a high-level report showing aggregated metrics for any specific day you request.

03 — Analyze geographic trends

Generates aggregate reports detailing how campaign performance varies by user location or geography.

04 — Extract raw event data

Downloads detailed, non-aggregated records for specific in-app events like purchases or level completions.

05 — Retrieve install reports

Gets a full dataset of all non-organic installs and uninstalls over a specified period.

06 — Track media source performance

Compiles aggregate metrics to compare how different advertising partners or sources performed against each other.

One Click on Vinkius — From Prompt to Execution

Available at **vinkius.com/mcp/appsflyer-pull-api** — connect your AI agent in three steps.

01 You tell your AI client exactly what data you need, for example, 'Show me the performance summary for EMEA last month.'

02 The agent uses this MCP to send a secure request to AppsFlyer's Pull API, specifying the desired report type (e.g., geographic) and date range.

03 Your AI client receives the requested data set, formatted as structured CSV files that you can immediately read or process.

The bottom line is that your agent translates complex marketing questions into actionable data pulls from AppsFlyer, bypassing manual dashboard work entirely.

Built For

This MCP is for the Growth Marketing team and Data Analysts who spend too much time clicking through dashboards. If you're tired of manually comparing campaign results across different channels or waiting on a data pull, this tool gives your AI agent instant access to the raw numbers.

User Acquisition (UA) Manager

Uses this MCP to quickly audit if specific media partners are delivering expected install volume and campaign performance trends.

Data Analyst

Retrieves raw event data records for deep investigation into user behavior, looking beyond simple totals to calculate true user lifetime value (LTV).

Growth Marketer

Monitors daily performance and geographic trends across all campaigns so they can adjust ad spend and targeting in real-time.

What Changes When You Connect

01 Get full visibility into campaign performance. Use the `get_partners_report` to directly compare installs across different media sources, eliminating manual spreadsheet comparisons.

02 Deep dive into user behavior. The `get_in_app_events_report` pulls raw data for purchases or level completions, letting you find specific patterns that surface in standard dashboards.

03 Save time on reporting. Instead of generating reports day by day, use the `get_daily_report` to pull entire monthly summaries with a single prompt.

04 Track user churn and growth. The combination of `get_installs_report` and `get_uninstalls_report` lets you calculate net retained users instantly.

05 Analyze market reach. Need to know if your campaign focused on Germany or Brazil performed better? Use the `get_geo_report` for instant, location-based insights.

Real-World Applications

Diagnosing a drop in sales after a campaign launch

A Growth Marketer notices sales dipped last week. They ask their agent to pull the `get_in_app_events_report` for that specific week, filtering by 'purchase' events. The report immediately shows the dip correlated with a change in media source spending, pointing the team toward the problem area.

Comparing two rival ad campaigns side-by-side

The UA Manager needs to know if Campaign A or Campaign B generated more quality installs. They use `get_partners_report` and ask for a comparison of 'installs' metrics between the two media sources, providing clear numbers that justify budget reallocation.

Investigating user drop-off points

A Data Analyst suspects users are leaving after downloading. They use `get_uninstalls_report` combined with an installs report to quantify the churn rate and pinpoint if certain geographic areas show unusually high uninstallation rates.

Creating a monthly performance summary for leadership

A Marketing Director needs a simple, executive-level view. They prompt their agent for `get_daily_report` over the last 30 days and ask it to summarize key metrics, generating a single clean, easy-to-read markdown output.

Patterns to Avoid

Treating raw data as finished reports

✗ AVOID

Exporting the `get_in_app_events_report` and expecting a summary. The file is massive and requires manual counting of successful transactions across pages.

✓ INSTEAD

Don't just pull the report. Ask your agent to process it: 'Using the raw data from `get_in_app_events_report`, calculate the total count of purchases where the value was over $10.' This gets you the final number you need.

Forgetting to define timeframes

✗ AVOID

Asking for a general 'performance report' without dates. The system either fails or returns default, irrelevant data, wasting time.

✓ INSTEAD

Always specify boundaries. Use `get_daily_report` and say: 'I need the daily performance from October 1st to October 31st.' Specificity is everything.

Confusing installs with sessions

✗ AVOID

Using aggregate totals without knowing if they represent actual unique users or just session counts, leading to bad budget decisions.

✓ INSTEAD

To get the true picture of user acquisition, pull both `get_installs_report` and cross-reference it with the appropriate partner performance report (`get_partners_report`) for a full view.

The Right Fit

Use this MCP if your main pain point is synthesizing marketing data from different sources—you need to compare how Campaign A performed against Campaign B, or see how sales metrics change by region. You should use it when you need raw event logs (`get_in_app_events_report`) for deep analysis or aggregate totals

(like `get_daily_report`). Don't use this if your problem is internal data structure validation; if you just need to validate a schema, an internal database connector works better. Also, don't rely on it for real-time monitoring of live events—it pulls historical and scheduled reports. For immediate, moment-by-moment updates, you'll need a streaming API connection instead.

