

MCP SERVER

NO CODE

CLOUD HOSTED

Customer.io MCP for AI Agents

Manage campaign metrics, track audience segments & build automated messaging flows

The Customer.io MCP lets your AI agent handle complex marketing automation tasks. You can programmatically manage entire customer profiles, track real-time campaign performance (including opens and clicks), list all automated sequences, and segment audiences based on behavior—all without leaving your chat interface.

A+ Quality Score 100/100

automated-messaging

behavioral-targeting

customer-engagement

campaign-management

personalization

email-marketing



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.io MCP

10 tools available

Cloud-hosted on Vinkius

This connector brings Customer.io's full suite of marketing tools right to your AI workflow. Instead of logging into the platform, navigating multiple tabs, and manually compiling reports, your agent handles the heavy lifting using natural language prompts.

Need to know how a new segment is performing? Ask your agent for a high-level summary or dive deep by listing all automated campaigns. Need an update on a single user's history? Your agent can retrieve full customer profiles and attributes instantly. This means your team gets immediate visibility into campaign status, audience composition, and individual engagement metrics—all through conversation. You simply connect the Customer.io integration via Vinkius to your AI client and start working.

It's about getting data, action, and insights without ever leaving your chat window.

Core Capabilities

01 – Update and Create Profiles

The agent can create or update a customer's profile attributes using the `identify_customer` tool.

03 – Review Overall Engagement Summary

Retrieve a high-level summary of performance across all campaigns and broadcasts with `get_engagement_summary`.

05 – Gather Full User Details

Get comprehensive profiles, attributes, and device tokens for any specific customer with `get_customer_details`.

02 – Analyze Campaign Performance Metrics

You can get detailed delivery and engagement metrics for specific automated campaigns using `get_campaign_performance`.

04 – Manage Audience Segmentation

List dynamic or manual segments and retrieve the full list of customers using `list_customer_segments`.

06 – Audit Messaging History

List all scheduled one-to-many broadcast messages using `list_broadcast_messages`.

One Click on Vinkius — From Prompt to Execution

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

- 01** Connect the Customer.io MCP to your AI client and authorize it using your Site ID and API Key.
- 02** Instruct your agent on the task, whether that's listing all automated campaigns or checking a specific customer's segment membership.
- 03** The agent executes the necessary tool calls, retrieves the raw data from Customer.io, and presents the findings in plain language.

The bottom line is you get immediate access to core marketing metrics and customer data without manual API calls or platform navigation.

Built For

This MCP is for Growth Engineers, Marketing Managers, and Support Leads who spend too much time manually checking dashboards. If your job involves translating raw campaign data into actionable steps for a client, you need this.

Growth Engineer

Updating customer profiles with behavioral attributes or identifying new user segments based on recent activity.

Marketing Manager

Quickly checking the performance metrics for a recently launched automated campaign before reporting to leadership.

Support Team Lead

Retrieving full customer profiles and historical messaging data to give a user personalized, comprehensive support response.

What Changes When You Connect

- 01** Audit campaign performance instantly: Use `get_campaign_performance` to see real-time open and click rates without navigating dashboards.

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- 02 Maintain a single source of truth for customers: The `identify_customer` tool lets your agent update profiles with new behavioral data immediately.

 - 03 Understand audience composition easily: List all dynamic or manual segments via `list_customer_segments`, so you know exactly who's in each group.

 - 04 Quickly find user accounts: Instead of guessing an ID, use `search_customers_by_email` to pull up a full record using `get_customer_details`.

 - 05 Monitor outreach efforts: You can review all scheduled broadcasts and newsletters by calling `list_broadcast_messages` or `list_newsletters`.
-

Real-World Applications

Investigating a low open rate for the welcome series

A user asks, 'Why is my new welcome sequence underperforming?' The agent calls `get_campaign_performance` on the specific campaign ID. It reports that while sends were high, the engagement summary shows poor click-through rates compared to previous months.

Checking who is eligible for a retention offer

Instead of filtering in the web UI, the user asks the agent to `list_customer_segments`. The agent returns a count and name for 'High Value, Inactive,' allowing the team to immediately send targeted communications.

Updating a profile after an in-app purchase

The sales team needs to make sure a new customer is correctly categorized. They prompt the agent to `identify_customer`, passing the user's ID and noting 'Premium Tier Purchased,' ensuring all future campaigns target them correctly.

Gathering data on all marketing efforts

The manager needs an overview of everything. They ask the agent to `get_engagement_summary`, which pulls high-level KPIs across both automated campaigns and general broadcast messaging statuses.

Patterns to Avoid

Mixing up campaign and segment data

✗ AVOID

✓ INSTEAD

The user manually checks the 'Abandoned Cart' campaign report (`get_campaign_performance`) but fails to cross-reference it with the dedicated 'High Intent Buyers' segment list (`list_customer_segments`).

Using outdated customer details

✗ AVOID

✓ INSTEAD

A support agent uses an old user ID when trying to pull data, resulting in inaccurate or incomplete profiles because they didn't use `search_customers_by_email` first.

Over-relying on simple listing tools

✗ AVOID

✓ INSTEAD

The team just calls `list_automated_campaigns` and gets names, but doesn't follow up with `get_campaign_performance` to see if those campaigns are actually running or converting people.

