MCP SERVER | NO CODE | CLOUD HOSTED

# Heap MCP

## Track User Events and Manage Profiles via Conversation

Heap MCP lets your agent manage product analytics directly. Track specific user events, update profile details for groups of users, and query behavior metrics without logging into an analytics dashboard. It's designed to let you handle everything from setting up custom event tracking on the backend to permanently deleting user data in compliance with GDPR.

A+ Quality Score 98.33/100

product-analytics | event-tracking | user-behavior | digital-insights | session-analysis | data-segmentation

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vinkius.com/mcp/heap

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.

# Heap MCP

12 tools available
Cloud-hosted on Vinkius

Connecting your Heap.io account gives your AI client full control over your product data and how users behave within your application. Instead of opening complex analytics dashboards, you can talk to your agent and ask it to perform actions directly against your user base. You can send custom server-side events right from the chat window, or group multiple users together for updates using bulk operations.

Need to know what segments of your audience are doing? Your agent lists all defined segments instantly. Or maybe you just need to figure out if a specific event definition exists in your schema. You can query user profiles based on unique behaviors and attributes, making it feel like having a dedicated data analyst sitting right next to you. This capability is hosted on the Vinkius Marketplace, so once you connect your preferred client, you get access to this powerful toolset alongside hundreds of others.

It also handles compliance issues; when GDPR hits, your agent permanently deletes user records for you. It's all about taking complex data tasks and handling them through plain conversation.

## Core Capabilities

**01 — Update User Details**

Add or modify custom properties for specific users or entire groups of accounts.

**02 — Track Events in Bulk**

Send multiple user events simultaneously to record high-throughput activity across your product.

**03 — Manage User Data Deletion**

Permanently remove a user and all associated data records for compliance purposes.

**04 — Identify Anonymous Sessions**

Link an anonymous visitor session to a known, specific user identity.

### 05 — List User Cohorts

Retrieve a list of every defined segment (user group) within your project.

### 06 — Filter User Profiles

Search and retrieve user profiles based on specific actions or attributes you define.

## One Click on Vinkius — From Prompt to Execution

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

01 Subscribe to this MCP, then input your Heap App ID and API Key into the connection settings.

02 Your AI client authenticates with Heap, making all the product data available for conversation-based commands.

03 You ask your agent a question like, 'Track event X for user Y,' and it executes the command immediately.

The bottom line is that you manage complex analytics tasks by talking to your AI client instead of clicking through dashboards.

## Built For

This MCP is for data professionals who deal with user behavior and growth metrics daily. It's built for the product manager tired of manually exporting segment data, or the engineering lead who needs to automate backend event logging without writing code.

**Product Manager**

Needs to instantly check how many users are in a specific cohort using list_segments and verify if an expected event definition is available.

**Growth Engineer**

Automates the tracking of server-side events or updates user properties for multiple accounts in high volumes.

**Data Privacy Officer**

Handles compliance requests by permanently deleting user data using the delete_user_data tool, ensuring records are scrubbed correctly.

## What Changes When You Connect

01 You can track multiple events concurrently using bulk_track_events, which handles high-volume data logging much faster than sending them one by one.

02 Stop manually updating user records. You use add_user_properties or bulk_add_user_properties to modify attributes for entire groups of users instantly.

03 Compliance is simple. When a deletion request comes in, you run delete_user_data through your agent and it handles the permanent removal.

04 You don't need to guess if an event name is correct; running get_event_definitions confirms your analytics schema immediately.

05 Need to know who did what? You can query user profiles using query_user_profiles, filtering by complex behaviors or attributes you care about.

## Real-World Applications

**Tracking a new feature launch**

A growth engineer needs to log that users are starting to use the 'Pro Dashboard' on their account. Instead of writing code, they ask their agent to run bulk_track_events for every user who hits the dashboard, tracking the event and associated value.

**Fixing a leaky funnel segment**

A product manager notices that 'Trial Users' are dropping off. They use get_segments to confirm the cohort exists, then run query_user_profiles to find exactly which users in that group viewed the pricing page but never signed up.

**Handling GDPR data removal**

A data privacy officer receives a deletion request for 'jane.doe@example.com'. They prompt their agent, and it executes delete_user_data, ensuring all associated behavioral and profile records are purged instantly.

**Reconnecting anonymous sessions**

A user lands on the site anonymously (anon_123). When they log in via their AI client, your agent runs identify_user to link anon_123's actions to their known account ID. All future events are consolidated.

# Patterns to Avoid

### Manual Dashboard Navigation

✗ AVOID

Spending 20 minutes clicking through Heap's interface, filtering by date range, and manually checking if the 'Checkout Started' event exists.

✓ INSTEAD

Just ask your agent to run get_event_definitions. It instantly confirms the schema you need without ever leaving the chat.

