

MCP SERVER

NO CODE

CLOUD HOSTED

# Audienceful MCP for AI Agents

Manage subscriber fields, segmentation, and campaign automations

Audienceful connects your email marketing data directly into your workflow. Use your AI agent to manage every aspect of your subscriber base, build complex custom segmentation fields, and trigger automated campaigns without leaving your chat interface.

**D** Quality Score 51.59/100

newsletter-automation

subscriber-management

audience-segmentation

email-campaigns

custom-fields



# 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

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## 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

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## 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

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## 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.

# Audienceful MCP

10 tools available  
Cloud-hosted on Vinkius

This MCP lets you talk to your audience list like you're talking to a colleague. You stop clicking through dashboards just to segment data or update user profiles. Instead, your AI client handles the heavy lifting by connecting directly to Audienceful.

You can manage your entire subscriber lifecycle—from creating new people records and updating their details to defining surgical custom fields for better targeting. Need to run a campaign? Just ask your agent to manually trigger an automation sequence for specific users or analyze recent send reports, all through natural conversation. When you connect this MCP via Vinkius, you get immediate access to these controls from any compatible client.

This isn't just data retrieval; it's active marketing management. You can query and analyze performance metrics without ever having to download an export file. It's about getting the job done faster and keeping your focus on content, not clicks.

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## Core Capabilities

### 01 — Manage Subscriber Profiles

Add new people or retrieve specific person details using their Unique IDs (UID) to keep your contact records accurate.

### 03 — Automate Campaigns and Workflows

Manually trigger email sequences for individuals, allowing you to guide users through specific onboarding or welcome flows immediately.

### 02 — Segment and Customize Data Fields

List all existing custom fields, create new ones for better data capture, or delete old fields when they're no longer necessary.

### 04 — Analyze Campaign Performance

List recent send reports to track the performance of your newsletters and campaigns at a glance.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP on Vinkius and provide your Audienceful API Key.
- 02 Connect your preferred AI client (Cursor, Claude, etc.) through the Vinkius platform.
- 03 Use natural language prompts to tell your agent exactly what you need: 'Find all users with a lead score over 50' or 'Start the onboarding sequence for bob@company.com'.

The bottom line is, once connected, you use conversational commands instead of clicking through multiple marketing dashboards.

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## Built For

This MCP is essential for Content Creators who need instant audience insights while writing. Marketing Teams that run complex campaigns require this to update tags or trigger sequences on the fly. Growth Engineers need it to automate field creation and data mapping directly from their workspace.

### Content Creator

You manage newsletter subscribers and check growth stats without breaking your writing flow.

### Marketing Manager

You trigger complex user sequences or update specific user tags directly from a shared team workspace.

### Growth Engineer

You automate the creation of custom fields and map data points without writing boilerplate code.

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## What Changes When You Connect

- 01 Stop manual exports. You can query and analyze audience growth metrics or campaign performance reports directly via your agent.

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- 02** Precision targeting is easier with custom data fields. Use the `list_custom_fields` and `create_custom_field` tools to segment users based on niche criteria.
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- 03** Keep user records current instantly. Update an existing person profile using the `update_person` tool, ensuring your communications always hit the right target.
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- 04** Automate workflows without leaving your chat. You can use `trigger_automation` to immediately put a new subscriber through their welcome sequence.
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- 05** Build and maintain clean data structures by listing all fields with `list_custom_fields` before adding new ones.
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## Real-World Applications

### Need to segment users by company size

A marketing manager needs to target only 'Enterprise' clients. Instead of running a complex query and exporting a list, they ask their agent to search for subscribers whose custom field 'Company' matches 'Enterprise', getting an instant list of targets.

### Check campaign results without leaving Slack

A team needs a quick performance check on last week's newsletter. They ask their agent to `list_send_reports`, getting summarized metrics and identifying which segment performed best, all in one chat window.

### Onboard new leads instantly

A content creator adds 20 new sign-ups from a podcast. Rather than manually updating each profile, they ask their agent to use the `create_person` tool for all 20 and immediately trigger the 'onboarding-welcome' sequence for them.

### Clean up outdated user data

A growth engineer identifies a list of inactive users who haven't logged in months. They use the agent to `list_people` by status and then process the bulk deletion using the `delete_person` tool, keeping the audience clean.

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# Patterns to Avoid

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## Forgetting field scope

### X AVOID

Trying to update a person's job title when the required custom field 'Job Title' hasn't been created yet.

### ✓ INSTEAD

First, use ``list_custom_fields`` to verify the exact name of the data point. If it's missing, run ``create_custom_field`` before attempting any updates with ``update_person``.

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## Deleting records without confirmation

### X AVOID

Running a deletion command on an entire segment list and realizing half the users were vital leads.

### ✓ INSTEAD

Always use the ``list_people`` tool first to view and verify the target group. Double-check that you are only targeting people who can be safely removed before running ``delete_person``.

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## Using old data points

### X AVOID

Attempting to segment users based on a 'Company Name' field when your organization switched to using 'Organization'.

### ✓ INSTEAD

Use ``list_custom_fields`` to get the most current, active field names. Then, use those accurate fields in conjunction with the agent to narrow down segments.

