

MCP SERVER

NO CODE

CLOUD HOSTED

# Blueshift MCP for AI Agents

Orchestrate omnichannel marketing and customer data workflows

Blueshift MCP orchestrates complex omnichannel marketing campaigns and customer data workflows. Connect your existing customer engagement platform to any AI agent to manage segments, update user profiles, track purchases, and execute targeted campaigns using natural conversation.

**A+** Quality Score 100/100

customer-data-platform

omnichannel-marketing

personalization

campaign-management

customer-profiles

engagement-tracking



# 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

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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.

# Blueshift MCP

10 tools available

Cloud-hosted on Vinkius

Connecting Blueshift lets you treat your entire marketing stack like a single chat session. Instead of jumping between dashboards to check campaign status or find a customer's history, your AI client does it all for you. You can ask your agent to pull up detailed reports on specific campaigns, get the full history of events tied to a user, or even update critical attributes on a customer record instantly. Need to target a niche group? Your MCP allows you to list data catalogs and segments so you know exactly who you're talking to. It also lets you initiate immediate, API-triggered campaigns for specific users right from your workspace. By connecting via Vinkius, you gain access to this powerful workflow management alongside thousands of other tools, making it the central hub for all your customer engagement needs.

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## Core Capabilities

### 01 — Review Campaign Performance

Fetch detailed reports or high-level summaries on any marketing campaign.

### 03 — Track User Activity

Record specific user actions like purchases or views, and pull a complete timeline of events for any individual.

### 05 — Run Targeted Campaigns

Send out campaigns that are triggered automatically for a select group of users.

### 02 — Manage Customer Records

Create, retrieve, or modify entire customer profiles using custom attributes and identifiers.

### 04 — Identify Target Groups

List available customer segments or browse all data catalogs to ensure accurate audience targeting.

# One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this MCP and input your Blueshift User API Key and Site ID.
- 02** Connect the credentials to any AI-compatible client, giving your agent access to all marketing functions.
- 03** Ask your agent a natural language question; it executes the necessary calls to pull customer data or run a campaign.

The bottom line is you manage all of your complex marketing data and campaigns through simple conversation with your AI client.

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## Built For

Marketing Ops specialists, CRM managers, and Growth Engineers use this MCP to eliminate repetitive dashboard work. They need a single source of truth for customer behavior and campaign health, freeing them from manual data aggregation.

### Marketing Operations Specialist

Checks the status of multiple campaigns and validates if customer profiles have the necessary attributes before launching an email sequence.

### CRM Manager

Reviews a user's complete event history to understand their journey, identifying key moments that need follow-up or segmentation adjustments.

### Growth Engineer

Verifies API integrations by triggering test campaigns and checking the resulting data flow for accurate tracking.

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## What Changes When You Connect

- 01** Quickly check campaign statuses. Instead of logging into the dashboard, you simply ask your agent to list all campaigns or get a high-level performance summary for instant insight.

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- 02 Maintain clean, accurate records by using `create_update_customer`. You can modify customer profiles and ensure every attribute is up to date without manual database access.

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  - 03 Analyze user behavior deeply. Get the full event history of any single person; this goes far beyond simple last-logged-in dates.

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  - 04 Targeting becomes precise. List all data catalogs and segments before running a campaign, guaranteeing you only target validated groups.

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  - 05 Speed up execution with API-triggered campaigns. Initiate specific marketing sequences for users instantly from your chat interface.
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## Real-World Applications

### Auditing Campaign Health

A manager needs to know if the 'Summer Re-engagement' campaign hit its goal and compare it against others. They ask their agent for high-level performance, which pulls data from `get_campaign_performance`, giving them a clear comparison table without opening any dashboards.

### Analyzing Drop-Off Points

A growth engineer notices a user seems inactive. They use `get_event_history` to see the last three actions, discover they never viewed the pricing page, and then ask their agent to track an event (`track_event`) simulating that view.

### Onboarding New Users

A specialist needs to ensure a new user's profile is complete before the welcome sequence runs. They ask their agent for the customer record (`get_customer`) and then update attributes using `create_update_customer` if anything is missing.

### Segment Validation

Before sending a major announcement, a marketer needs to verify which user groups are included. They use `list_segments` first, and then check the available data sources using `list_catalogs` to ensure proper targeting.

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# Patterns to Avoid

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## Checking profiles manually

### ✗ AVOID

The team member logs into Blueshift, finds the customer ID, clicks through five different tabs, and copies out attributes like 'Member since' or 'Total spent'. This process takes 15 minutes.

### ✓ INSTEAD

Instead, ask your agent to `get_customer` directly. The agent pulls all necessary profile data in one step, presenting it instantly so you can move on.

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## Running campaign reports piecemeal

### ✗ AVOID

A marketer gets the overall performance summary and then has to open a second tab to get specific details for just one campaign. They have to copy data between two screens.

