

MCP SERVER

NO CODE

CLOUD HOSTED

Bloomreach MCP for AI Agents

Manage E-commerce Catalogs and Customer Segments

Bloomreach connects your marketing automation data directly to any AI client. It lets you manage catalogs, monitor campaigns, and analyze customer segments without leaving your chat window. You can retrieve everything from product metadata to webhook status using natural language.

A+ Quality Score 100/100

customer-experience

personalization

campaign-management

data-catalogs

customer-segments

marketing-analytics



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.

Bloomreach MCP

10 tools available

Cloud-hosted on Vinkius

Stop jumping between Bloomreach dashboards just to answer a quick question about campaign performance or catalog accuracy. This MCP connects your entire marketing automation account directly to your AI agent, letting you manage complex data workflows through conversation. Instead of exporting CSVs and running reports manually, you simply ask the agent what you need—like listing all active campaigns or pulling customer segment details for a specific user. The platform makes sure this connection is stable, hosting it on Vinkius, which gives your AI client access to thousands of tools across different industries. You can now audit product attributes and properties, check data collection by listing all tracked event types, and even monitor webhooks in real time. It's about having one source of truth for your marketing ecosystem.

Core Capabilities

01 — Manage Product Catalogs

List available catalogs to understand the structure of your product data.

02 — Inspect Catalog Items

Retrieve specific product items from any defined data catalog for review.

03 — Analyze Customer Attributes

List all available customer attributes and export properties for a registered user.

04 — Review Customer Segments

List all predefined customer segments or explore specific segmentations to narrow your target audience.

05 — Monitor Campaign Status

Query and list details for existing marketing campaigns to track outreach performance.

06 — Audit Data Infrastructure

List all tracked event types or configured webhooks to verify your data collection footprint.

One Click on Vinkius — From Prompt to Execution

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

- 01** First, you subscribe to this MCP on Vinkius and provide the necessary Bloomreach credentials (Project Token, API ID, etc.).
- 02** Next, your AI agent uses these connections. You simply ask it a question—for example, 'What are my top-performing campaigns?'—and the agent handles the data retrieval.
- 03** Finally, you get an immediate, structured answer in your chat client, whether that's a list of segments or a summary of product properties.

The bottom line is: it lets your AI client handle all the routine data requests and reports that usually require multiple manual logins and exports.

Built For

This MCP is for e-commerce managers, CRM specialists, and data analysts who are constantly cross-referencing marketing performance against product data. If you spend time clicking through dashboards just to confirm a segment or check an attribute definition, this tool saves hours of manual work.

E-commerce Manager

Needs to quickly verify catalog data and campaign statuses without running separate reports for every product line.

CRM Specialist

Uses the tool to monitor customer segments, review attribute definitions, and check webhook status directly within their daily workflow tools.

Data Analyst

Retrieves specific details like catalog properties or lists all tracked event types for deep data modeling and auditing.

What Changes When You Connect

- 01** Instantly check catalog data and campaign statuses using the `list_campaigns` tool, eliminating the need for manual exports.

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- 02 Analyze customer groups by listing segments or running a query to understand specific segmentations via `list_segmentations`.

 - 03 Audit product details immediately. You can use `get_catalog_items` to inspect any item in your data catalogs without navigating multiple screens.

 - 04 Improve personalization depth by using `get_customer_properties` to export attributes for individual customers, letting you see exactly what data exists.

 - 05 Keep track of system health. Listing configured webhooks with `list_webhooks` confirms real-time data pipelines are running correctly.

 - 06 Understand your data footprint fully. The `list_event_types` tool lets you know every piece of user activity currently being tracked.
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Real-World Applications

I need to check if the 'Summer Sale' campaign is active and who it targets.

Instead of logging into Bloomreach, navigating to campaigns, and then checking segment definitions, just ask your agent. It uses `list_campaigns` and `list_segments` to give you a single answer: yes, the campaign is running for 'High Spenders' in Segment ID 45.

A client says their account isn't syncing user activity.

The AI agent runs `list_webhooks` and reports back the status of all configured webhooks. You immediately see if a webhook is listed as 'inactive' or if it has failed recent calls.

We launched a new product line, but I need to know if our catalog structure supports it.

You use your agent to call `list_properties` and then `list_attributes`. The agent compiles the results, showing you exactly which data points (like 'Material Type' or 'Weight') are available for new products.

I need to verify what data points we can collect from user interactions.

Simply ask about event tracking. The agent uses `list_event_types` and gives you a full list of every possible tracked interaction, ensuring no valuable user behavior is missed.

Patterns to Avoid

Treating the MCP as a simple database query

X AVOID

Asking the agent to just 'give me all customer data.' This vague request forces the AI to fail or return unusable, massive datasets.

✓ INSTEAD

Be specific. Instead of general queries, ask the agent to ``list_attributes`` first, then use ``get_customer_properties`` on a specific user ID, making your prompt actionable.

Forgetting which data catalog you need

X AVOID

Telling the agent 'Show me product details' without specifying if it means the 'Electronics' or 'Apparel' catalog. The request fails due to ambiguity.

✓ INSTEAD

Always start by asking the agent to ``list_catalogs`` to get the correct name, and then use that name when you ask for items via ``get_catalog_items``.

