

MCP SERVER

NO CODE

CLOUD HOSTED

# Braze MCP for AI Agents

Orchestrate user tracking and marketing campaigns in Braze

Braze lets you manage customer engagement directly from your AI client. Track user behavior, list campaigns, trigger specific journeys (Canvases), or export profile data using simple conversational prompts.

**A+** Quality Score 100/100

customer-engagement

user-segmentation

campaign-management

omnichannel

event-tracking

personalization



# 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.

# Braze MCP

10 tools available  
Cloud-hosted on Vinkius

Managing marketing automation usually means jumping between dashboards and writing complex API calls. This MCP changes that. It connects the full power of Braze to any compatible AI agent, letting you orchestrate entire user tracking workflows just by talking to your client.

Need to know if a segment is ready for a promotion? Ask your agent to list all existing campaigns or check detailed metadata on a specific one. Want to update a user's status? You can track new attributes and events instantly, even identifying anonymous users who need proper profile merging. Need compliance data? Export the necessary user profiles by their external ID. The system also lets you inspect multi-step journeys, triggering users into the exact Canvas workflow they need right now. It's about treating your entire customer engagement stack like a conversational chat.

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## Core Capabilities

### 01 — Update and track user data

Track new attributes or events for a user profile, identify unknown users by merging aliases to external IDs, or permanently delete profiles when required.

### 03 — Initiate user journeys (Canvases)

Inspect configured multi-step Canvases or trigger a specific Canvas workflow for targeted users.

### 02 — Manage marketing campaigns

List all current marketing campaigns and retrieve detailed metadata about any specific campaign.

### 04 — Export customer data

Programmatically export user profile data using known external identifiers.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and provide your Braze REST API Key and Base URL.
- 02 Your AI agent reads the available tools, understanding which operations you need (e.g., tracking attributes or listing campaigns).
- 03 You ask your client a natural language question, and it translates that request into an actionable tool call against Braze.

The bottom line is that talking to your AI agent becomes the single point of control for all your customer journey logic in Braze.

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## Built For

Growth operations managers and marketing automation specialists use this MCP. They're tired of spending hours clicking through separate dashboards, manually compiling data exports, or writing repetitive API calls just to run a simple test campaign. You need control over the entire customer lifecycle without leaving your chat window.

### **Growth Operations Manager**

This person uses the MCP to audit user status and track new attributes across large groups, ensuring marketing triggers hit the right segment.

### **Marketing Automation Specialist**

They use it to list all campaigns and trigger specific Canvas journeys, managing complex cross-channel communications in real time.

### **Data Analyst**

They rely on this MCP to pull necessary user profiles via the export function for ad-hoc segmentation or compliance checks.

## What Changes When You Connect

- 01 You gain instant visibility into your campaigns. Instead of logging into the platform to check campaign status, you simply ask your agent to list all campaigns using `list_campaigns`.
- 02 Managing user data is cleaner. Need to update a loyalty tier or track a new event? Use `track_user` and let your agent handle the API call for you.
- 03 Journey control becomes conversational. If a user needs to restart their onboarding, you just tell your agent to trigger that specific Canvas using `trigger_canvas`.
- 04 Compliance is simplified. When you need to delete records, running `delete_user` through your agent handles the process safely and accurately.
- 05 Data retrieval is immediate. Instead of building a complex export request, you can use `export_user_ids` and get profile data programmatically.

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## Real-World Applications

### Handling anonymous user segmentation

A new visitor signs up but their details aren't fully merged. The agent is asked to identify the person, using `identify_user` to merge a known alias with the external ID, ensuring they get the correct welcome journey.

### Auditing user compliance records

The legal team requires a list of all profiles associated with a given external ID. The agent uses `export_user_ids` to pull the necessary data for review.

### Testing an urgent promotion rollout

Marketing needs to verify if the 'Black Friday' campaign is ready. The agent lists all campaigns using `list_campaigns` and retrieves detailed metadata on the specific ID, confirming it can be triggered.

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# Patterns to Avoid

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## Treating Braze as a siloed dashboard

### ✗ AVOID

The user attempts to run multiple commands: first, listing campaigns; then, manually getting details on one campaign; and finally, running the trigger. This requires jumping between many tabs.

### ✓ INSTEAD

You combine these actions into one prompt. Tell your agent to 'list all active campaigns and get details for the Welcome Series.' The agent handles both ``list_campaigns`` and ``get_campaign_details`` in sequence.

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## Confusing user tracking with export

### ✗ AVOID

The user asks their agent to 'export all user data' without specifying criteria, which would fail or return massive unusable datasets.

### ✓ INSTEAD

Always specify the criteria. Ask your agent to 'export profile data for users whose external IDs are X and Y.' This correctly uses ``export_user_ids``.

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## Forgetting user status before triggering

### ✗ AVOID

The user tells their agent to trigger a journey, but forgets to check if the Canvas even exists or what its name is.

### ✓ INSTEAD

Start by asking your agent to ``list_canvases`` first. Once you confirm the correct Canvas ID, then prompt it to use ``trigger_canvas``.

