

MCP SERVER

NO CODE

CLOUD HOSTED

Emplifi MCP

Manage your entire digital presence from a conversation.

Emplifi connects your AI agent directly to your unified customer experience platform, letting you manage multiple social profiles, track real-time post performance, and monitor complex care automation rules using natural conversation. You get a single view of your brand's digital health.

A+ Quality Score 100/100

social-listening

customer-experience

social-analytics

influencer-marketing

care-automation

brand-management



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect 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.

Emplifi MCP

10 tools available

Cloud-hosted on Vinkius

Emplifi lets you handle all things related to your public presence—from active social media accounts to back-end customer service processes—using just chat commands. Instead of jumping between separate dashboards for Twitter, LinkedIn, and your internal CX system, your agent handles it all through one conversational window. You can ask it to list every profile you manage or check how a specific post performed against engagement goals. Need an audit? It pulls together high-level summaries of social performance and care automation rules instantly. Because Vinkius hosts this MCP, you connect once using any compatible client—be it Claude, Cursor, or Windsurf—and gain access to all these capabilities without juggling dozens of separate platform integrations.

Core Capabilities

01 — Analyze social post performance

Ask your agent for deep metrics on any single social media post, including impressions and engagement rates.

03 — Track influencer impact

Retrieve performance statistics specifically for key creators or influencers mentioned in your campaigns.

05 — List managed accounts and teams

Quickly pull up lists of all connected social profiles or team members within your organization.

02 — Audit customer care workflows

Review active rules and automation triggers that manage how your company responds to customer inquiries.

04 — Survey brand health status

Get a high-level summary combining social listening trends and overall customer experience metrics.

One Click on Vinkius — From Prompt to Execution

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

- 01 Connect the Emplifi MCP to your AI client using your API key.
- 02 Authorize access through your account settings to link the platform data.
- 03 Speak naturally. Tell your agent what you need—like 'Show me all active care automation rules' or 'What did last week's post do?'

The bottom line is, you talk to it like a person and get structured data back, no dashboards needed.

Built For

This MCP is for anyone who spends too much time clicking between social media analytics tools, CX ticketing systems, and internal reporting dashboards. It's built for the Marketing Director whose job requires knowing everything about a brand's digital footprint instantly.

Social Media Manager

They use this to check post performance and engagement rates across all accounts, making sure no campaign misses key metrics.

Customer Care Lead

They rely on it to review automation rules, ensuring that the team's responses to urgent tickets are consistent with company policy.

Operations Manager

They check social listening dashboards and organization-wide CX health metrics to spot potential brand issues before they blow up.

What Changes When You Connect

- 01 Stop hunting for data. You can ask the agent to compile a high-level summary of social performance and care automation health in one go, using `quick_cx_health_audit`.

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- 02** You never have to manually check individual accounts again. Use `list_social_profiles` to get an immediate inventory of every single brand account you manage.

 - 03** Boost your reporting accuracy by asking for specific metrics on a post using `get_social_post_metrics`, detailing impressions and engagement rates immediately.

 - 04** Keep customer responses consistent by reviewing all active rules via `list_care_automation_rules`. You'll know exactly how the system is designed to handle emergencies.

 - 05** Target your paid efforts better. Get specific performance stats for key voices using `get_influencer_performance_stats`, proving ROI instantly.

 - 06** Team visibility improves when you can pull lists of team members and their roles with `list_organization_team_members`.
-

Real-World Applications

Need a weekly performance snapshot

An Operations Manager needs to give the CMO a report summarizing social activity. They ask the agent for `quick_cx_health_audit`, which instantly compiles data on listening trends and CX status without needing multiple dashboards.

Auditing the support process

A Customer Care Lead needs to verify that weekend protocols are set. They ask the agent to `list_care_automation_rules`, confirming every necessary trigger is active before any downtime occurs.

A new campaign launched

The Social Media Manager wants to know if a specific post hit its goals. They use `get_social_post_metrics` immediately after launch, getting hard data on impressions and engagement rates for rapid optimization.

Onboarding a new team member

An Ops Manager wants to see who's on the CX team and what their roles are. They call `list_organization_team_members`, getting an instant roster of personnel and responsibilities.

Patterns to Avoid

Mixing up data sources

✗ AVOID

Trying to check post performance by manually cross-referencing the social dashboard with a separate CX ticket system.

✓ INSTEAD

Don't. Use your agent to run `get_social_post_metrics` and then ask it for `quick_cx_health_audit`. It pulls both data streams into one answer.

Ignoring account scope

✗ AVOID

Asking about 'all posts' without knowing which profile you are talking about.