Ignoring existing customer groups

X AVOID

Building a new segment from scratch without checking if one already exists. This leads to redundant work and potential data conflicts.

✓ INSTEAD

First, use ``list_segments`` or ``list_segmentations``. If the group is there, reference its ID; otherwise, you know it needs to be created.

The Right Fit

Use this MCP if your core job involves constantly cross-referencing marketing campaign performance with product data, customer attributes, and segment definitions. It's perfect for E-commerce Managers who need rapid visibility into the entire marketing tech stack. Don't use it just because you want to run reports; those are better done in a dedicated BI tool. If your only goal is basic messaging or simple email sending, look at general communication APIs instead. However, if your problem revolves around 'What product data applies to this specific customer segment?'—this MCP and its tools like `list_properties` and `get_customer_properties` are exactly what you need.

Bloomreach: Managing Marketing Campaigns with AI Agents

Right now, checking campaign performance is a multi-step headache. You have to log in to the marketing platform, find the correct campaign, filter by dates, and then manually cross-reference that data against your customer segment list in another dashboard. It's slow, and you always risk missing a key piece of performance info.

With this MCP, you just talk to your AI agent. You ask it about a specific campaign, and the tool uses `list_campaigns` and other tools under the hood. The punchline? You get an immediate summary of outreach and performance right where you are working.

Bloomreach: Auditing E-commerce Data Catalogs with AI Agents

The biggest time sink is auditing data consistency. You have to pull a list of catalogs, then check the properties for each one, and finally see if those properties align with your required customer attributes. It's copy-paste hell.

Now, you let the agent handle it. By using `list_catalogs` followed by `list_properties`, the MCP organizes that audit process into a single conversation flow. You get confidence in your product data structure without touching a spreadsheet.

Bloomreach: 10 Tools for Marketing Data & Segmentation

Use this collection of tools to query product catalogs, list segments, monitor campaigns, and export detailed customer profiles instantly.

#	TOOL	DESCRIPTION
01	<code>get_catalog_items</code>	Pulls a list of individual products from a specified Bloomreach data catalog.
02	<code>get_customer_properties</code>	Exports specific attributes and properties for any registered customer account.
03	<code>list_segmentations</code>	Shows a list of all created customer segment groupings within Bloomreach.
04	<code>list_attributes</code>	Provides a comprehensive list of every customizable attribute used for customers.
05	<code>list_campaigns</code>	Retrieves details and status information for all active marketing campaigns.
06	<code>list_catalogs</code>	Displays an overview of every data catalog available in your Bloomreach account.
07	<code>list_event_types</code>	Lists all types of user interactions and events currently being tracked by the system.
08	<code>list_properties</code>	Retrieves definitions for various catalog properties used across your products.
09	<code>list_segments</code>	Provides a list of all predefined customer segments, like 'VIP' or 'New Buyer'.
10	<code>list_webhooks</code>	Shows details on every configured webhook to confirm real-time data connections.

See It in Action

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

U Show me all the active campaigns and which customer segments they are currently targeting.



Campaign Summary

- **Summer Clearance:** Targets 'Recent Visitors' (Segment ID: 12). Active since June 1st.
- **Loyalty Tier Upgrade:** Targets 'High Spenders' (Segment ID: 99). Runs monthly.
- **Q3 Product Launch:** Targets all customers with the attribute `interests: electronics`. Currently paused.

U What are our most common catalog properties, and what items belong to the 'Outdoor Gear' catalog?



Catalog Properties Found:

- Size (Type: String)
- Weight (Type: Decimal)
- Material (Type: Enum)

Items in 'Outdoor Gear':

1. Backpack Alpha (ID: OG-001): Properties match.
2. Hiking Boots Beta (ID: HG-045): Properties match.

U I need to know if any webhooks are failing or misconfigured right now.



Here is a quick status check of your configured webhooks:

WEBHOOK NAME	STATUS	LAST RUN TIME	NOTES
CRM Sync	Operational	2 minutes ago	

Sending successfully.

| Inventory Alert | Failed | 3 hours ago | API key expired. Needs updating. |
| Newsletter Trigger | Operational | Now | No failures recorded.

Frequently Asked Questions

01 Can the Bloomreach MCP help me check my product catalog data quickly?

Yes, it lets you list all available catalogs and retrieve individual items using natural language. This means no more manual dashboard checks; your agent pulls the item details directly for you.

02 How do I use Bloomreach MCP to understand my customer groups?

You can ask the MCP to list all existing segments and segmentations. This gives you a full overview of who belongs where, letting you target marketing efforts with precision.

03 Does the Bloomreach MCP help me monitor real-time data connections?

Absolutely. You can ask to list all configured webhooks and check their status. This is crucial for knowing if your data syncing between systems is actually working.

04 Is the Bloomreach MCP only for checking campaigns, or can it do more?

It does much more than just campaigns. You can use it to audit product attributes, list all tracked event types, and check customer properties to gather a complete picture of your marketing data.

05 What if I need to verify what kind of user behavior is being collected?

You can ask the MCP to list all tracked event types. This gives you a comprehensive inventory of every single piece of interaction data Bloomreach records, so you never miss an opportunity.

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 `"bloomreach": { "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

Bloomreach 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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