MCP SERVER | NO CODE | CLOUD HOSTED

GrowingIO MCP

Analyze user behavior, segments, and metrics instantly.

GrowingIO turns complex product analytics into simple conversation commands. Connect your AI client directly to this platform to monitor user behavior, audit conversion funnels, and query deep performance metrics without touching a dashboard. Get instant insights on everything from event tracking to segment health.

A+ Quality Score 100/100

product-analytics | user-behavior | event-tracking | conversion-funnel | segmentation | growth-metrics

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vinkius.com/mcp/growingio

SCAN TO VIEW

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.

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.

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.

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	Ed25519	24h TTL	V8 Isolate
Encryption at rest	PKI vault signatures	Ephemeral session keys	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.

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.

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.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken 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.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

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.

GrowingIO MCP

10 tools available
Cloud-hosted on Vinkius

This MCP lets you talk directly to your product analytics data. Instead of spending time navigating complex dashboards or writing SQL queries in a separate tool, your AI agent handles it all. You can ask natural language questions and get immediate answers about user activity.

It's designed for anyone who needs to understand *how* users are behaving on their site right now. For example, you can ask the system to list every event being tracked or identify specific groups of users—segments—that represent your most valuable customers. It tracks everything from basic feature adoption rates to complex conversion funnels.

Because this MCP is hosted on Vinkius, you connect once and gain access to a full suite of data tools. Your agent acts as an instant analyst, pulling together metrics, segment details, and campaign performance into one conversation thread. You get clear answers about drop-off points in your purchase flow or which ad campaigns are actually driving growth.

Core Capabilities

01 — Check user activity logs

Retrieve metadata for specific tracked events that users perform within the product.

02 — Analyze conversion pathways

Get detailed data and configuration information on how users move through key checkout funnels.

03 — Run performance queries

Execute natural language requests to calculate specific metrics, like Daily Active Users or total purchases.

04 — Identify user groups

List and examine defined user segments to find high-value cohorts or at-risk users.

05 — Review advertising performance

Browse available ad campaigns to see which growth drivers are working best.

One Click on Vinkius — From Prompt to Execution

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

01 Subscribe to this MCP and provide your GrowingIO Project ID, Client ID, and API Token.

02 Connect the service to your preferred AI client like Claude, Cursor, or Windsurf.

03 Ask a natural language question—for example, 'What is the DAU for last week?'—and get the data returned instantly.

The bottom line is you tell your agent what data you need; it handles the connections and returns actionable metrics in plain text.

Built For

Product Managers who struggle to keep up with feature adoption rates. Growth Engineers tired of manually coordinating segment reports across multiple dashboards. Data Analysts needing a unified way to query behavioral data without writing complex API calls.

Product Manager

Uses the MCP to ask, 'How are users adopting the new dashboard feature?' and gets immediate answers on usage metrics.

Growth Engineer

Coordinates user segments or checks campaign performance directly from their AI workspace, without leaving their main development flow.

Data Analyst

Runs funnel audits and complex quantitative metric queries by simply asking the agent to 'compare month-over-month revenue' for specific funnels.

What Changes When You Connect

01 Stop clicking through dashboards to understand basic usage. You can ask your agent to list all tracked events or get project metadata with a single command.

02 Pinpoint exactly where users are dropping off. Use the MCP's funnels data to audit specific conversion paths, helping you fix leaks in the checkout process.

03 Find high-value customers instantly. By using the segment tools, your agent can identify defined cohorts and give you the list of user IDs belonging to them.

04 Quickly check performance without writing code. Use get_metrics to run quantitative queries on metrics like DAU or WAU just by asking a question.

05 Coordinate marketing efforts better. You can list ads and track variables, ensuring that your campaign insights are directly tied back to user actions.

Real-World Applications

Troubleshooting a sudden drop in signups

The PM notices conversion rates dropped 15% yesterday. They ask their agent, 'What is the biggest drop-off point in the signup funnel?' The agent uses get_funnel and reports back that the friction is at the phone number verification step. They can then use get_event to check if the verification event itself is failing.

Identifying a profitable group of users

The Growth Engineer wants to know who their best customers are. They ask, 'List all segments and then give me the user list for the 'Platinum Tier' segment.' The agent uses list_segments and get_segment_users to deliver an actionable list of IDs.

Quarterly feature adoption audit

The Data Analyst needs a report on usage. They ask, 'Query the total number of times users viewed the help center in Q3.' The agent executes get_metrics and returns the precise count, saving hours of manual data extraction.

Comparing campaign success

The Marketing Lead wants to know if their latest ad spend paid off. They ask, 'List recent ads and check the metrics for conversion attributed to Campaign X.' The agent uses list_ads and get_metrics to correlate spending with performance.

Patterns to Avoid

Assuming metric names

✗ AVOID

A user thinks 'Daily Revenue' is a valid query, but the system needs an exact variable name. The agent fails because it doesn't know the field ID.

✓ INSTEAD

First, run list_variables to see all available fields. Then use get_metrics with the correct, specific variable identifier.

