

MCP SERVER

NO CODE

CLOUD HOSTED

# ActiveTrail MCP for AI Agents

Manage email and SMS campaign automation and segment contacts

ActiveTrail MCP handles professional email and SMS marketing automation directly through your AI agent. You can manage entire contact ecosystems, from creating detailed subscriber profiles to monitoring campaign performance and segment groups—all using natural conversation.

**F** Quality Score 3.6/100

sms-marketing

campaign-management

contact-segmentation

digital-engagement

marketing-analytics

automation



# 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](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# ActiveTrail MCP

5 tools available

Cloud-hosted on Vinkius

This MCP connects your favorite AI client to ActiveTrail's full suite of email and SMS tools. Instead of jumping between dashboards or running complex scripts, you talk to your agent about your marketing goals. It manages everything from auditing past campaigns to building precise contact segments.

Your agent handles the entire workflow through simple conversation. You can tell it to list all active subscribers, then ask for a segment of high-value leads who haven't opened an email in 60 days. It executes those steps and gives you real-time analytics on opens, clicks, and engagement patterns.

When you connect this MCP via Vinkius, your agent gets access to the full catalog of marketing tools. This means whether you need to send a quick SMS notification or run a deep campaign performance check, it's all handled through plain language commands.

---

## Core Capabilities

### 01 – list\_contacts

Retrieves the full directory of subscribers from your ActiveTrail account.

### 03 –

Retrieves a list of sent and draft emails or SMS campaigns in ActiveTrail.

### 05 –

Sends an immediate SMS text message notification via the ActiveTrail gateway using a phone number and body text.

### 02 –

Adds a new subscriber to the ActiveTrail system using an email and personal details.

### 04 –

Retrieves the list of segments and groups configured in your ActiveTrail account.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/activetrail](https://vinkius.com/mcp/activetrail) — connect your AI agent in three steps.

- 01 First, subscribe to the ActiveTrail MCP and enter your required API Token.
- 02 Second, connect this MCP through any compatible client like Cursor or Windsurf.
- 03 Third, start talking to your agent. Just ask it what you need—like 'List all groups that haven't been contacted in three months.' — and watch the work happen.

The bottom line is: you use plain language to control complex, multi-step marketing operations.

---

## Built For

This MCP is for anyone whose job revolves around moving leads and messages. If you're tired of manually cross-referencing spreadsheets with your actual email platform data, this is for you. It gives marketers the power to run complex campaigns without writing a single line of code.

### Digital Marketing Manager

Running weekly audits on campaign performance and ensuring new leads are correctly added to specific segment groups.

### Sales Operations Specialist

Triggering immediate SMS notifications or adding high-priority contacts from a CRM into the marketing platform for follow-up.

### Small Business Owner

Managing their entire digital presence, sending targeted campaigns and tracking engagement patterns without hiring dedicated staff.

---

## What Changes When You Connect

- 01 Stop manually auditing campaigns. You can instantly list active and past campaigns using the `list_campaigns` tool, getting real-time performance stats right in your chat.

- 
- 02** Keep your subscriber base clean. Use the `create_contact` tool to add new leads immediately, ensuring every person has a proper record before marketing begins.
- 
- 03** Targeting is faster than ever. The agent lets you manage groups and segments using `list_groups`, making sure messages only hit the right people.
- 
- 04** Handle urgent outreach instantly. You can bypass email entirely and use `send_sms` to send immediate text alerts directly from your chat interface.
- 
- 05** Get a full picture of who's subscribed. The `list_contacts` tool gives you instant access to the entire directory, making compliance checks simple.
- 

---

## Real-World Applications

### **Need to find out which leads are most engaged?**

A marketing team needs to know who is clicking on their emails but hasn't bought anything yet. They ask the agent to audit opens and clicks, then use `list_groups` to pull a segment of 'High Engagement/Low Purchase' users for a targeted follow-up campaign.

### **Need an urgent reminder about a service outage.**

The operations team needs to notify several key clients immediately. They tell the agent to use `send_sms` for each client's specific phone number, ensuring the message gets out instantly without waiting for email deliverability.

### **Just added 50 new leads from an event.**

A small business owner has a list of emails and needs them in the system. They prompt the agent to use `create_contact` repeatedly for all 50 records, instantly building out their subscriber base without manual uploads.

### **Checking on a planned Black Friday sale.**

A manager wants to check if their draft campaign is ready. They ask the agent to use `list_campaigns` and see the status of all pending campaigns, confirming which ones are scheduled or need final review.

---

# Patterns to Avoid

---

## Manually listing contacts for cleanup

### X AVOID

Opening the website dashboard and clicking through multiple tabs to get a CSV dump of all subscribers. This is slow, error-prone, and often misses segment data.

### ✓ INSTEAD

Instead, just ask your agent to run `list\_contacts`. It pulls the entire directory directly into your chat interface for immediate review or export.

---

## Forgetting which groups exist

### X AVOID

Trying to send a message to 'VIP Customers' but realizing you don't know if that group is even set up, forcing you to check the settings manually.

### ✓ INSTEAD

Before sending anything, ask your agent to execute `list\_groups`. It gives you an instant overview of every segment and group available for use.

---

## Sending messages out of sequence

### X AVOID

Writing a message in one place, copying the number into another system, and then sending it. This increases the chance of typos or missing recipients.

### ✓ INSTEAD

For immediate outreach, use the `send\_sms` tool within your chat interface. It keeps the recipient's phone number and the body text contained to a single, reliable command.