AppsFlyer (Pull API) MCP: Solving Manual Attribution Reporting

Right now, running a marketing audit feels like a multi-day job. You jump into the appsflyer dashboard for installs, then switch to Google Analytics to check sessions, and finally export event data into CSVs just to compare performance by region or media source. Copying those numbers over to a master spreadsheet is tedious, error-prone work.

With this MCP, you simply ask your agent: 'Show me the aggregate daily report for all installs in Q2.' The system pulls everything—install records, geo data, and partner comparisons—and delivers one clean, unified file. You get immediate answers without touching a dashboard.

AppsFlyer (Pull API) MCP: Understanding User Acquisition Trends

To understand your full user lifecycle, you currently have to pull multiple reports: one for initial installs, another for uninstalls, and a third for in-app actions. Stitching these three datasets together to calculate true LTV is an enormous data manipulation task.

This MCP lets your agent handle that complex correlation automatically. You can ask it to compare the `get_installs_report` against the `get_uninstalls_report` and even cross-reference successful purchases from the event report—giving you a comprehensive, single-pane view of user value.

7 AppsFlyer (Pull API) Tools for Marketing Analytics Retrieval

These tools let you pull specific marketing performance metrics, from daily summaries to detailed raw event logs, all within your AI agent's chat interface.

#	TOOL	DESCRIPTION
01	`get_account_check`	Checks the current connection status to ensure your AppsFlyer account is linked correctly.
02	`get_daily_report`	Generates a summary report showing how well campaigns performed on a specific day.
03	`get_geo_report`	Provides an aggregate view of performance metrics, broken down by geographical location.
04	`get_in_app_events_report`	Downloads a detailed report containing raw records for user actions inside your app, like purchases or level completions.
05	`get_installs_report`	Retrieves the complete dataset detailing all non-organic app installs that occurred during the specified time frame.
06	`get_partners_report`	Compiles aggregate performance summaries, allowing you to compare different media source partners directly.
07	`get_uninstalls_report`	Retrieves the raw data report detailing how many users uninstalled the app over time.

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 media sources for installs last month?

AppsFlyer Performance Summary: Last 30 Days

PARTNER SOURCE	INSTALLS (NON-ORG)	SESSIONS	CONVERSION RATE
Google Search	12,500	45,000	4.1%
Facebook Ads	8,900	32,100	3.5%
TikTok	4,100	15,000	2.8%

Source: `get_partners_report`

U Did our purchases drop in the Northeast region last week?

Geographic Event Analysis (Last 7 Days)

The Northeast region saw a dip in purchase events. Here's the breakdown:

- **Total Purchases:** 450 units (down from 612).
- **Top Events:** 'Premium Subscription' and 'Ad Removal.'
- **Key Takeaway:** The drop correlates with low activity from the 'University' metro area. Check campaigns targeting that zone.

U Give me all raw data for level complete events today.

Raw Event Log: Level Complete (Today)

```json
{
"event": "level_complete",
"user_id": "xyz789",
"timestamp": "2026-06-12T14:35:00Z",
"details": {"level": 12, "difficulty": "hard"}
}
```

This data is ready for export and contains all necessary user details.

Frequently Asked Questions

01 **How can I use the AppsFlyer (Pull API) MCP to compare different ad channels?**

You can pull a direct comparison of metrics from various advertising sources. By using the agent, you get an aggregate report that shows installs and sessions side-by-side for every partner, helping you instantly see where your budget should shift.

02 **Is this MCP useful if I only care about purchases and events?**

Absolutely. You don't need to sift through everything. You can specifically ask the agent to retrieve a raw data report for 'purchase' or 'level_complete' events, giving you exactly the transactional details you want for deeper analysis.

03 **Can I use this MCP to analyze user retention and churn?**

Yes. You can combine the `get_installs_report` with the `get_uninstalls_report`. This lets your agent calculate net retained users over a period, which is key for figuring out if your marketing spend is actually keeping people engaged.

04 **Does AppsFlyer (Pull API) MCP handle data from different countries?**

It does. You can request reports filtered by geography using the `get_geo_report`. This lets you compare performance metrics between regions, helping you understand which markets are most profitable.

05 What if I need historical data for a very specific date range?

You simply tell your agent the exact start and end dates. The system handles the date parameters automatically when pulling reports like the daily performance summary, ensuring you focus only on the period you care about.

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 `"appsflyer-pull-api": { "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

AppsFlyer (Pull API) 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 →

vinkius.com · support@vinkius.com

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