Trying to find a user by vague description

✗ AVOID

A developer asks for 'the users who logged in and bought something.' The agent can't answer because it needs concrete segment boundaries.

✓ INSTEAD

Use list_segments first. Then, use get_segment_users on the specific name of the cohort you are interested in.

Ignoring data sources

✗ AVOID

The agent tries to query a metric but gets an error because the source logs were never connected or configured.

✓ INSTEAD

Before querying, use list_log_sources to confirm that all necessary behavioral event types are properly feeding into GrowingIO.

The Right Fit

Use this MCP if your primary bottleneck is transforming complex product analytics dashboards and data tables into simple questions and answers. This tool excels when you need to query, list, or audit data within the existing structure of a major platform like GrowingIO. It's perfect for running quick audits—like checking funnels with get_funnel or finding high-value cohorts using get_segment_users.

Don't use this if your problem requires generating *new* data (e.g., combining metrics from an external CRM database) or performing heavy, custom ETL transformations that aren't covered by the existing tools. For those tasks, you might need a general data pipeline tool instead of a specific analytics connector.

The endless cycle of dashboard hopping and manual reporting

Today, understanding user behavior means clicking between dozens of tabs: the event list, the segment filter, the campaign report, and finally, the funnel diagram. You pull a metric here, copy it into Excel; you cross-reference a segment ID there. The process is slow, tedious, and requires knowing exactly which dashboard to check for every single question.

With this MCP, that entire manual sequence vanishes. You simply ask your agent: 'Show me the conversion funnel from Add to Cart.' It pulls the data directly, compiles the findings, and gives you a clear answer in a conversation thread. You get instant analysis instead of hours of clicking.

Get real-time segment insights with list_segments

Manually identifying who your best users are requires running multiple reports, filtering by behavior, and then manually exporting lists. It’s a multi-step process involving dozens of filters and cross-checks just to get a clean list of user IDs.

Now you just ask the agent to run list_segments, see the defined cohorts, and then use get_segment_users on the name you want. You instantly retrieve the definitive roster of users for that segment, making your data actionable in seconds.

GrowingIO: 10 Data Operations Tools

These tools give your agent the specific capabilities needed to read event logs, segment users, audit funnels, and run precise metric queries.

#	TOOL	DESCRIPTION
01	`get_event`	Retrieves detailed information about a single user behavioral event.
02	`get_funnel`	Pulls the setup and data for a specific conversion funnel.
03	`get_metrics`	Runs quantitative queries to retrieve project performance metrics based on natural language input.
04	`get_project_info`	Fetches general metadata and configuration details for the entire GrowingIO project.
05	`get_segment_users`	Gets a list of actual user IDs who belong to a specific defined segment or cohort.
06	`list_ads`	Provides an overview and details of all currently tracked advertising campaigns.
07	`list_events`	Lists all the types of behavioral events that have been configured in the project.
08	`list_log_sources`	Lists and describes all the data sources feeding into the GrowingIO platform.
09	`list_segments`	Retrieves a list of all defined user segments, allowing you to see available cohorts.
10	`list_variables`	Lists and describes every tracked variable or field used across the project's data.

See It in Action

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

U List all user segments in GrowingIO.

I've retrieved your GrowingIO segments. You have 15 defined cohorts, including 'Power Users', 'At-Risk Users', and 'New Signups'. Which one would you like to see the user list for?

U Show me the conversion funnel for 'Checkout Flow'.

I've retrieved the details for the Checkout Flow funnel. Current conversion rate is 42% from 'Add to Cart' to 'Purchase Complete'. The biggest drop-off is at the 'Shipping Info' step. Would you like to see the breakdown per device type?

U Query the DAU for the last 7 days.

Across the last 7 days, your Daily Active Users (DAU) averaged 12,500, peaking at 14,200 on Wednesday. This represents a 5% increase compared to the previous week. Should I retrieve the metrics for Weekly Active Users (WAU) as well?

Frequently Asked Questions

01 **How do I find out what events are tracked using GrowingIO with this MCP?**

You use list_events. This tool retrieves a full catalog of every behavioral event type currently configured within your project, letting you know exactly what data is available for tracking.

02 **Can I run complex queries like 'DAU minus WAU' using the get_metrics tool?**

Yes, you can execute quantitative metric queries with get_metrics. You just need to phrase your request clearly in natural language and ensure the variables you reference are tracked.

03 **What is the difference between list_segments and getting users in a segment?**

list_segments shows you what cohorts exist (the names). get_segment_users takes one of those cohort names and gives you the actual, specific IDs of all the users who belong to it.

04 **Does this MCP help me understand ad campaign success?**

Yes. You can use list_ads to see available campaigns, and then combine that with get_metrics to check if a specific advertising effort is correlating to higher conversion rates.

05 **I need general project details; what tool should I use in GrowingIO?**

Use get_project_info. This tool pulls the overall metadata and configuration for your entire platform, giving you a high-level view of the data structure.

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 `"growingio": { "url": "…" }`
Windsurf	MCP Settings → `mcp_settings.json` → 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

GrowingIO 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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