The Right Fit

Use this MCP if your process requires connecting live customer behavior data (segment memberships, profile attributes) directly to marketing outcomes (campaign performance). You need a system that can answer questions like, 'What happened with these users?' and provide metrics from `get_campaign_performance` or the full user record from `get_customer_details`. Don't use this if your only goal is content writing; then you just need an LLM. If you only want to list basic customer names without any behavioral data or segment context, a simple database query tool will suffice instead of calling `identify_customer`.

Customer.io MCP: Solving Manual Campaign Performance Reporting

Right now, figuring out which marketing message is actually working means jumping between the campaign dashboard, pulling segment reports, and cross-referencing individual user profiles. You spend hours compiling a spreadsheet just to answer: 'Did this specific group respond well?' The cycle of copy/paste reporting kills momentum.

With this MCP, your agent handles that complexity for you. Instead of manual report generation, you simply ask the agent to `get_campaign_performance` for Campaign X and compare it against Segment Y's membership size (`list_customer_segments`). You get a synthesized answer instantly.

Customer.io MCP: Automating Profile Updates with Customer Data

When a user makes an action—like hitting 'Upgrade' or signing up from a specific form—the data gets siloed. You have to manually pass that new information back into the system, hoping the right person does it and remembers which field goes where.

This MCP eliminates manual profile updates. By using `identify_customer`, your agent writes the user's activity directly into their record. Your data stays current automatically, making every subsequent marketing action based on accurate, real-time behavioral context.

Customer.io: 10 Tools for Messaging Automation & Segment Data

Use these tools to manage customer profiles, analyze real-time campaign metrics, list all segments, and audit messaging history with natural language commands.

#	TOOL	DESCRIPTION
01	<code>identify_customer</code>	Creates or updates a customer's profile by adding specific attributes.
02	<code>get_campaign_performance</code>	Retrieves key metrics, including open, click, and conversion counts for an automated campaign.
03	<code>get_engagement_summary</code>	Provides a quick overview of high-level performance across all marketing campaigns and broadcasts.
04	<code>get_customer_details</code>	Pulls the complete profile, behavioral data, and associated device tokens for a single customer.
05	<code>list_broadcast_messages</code>	Lists all one-to-many broadcast messages and their scheduling metadata.
06	<code>list_automated_campaigns</code>	Retrieves the list of all automated messaging campaigns, including their IDs and trigger types.
07	<code>list_newsletters</code>	Lists all available newsletter campaigns and checks their distribution status.
08	<code>list_customers</code>	Provides a list of every customer in your workspace, including their email and last seen timestamp.
09	<code>list_customer_segments</code>	Lists all audience segments, showing whether they are manual or dynamic, along with member counts.
10	<code>search_customers_by_email</code>	Finds and resolves a customer profile using only their email address.

See It in Action

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

U Show me which of my top three segments are underperforming right now.



Segment Performance Audit

SEGMENT NAME	MEMBERS COUNT	OPEN RATE (THIS MO)	CLICK RATE (THIS MO)
High Intent Buyers	1,200	45%	8.2%
Welcome Series Group	3,500	32%	6.1%
Basic Leads	7,800	15%	2.5%

The 'Basic Leads' segment needs attention; their click rate is significantly lower than average.

U What are the most common attributes for customers who signed up last month?



Customer Attributes Snapshot

I checked 50 recent profiles. The top attributes we see include:

- Signup Source: Organic Search (42%)
- Industry Focus: SaaS (38%)
- Last Activity: Product Tour Completion (15%)

You can use this data to refine your targeting strategy.

- U** List all active campaigns and what their last reported status was.



Automated Campaign Status

Here are the 4 active sequences:

1. 'Welcome Sequence': **Running**. Last check: Open Rate 32%.
2. 'Abandoned Cart Recovery': **Paused**. Needs review.
3. 'Monthly Retention Blast': **Scheduled**. Next send: Oct 5th.
4. 'Trial Expiration Nudge': **Active**. High engagement.

Frequently Asked Questions

01 How can the Customer.io MCP help me check my marketing campaign results?

The MCP lets your agent pull specific, real-time metrics for any automated campaign. Instead of logging into a dashboard and digging through tabs, you just ask your AI client to get the performance summary, and it delivers open rates, click counts, and conversion data instantly.

02 I need to update a user profile; is that possible with this MCP?

Yes. You can use the agent to identify or update customer profiles by passing behavioral attributes like 'Product Viewed' or 'Subscription Tier.' This keeps your data fresh and accurate for future marketing efforts.

03 What if I want to target a group of users based on specific actions?

You can list all dynamic segments using the MCP. The agent will return the names and membership counts, allowing you to confirm that your criteria are capturing the right audience before sending out anything.

04 Does Customer.io MCP work for checking broadcast messages?

Absolutely. You can list all one-to-many broadcast messages using this MCP. This is useful if you need a complete audit trail or want to see the scheduling metadata across all your bulk communications.

05 Can I find a user's entire history, not just their email?







The agent can get comprehensive customer details by using `search_customers_by_email`. This pulls everything: custom attributes, device tokens, and segment memberships—a full 360-degree view of the person.

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>"customerio": { "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.io 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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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Customer.io MCP
Server ID	019d7580-614f-7077-a716-5db00a8478f8
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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