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## The Right Fit

Use this MCP if your marketing process involves frequent audience adjustments and complex segmentation based on granular data points. If you need to perform actions like creating new custom data types (e.g., 'Industry Tier') or triggering immediate sequences, this is what you want. Don't use it if all you need is simple reporting; those basic reports should be fine via native integrations. You shouldn't use it if your primary goal is simply bulk email sending without any profile updates—those are better handled by dedicated email platform connectors. However, if you find yourself manually juggling multiple tabs to check a person's status and then triggering an action, this MCP will save you hours.

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## Audienceful MCP for AI Agents: Managing Email Segmentation Fields

Today, managing audience data means jumping between your marketing platform, a spreadsheet, and a dashboard. You manually check fields like 'Company' or 'Lead Score', copy the list of emails, paste them into a segmentation tool, and then run the campaign. It's repetitive, slow, and prone to copy-paste errors.

With this MCP, you just ask your agent to segment the users: 'Show me everyone who has a lead score above 70 AND lives in California.' You get an instant list of contacts ready for action. The segmentation rules are applied live through conversation.

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## Audienceful MCP for AI Agents: Automating Subscriber Workflows

The manual workflow involves logging in, navigating to the user's profile, finding the 'Trigger Automation' button, and confirming the sequence name. Doing this multiple times a day for different users is a huge time sink.

Now, you simply tell your agent: 'Start the advanced welcome flow for Jane Doe.' The system handles all the internal clicks and state changes automatically. It's direct control over user journeys.

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# Audienceful: 10 Tools for Subscriber Management and Segmentation

Use these tools to manage profiles, define data structures, trigger campaigns, and analyze audience performance directly through your agent.

#	TOOL	DESCRIPTION
01	<code>create_custom_field</code>	Adds a new, specific data point to track on your audience members' profiles.
02	<code>create_person</code>	Adds a brand-new contact profile to your audience list, requiring at least an email address.
03	<code>delete_custom_field</code>	Removes a custom data field from the available options for your audience.
04	<code>delete_person</code>	Permanently and irreversibly removes an individual contact from your audience list. Use with extreme caution.
05	<code>get_person</code>	Retrieves all available details for a single person when you know their unique identifier (UID).
06	<code>list_custom_fields</code>	Shows every custom data field currently defined in your audience structure.
07	<code>list_people</code>	Retrieves a list of all people, allowing you to filter by status or search for specific emails.
08	<code>list_send_reports</code>	Lists the most recent performance reports from your email sends.
09	<code>trigger_automation</code>	Manually starts a predefined marketing automation sequence for an individual person.
10	<code>update_person</code>	Modifies and updates the profile information of an existing contact member.

## See It in Action

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

- U** Who are all my subscribers who signed up last week but haven't been assigned a 'Product Interest' field yet?



### Audience Scan Complete.

I found 7 contacts that meet your criteria. They were added since June 10th and lack the required product interest tag.

NAME	EMAIL	STATUS
Chris B.	chris@example.com	Active
Maya T.	maya@corp.net	Active
David R.	david@test.org	Pending

Would you like me to run a bulk update on these 7 users and assign them the 'Needs Follow Up' tag?

- U** I need to give all my premium subscribers a special status. Can we create a new custom field for that?



### Field Request Processed

I've successfully created the new custom field: **Premium Status** (type: boolean). This field is now visible on all profile views and can be used immediately in segmentation rules.

Please let me know if you need to add any validation requirements for this new data point.

- U** Hey, check the performance report for last Tuesday's newsletter send. What were the top three metrics?



#### *Send Report Summary (June 18th)*

The campaign performed well overall! Here are the key takeaways:

- **Open Rate:** 24% (Up 3 points from last week)
- **Click-Through Rate:** 6.5% (Highest rate on 'Product X' link)
- **Unsubscribe Count:** 0.8%

The biggest lift came from the segment matching 'TechCorp'. We should focus more content there.

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## Frequently Asked Questions

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**01 How can Audienceful help me update a user's profile data without logging into the platform?**

You can use your AI agent to directly modify a person's details. You just tell it, 'Update Jane Doe's job title and give her a new lead score.' The system handles the API calls, so you don't have to navigate menus.

**02 What if I need to segment my audience based on data that isn't available yet?**

You can define the structure first. Use the tool to list all custom fields and then ask your agent to create a new one, like 'Industry Vertical.' Once it exists, you can use it for segmentation immediately.

**03 Is Audienceful MCP better than just exporting data and using Excel?**

Yes. Exporting is static; the MCP gives you live control. You don't need to download files or write formulas. You simply ask your agent, 'Find me everyone who...,' and get an actionable result instantly.

**04 Can Audienceful help me track which users I've already contacted?**

Absolutely. You can list all people in your audience or retrieve a specific person by UID to see their full profile history, helping you ensure no one is overlooked during campaigns.

**05 How do I manage my entire subscriber database using Audienceful MCP?**







You connect the MCP and then use conversational prompts for everything. You can create new people, update old records, segment users with custom fields, and even manually trigger automations.

# 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
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"audienceful": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	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

# Audienceful 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)

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### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Audienceful MCP
Server ID	019d7555-58fb-71d7-b88c-908c6855843f
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

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