

MCP SERVER

NO CODE

CLOUD HOSTED

Customers.ai MCP for AI Agents

Identify Anonymous Visitors and Manage B2B Lead Outreach

Customers.ai helps you turn anonymous website traffic into qualified, actionable contacts. Connect it with your AI client to automatically identify visitors by name and details, enrich their profiles, tag them for specific campaigns, and manage multichannel outreach directly from conversation.

A+ Quality Score 100/100

customersai

identity-resolution

messaging-automation

lead-generation

x-ray-pixel

marketing-api



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.

Customers.ai MCP

8 tools available

Cloud-hosted on Vinkius

This connector lets your AI agent take over the entire process of lead identification and follow-up messaging. Instead of manually scrubbing visitor logs or juggling multiple platforms, you simply talk to your agent. It finds anonymous website visitors, pulls in their details, and builds out a high-fidelity sales pipeline right from chat. You can enrich these leads by finding contacts via phone numbers or emails, updating custom attributes, and tagging them for campaigns like 'Q2 Campaign'. Once the data is clean, you dispatch structured messages—whether that's a quick text or a rich message with buttons—across SMS and chat channels. Through Vinkius, your AI agent becomes your dedicated growth engineer, managing outreach and keeping track of every lead without you ever having to leave your workspace.

Core Capabilities

01 — List Identified Website Visitors

Pulls a list of website visitors who have been identified through X-Ray Pixel data, giving you profiles on anonymous traffic.

03 — Send Text and Rich Messages

Sends plain text messages via SMS or complex structured JSON messages with galleries and buttons across chat channels.

02 — Search and Retrieve Contact Profiles

Finds contacts within your database using emails, phone numbers, or other identifiers to get full profile details.

04 — Manage Contact Tags and Attributes

Adds, removes, or updates custom tags and attributes on contacts to keep your data clean and organized for campaigns.

One Click on Vinkius — From Prompt to Execution

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

- 01** First, connect your API key from the Customers.ai dashboard to your AI client.
- 02** Next, prompt your agent to execute a task, such as listing recent X-Ray leads or searching for a contact by email.
- 03** Your agent performs the action (like adding a tag) and returns structured data that you can then use in follow-up commands.

The bottom line is: Your AI client handles all the plumbing—finding, tagging, updating, and messaging leads—so you just focus on strategy.

Built For

This MCP is built for Growth Marketers and Marketing Operations teams who are sick of manual data entry. If your job involves turning anonymous website traffic into qualified sales opportunities, this connector runs the show.

Marketing Operations Specialist

Retrieves lists of identified website visitors instantly to trigger nurturing sequences or segment entire groups of leads.

Sales Development Rep (SDR)

Automates personalized, high-intent outreach messages without having to switch between their CRM and messaging platform.

Growth Marketer

Integrates identity resolution data with automated messaging into complex performance workflows using simple natural language commands.

What Changes When You Connect

- 01** Instantly enrich your sales pipeline: Instead of guessing, you use `list_xray_leads` to get real visitor profiles that tell you who showed up on your site.

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- 02 Saves time with messaging: You can dispatch communications across multiple channels—SMS or chat—using `send_text_message` and `send_rich_message` without leaving your AI environment.

 - 03 Maintains data cleanliness: Use `add_tag_to_contact` to segment leads immediately. This allows you to trigger highly specific, automated follow-ups later on.

 - 04 Deep contact visibility: The `get_contact` tool pulls every piece of metadata available for a lead, ensuring your outreach is always personalized and accurate.

 - 05 Keeps data current: If a lead changes roles or companies, use `update_contact_attributes` to keep their profile fresh before you send that follow-up message.
-

Real-World Applications

Reacting to Hot Website Traffic

A visitor browses pricing pages but leaves without converting. You ask your agent to execute `list_xray_leads` on the recent traffic, identify them, and immediately use `send_text_message` with a link to a demo booking.

Coordinating a Multi-Step Follow-Up

A lead profile is found via an external identifier. You first run `get_contact`, then add the 'High Intent' tag using `add_tag_to_contact`. Finally, you use `send_rich_message` to send them a detailed product brochure.

Cleaning Up Stale Leads

You run an audit of your contact list. You ask your agent to find all contacts from the 'Q1 Campaign' tag using `search_contacts`, and if they haven't been touched in 90 days, you use `update_contact_attributes` to mark them as inactive.

Scaling Campaign Segmentation

After an event, dozens of new leads arrive. You instruct your agent to process the list by calling `list_xray_leads`, then using `add_tag_to_contact` for 'Event Attendee' on every profile.

Patterns to Avoid

Manually tracking visitor data

X AVOID

Opening the website analytics dashboard, scrolling through hundreds of rows, copying names, and pasting them into a separate spreadsheet to start outreach.

✓ INSTEAD

Tell your agent to run `'list_xray_leads'`. It pulls all that raw data programmatically and gives you actionable profiles ready for messaging.

Sending generic messages

X AVOID

Copying a standard 'Hi, checking in' message into every single lead record because you don't know what they care about.

✓ INSTEAD

First, use `'get_contact'` to pull custom attributes like their job title. Then, craft a personalized outreach using the details your agent retrieved.

Forgetting to segment leads

X AVOID

Sending a general product announcement email to everyone in your list, including those who are clearly not ready to buy.

