

MCP SERVER

NO CODE

CLOUD HOSTED

Bazaarvoice MCP for AI Agents

Analyze E-commerce Product Feedback and Sentiment Data

Bazaarvoice connects your AI agents directly to deep customer data, letting you analyze product reviews, user-submitted questions, and overall sentiment from any conversation. Instead of reading hundreds of comments manually, your agent retrieves specific details on products, tracks trends in feedback, and gauges precise customer satisfaction scores instantly.

A+ Quality Score 100/100

user-generated-content

customer-reviews

product-intelligence

sentiment-analysis

retail-analytics

customer-feedback



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.

Bazaarvoice MCP

10 tools available

Cloud-hosted on Vinkius

Managing online product feedback used to mean spending hours sifting through comment sections and support tickets—a tedious cycle of copy-pasting data into spreadsheets. With this MCP, you don't do that anymore. You talk to your agent and it handles the heavy lifting.

Your AI client pulls structured insights from Bazaarvoice. Need to know what customers complain about in Model X? Ask. Want a list of all unanswered questions related to shipping? Get it. The system reads through thousands of reviews, pulling out key themes—things like 'battery life' or 'durability'—and gives you the raw data points right away. You get deep insights into product performance and customer sentiment without ever leaving your chat window. This capability is housed within the Vinkius catalog, making it easy to connect this massive source of truth to any AI client you use.

Core Capabilities

01 — Search and categorize customer reviews

Your agent searches through thousands of written reviews for specific keywords or themes (e.g., 'difficult setup' or 'long battery life').

03 — Monitor and list unanswered customer questions

The agent pulls a list of current, outstanding customer questions needing immediate attention from your support team.

05 — Browse product categories and answers

The agent lists available product categories and retrieves existing customer answers to common questions.

02 — Get detailed product information

You retrieve full metadata and specifics on any Bazaarvoice listed product to check its market presence.

04 — Analyze review statistics for products

You pull aggregate data points, like average star rating or total number of reviews, for quick performance checks.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP, then input your Bazaarvoice API Passkey.
- 02 Connect the credential to any compatible AI client (like Cursor or Claude).
- 03 Use natural language prompts with your agent to request specific customer insights—for example, 'What are the main complaints about product XYZ?'

The bottom line is: you ask a question in plain English and receive structured, actionable data pulled directly from Bazaarvoice.

Built For

This MCP is essential for anyone who works with e-commerce product lifecycles. If your job involves reading feedback or tracking feature requests—from the Product Manager to the Support Lead—you need this. It eliminates manual data aggregation and lets you focus on fixing problems, not compiling reports.

Product Manager

Uses the agent to search reviews for specific keywords like 'integration' or 'mobile compatibility' to build a feature roadmap.

E-commerce Operations Lead

Runs checks on product listings and review counts across categories to ensure accurate reporting for quarterly business reviews.

Customer Support Specialist

Monitors unanswered questions and negative sentiment in reviews to quickly draft templated responses or flag urgent issues for escalation.

What Changes When You Connect

- 01 Identify product weaknesses instantly: Use the `search_reviews` tool to find every mention of a specific flaw, like 'poor battery life,' across thousands of reviews.

-
- 02 Streamline reporting: Instead of manually counting stars or writing summaries, use `get_statistics` to pull aggregate review scores and counts in seconds.

 - 03 Manage support volume: Quickly check outstanding issues by running `list_questions`, allowing your team to prioritize which questions need immediate answers.

 - 04 Understand the catalog structure: Run `list_categories` first to map out product groupings, making targeted data retrieval using other tools much easier.

 - 05 Deep dive into content: When you know a product's ID, use `get_review` or `get_product` to pull specific details on that item and its associated metadata.
-

Real-World Applications

Product Team identifies required feature updates

The Product Manager asks the agent to search reviews for keywords like 'export' or 'API access'. The agent uses `search_reviews` and provides a list of 50 relevant mentions, giving the team concrete data points for the next software sprint.

E-commerce Lead audits product data quality

The lead needs to check if a new product listing exists. They run `list_products` to confirm its existence, then use `get_statistics` to see if enough reviews have been submitted to even list it.

Support Team handles a product recall alert

A critical issue is reported. The Support Specialist asks the agent to list all questions mentioning the affected model and pull its metadata using `get_product` and `list_questions`, enabling immediate internal communication.

Content team curates FAQ content

The agent first runs `list_questions` to get a summary of unanswered topics. The team can then use the full text details from `get_question` and create definitive answers for the website.

Patterns to Avoid

Asking for general product recommendations

✗ AVOID

A user asks, 'What products are popular?' This vague query returns a massive list with no actionable data or context.

✓ INSTEAD

Instead of asking generally, first use `list_products` to narrow the field, then use `get_statistics` on the top 5 items to get concrete proof of their popularity.

Treating customer questions as product issues

✗ AVOID

A user asks, 'Why is Product X failing?' The system might only retrieve general reviews and fail to address the specific query.

✓ INSTEAD

Always use `get_question` first. This focuses the agent on the exact text of the question, allowing for a targeted answer using `list_answers`.

Searching without product context

✗ AVOID

A user asks, 'Tell me about durability.' The search returns every review mentioning 'durability' across all products, making it impossible to focus on one item.

