MCP SERVER | NO CODE | CLOUD HOSTED

Campaign Reach Analyzer MCP

Track unique audience reach and market saturation across all campaigns.

Campaign Reach Analyzer lets your AI client calculate unique audience numbers, identify redundant reach between campaigns, and flag when you are hitting market saturation. Instead of manually crunching audience overlap, you can ask your agent to aggregate total reach or check if your target market is getting over-saturated.

A+ Quality Score 100/100

reach | audience | campaigns | marketing-analytics | saturation

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vinkius.com/en/ai-agent-connect/campaign-reach-analyzer

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.

Campaign Reach Analyzer MCP

4 tools available
Cloud-hosted on Vinkius

You can stop guessing how many unique people your marketing efforts actually touch. This MCP gives your AI client the ability to handle complex audience math that usually requires a spreadsheet. You can check the reach of a single campaign or ask your agent to combine multiple campaigns to see the true unique audience size. It helps you spot where you are wasting money by hitting the same people twice through the audience overlap tool. If you are worried about burning out a specific demographic, the saturation risk tool tells you if you have reached the limit of that market. It turns your AI into a marketing analyst that understands the difference between total impressions and actual unique reach.

Core Capabilities

01 — Unique Audience Aggregation

Your agent sums up unique individuals across multiple marketing efforts.

02 — Redundancy Detection

The AI identifies when different campaigns are targeting the same people.

03 — Market Saturation Checks

Your agent flags when a target market has been reached too frequently.

04 — Single Campaign Audits

The AI retrieves specific reach data for individual marketing initiatives.

One Click on Vinkius — From Prompt to Execution

Available at **vinkius.com/en/ai-agent-connect/campaign-reach-analyzer** — connect your AI agent in three steps.

01 Connect your AI client to the Vinkius hosted MCP.

02 Provide your agent with your campaign identifiers.

03 Ask questions about reach, overlap, or saturation.

04 Receive direct answers and data points from your agent.

You connect the MCP to your AI client and start asking questions about your marketing data.

Built For

Marketing professionals use this MCP to automate audience math and reporting. It turns an AI client into a specialized analytics partner.

Media Buyers

They ask the AI to check for audience overlap to optimize budget allocation.

Marketing Analysts

They use the tool to calculate total unique reach across diverse campaign sets.

Brand Managers

They check saturation risk to decide if they should expand into new markets.

What Changes When You Connect

01	Eliminates manual calculation of unique audience totals.
02	Identifies wasted spend by spotting audience redundancy.
03	Prevents over-saturation in specific target demographics.
04	Provides instant reach metrics through natural language queries.

Real-World Applications

Budget Optimization

Use the overlap tool to see if you are paying to reach the same people through different channels.

Market Expansion Planning

Check saturation levels to determine if a new campaign needs a fresh audience.

Post-Campaign Reporting

Ask your agent to aggregate total reach for a quarterly review of all active campaigns.

Audience Health Monitoring

Monitor saturation risk to avoid fatigue in your most valuable customer segments.

Patterns to Avoid

Double counting your audience

✗ AVOID

You add up the reach of three different campaigns and assume that number represents your total unique audience size.

✓ INSTEAD

Use aggregate_total_reach to get the actual number of unique individuals across all your active campaigns.

Ignoring audience fatigue

✗ AVOID

You keep running the same ads to the same demographic because the total impressions look high.

✓ INSTEAD

Run analyze_saturation_risk to see if you have already hit the limit of that specific market.

Wasting budget on redundancy

AVOID

You assume two different channels are reaching new people when they are actually hitting the same group.

✓ INSTEAD

Check for overlap using calculate_audience_overlap to see exactly how much of your spend is redundant.

The Right Fit

Media buyers and marketing analysts should connect this MCP if they need to move beyond simple impression counts. If you are happy manually calculating unique reach in spreadsheets, you don't need this. The deciding factor is whether you need to know the true unique footprint of your combined marketing efforts.

Campaign Reach Analyzer: 4 Specialized Analytics Tools

These tools give your agent the ability to perform complex audience math and identify targeting inefficiencies.

#	TOOL	DESCRIPTION
01	`get_campaign_reach`	This tool pulls the specific reach numbers for a single campaign. Use it to see exactly how many people a specific initiative touched.
02	`aggregate_total_reach`	This tool calculates the combined unique audience across several different campaigns. It prevents you from double counting the same individuals when looking at your total footprint.
03	`analyze_saturation_risk`	This tool checks if your current marketing efforts are hitting the same target market too many times. It identifies when you are reaching the limit of a specific audience.
04	`calculate_audience_overlap`	This tool finds the number of people shared between two or more campaigns. It shows you exactly how much redundancy exists in your targeting.

See It in Action

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

U What is the total unique reach for campaigns C1, C2, and C3?

The total unique reach for campaigns C1, C2, and C3 is 150,000 individuals.

U Is the target market of 500,000 people saturated with campaigns C1 and C2?

The current saturation level is 80%, which indicates a High risk of reaching saturation for this target market.

U How much overlap is there between campaign Alpha and campaign Beta?

There is an overlap of 5,000 individuals between campaign Alpha and campaign Beta, representing a 5% overlap.

Frequently Asked Questions

01 **How does this MCP handle audience overlap?**

The calculate_audience_overlap tool identifies the specific number of individuals shared between campaigns to show redundancy.

02 **Can I use this with Claude or Cursor?**

Yes, you can connect this MCP to any MCP-compatible client like Claude, Cursor, or Windsurf.

03 **What is saturation risk?**

Saturation risk is a metric that tells you if your marketing is hitting the same target market too many times, potentially leading to audience fatigue.

04 **Does this replace my analytics dashboard?**

It acts as a conversational layer that performs specific audience math and reach calculations on demand.

05 **How do I see the total reach of three different campaigns?**

You can ask your agent to use the aggregate_total_reach tool for those specific campaign IDs.

06 **How is total reach calculated?**

The `aggregate_total_reach` tool calculates reach by finding the union of all unique individuals across the specified campaigns to prevent double-counting.

07 **Can I check if my audience is saturated?**

Yes, you can use `analyze_saturation_risk` to compare your current combined reach against the total addressable market size.

08 **How do I find the overlap between two campaigns?**

Use the `calculate_audience_overlap` tool to determine the number of individuals common to both campaigns and the resulting overlap percentage.

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 `"campaign-reach-analyzer": { "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

Campaign Reach Analyzer 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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DOCUMENT INFORMATION

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Platform	Vinkius Cloud for AI Agents
Endpoint	`https://edge.vinkius.com/{token}/mcp`

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