---

## The Right Fit

Use this MCP if your primary need is controlling marketing campaigns (email/SMS) through conversational prompts. You should use it when you need to perform actions like `create_contact` or audit performance data from `list_campaigns`. Don't use this MCP if you are building a complex, multi-platform reporting dashboard that requires live database queries outside of ActiveTrail's scope. For those cases, look for a dedicated analytics connector. If your only need is to generate marketing copy without touching subscriber data, then an LLM alone will suffice; you don't need the contacts tools.

---

## ActiveTrail MCP: Automating Contact and Segmentation Management

Right now, managing your email lists feels like a job for data entry specialists. You spend hours jumping between tabs just to verify who is active, who hasn't opened an email in six months, or which new leads need to be moved from 'Prospect' to 'Ready-to-Buy.' This means tedious manual list generation and constant copy-pasting.

With the ActiveTrail MCP, you tell your agent exactly what you want. Need a segment of people who signed up last week but haven't been messaged? You ask for it, and the agent handles the segmentation logic. The result is an immediately actionable, filtered list ready for outreach.

---

## ActiveTrail MCP: Streamlining Campaign Monitoring and SMS Outreach

Running a campaign audit means logging into ActiveTrail, finding the specific campaign name, and then digging through performance reports to pull out the open rate, click count, and bounce details. This takes multiple clicks and often requires exporting data just to share it.

Now, your agent consolidates that work for you. You ask about 'last month's sales blast,' and the tool executes `list_campaigns` and presents a clean summary of performance metrics right in your chat. Plus, if something is urgent, sending an immediate message via `send_sms` is just one prompt away.

---

# ActiveTrail MCP: 5 Tools for Campaign Segmentation and Contact Management

Use these tools in your chat to manage subscribers, monitor campaigns, segment groups, or send immediate SMS alerts with simple commands.

#	TOOL	DESCRIPTION
01	<code>list_contacts</code>	Retrieves the complete list of every subscriber currently in your ActiveTrail account directory.
02	<code>create_contact</code>	Adds a new person to ActiveTrail by requiring their email address and personal details.
03	<code>list_campaigns</code>	Fetches a list of all emails or SMS campaigns that are either drafted or have already been sent out.
04	<code>list_groups</code>	Shows you every defined segment and group currently configured within your ActiveTrail account.
05	<code>send_sms</code>	Sends an immediate text message notification via the ActiveTrail gateway using a specified phone number and body text.

## See It in Action

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

- U Show me the full list of contacts who are in the 'Beta Testers' group and haven't opened any emails since May.



### Beta Tester Segment Audit

Here's a quick snapshot of your segment:

- **Segment Name:** Beta Testers (Group ID: 45B)
- **Total Members:** 123 people
- **Criteria Met:** No opens since May 1st.

EMAIL	STATUS	LAST OPEN DATE
alice@example.com	Active	N/A
bob@example.com	Dormant	2024-05-03
charlie@test.net	Active	2024-06-18

Would you like to send a follow-up reminder SMS to the two dormant users?

**U** What were the stats for my 'Q3 Product Update' campaign last week?



### Campaign Performance: Q3 Product Update

METRIC	VALUE
Reached Subscribers	15,400
Open Rate	28% (Up from 25%)
Total Clicks	920
Bounce Rate	3.1%

The campaign performed well overall. You might want to create a new segment of users who clicked but didn't convert for follow-up.

**U** Add my coworker, Sarah Jenkins (sarah@company.com), and move her into the 'High Value Leads' group.



### ✓ Contact Update Complete

I added Sarah Jenkins to your ActiveTrail system successfully.

- **New Record:** sarah@company.com
- **Action Taken:** Added to 'High Value Leads' segment (ID: 20A).
- **Next Steps:** You can now run a targeted campaign specifically for her group.

---

## Frequently Asked Questions

---

### 01 How can the ActiveTrail MCP help me manage my contact list?

The ActiveTrail MCP lets you pull your full subscriber directory instantly. You can audit who's active, add new leads, or check segment membership without ever leaving your chat window.

### 02 I need to send an urgent text message; is the ActiveTrail MCP right for that?

Yes. It lets you use the `send\_sms` tool to dispatch immediate text messages directly from your AI client, perfect for quick customer service or outage alerts.

---

---

**03 Does the ActiveTrail MCP help me track campaign results?**

Absolutely. You can retrieve a list of all campaigns and get real-time stats, including open rates and total clicks, so you always know your marketing efforts are paying off.

---

**04 What if I don't know which groups I have set up?**

The MCP lets you run a quick query to list all available segments and groups. This prevents you from sending messages to the wrong audience or forgetting an important segment entirely.

---

**05 Is ActiveTrail MCP better than using my native email platform dashboard?**

It's faster because it brings your marketing data directly into a conversational interface, letting you perform multi-step audits and actions without navigating complex web menus. You get results in seconds.

---

---

# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://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 `"activetrail": { "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

# ActiveTrail 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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

### INDEPENDENT PLATFORM DISCLAIMER

Vinkius is an independent platform and is not affiliated with, endorsed by, sponsored by, verified by, or otherwise authorized by ActiveTrail. All third-party trademarks, logos, and brand names are the property of their respective owners. Their use in this document is strictly for informational purposes to identify service compatibility and interoperability.

### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	ActiveTrail MCP
Server ID	019d7546-2132-72c2-a569-fd0bb99274c3
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

### LICENSE & USAGE

This document is generated automatically by the Vinkius PDF Engine. Content reflects the MCP server configuration at the time of generation and may change as updates are deployed. For the most current information, visit [vinkius.com/mcp/activetrail](https://vinkius.com/mcp/activetrail).