

MCP SERVER

NO CODE

CLOUD HOSTED

# Cordial MCP for AI Agents

Manage cross-channel subscriber data and campaign performance

Cordial MCP connects your AI client directly to a major cross-channel marketing platform. Your agent manages subscriber data, tracks campaign performance across email and SMS, and controls automated messaging workflows using natural language instructions.

**A+** Quality Score 100/100

cross-channel-marketing

subscriber-data

campaign-analytics

automated-messaging

personalization

audience-targeting



# 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.

# Cordial MCP

10 tools available

Cloud-hosted on Vinkius

Managing customer communications used to mean jumping between separate CRMs, analytics dashboards, and mailing tools. Now you can keep everything in one place. This MCP lets your AI client interact with Cordial directly. You can ask it to find all subscribers in the 'High Value' segment who haven't opened an email in 60 days, or track how well a specific campaign performed last week—all without writing complex API calls. It handles everything from checking account settings to updating individual profile attributes. Because Vinkius hosts this MCP, you connect once using your preferred AI client and get access to these marketing operations right away.

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## Core Capabilities

### 01 — Update Subscriber Profiles

The agent can create or change a subscriber's information, including their preferences and custom attributes.

### 03 — List Contact Segments

This capability retrieves names and counts for specific audience groups or contact segments within the system.

### 05 — Manage Automation Workflows

You can list active automated message definitions to audit or monitor ongoing communication workflows.

### 02 — Retrieve Full Profile Details

You can get granular data on any subscriber, pulling details like device tokens and list memberships.

### 04 — Check Campaign Performance

The agent pulls performance data, including metrics for batch and transactional marketing campaigns.

# One Click on Vinkius — From Prompt to Execution

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

- 01** Connect the Cordial MCP via Vinkius to your AI client and authorize it using your API key.
- 02** Reference a specific marketing objective in natural language, like 'Find all subscribers in segment X who need an update'.
- 03** Your agent executes the necessary steps—querying profiles, checking segments, or listing campaigns—and gives you the actionable results immediately.

The bottom line is your AI client talks directly to Cordial's data layers, so marketing operations happen through conversation, not clicks.

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## Built For

This MCP is for the Marketing Operations Lead who spends too much time cross-referencing spreadsheets and dashboards. It's for anyone whose job requires keeping track of segmentation details or monitoring campaign health across multiple channels.

### Marketing Operations Manager

You use this MCP to audit automation workflows, check segment sizes, and ensure that data attributes are consistent before launching a major campaign.

### CRM Specialist

Your job is updating contact records. You ask the agent to pull specific profile details or bulk update subscriber information based on campaign results.

### Email Marketing Coordinator

You rely on this MCP to track real-time performance metrics and list active campaigns, ensuring your messaging reaches the right people.

## What Changes When You Connect

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- 01** Track real-time campaign results. Instead of manually checking analytics tabs, your agent lists marketing campaigns and their high-level performance indicators instantly.

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  - 02** Maintain clean contact records. Use the `upsert_subscriber` tool to ensure all user profiles are up-to-date with current attributes and preferences.

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  - 03** Audit messaging flows quickly. Monitor active message automation workflows using `list_automation_messages`, so you always know what's scheduled to send.

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  - 04** Target specific groups easily. Retrieve contact segments and audience groups via `list_audience_segments`, making sure your campaigns hit the right people.

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  - 05** Deep dive into profiles. The `get_subscriber_profile` tool lets you pull granular data—like device tokens or custom attributes—for detailed segmentation analysis.
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## Real-World Applications

### Checking for Data Gaps Before a Launch

A marketing manager needs to ensure the 'VIP' segment is fully populated before a product launch. They ask their agent to `list_audience_segments` and then use `get_subscriber_profile` on a test user, confirming all necessary custom attributes are present across the board.

### Updating Segment Rules After a Merger

The CRM specialist needs to update thousands of records. They ask the agent to `list_contacts` and then use `upsert_subscriber` multiple times to correct attributes across various contact identities in bulk.

### Investigating Low Campaign Performance

An email marketer sees low open rates. They ask their agent to `list_marketing_campaigns` and then use `search_campaigns_by_name` to pull up older campaigns for comparison, helping them pinpoint the trend.

### Understanding Custom Data Sources

An operations analyst needs to know what external data is available for personalization. They prompt their agent using `list_supplementary_data`, getting a clear map of all usable metadata collections.

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## Patterns to Avoid

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### Assuming the AI knows segment IDs

#### X AVOID

The user types 'Target everyone in Segment X.' The agent fails because it doesn't know what 'Segment X' means.

#### ✓ INSTEAD

Instead, ask the agent to first `list_audience_segments`. Once you see the correct ID or name, follow up with a request that specifies the exact segment by name.

### Asking for general performance reports

#### X AVOID

The user asks 'Show me all campaign results.' The agent gets overwhelmed and returns too much data.

#### ✓ INSTEAD

Be specific. Use `list_marketing_campaigns` to get the high-level view, then ask the agent to `search_campaigns_by_name` for a narrow focus like 'Q4 2024 Sale'.

### Trying to update records without checking existence

#### X AVOID

The user attempts to `upsert` data for an ID that doesn't exist, leading to unnecessary errors.