✓ INSTEAD

Start by using `get_product` for the specific SKU. Then use that ID in conjunction with `search_reviews` to limit results only to that product.

The Right Fit

Use this MCP if your primary job involves synthesizing unstructured customer feedback, like analyzing keyword trends across thousands of reviews or tracking unanswered support questions. If you need a holistic view of customer sentiment and feature requests, this is the tool. Don't use it if all you need is to verify simple inventory numbers or check basic category names; for that, a dedicated catalog tool will suffice. However, if your goal is to understand *why* those products are selling well—by linking specific positive reviews (`get_review`) with product metadata (`get_product`)—this MCP is necessary.

Bazaarvoice MCP for AI Agents: Analyzing E-commerce Product Feedback

Right now, every time a new batch of reviews drops or customer questions pile up, someone has to manually log into the platform. They have to click through product pages, copy snippets of complaints from one review and success stories from another, then paste them all into Jira or Google Sheets. It's slow, it's prone to missing key context, and by the time you finish compiling the report, the data is already stale.

With this MCP, your agent does the heavy lifting. You simply ask: 'What are the top three pain points from reviews mentioning connectivity?' The system automatically runs searches and aggregates the findings, giving you immediate, structured text that you can use right away.

Bazaarvoice MCP for AI Agents: Tracking Customer Support Insights

Before this MCP, knowing what questions customers were asking meant manually running reports on the Q&A dashboard and then cross-referencing those topics with product listings to see if a solution even existed. It was an administrative nightmare just trying to build a complete FAQ.

Now, you can prompt your agent to list all unanswered customer questions and simultaneously pull up the relevant product details. You get full context—the question, the associated product, and its metadata—all in one conversational output.

Bazaarvoice MCP: 10 Tools for E-commerce Customer Review Data

Use these ten specific tools to pull everything from product metadata to detailed review statistics, giving your agent a full view of customer sentiment and catalog data.

#	TOOL	DESCRIPTION
01	<code>get_product</code>	Retrieves the specific details and metadata for a single product listing.
02	<code>get_question</code>	Fetches all the core information associated with one customer-submitted question.
03	<code>get_review</code>	Pulls the full text and details of a single user review, including dates and star ratings.
04	<code>get_statistics</code>	Generates summary data points, such as average rating or total count, for a product.
05	<code>list_answers</code>	Lists all the answers provided by staff to common customer questions.
06	<code>list_categories</code>	Retrieves an overview of all available product categories within the catalog structure.
07	<code>list_products</code>	Provides a list of products available in the Bazaarvoice system for general review and inventory checks.
08	<code>list_questions</code>	Gets an overview listing all customer questions, regardless of whether they have been answered.
09	<code>list_reviews</code>	Retrieves a list of recent product reviews to give you a general sense of current feedback volume.
10	<code>search_reviews</code>	Searches the entire review database using specific text input, finding mentions of keywords or phrases.

See It in Action




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

U What are the most frequently mentioned issues with the battery life?



Connectivity Issues Report

Based on a search of 150 reviews, here's what we found:

-  **Battery:** 72% mention 'drains fast' or 'needs charging daily.' (Negative)
-  **Compatibility:** 18% note issues linking with older operating systems. (Warning)
-  **Design:** 10% praise the lightweight design.

Summary: The primary issue is battery longevity, not a specific hardware failure.

U Can you list three best-selling items and their average ratings?



Here are the top performers we found:

PRODUCT NAME	RATING (OUT OF 5)	REVIEW COUNT
Titan Mixer Pro	4.7 / 5	312
Eco-Stream Filter	4.9 / 5	88
Aura Smart Lamp	4.2 / 5	195

The Titan Mixer Pro is the strongest seller, but the Aura Lamp has a noticeable dip in average rating.

U What are customers asking about shipping times to Europe?



I found **4** unanswered questions related to international delivery. The topics include:

- € Shipping timelines for Germany (High Priority)
- 🇫🇷 Duty fees and tariffs for France
- 📄 Optimal customs documentation process

The full text of the question about duty fees is attached below, which should help the support team draft a clear answer.

Frequently Asked Questions

01 How does using Bazaarvoice with this MCP improve my e-commerce reporting?

It gives you real-time, structured access to customer feedback. Instead of just reading comments, your agent can pull specific metrics and categorize trends instantly, helping product teams prioritize fixes.

02 Can I find out what customers are complaining about without doing manual searches?

Yes. You simply ask your AI client to search reviews for keywords like 'disappointed' or 'broken.' The system pulls all relevant mentions and groups them by theme, saving hours of effort.

03 Does Bazaarvoice MCP help me manage FAQs better?

Absolutely. You can list current customer questions that haven't been answered yet, giving your support team a clear, prioritized list of content gaps to fill on the site.

04 Is this good for identifying new product ideas?

Yes. By running searches across reviews, you can surface recurring requests—like 'wish it had' or 'needs an adapter'—that signal a clear opportunity for a new feature or product.

05 I need to check if my old products are still getting reviewed.







The MCP lets you list available products and then pull the specific review statistics for older items, giving you an accurate sense of their continued market presence and health.

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>"bazaarvoice": { "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

Bazaarvoice 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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