

M C P S E R V E R

N O C O D E

C L O U D H O S T E D

Content Marketing ROI Engine MCP

Turn content performance data into clear financial insights.

Content Marketing ROI Engine is a specialized analytics MCP that lets your AI agent calculate the actual dollar value of your content. Instead of guessing which blog posts or whitepapers work, you can use it to measure cost per lead, net profit, and organic SEO value. It bridges the gap between creative output and financial impact.

roi

content-marketing

conversion

seo

analytics



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.

Content Marketing ROI Engine MCP

4 tools available

Cloud-hosted on Vinkius

Stop guessing which pieces of content actually drive revenue. This MCP gives your AI client the math it needs to evaluate your marketing spend. You can move past vanity metrics like page views and start looking at the real numbers, such as how much it costs to acquire a single lead through a specific whitepaper or how much organic SEO value a blog post adds to your bottom line.

When you connect this to your agent, you can hand off complex financial calculations that usually require a spreadsheet. Your AI can rank your content strategies by performance, summarize how well your traffic is converting, and calculate the total ROI of a campaign by factoring in both direct revenue and long-term organic growth. It turns your content library from a list of assets into a measurable financial engine.

Core Capabilities

01 — Lead Cost Analysis

Your agent uses this to determine the exact price of every lead acquired through content.

02 — Profit and ROI Calculation

The AI calculates net profit and ROI percentages by combining revenue and SEO value.

03 — Strategy Ranking

Your agent can rank content types to identify which strategies yield the highest returns.

04 — Conversion Summaries

The AI pulls together traffic and conversion data to show how well your content performs.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/content-marketing-roi-engine — connect your AI agent in three steps.

- 01

Connect your preferred MCP-compatible client to Vinkius.
- 02

Select the Content Marketing ROI Engine from the catalog.
- 03

Provide your campaign data like costs, revenue, and lead counts to your agent.
- 04

The agent uses the specialized tools to run the calculations.
- 05

Receive instant, accurate ROI and efficiency reports.

Setting up this MCP takes seconds and gives your AI client immediate access to marketing math.

Built For

This MCP is built for marketing professionals who need to justify their budgets with hard data. It allows you to hand off the math to your AI client.

Content Marketers

They use the agent to prove which content pieces are worth the production cost.

Marketing Managers

They hand off budget analysis and ROI reporting to the AI.

Growth Leads

They use the tool to prioritize content strategies that drive the most efficient growth.

What Changes When You Connect

- 01

Replaces manual spreadsheet calculations with direct AI queries.

- 02

Factors in SEO value to give a more accurate picture of content worth.
- 03

Identifies high performing content types through automated ranking.
- 04

Connects production costs directly to lead generation results.

Real-World Applications

Budget Justification

Show leadership exactly how much revenue a specific content campaign generated compared to its cost.

Campaign Planning

Use historical ROI data to predict the potential impact of a new content investment.

Content Auditing

Identify which old blog posts are still driving efficient leads and which are wasting resources.

Conversion Optimization

Analyze traffic conversion summaries to find where your content funnel is leaking.

4 Tools Available

#	TOOL	DESCRIPTION
01	analyze_content_prioritization	This tool ranks your different content types based on their actual performance metrics. It helps your agent decide which topics or formats deserve more budget.
02	calculate_content_efficiency	Use this to find out exactly what you are spending. It calculates the cost per individual piece of content and the cost per lead generated.
03	calculate_roi_and_amplification	This tool handles the heavy math for campaign success. It determines net profit, ROI percentages, and the effective value of content including SEO gains.
04	get_traffic_conversion_summary	This tool provides a high level view of your funnel. It summarizes how well your traffic is actually converting into desired actions.

See It in Action

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

U What was the cost per lead for our latest whitepaper that cost \$5000 to produce and \$2000 to distribute, resulting in 50 leads?



The cost per lead for the whitepaper is \$140.00.

U Calculate the ROI for a campaign with \$10,000 investment, \$50,000 revenue, and \$5,000 in SEO value.



The ROI for this campaign is 450.0%.

U How effective was our blog post with 10,000 views and 200 leads?



The conversion rate for the blog post was 2.0%.

Frequently Asked Questions

01 What can this MCP calculate?

It calculates cost per lead, cost per piece of content, net profit, ROI percentages, and conversion rates.

02 How does it handle SEO value?

The `calculate_roi_and_amplification` tool specifically accounts for SEO value and organic growth to provide a more complete ROI figure.

03 Which AI clients can I use with this?

You can use this MCP with any compatible client, including Claude, Cursor, Windsurf, and VS Code.

04 Do I need to host this myself?

No, Vinkius hosts and manages the MCP for you, so it is ready to use as soon as you connect.

05 Can it help me decide what to write next?

Yes, the analyze_content_prioritization tool ranks content types based on their performance to guide your strategy.

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>"content-marketing-roie-engine": { "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

Content Marketing ROI Engine 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

INDEPENDENT PLATFORM DISCLAIMER

Vinkius is an independent platform and is not affiliated with, endorsed by, sponsored by, verified by, or otherwise authorized by Content Marketing ROI Engine. 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	September 2026
MCP Server	Content Marketing ROI Engine MCP
Server ID	01a0a27a-ffec-73d7-a28f-61d09ad21361
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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/en/ai-agent-connect/content-marketing-roi-engine.