

MCP SERVER

NO CODE

CLOUD HOSTED

# Dotdigital MCP for AI Agents

Manage email campaigns, segment contacts, and audit marketing automation.

Dotdigital connects your AI agent to manage entire marketing operations directly through natural language conversation. Track contact profiles, review campaign performance, run account audits, and monitor customer journeys without needing to navigate complex UIs or write code.

**A+** Quality Score 100/100

omnichannel-marketing

email-campaigns

customer-journeys

marketing-automation

contact-management



# 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.

# Dotdigital MCP

10 tools available

Cloud-hosted on Vinkius

This MCP lets you treat Dotdigital—the full marketing automation platform—like a chat interface. Instead of logging into the dashboard, drilling down through menus, and copying data points, you simply ask your AI agent what you need done. You can audit account limits, list all email campaigns and their subject lines, or research an individual contact's entire profile history with a single prompt.

It handles everything from listing available email templates to monitoring complex automation programs (journeys). This is how you keep marketing operations running entirely in conversation. Connecting this MCP via Vinkius means your preferred AI client—whether it's Claude, Cursor, or Windsurf—gets instant access to the entire suite of tools, letting you focus on strategy instead of clicks.

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## Core Capabilities

### 01 — Audit overall account health

Instantly retrieve high-level summaries of your address book volume and campaign usage against your account limits.

### 03 — Manage marketing campaigns

List all your active email marketing campaigns and retrieve detailed information, like specific subject lines, for any single campaign.

### 05 — Monitor customer journeys

Track all active marketing automation programs, allowing you to see if customer journeys are running as expected and what they include.

### 02 — Review specific contact history

Get a full profile, including the entire history and subscription status, for any individual contact using their email.

### 04 — Survey address books and contacts

List every contact within a configured address book or search for people using general text queries across the system.

# One Click on Vinkius — From Prompt to Execution

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

- 01** First, connect this MCP by authenticating your AI client using your Dotdigital API credentials.
- 02** Next, instruct your agent with a plain language request—like 'Show me the status of all active nurture programs' or 'What are my current email template options.'
- 03** The platform executes the necessary tool calls and returns structured data directly to your conversation window for review.

The bottom line is that you talk to your marketing stack, and it gives you actionable data back immediately.

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## Built For

If you spend time manually jumping between the campaign dashboard, contact lists, and automation logs just to answer one question, this MCP was built for you. It empowers marketing operations leads who are tired of tedious data gathering and need instant insights into email performance.

### Marketing Manager

Checking campaign statuses or quickly listing all available address books on the go, without having to log in.

### CRM Administrator

Researching a contact's entire profile and subscription history during segmentation planning via chat.

### Automation Lead

Monitoring if multi-step customer journeys are executing correctly and reviewing the metadata for all marketing programs.

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## What Changes When You Connect

- 01** Instant Account Audits: Instead of logging into the dashboard to check limits, use the `quick_marketing_health_audit` tool to get a summary of campaign activity and address book volumes immediately.

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- 02 Deep Contact Insight: The `get_contact_profile` tool lets you pull every detail and history point for one person by email, which is critical during segmentation planning.

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  - 03 Campaign Management: Quickly list all available campaigns using `list_email_campaigns`. You can then drill down to specific details with `get_campaign_details`.

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  - 04 Targeted Contact Retrieval: Need a group of people? Use `list_address_book_contacts` after identifying the right address book, or use `search_marketing_contacts` for flexible queries.

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  - 05 Journey Visibility: Monitor customer behavior and automated flows by calling `list_automation_programs`. You know exactly which programs are running without checking multiple tabs.
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## Real-World Applications

### Auditing campaign performance before a meeting

A marketing manager needs to show the VP of Marketing current account usage and how many contacts they have left. The agent uses `quick_marketing_health_audit` to instantly pull high-level data points, saving 20 minutes of manual dashboard compilation.

### Researching a potential high-value client

A CRM administrator gets an email from 'john.doe@example.com'. They ask their agent to `get_contact_profile`, instantly pulling up John Doe's full profile and subscription history for context.

### Troubleshooting a stalled customer journey

An automation lead notices that the 'Annual Anniversary Series' isn't sending. They ask the agent to `list_automation_programs` first, then use `get_campaign_details` on the relevant campaign to see the last run status and identify the failure point.

### Segmenting a new client list

Instead of manually browsing every address book, the admin asks the agent to `list_marketing_address_books`, finds the 'VIP Customers' group, and then uses `list_address_book_contacts` to pull the necessary records for immediate use.

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## Patterns to Avoid

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### Trying to guess campaign data

#### X AVOID

A user manually tries to remember which template was used in a campaign or what the general contact volume is without checking logs. This leads to guesswork and incorrect reporting.

#### ✓ INSTEAD

Always start by running `quick_marketing_health_audit` for an overview, then use `list_email_templates` if you need design options, or `get_campaign_details` when you have a specific campaign ID.

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### Over-relying on the main dashboard UI

#### X AVOID

Spending time clicking through multiple pages and filters within the Dotdigital web portal just to find one single contact's subscription status.

#### ✓ INSTEAD

Use `get_contact_profile`. Providing just an email address is enough for the agent to pull up all necessary history in a single interaction.

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### Confusing contacts with programs

#### X AVOID

Asking where 'Abandoned Cart Recovery' lives, only to find it's not a contact list but a workflow. The user gets frustrated by the platform structure.