#### ✓ INSTEAD

Always start by running `list_contacts` or `get_subscriber_profile` first. This confirms the identity exists before you try to modify it with `upsert_subscriber`.

## The Right Fit

Use this MCP if your core workflow revolves around managing customer data across multiple messaging channels, and you need an AI agent to orchestrate these tasks conversationally. You should use it when checking segment sizes (`list_audience_segments`), updating attributes (`upsert_subscriber`), or monitoring campaign status (`list_marketing_campaigns`). Don't use this MCP if your primary goal is deep data visualization—for that, you'll need a dedicated BI tool connection. Also, if you only need to pull simple contact lists without needing attribute updates, basic directory tools might suffice; but for full marketing ops control, Cordial is necessary.

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## Cordial MCP: Streamlining Cross-Channel Messaging and Subscriber Data

Right now, updating a subscriber's profile or checking their segment status involves logging into the marketing platform, navigating through multiple tabs, manually finding the correct ID, and then either exporting data to Excel or clicking through several forms. It's tedious, prone to human error, and slows down your campaign launch timeline.

With this MCP, you just tell your agent what needs changing. You ask it to `get_subscriber_profile` for a list of users who haven't engaged recently. The agent handles the whole sequence—retrieving the data, checking their attributes, and presenting you with clean, actionable lists ready for review. It takes hours of clicking down to seconds.

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## Cordial MCP: Controlling Automated Messaging Workflows

Manually auditing message automation workflows means digging into complex setup menus, checking triggers, and verifying that templates haven't been accidentally disabled. You have to

Now you can prompt your agent to `list_automation_messages`. It gives you an immediate status report on all active workflows. This visibility means you can audit, confirm, and

ensure the messaging defined in list\_messages is correctly linked before a major send.

get peace of mind that your automated communications are running exactly as intended.

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# Cordial MCP: 10 Tools for Marketing Campaign Analytics

Use these tools to list contacts, check segments, update profiles, and monitor the full lifecycle of your marketing campaigns.

#	TOOL	DESCRIPTION
01	<code>upsert_subscriber</code>	Creates or updates a subscriber's record with necessary identity information, preferences, and custom attributes.
02	<code>get_account_details</code>	Retrieves core platform settings and system-level account identifiers for metadata review.
03	<code>get_subscriber_profile</code>	Fetches detailed profile data, including custom attributes and device tokens, for a specific subscriber.
04	<code>list_automation_messages</code>	Lists all active automated message workflows to check their status and definitions.
05	<code>list_marketing_campaigns</code>	Provides a list of marketing campaigns, including their current performance indicators and scheduling data.
06	<code>list_contacts</code>	Lists all subscribers in the system, showing key contact properties like emails and channel opt-ins.
07	<code>list_audience_segments</code>	Retrieves names and counts for defined contact segments and audience groups.
08	<code>list_messages</code>	Lists definitions for both batch and transactional messages, detailing templates and subject lines.
09	<code>list_supplementary_data</code>	Retrieves metadata for external data collections used to personalize messaging content.
10	<code>search_campaigns_by_name</code>	Searches the platform for marketing campaigns using a specific name or keyword criteria.

# See It in Action

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

**U** What were the open rates for 'Summer Sale 2024' versus 'Weekly Newsletter' last month?



## Campaign Performance Report

CAMPAIGN NAME	OPEN RATE	CLICK-THROUGH RATE
Summer Sale 2024	24.1%	3.5%
Weekly Newsletter	18.9%	2.1%

The 'Summer Sale' campaign performed significantly better in both open and click rates this period.

**U** Pull the full profile details for my top customer, john@example.com.



## John Doe Profile Summary

- **Subscribed Channels:** Email, SMS
- **Key Attributes:** First Name: John; Tier: Gold;
- **Last Updated:** 2024-06-10
- **Segment Membership:** High Value Customers, Active Shoppers

Need me to update his tier or add a new attribute?

- U** List the names of all segment groups and how many contacts are in each.



### Current Audience Segments

The platform currently tracks these segments:

- Active Customers: 45,600 contacts
- Leads (New): 12,300 contacts
- High Value Customers: 8,900 contacts
- Churn Risks: 3,100 contacts

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## Frequently Asked Questions

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**01 How do I use the Cordial MCP to check if a contact is eligible for a new campaign?**

You can ask your agent to retrieve a subscriber's full profile and attributes. This checks their current segment membership, opt-in status, and any custom flags needed before sending them anything.

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**02 Can the Cordial MCP help me track performance across different message types?**

Yes. It lists marketing campaigns and provides metrics for both batch and transactional messages (like email open rates vs. SMS delivery status), giving you a complete picture of channel effectiveness.

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**03 What if I need to update multiple user records at once?**

You can use the agent to run bulk updates. After listing contacts or segments, you prompt it to `upsert_subscriber` for specific changes across a defined group of users.

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**04 Does Cordial MCP help manage my automated messaging rules?**

Absolutely. You can list active automated message workflows and check their definitions, allowing you to monitor or audit the logic behind your triggered communications.

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**05 Is this MCP good for finding out what external data I can use for personalization?**

Yes. It lists supplementary data collections, showing exactly which metadata sources are available. This lets you plan how to enrich customer profiles with external information.







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# 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>"cordial": { "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

# Cordial 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	Cordial MCP
Server ID	019d757c-75d0-70bb-9a86-bba1c38bee15
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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