

M C P S E R V E R

N O C O D E

C L O U D H O S T E D

Customer Segmentation Value MCP.

Turn raw segment data into clear profitability rankings.

Customer Segmentation Value MCP lets your AI client dive into the unit economics of your customer base. It calculates LTV and CAC across different groups so you can stop guessing which segments actually drive growth. Use it to rank segments by efficiency and see exactly how your channel mix impacts acquisition costs.

ltv

cac

segmentation

unit-economics

prioritization



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.

Customer Segmentation Value MCP

4 tools available

Cloud-hosted on Vinkius

You can now give your AI agent the ability to audit your customer profitability. Instead of manually pulling reports to compare cohorts, you use this MCP to run deep dives into segment-level unit economics. It handles the heavy lifting of calculating Lifetime Value (LTV) and Customer Acquisition Cost (CAC) using your preferred attribution models.

You can use it to find out which specific customer groups are actually worth the spend. By looking at LTV:CAC ratios, your agent can rank segments to show you where to put your next marketing dollar. It also breaks down how your current mix of acquisition channels is driving up or driving down costs for specific groups. It's a direct way to move from broad marketing spend to targeted, high-efficiency resource allocation.

Core Capabilities

01 — Unit Economics Calculation

Your agent calculates LTV and CAC for any given segment.

02 — Segment Ranking

The AI ranks customer groups based on their LTV:CAC efficiency.

03 — Channel Attribution Analysis

Your agent determines how specific acquisition channels drive segment costs.

04 — Efficiency Comparison

The AI compares acquisition ratios across different customer cohorts.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/customer-segmentation-value — connect your AI agent in three steps.

- 01 Connect your AI client to the Vinkius hosted MCP.
- 02 Ask your agent to analyze a specific customer segment.
- 03 The agent uses the tools to calculate LTV, CAC, and ratios.
- 04 Review the prioritized list of segments for your next strategic move.

Get your data into your AI client and start querying segment metrics immediately.

Built For

This MCP is built for growth and finance teams who need to move fast on segment strategy.

Growth Marketers

They use the AI to identify which customer cohorts to target for the next campaign.

Finance Analysts

They use the agent to audit unit economics and segment profitability.

Product Managers

They use the data to understand the long-term value of different user types.

What Changes When You Connect

- 01 Calculates LTV and CAC without manual spreadsheet work.
- 02 Ranks segments by efficiency to guide budget decisions.
- 03 Connects channel mix directly to segment acquisition costs.

04 Identifies high-value targets using LTV:CAC ratios.

Real-World Applications

Budget Allocation

You use the agent to find segments with the highest LTV:CAC to decide where to increase spend.

Cohort Comparison

You compare the acquisition efficiency of new segments against established ones.

Channel Optimization

You check how changing your channel mix impacts the CAC for a specific segment.

Profitability Audits

You run deep dives into segment economics to verify if a group is actually profitable.

4 Tools Available

#	TOOL	DESCRIPTION
01	analyze_segment_economics	This tool calculates the specific profitability and efficiency metrics for a single customer segment.
02	compare_segment_ratios	Use this to measure and compare the acquisition efficiency between different customer groups.
03	get_channel_impact	This tool shows how your current mix of acquisition channels is influencing the total CAC for a segment.
04	prioritize_segments	This tool identifies which segments you should target to get the highest business value.

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 profitability of the 'enterprise_tier' segment using a linear attribution model?



The 'enterprise_tier' segment has an LTV of \$5,000, a CAC of \$1,250, and an LTV:CAC ratio of 4.0.

U Which segments should we prioritize if we want a minimum LTV:CAC ratio of 3.0?



The actionable segments meeting the 3.0 threshold are 'enterprise_tier' and 'mid_market_growth'.

U How does the channel mix affect the CAC for the 'small_business' segment?



For the 'small_business' segment, the total CAC is \$450, with a channel distribution of 60% Paid Search, 30% Organic, and 10% Referral.

Frequently Asked Questions

01 What AI clients can I use with this MCP?

You can use this MCP with any compatible client like Claude, Cursor, Windsurf, or VS Code.

02 Do I need to host the MCP myself?

No, Vinkius hosts and manages the MCP for you. You just connect your client and it works.

03 Can I compare different customer segments?

Yes, you can use the `compare_segment_ratios` tool to see how different groups differ in acquisition efficiency.

04 How does it help with marketing spend?

It uses the `prioritize_segments` tool to rank groups by their LTV:CAC ratio, showing you where spend is most effective.

05 Does this work with my existing attribution models?

Yes, the tools allow your agent to calculate LTV and CAC using specific attribution models you define.

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>"customer-segmentation-value": { "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

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

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