## The Right Fit

Use this MCP if your daily workflow involves coordinating multiple Braze actions—like checking a campaign's status, updating an attribute, and triggering a journey—without manual copy-pasting between tabs. This is ideal for automation specialists who need to write complex business logic in natural language.

Don't use it if you only need to view data or run a single, simple query that doesn't require multi-step decision making (e.g., 'What is the status of Campaign X?'). For purely read-only tasks, direct platform integrations are fine. However, if your goal is to execute complex sequences involving user identification ( `identify_user` ), campaign management ( `list_campaigns` , `get_campaign_details` ), and state changes ( `track_user` , `trigger_canvas` ), this MCP is essential.

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## Braze MCP for AI Agents: Managing Customer Campaigns

Right now, to see what marketing campaigns are running or if a specific one needs an update, you have to navigate the Braze platform. You click into the campaign list, then select a campaign name to pull up its metadata, and finally, manually initiate a send for testing. It's a frustrating cycle of clicks just to confirm readiness.

With this MCP, simply ask your agent to 'list all campaigns and give me details on the Abandoned Cart flow.' The agent handles listing every active promotion and pulling the specific metadata you need in one go. You get immediate confirmation without leaving your chat.

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## Braze MCP for AI Agents: Handling User Journeys

If a user hits a snag, or if their data changes (like moving from 'Lead' to 'Customer'), you used to manually check the rules engine to see what journey they should be in. This involved checking

Now, you can tell your agent: 'Check all active journeys and move user X into the Onboarding Canvas.' It handles both inspecting existing flows ( `list_canvases` ) and executing the precise trigger

which Canvases were available and then initiating the flow through separate controls.

( `trigger_canvas` ). The entire process is one clear instruction.

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# Braze: 10 Tools for Customer Engagement Operations

Use these tools to manage everything from tracking specific user events to triggering entire marketing campaigns within Braze.

#	TOOL	DESCRIPTION
01	<code>get_canvas_details</code>	Fetches detailed information about a specific multi-step Canvas journey.
02	<code>track_user</code>	Records new attributes or user events against an existing profile.
03	<code>trigger_campaign</code>	Manually sends out an API-triggered marketing campaign to defined users.
04	<code>trigger_canvas</code>	Forces a specific user into a defined Canvas workflow.
05	<code>delete_user</code>	Removes a user profile entirely using their external ID for compliance.
06	<code>export_user_ids</code>	Generates and exports detailed profile data based on provided external IDs.
07	<code>get_campaign_details</code>	Retrieves all the setup details for a specific marketing campaign.
08	<code>identify_user</code>	Merges or updates user aliases to ensure accurate identification via an external ID.
09	<code>list_campaigns</code>	Lists every active and inactive marketing campaign configured in Braze.
10	<code>list_canvases</code>	Retrieves a list of all defined multi-step Canvas journeys available for use.

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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 campaigns are active right now, and what's the status of the 'Holiday Promo'?



### Campaign Status Report

- **Total Active Campaigns:** 3
- **Welcome Series (ID: camp\_1):** Live. Last send: Today.
- **Abandoned Cart (ID: camp\_2):** Needs review. Next scheduled run: Tomorrow.
- **Holiday Promo (ID: camp\_3):** **ACTIVE.** Ready to trigger for segment 'High Value'.

Use the `get_campaign_details` tool for full setup info.

**U** I just updated a user's loyalty tier. How do I make sure that change is recorded?



### User Attribute Update Success

The attribute 'loyalty\_tier: Gold' was successfully tracked for user `usr_992`. This ensures all future marketing decisions and journey triggers reflect their new status.

*Action:* `track_user` executed.

*Result:* Data synchronized with Braze.

**U** I need to get a list of all available user journeys, please.



Here are the Canvases currently configured in your workspace:

1. **Onboarding Journey (ID: can\_1):** Status: Active.
2. **Win-back Flow (ID: can\_2):** Status: Draft.
3. **Reactivation Path (ID: can\_3):** Status: Active, last edited: Yesterday.

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# Frequently Asked Questions

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## 01 How do I use the Braze MCP to manage user segments?

You track attributes and events using the MCP. This allows you to update a user's status or profile data, ensuring that segmentation rules are always based on the most current information in your system.

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## 02 Can I use this Braze MCP for compliance tasks?

Yes. If you need to delete specific user profiles or export sensitive data for legal review, the MCP handles these actions using the dedicated tools, ensuring a clean and verifiable process.

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## 03 What is the easiest way to start a customer journey? Does Braze MCP help?

You can use the MCP to list all available Canvases first. Once you know which journey ID you need, you can instruct your agent to trigger that specific Canvas for any user.

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## 04 Does the Braze MCP let me test campaigns before sending them?

Yes. You can list all campaigns and retrieve detailed metadata on a campaign using ``get_campaign_details`` so you know exactly what it does before hitting send.

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## 05 Is this Braze MCP compatible with my existing AI client like Claude or Cursor?

Yes. This MCP is designed to connect to any compatible AI agent, allowing your preferred tool—whether it's in an IDE or a chat interface—to manage your Braze workflows.







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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>"braze": { "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

# Braze 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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