✓ INSTEAD

Use `'add_tag_to_contact'` immediately after lead identification. This keeps your audience segmented and ensures your messaging hits the right people.

The Right Fit

Use this MCP if you need a single point of control for both data enrichment and outbound communication. Specifically, connect it when your process requires linking anonymous website traffic (X-Ray Pixel) to structured contact profiles, followed by automated messaging and tagging. Don't use it if your primary need is just reading static reports; the `list_xray_leads` tool gives you real-time data that needs follow-up action. If you only manage internal CRM records but never deal with website traffic or external communication channels like SMS, this MCP won't help—you might need a basic contact management API instead.

Customers.ai MCP for AI Agents: Solving B2B Lead Identification Pain

Today, turning anonymous website traffic into usable leads is a nightmare of manual clicks. You see the analytics showing high-value visitors, but you have to jump between the web dashboard and your CRM, manually copying usernames and IP addresses just to start building profiles.

With this MCP, that process vanishes. Your agent executes `list_xray_leads` and instantly provides enriched data on those anonymous visitors. You get a clean list of potential leads ready for immediate action without ever leaving your chat window.

Customers.ai MCP for AI Agents: Managing Multi-Channel Outreach

The old way involved writing custom scripts just to check if a lead needed an SMS or a rich JSON message, and then having to send the messages through three different platform APIs—a headache of tokens and credentials.

Now your agent handles it all. After you find a contact using `search_contacts`, you tell it the goal, and it manages sending both simple text reminders (`send_text_message`) and complex product updates (`send_rich_message`). It's one command.

Customers.ai: 8 Tools for Contact Management and Lead Generation

These tools allow your agent to search contacts, manage tags, update attributes, and send messages across multiple channels using the Customers.ai platform.

#	TOOL	DESCRIPTION
01	<code>add_tag_to_contact</code>	Assigns a specific label or tag to an existing contact profile.
02	<code>get_contact</code>	Retrieves all current details and attributes for a specified contact ID.
03	<code>list_xray_leads</code>	Pulls a list of website visitors who have been identified through X-Ray Pixel data.
04	<code>remove_tag_from_contact</code>	Deletes an assigned tag from a contact profile.
05	<code>search_contacts</code>	Searches the entire contact database using criteria like email or name to find relevant profiles.
06	<code>send_rich_message</code>	Sends a highly formatted message containing complex data structures, buttons, and galleries across chat channels.
07	<code>send_text_message</code>	Dispatches a simple, plain text message to a specific contact's number via SMS.
08	<code>update_contact_attributes</code>	Changes or adds custom data points (attributes) associated with a contact profile.

See It in Action

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

U Find me all leads who visited this week but I haven't messaged yet.



Recent X-Ray Leads Report

Here are 4 high-intent visitors identified over the last 7 days:

- **John D.** (Role: Director, TechCorp) - Visited on Monday. Tagged as 'Needs Followup'.
- **Sarah K.** (Role: Marketing Manager, Acme Inc.) - Visited yesterday. No tag.
- **Mike B.** (Role: Founder, Global Co.) - Visited 2 days ago. Needs a rich message.
- **Laura P.** (Role: HR Director) - Visited last week. Found via email match.

Would you like me to send Mike B. the product overview now?

U I need to update the attributes for John Doe and tag him as 'High Priority'.



Action Successful.

John D.'s profile (ID: 1024) has been updated:

- **Custom Attribute:** Industry set to Tech.
- **Tagging:** Successfully added the 'High Priority' tag.
- **Status:** Ready for immediate personalized outreach.

You can now send a rich message tailored specifically to his role as Director.

- U** List the last 5 leads identified via X-Ray Pixel. What should I send to Sarah K.?



X-Ray Lead Report: Last 5 Identifications

1. *Acme Inc.* (Marketing Manager) - Visited Yesterday.
2. *Global Tech* (Director) - Visited Monday.
3. *Local Biz* (Owner) - Visited Today.
4. ... and two others.

For Sarah K., since she's a Marketing Manager, I recommend sending her the 'Q2 Campaign' materials using the rich message tool. It will look professional and guide her to specific resources.

Frequently Asked Questions

01 How does the Customers.ai MCP help me find anonymous website visitors?

It uses your existing visitor data to identify names and company details for you. Instead of seeing just an IP address, you get a profile that lets you know who they are, making them usable leads right away.

02 Can I use Customers.ai MCP to automate outreach via SMS?

Yes, absolutely. You can send plain text messages or even highly structured, button-filled rich messages directly through your AI agent, coordinating the entire flow from one place.

03 What is the best way to keep my leads organized with this MCP?

You should use the tagging and attribute tools. By running commands like 'Add tag' or 'Update attributes', you ensure every lead has a precise, searchable status that dictates your next action.

04 Does Customers.ai MCP let me search my contacts by anything other than email?

It lets you do much more. You can use the contact search tool to find people based on phone numbers or any other unique identifier, ensuring you never lose track of a potential client.

05 Is Customers.ai MCP only for big companies?

Not at all. It works whenever you need to systematize lead capture and outreach. Whether you're managing 10 leads or 10,000, the process is simple: Identify → Enrich → Message.

06 How can I make sure my follow-up messages are personalized?







By using the MCP to pull contact details and attributes first. Your AI agent reads that data—like their job title or industry—and uses those facts to write a message that sounds like it came from a human.

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>"customersai": { "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

Customers.ai 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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