✓ INSTEAD

First, use `list_social_profiles` to confirm all connected accounts. Then, ask the agent to `list_social_posts` for the specific profile ID.

Over-relying on dashboards

✗ AVOID

Slowing down your workflow by clicking into three different tabs just to check team roles or rules.

✓ INSTEAD

Just ask. Use `list_organization_team_members` for people, and `list_care_automation_rules` when you need to know the system's protocol.

The Right Fit

Use this MCP if your job requires combining social media metrics with operational customer care data into a single narrative. You want one source of truth for brand performance, whether that means running `quick_cx_health_audit` or checking `list_social_posts` against team capacity. Don't use it if you only need to manage internal documentation or handle non-digital asset workflows; those require a different type of connector. If your primary need is just viewing basic social data without CX context, listing profiles (`list_social_profiles`) might suffice, but this MCP gives you the full operational picture.

The friction between marketing and support metrics

Today, if you want to know how a piece of content performs, you open Dashboard A. If you need to check if that post generated any immediate support tickets or triggered an automation workflow, you have to jump over to System B, then maybe pull up the team roster in Sheet C. It's copy-paste hell.

With this MCP, you don't navigate tabs; you talk to your agent. You ask it to combine social data and care rules into a single audit. You get immediate answers that connect performance with operational impact.

Emplifi MCP: Connecting Profiles, Metrics, and Automation

You eliminate the manual steps of running separate reports for profile status (`list_social_profiles`), post engagement (`get_social_post_metrics`), and team governance (`list_organization_team_members`). Instead, you combine them with a single query.

It's no longer about checking three different tools; it's about getting one comprehensive answer. Your agent handles the stitching together of data points so you can focus on strategy.

Emplifi MCP: 10 Tools for Social & CX Analytics

These tools give you granular control over every aspect of your digital presence, from listing accounts to auditing complex customer service workflows.

#	TOOL	DESCRIPTION
01	<code>get_emplifi_account_metadata</code>	Checks the usage limits and basic details for your Emplifi account.
02	<code>get_influencer_performance_stats</code>	Pulls performance metrics specific to a designated creator or influencer.
03	<code>get_social_post_metrics</code>	Retrieves the engagement and performance data for one particular social media post.
04	<code>quick_cx_health_audit</code>	Generates a top-level summary of both your social activity and care automation status.
05	<code>list_care_automation_rules</code>	Provides an inventory list of all customer care workflows and rules currently active in the system.
06	<code>list_content_classification_labels</code>	Shows every label you use for content reporting and categorization.
07	<code>list_listening_dashboards</code>	Lists all the social listening topics and monitoring dashboards configured in your account.
08	<code>list_social_posts</code>	Fetches a list of recent posts made for a specific managed profile.
09	<code>list_social_profiles</code>	Returns an inventory of every social media account that is connected and monitored by the platform.
10	<code>list_organization_team_members</code>	Lists all team members, including their roles within the organization structure.

See It in Action

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

U List all managed social media profiles.



I've found 5 social profiles, including 'Global Instagram', 'Corporate LinkedIn', and 'Support Twitter'. Would you like to see the recent post metrics for Global Instagram?

U Show me metrics for social post ID 'POST-12345'.



Post ID 'POST-12345' has 12,500 impressions, an engagement rate of 4.2%, and 850 total reactions. It is currently your top-performing post this week. Should I compare this to your average engagement?

U Check active customer care automation rules.



You have 3 active rules: 'Auto-reply to Mentions', 'Urgent Ticket Escalation', and 'Weekend Out-of-Office'. All are functioning normally. Would you like to see the trigger conditions for Urgent Ticket Escalation?

Frequently Asked Questions

01 How does Emplifi MCP list all social profiles?

You run `list_social_profiles` to get an inventory of every connected account. This ensures you know exactly which platforms and accounts your team is monitoring.

02 Can I check post metrics using the Emplifi MCP?

Yes, use `get_social_post_metrics` by providing a specific post ID. You'll get hard numbers like impressions and engagement rates instantly.

03 What is the quick_cx_health_audit tool for?

The quick_cx_health_audit tool gives you a high-level, instant summary of both your social performance trends and how your care automation is working.

04 Does Emplifi MCP show who works on the team?

Yes, list_organization_team_members pulls a roster of all personnel, including their specific roles within the organization structure.

05 How do I check if my support rules are active with Emplifi MCP?







Use list_care_automation_rules. This shows you an accurate inventory of every workflow and rule that dictates how customer service should respond automatically.

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>"emplifi": { "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

Emplifi 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	Emplifi MCP
Server ID	019d758f-e599-7326-b2e7-45169932ae33
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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