

MCP SERVER

NO CODE

CLOUD HOSTED

MoEngage MCP

Target messages and automate the full user journey.

MoEngage MCP connects your AI agent directly to MoEngage, turning complex customer journey mapping into conversation. Manage personalized push notifications, track user behavior, and run targeted campaigns across mobile apps from a single prompt. You can create or update user profiles, segment large groups, trigger transactional alerts, and pull detailed campaign performance reports instantly.

A+ Quality Score 98.33/100

customer-engagement

push-notifications

behavioral-analytics

omnichannel-marketing

user-segmentation

personalization



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.

MoEngage MCP

13 tools available

Cloud-hosted on Vinkius

This MCP lets you manage every touchpoint in your customer lifecycle using natural conversation. Instead of jumping between dashboards to check analytics or manually updating user attributes, you simply tell your AI client what needs doing. You can gather deep insights into how users interact with your app by tracking custom events and behaviors. Need to send a notification? It's simple: specify the audience and the message content, and your agent handles the rest of the delivery mechanisms. The whole process—from identifying an underperforming segment to launching a targeted push notification—becomes part of a single workflow, easily accessible through Vinkius in the catalog. You'll quickly learn how to pull detailed campaign statistics or even find specific customer records just by asking.

Core Capabilities

01 — Update and retrieve user data

You can create new profiles or modify existing customer attributes, ensuring your audience lists are always current.

03 — Send targeted notifications

Trigger immediate, personalized push messages or in-app alerts for both transactional status updates and broader campaigns.

02 — Track app behavior and events

Record every meaningful action a user takes in the application to build detailed behavioral models for marketing.

04 — Analyze campaign performance

Pull specific metrics on launched campaigns, including delivery rates, click-through percentages, and attributed revenue.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to the MoEngage MCP in Vinkius.
- 02 Input your unique MoEngage Workspace ID and API Key credentials.
- 03 Access the tools through any compatible AI client; then, simply instruct your agent what customer action you need completed.

The bottom line is that your agent translates complex marketing actions into simple conversational commands.

Built For

This connector is for product and marketing leaders who are tired of juggling multiple dashboards just to run a simple campaign check. It's perfect for the growth engineer who needs to turn raw user data into actionable, automated customer journeys.

Product Manager

You use it to track specific behavioral patterns, such as when users upgrade a plan or interact with a new feature, and report that data back instantly.

Marketing Campaign Manager

You run complex multi-step campaigns. You ask the agent to list segments, check their performance using ``get_campaign_stats``, and then send targeted alerts via ``send_push``.

Growth Engineer

You integrate user data directly into your workflow. When a system event happens, you use this MCP to update the customer record (``upsert_customer``) and track the specific activity (``track_event``).

What Changes When You Connect

-
- 01 Stop manually compiling campaign reports. Instead, you can ask your agent to use `get_campaign_stats` to instantly pull metrics like delivered counts and click-through rates for any initiative.

 - 02 Never lose track of a user's actions again. By using `track_event` or running bulk tracking with `track_events_bulk`, you ensure every interaction, from logins to purchases, is recorded for later analysis.

 - 03 Targeting shouldn't be manual. You can use the agent to find specific groups via `list_segments` and then deploy immediate communication using `send_push` directly to that audience.

 - 04 User data needs to stay fresh. Instead of logging into a separate CRM, you can update device info with `update_device` or modify core attributes instantly using `upsert_customer`.

 - 05 Need to find someone specific? You don't have to guess; use the agent to `search_customers` and pull up their complete profile details right away.
-

Real-World Applications

Product team needs to measure feature adoption

A Product Manager wants to know if users who signed up last week are interacting with the new checkout flow. They instruct their agent to `track_event` for 'Checkout Initiated' and filter results by sign-up date, getting immediate behavioral data.

Developer needs to synchronize user data

An engineer's backend service detects a new device ID. They prompt their agent to execute `update_device` using the customer's ID, ensuring all mobile communication channels have the latest information.

Marketing needs a flash sale alert

A Marketing Manager is launching an unexpected weekend deal. They ask the agent to `list_segments` for 'High Value Users', and then use `send_push` to blast out a time-sensitive message only to that group.

Analyst needs quarterly performance review

An analyst wants a quick overview of the last quarter's campaign results. They ask the agent to `list_campaigns` first, then select 'Spring Sale Push' and run `get_campaign_stats` for a full report.

Patterns to Avoid

Trying to message an unknown user**✗ AVOID**

The developer tries to send a push notification immediately using `send_push` without first verifying if the user ID exists in your system. This fails, and you have to manually check records.

✓ INSTEAD

Always check or update the record first. Use `get_customer` or `upsert_customer` before sending any message. This ensures the target profile is valid and current.

Running campaign checks across multiple platforms**✗ AVOID**

A marketer has to log into the web dashboard for stats, then another tool for segment data, wasting time copying numbers between tabs.

✓ INSTEAD

Use this MCP to centralize reporting. Run `list_campaigns` and then follow up with `get_campaign_stats` all through your agent's chat window.

