

MCP SERVER

NO CODE

CLOUD HOSTED

CleverTap MCP for AI Agents

Monitor campaign performance and analyze user segments via natural language queries

CleverTap connects your customer engagement and analytics data directly into any AI agent. Use this MCP to run reports, check user segments, and audit event streams using natural conversation. You can finally monitor campaign ROI and analyze user behavior without opening multiple dashboards.

A+ Quality Score 100/100

customer-engagement

retention-analytics

behavioral-analytics

omnichannel-messaging

user-segmentation



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.

CleverTap MCP

8 tools available

Cloud-hosted on Vinkius

Managing modern marketing requires constant vigilance over how users interact with your product. Instead of jumping between analytics tabs or running complex SQL queries, you talk to the data. This MCP gives your AI agent full control over your customer engagement strategies within CleverTap.

It lets you pull specific performance reports for campaigns, list and monitor defined user segments, and even retrieve detailed profile information for single users on demand. You can audit what events are being tracked or see real-time usage counts instantly. This capability transforms how teams approach data—you stop waiting for reports and start asking questions. Since Vinkius hosts this MCP, you connect once to your favorite AI client (Claude, Cursor, etc.) and get access to all these tools.

It's about bringing deep marketing insights directly into the chat window.

Core Capabilities

01 — Review Campaign Performance

Get detailed performance metrics for a specific campaign ID.

03 — Monitor Live Usage Statistics

Pull current, real-time counts of active users and general event statistics.

05 — Check Campaign Statuses

List details for any scheduled or currently running marketing campaigns within a specific date range.

02 — Audit User Data and Profiles

Retrieve comprehensive profile details or list all custom attributes associated with any user identity.

04 — Manage User Segments

List all existing user segments defined in your account to understand audience distribution.

06 — Validate Data Schema

List custom event schemas and user properties to confirm that data is being tracked correctly.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and provide your CleverTap Account ID, API Passcode, and Region.
- 02 Connect the credential set to any compatible AI client (Claude, Cursor, etc.) in Vinkius.
- 03 Ask your agent specific questions, like 'Show me the performance report for last month's welcome series.' The agent then uses the tools to pull and format the data directly.

The bottom line is that you get deep marketing analytics without ever leaving your chat interface.

Built For

This MCP targets growth-focused teams who spend too much time clicking through dashboards. It's for the product manager tired of manual data audits, or the marketer who needs to check campaign ROI in seconds, not hours.

Growth Marketer

Checks campaign performance and conversion rates by asking natural language questions instead of building complex reports.

Product Manager

Verifies custom event schemas or real-time usage statistics to confirm that new features are generating the expected data points.

Marketing Operations Specialist

Audits campaign delivery health and lists all defined user segments quickly, verifying data ingestion across platforms.

What Changes When You Connect

- 01 Campaign Oversight: Instead of digging into the dashboard, you simply ask your agent to get detailed metrics for any running or scheduled campaign.

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- 02 Audit Data Integrity: Use `list_event_schemas` to immediately check if all required custom events are being tracked correctly, saving hours of data validation.

 - 03 Deep User Insights: Get immediate access to profile details using `get_user_profile_details`; you can pull specific user data without complex lookups.

 - 04 Real-Time Visibility: Check current active user counts and event stats instantly with `get_real_time_usage_stats`, giving an always-current pulse on your product.

 - 05 Segment Management: List all defined user segments using `list_clevertap_segments` to quickly understand audience distribution and identify gaps in targeting.
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Real-World Applications

Determining Campaign Success Post-Launch

A marketing manager needs to know if the 'Summer Sale Push' was effective. They ask their agent for the performance report, which instantly shows clicks and conversions without needing to open the campaign dashboard or run manual reports.

Targeting High-Value Users

A retention lead wants to understand the most valuable users. They request detailed profile information for specific user IDs, instantly seeing attributes like lifetime value or sign-up source.

Auditing New Feature Rollouts

A product manager rolls out a new checkout flow. To audit data ingestion, they ask their agent to list event schemas, confirming that 'Payment Successful' and 'Shipping Address Viewed' events are properly captured.

Checking Segment Health Before Launch

Before sending a major campaign, an ops specialist uses `list_clevertap_segments` to verify that the 'High Engagement Users' segment still contains enough people and hasn't shrunk unexpectedly.

Patterns to Avoid

Manual Dashboard Hunting

✗ AVOID

Spending 30 minutes jumping between campaign reports, segment lists, and usage dashboards just to gather a few key metrics for a weekly meeting.

✓ INSTEAD

Use the agent to combine these steps. Ask it directly: 'Give me the performance report for Campaign X against Segment Y.' The MCP coordinates multiple data sources into one answer.

Over-reliance on Raw Data Exports

✗ AVOID

Downloading massive CSV files of user activity and then spending hours cleaning and pivoting them in Excel just to find a simple trend.

✓ INSTEAD

Instead, let the agent talk directly to the data. Querying real-time usage stats or listing profile properties gets you clean, actionable summaries immediately.