### ✓ INSTEAD

Use the agent first to ask for general performance (`get_campaign_performance`), and then follow up with a precise request using `get_campaign_detail`, keeping all context within your chat window.

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## Ignoring user history

### ✗ AVOID

The team assumes a user is active because they logged in recently. They miss crucial signals about \*what\* the user actually did, like viewing specific product pages or failing to complete an action.

### ✓ INSTEAD

Always ask your agent to `get_event_history` first. This provides the full timeline of interactions, giving you behavioral context that simple login dates won't show.

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## The Right Fit

Use this MCP if your workflow requires stitching together data from multiple sources—for instance, checking a customer profile, reviewing segment membership, and then triggering an action. It's ideal for marketing ops roles who deal with complex, multi-step campaigns.

Don't use it if you only need to view static, non-connected reports; simple dashboard reading will suffice. Also, if your goal is just to write copy or draft emails without connecting them to a customer record, this MCP won't help. For those tasks, look for dedicated content generation tools instead.

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## Blueshift MCP and Campaign Management: Automating Customer Data Flows

Currently, running a campaign review means jumping through multiple dashboards. You check the overall performance to gauge success, then you have to drill down into specific campaigns using manual filters just to see if the 'Welcome Series' hit its target metrics. This process is slow and prone to copy-paste errors.

With this MCP, your agent handles it all. You ask for a campaign summary (`get_campaign_performance`), and then you follow up by requesting details on one specific campaign (`get_campaign_detail`). The system gives you the full narrative in real time.

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## Blueshift MCP and Customer Data: Streamlining Profile Updates

Manually updating customer data is tedious. If a sales rep gets new information about a client, they have to find the correct record in the CRM, navigate the right field, and manually change attributes or append identifiers.

Now, you just tell your agent what needs changing. Your MCP handles the update using `create_update_customer`. The data flows directly into Blueshift without ever leaving your conversational workspace.

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# Blueshift: 10 Tools for Customer Data Management

Use these tools to manage everything from listing data segments and retrieving campaign reports to tracking specific user actions across your entire customer base.

#	TOOL	DESCRIPTION
01	<code>list_segments</code>	Retrieves a complete list of customer segments defined in Blueshift.
02	<code>create_update_customer</code>	Allows the creation or modification of an existing customer profile record.
03	<code>list_campaigns</code>	Lists all active and inactive marketing campaigns within your account.
04	<code>list_catalogs</code>	Retrieves a full list of available data catalogs for reference.
05	<code>track_event</code>	Records a specific, custom user interaction event against a customer's profile.
06	<code>get_campaign_detail</code>	Fetches an in-depth performance report for one specific marketing campaign.
07	<code>get_campaign_performance</code>	Generates a high-level summary of how all your current campaigns are performing overall.
08	<code>get_catalog_items</code>	Retrieves specific items from any listed data catalog.
09	<code>get_customer</code>	Pulls all available details for a single customer profile using identifiers or emails.
10	<code>get_event_history</code>	Retrieves the chronological history of every event recorded for a user.

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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 were the top 3 actions taken by user customer\_123 last week?



## User Activity Report: customer\_123

- **Purchase:** Item XYZ, \$45.00 (Oct 15)
- **View:** Pricing Page (Oct 16)
- **Click:** 'Download Guide' link (Oct 17)

This history shows they are highly engaged with our pricing structure.

**U** List all segments that include 'High Value Customers' and check their current campaign status.



## Segment Analysis

- **Segments Found:** High Value, Platinum Tier, VIP Users.
- **Current Status:** All three segments are currently part of the 'Annual Review Campaign'. The last run was 2 days ago and achieved 98% open rate.

Need me to trigger a new campaign for them?

**U** Show me the full profile details for john@example.com, including their segment membership.



Here is John Doe's current profile summary:

- **Status:** Active Member (Joined: 2023)
- **Total Spend:** \$450
- **Segments:** High Value Customers; North East Region;
- **Last Event:** Viewed Product X on Oct 17th.

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# Frequently Asked Questions

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**01 Can I check the latest events tracked for a specific customer?**

Yes! Use the ``get_event_history`` tool with the customer's email or ID. Your agent will fetch the timeline of their interactions, such as purchases or email opens.

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**02 How do I see the performance summary of my current campaigns?**

Simply ask the agent to ``get_campaign_performance``. It will retrieve a high-level overview of metrics across all active and past campaigns in your account.

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**03 Does the integration allow updating customer attributes?**

Yes. Use the ``create_update_customer`` tool to modify profile data such as first name, last name, or custom properties directly from the agent.







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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>"blueshift": { "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

# Blueshift 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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### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Blueshift MCP
Server ID	019d755f-eb2b-7320-b9e5-c506db1e0b9a
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

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