Sending generic messages**✗ AVOID**

Sending a one-size-fits-all alert to everyone, even users who haven't used the app in months. This wastes message credits and annoys people.

✓ INSTEAD

First, use `list_segments` to define an audience based on specific behavior (e.g., 'Inactive for 30 Days'). Then, target your communication only to that segment.

The Right Fit

Use this MCP if your primary need is cross-channel customer engagement automation. Specifically, if you're managing the full lifecycle: from gathering behavioral data (`track_event`) and defining target audiences (`list_segments`), all the way through to sending the final alert (`send_push`) and measuring its success (`get_campaign_stats`). Don't use this if your only goal is simple internal database synchronization or general API calling—you might just need a basic data connector. But, if you are trying to build out an actual customer journey that involves multiple touchpoints (e.g., 'user sees X, so send Y message'), this tool gives you the core mechanics. If you're only interested in reading static reports without triggering actions, simpler analytics tools might suffice.

The struggle of building a single customer view

Right now, if a user does something valuable—like viewing the pricing page or signing up for a free trial—that data gets siloed. You have to copy it from your analytics dashboard into your CRM, and then manually adjust segments in your marketing tool just so you can send an email. It's clicks after clicks, and half the time, the data is already outdated by the time you finish.

With this MCP, that process collapses. When a user performs an action, your agent handles it automatically: recording the event (`track_event`), updating their profile instantly via `upsert_customer` , and making them available for targeted outreach without any manual copy-pasting from your side.

MoEngage MCP delivers measurable customer action

The tedious steps that vanish are checking multiple systems to confirm a user's status, running separate reports for campaign performance and segment definitions, and then manually crafting the message body for different groups. It used to be a half-day job just to prep a single outreach.

Now, you give your agent the goal—'Send an alert about X to Y group.' The MCP handles all the mechanics: validating the user data with `get_customer`, checking campaign viability using `get_campaign` details, and executing the delivery via `send_push`. You just get results.

MoEngage: 13 Tools for Growth Engine Marketing

Use these tools to create, segment, track, and report on customer actions directly from your AI agent.

#	TOOL	DESCRIPTION
01	<code>check_moengage_status</code>	Verifies that your connection credentials are active.
02	<code>get_campaign_stats</code>	Retrieves detailed performance metrics for a specific campaign.
03	<code>get_campaign</code>	Fetches all the core details about a particular marketing campaign.
04	<code>get_customer</code>	Pulls detailed information for a single specified user.
05	<code>get_segment</code>	Retrieves the full definition and details of an audience segment.
06	<code>list_campaigns</code>	Lists all active or past campaigns managed in your account.
07	<code>list_segments</code>	Shows a list of all defined user segments available for targeting.
08	<code>search_customers</code>	Finds users by applying specific search criteria or filters.
09	<code>send_push</code>	Sends a real-time push notification message to specified user groups.
10	<code>track_events_bulk</code>	Records multiple custom user events for several users at once.
11	<code>track_event</code>	Records a single, specific user event with associated properties.
12	<code>update_device</code>	Updates the device information linked to a customer profile.
13	<code>upsert_customer</code>	Creates a new customer record or updates an existing one with provided data.

See It in Action

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

U Show performance for the 'Spring Sale Push' campaign.



Campaign Analytics: 'Spring Sale Push'. Sent: 145,000. Delivered: 142,500 (98%). Clicks: 12,400 (8.7% CTR ★). Conversions: 3,200 Purchases (\$45K revenue). Uninstalls attributed: 12.

U Send a transactional push notification to user 8901.



Push notification sent! ✔ Target: User_8901. Title: 'Order Shipped 📦'. Message: 'Your order #1234 is on the way!'. Platform: iOS. Status: Success (Delivered to 1 device).

U Track a 'Subscription Upgraded' event for user Sarah.



Event tracked! ✔ User ID: sarah@company.com. Event: 'Subscription Upgraded'. Properties: {plan: 'Pro', amount: 45.00, platform: 'Web'}. Profile updated successfully.

Frequently Asked Questions

01 How do I track a new user behavior event with MoEngage MCP?

You use the `track_event` tool. Simply provide the specific name of the action, along with any relevant properties like the plan purchased or the platform used.

02 Can I list all my current marketing campaigns using MoEngage MCP?

Yes, you use `list_campaigns`. This tool returns a full manifest of every campaign you've set up in your account for review and selection.

03 What if I want to send a message only to users who haven't logged in recently?

You first use `list_segments` to find the specific segment criteria (e.g., 'Inactive Users'). Then, you use those segment details when calling the `send_push` tool.

04 Does MoEngage MCP help me check my credentials?

Absolutely. You run the `check_moengage_status` tool to quickly verify that your connection ID and API Key are still active before running any other commands.

05 Can I update a user's device information with MoEngage MCP?







You use the `update_device` tool. Just provide the customer identifier and the new piece of device data, and it gets written back to your profile.

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>"moengage": { "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

MoEngage 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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