### Sequential Updates

✗ AVOID

Running a script or multiple API calls, one by one, to update properties for 50 different users when they all hit a specific milestone.

✓ INSTEAD

Use bulk_add_user_properties. This sends all the updates in one efficient request, saving time and API calls.

### Ambiguous Targeting

✗ AVOID

Trying to find users who did X *and* Y but forgetting which specific criteria or date range to use.

✓ INSTEAD

Use query_user_profiles. You describe the behavior, and it filters the user base precisely based on those attributes.

## The Right Fit

Use this MCP if your core need involves manipulating data within Heap—meaning you are tracking events, updating profiles, or managing segments directly via conversation. For example, if you want to bulk_add_user_properties or run delete_user_data based on a prompt, this is the tool. Don't use it if all you want to do is read raw SQL logs; for that, you need a dedicated database connector. Also, if your goal is simply visualizing user flow in a live dashboard (read-only), an analytics visualization MCP might be better. Use this when the action *is* the data manipulation itself.

## The Headache of Deep Product Analytics

Today, figuring out user behavior requires jumping between tabs: opening the segment list, checking event definitions, and running custom queries. You end up copying IDs into spreadsheets or writing repetitive API calls just to confirm if a specific action was tracked correctly.

With this MCP, you talk to your agent instead of clicking through dashboards. You simply ask it to check for 'Checkout Started' events, and the data comes back instantly, giving you immediate confidence in your analytics setup.

## Managing User Profiles with Heap

Updating user properties across thousands of accounts usually involves running a complex backend job or writing specific code to ensure every field is current. This process takes time and requires specialized scripting knowledge.

Now, you can update profiles using add_account_properties directly through your agent. It treats the entire data layer like a simple conversation, letting you focus on 'what' needs changing, not 'how' to send the request.

# Heap MCP: 12 Tools for Data Control

Use these twelve tools to perform every action in your Heap account—from tracking specific user interactions to managing entire data schemas—all through natural conversation.

| # | TOOL | DESCRIPTION |
|---|---|---|
| 01 | `add_account_properties` | Adds or modifies properties that apply to a group of users (an account). |
| 02 | `add_user_properties` | Sets or changes custom attributes on an individual user's profile. |
| 03 | `bulk_add_user_properties` | Updates the properties for several users at once in a single request. |
| 04 | `bulk_track_events` | Sends multiple user events simultaneously to record high-volume activity efficiently. |
| 05 | `delete_user_data` | Permanently removes a specific user and all their associated data records (for GDPR compliance). |
| 06 | `get_api_usage` | Checks your current API usage limits and overall project status. |
| 07 | `get_my_profile` | Retrieves basic information about the credentials used to connect this MCP. |
| 08 | `identify_user` | Links an anonymous visitor's session ID to a known, persistent user identity. |
| 09 | `get_event_definitions` | Lists all custom event names and definitions currently configured in Heap. |
| 10 | `get_segments` | Retrieves a list of every defined user segment or cohort for your project. |
| 11 | `query_user_profiles` | Filters and searches user profiles based on specific criteria, like actions taken or attributes set. |
| 12 | `track_event` | Sends a single server-side event for a specified user within your product. |

# See It in Action

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

**U** Track event 'Checkout Started' for user 'user_992' with properties {'value': 49.99}.

Event tracked! I've successfully sent the 'Checkout Started' event for user_992 to Heap. Would you like to check the current properties for this user profile?

**U** List all active segments in the project.

I've retrieved your segments. You have 5 active cohorts, including 'Power Users', 'Churn Risks', 'Trial Users', and 'New Signups'. Which segment would you like to query for user details?

**U** Identify user 'anon_552' as 'john.doe@example.com'.

User identified! I've linked the anonymous session 'anon_552' to the identity 'john.doe@example.com' in Heap. Future events from this user will now be consolidated. Should I set any initial profile properties?

# Frequently Asked Questions

01 **How do I find my Heap App ID and API Key?**

Log in to Heap, go to **Account > Projects**, and select your project. Your **App ID** will be visible there. For the **API Key**, navigate to the API section in your project settings to generate a server-side key.

02 **Can I track events server-side through this integration?**

Yes! Use the `track_event` tool. You provide the user identity, event name, and optional properties. This is perfect for capturing actions that happen outside the client browser.

### 03 How do I update user properties in bulk?

Use the `bulk_add_user_properties` tool. You must provide a JSON array containing objects with `identity` and `properties` for each user you wish to update.

### 04 Is the data deletion tool permanent?

Yes. The `delete_user_data` tool triggers a permanent deletion of the user identity and all historical data from Heap, helping you comply with GDPR and CCPA requests.

# 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 `"heap": { "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

# Heap 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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