#### ✓ INSTEAD

To see all active workflows, use `list_automation_programs` first. If you need contacts related to that journey, search for them using `search_marketing_contacts`.

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## The Right Fit

Use this MCP if your primary pain point is retrieving marketing data scattered across different sections of the Dotdigital platform—like needing contact history *and* current campaign limits in one chat session. It's perfect for operational audits and rapid research.

Don't use it if you need to *create* complex, multi-step content (e.g., writing a full email draft or designing an entire journey map). For creation tasks, you still need the native platform UI. This MCP is purely for reading, auditing, and retrieving existing data through natural conversation. If your goal is deep behavioral analysis based on external systems (like Salesforce), look into another type of integration that connects multiple SaaS platforms.

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## Dotdigital Campaign Oversight with AI Agents

Right now, checking campaign health is a click-heavy nightmare. You have to log in, navigate to 'Campaigns,' filter by date range, and then manually cross-reference the subject lines and status against your account limits in a separate dashboard tab. It's slow, tedious, and you always miss something.

With this MCP, that whole process disappears. Just ask: 'What were the top three campaigns last month?' The agent handles listing all email campaigns for you, pulls the specific subject lines, and gives you a clean summary. You get immediate answers without opening a single browser tab.

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## Dotdigital Contact Management via AI Agents

Finding out what an individual contact knows about your brand used to require hunting through multiple address books and checking their subscription status manually. If you needed a profile, you'd have to know the exact address book ID first.

Now, tell the agent just the email address. It runs `get_contact_profile` and returns everything—the full history, current segment, and activity log—in one go. You cut out the entire manual lookup process.

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# Dotdigital's 10 Tools for Contact Management & Campaign Review

Use these tools to list campaigns, search contacts by query, retrieve full user profiles, or monitor the status of marketing journeys.

#	TOOL	DESCRIPTION
01	<code>get_dotdigital_account_metadata</code>	Retrieves usage limits and key performance data for your overall Dotdigital account.
02	<code>get_campaign_details</code>	Provides specific, detailed information about a single email marketing campaign you ran.
03	<code>get_contact_profile</code>	Pulls the complete profile and usage history for any contact by providing their email address.
04	<code>quick_marketing_health_audit</code>	Generates a high-level, instant summary covering current campaign activity and overall contact volume.
05	<code>list_marketing_address_books</code>	Lists every single contact address book that you have set up in your Dotdigital account.
06	<code>list_email_campaigns</code>	Retrieves a list of all email marketing campaigns currently configured or run through the platform.
07	<code>list_address_book_contacts</code>	Lists every contact name and detail inside one specific address book you identify by its ID.
08	<code>list_automation_programs</code>	Shows a list of all active customer journey programs or marketing automation flows.
09	<code>list_email_templates</code>	Retrieves every available email message template you can use for new campaigns.
10	<code>search_marketing_contacts</code>	Searches your contact database using a general query string (like a name or company) to find relevant users.

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# See It in Action

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

**U** What are the most recent marketing programs we have running?



## Active Journeys Report

- 🚀 Abandoned Cart Recovery: Started 2024-10-01. Status: Active.
- 🎂 Annual Anniversary Series: Started 2023-11-01. Status: Active.
- 📁 New User Welcome Flow: Started 2024-08-15. Status: Paused (Needs review).

You can ask for the start date or current status of any program.

**U** List all my email campaigns and tell me if they are ready to run.



## Campaign Summary

CAMPAIGN NAME	STATUS	SUBJECT LINE PREVIEW
Q3 Newsletter	<b>Ready</b>	Don't miss our biggest sale!
Flash Sale - August	Needs Review	Everything you want, one price.
Welcome Series	Active	Get Started Here!

The 'Needs Review' status suggests checking the content or recipients before hitting send.

**U** I need to find contacts who live in California.



### Search Results: CA Region

Found 1,240 contacts matching your criteria.

*John Doe (john.doe@example.com) - VIP Customer\**

*Jane Smith (jane.smith@example.org) - Subscribed to Newsletter\**

*Alex Johnson (alex.j@testcorp.net) - Lapsed User\**

You can ask me to retrieve the full profile for any of these people.

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## Frequently Asked Questions

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### 01 How do I check my current account limits and usage with Dotdigital using this MCP?

The system provides a quick audit by checking your metadata. You'll get instant readouts on how much capacity you have left for campaigns, address book volume, and overall activity against your subscription tier.

### 02 Can the Dotdigital MCP help me figure out which marketing automation programs are running?

Yes. You can list all active customer journeys using a simple chat prompt. The agent reports the program name, its status (Active/Paused), and when it was last started.

### 03 What if I want to check one person's full contact history in Dotdigital?

Just give your AI client the email address. It uses the profile tool to pull up everything about that person—their entire subscription status, activity log, and any associated notes.

### 04 Does the Dotdigital MCP help me find existing email templates?

It lists every single template you have access to. This is useful if you need a specific design style or are trying to determine which message format to use for a new campaign.

### 05 Is this Dotdigital MCP better than logging into the dashboard?







It's much faster because you skip all the navigation. You talk directly to the data, getting structured answers instantly without clicking through multiple dashboards or menus.

# 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>"dotdigital": { "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

# Dotdigital 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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