Guessing Segment Definitions

✗ AVOID

Assuming that a segment exists because it sounds right, only to find out later that no one has actually defined that specific grouping in CleverTap.

✓ INSTEAD

Always validate first. Run 'list_clevertap_segments' before building anything. This ensures you are working with actual, live audience groups.

The Right Fit

Use this MCP if your team needs to constantly cross-reference multiple types of data—like matching campaign performance (`get_campaign_performance_report`) against current user segments (`list_clevertap_segments`). It excels when you need a single source of truth for customer engagement metrics. Don't use it if all you need is simple reporting on one isolated dataset, like just viewing basic `list_user_profile_properties` without context. For that, a dedicated data warehouse tool might be better; but if the source of truth *is* CleverTap, this MCP is essential.

CleverTap MCP: Auditing Customer Engagement Data Streams

Currently, auditing customer engagement means opening your analytics platform and manually navigating through event schemas. You have to check if every custom event you set up—like 'Product Viewed' or 'Checkout Initiated'—is logged correctly across all user properties. It's a tedious process of checking logs against expected schema definitions.

With this MCP, you simply ask your agent to list the event schemas. The system immediately confirms what data is available and which custom events are active. You get instant confirmation that your entire tracking infrastructure works without ever leaving your chat.

CleverTap MCP: Monitoring Live User Behavior in Real Time

Before, checking real-time user counts required logging into a specific dashboard and waiting for the counter to update. If you needed to know how many active users were currently engaged with a new feature, it was slow and often outdated.

Now, asking your agent to pull real-time usage stats gives you an immediate, accurate count of active users and event throughput. You get operational data that changes instantly, keeping your marketing response cycle fast.

CleverTap MCP: 8 Tools for Campaign Reporting and Segmentation

These tools allow your agent to pull specific metrics, list schemas, retrieve profiles, and manage campaigns directly from the CleverTap platform.

#	TOOL	DESCRIPTION
01	<code>get_campaign_performance_report</code>	Pulls detailed performance metrics for a specific marketing campaign ID.
02	<code>get_user_profile_details</code>	Retrieves the full profile and attribute information for any single user identity.
03	<code>get_real_time_usage_stats</code>	Checks current, live counts of active users and general event statistics.
04	<code>list_clevertap_apps</code>	Lists all applications that are currently registered within the CleverTap account.
05	<code>list_clevertap_campaigns</code>	Retrieves a list of campaigns, including those scheduled over a defined date range.
06	<code>list_event_schemas</code>	Lists all custom event schemas and their associated data structures.
07	<code>list_clevertap_segments</code>	Shows a list of every defined user segment available in the account.
08	<code>list_user_profile_properties</code>	Lists all possible attributes and properties that can be attached to user profiles.

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 conversion rates for 'Welcome Email Series' last month?



Campaign Performance Report: Welcome Email Series

- **Total Sent:** 150,000 messages
- **Clicks:** 12,750 (8.5% CTR)
- **Conversions:** 3,187 (2.5% conversion rate)

The results show a solid performance, with the highest click volume coming from users in the Northeast region.

U Show me all my defined user segments and who is missing.



Segment Audit: Clevertap

- **High Value Users :** 12,450 members (Active)
- **Churn Risk Group :** 890 members (Needs attention)
- **New Signups - Last 7 Days :** 3,120 members (Healthy growth)

I notice the 'Premium Trial' segment hasn't been updated in two weeks. Would you like to check if there are any pending user events for that group?

U What kind of data can I pull about a specific customer?



User Profile Details: ID 90210

Here is the deep dive on that account:

- **Attributes:** Email, Signup Date (2023-01-15)
- **Behavioral Data:** Last Viewed Product (Widget X), Total Orders (5)
- **Segments:** Member of 'High Value Users' and 'Desktop User'.

The profile suggests this user is high value but hasn't engaged with the new mobile feature yet.

Frequently Asked Questions

01 How can I use CleverTap MCP to check if my campaigns are working?

You can get immediate performance reports by asking your agent for a specific campaign's metrics. It pulls the total messages sent, click-through rates, and conversion totals—all in one answer.

02 Does CleverTap MCP help me manage user segments?

Yes, it lets you list all your defined segments quickly. You can verify if a segment is still active or identify which groups need re-evaluation before launching a promotion.

03 Can I find out what data points are available for users?

You can use the MCP to audit user profiles and list all possible attributes. This lets you know exactly what behavioral or demographic data CleverTap has collected on any single user ID.

04 What if I need to verify my tracking events?

The MCP allows you to list your custom event schemas. This quickly confirms that the specific events, like 'Search Executed', are configured correctly in CleverTap and ready for data collection.

05 How do I monitor current user activity using CleverTap MCP?

You can pull real-time usage statistics. This gives you an instant count of active users and the volume of events happening right now, perfect for checking product health during a live deployment.

06 Is CleverTap MCP better than just using the web dashboard?







It's faster because it eliminates context switching. Instead of logging into the platform and clicking through multiple reports, you ask your agent questions and get immediate, synthesized answers in your chat.

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>"clevertap": { "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

CleverTap 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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