

MCP SERVER

NO CODE

CLOUD HOSTED

Drip MCP for AI Agents

Automate Subscriber Lifecycle and Marketing Campaigns in Drip

Drip MCP lets your AI agent manage everything in Drip—from subscriber lists to complex event triggers. Instead of logging into the dashboard, you can ask it to update contacts, apply tags, or list all active marketing campaigns right through natural conversation. It's full-cycle automation for growth marketers.

A+ Quality Score 100/100

drip

email

marketing-automation

ai-agents

mcp



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.

Drip MCP

12 tools available
Cloud-hosted on Vinkius

This MCP gives your AI agent complete control over your Drip marketing environment. You stop clicking through dashboards and start talking to the system. Your agent can fetch every subscriber you have on file, or list all tags and custom fields so you know exactly what data points exist. Need an update? The agent handles it: it can create new subscribers with specific tags or record custom events instantly, which is key for triggering complex workflows. It even pulls live metrics from your single-email campaigns. Because this MCP sits within the Vinkius catalog, you connect once to your preferred AI client, and suddenly that client has access to Drip's entire suite of marketing tools, making advanced automation effortless.

Core Capabilities

01 — Manage Subscriber Records

Create new contacts or update existing ones by passing an email address along with custom tags or field data.

03 — Record Custom Events

Trigger dynamic workflows by recording specific, measurable events against any subscriber's profile.

05 — Subscriber Lifecycle Management

Unsubscribe a contact from all mailings or permanently delete them after their lifecycle is complete.

02 — List All Contacts and Tags

Fetch a comprehensive list of all subscribers, as well as every tag and custom field used in the Drip account for segmentation planning.

04 — Campaign and Workflow Oversight

Retrieve lists of all single-email campaigns (broadcasts) and entire email series campaigns to review ongoing marketing efforts.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/drip-alternative — connect your AI agent in three steps.

- 01** First, you need your Drip API Token and Account ID. Add those credentials to the MCP using Vinkius.
- 02** Next, connect your preferred AI client (Claude, Cursor, etc.) to this MCP. Your agent now has direct access to all Drip tools.
- 03** Finally, just chat with your agent. Ask it to perform tasks like listing contacts or triggering a custom event, and watch the actions happen.

The bottom line is that you talk marketing requests to your AI client, and the MCP executes those complex, multi-step operations directly within Drip.

Built For

Growth marketers who manage email segmentation daily. E-commerce managers running high-volume campaigns. Marketing Ops teams tired of manually updating data across multiple tools.

Marketing Automation Specialist

Uses this MCP to list all workflows and record custom events, ensuring every marketing touchpoint is properly tracked for segmentation.

E-commerce Manager

Runs campaigns by asking the agent to create or update subscribers with specific product interest tags, keeping customer profiles accurate post-purchase.

Growth Marketer

Reviews campaign data and subscriber lists in bulk via the MCP, identifying patterns for better segment targeting without manual exports.

What Changes When You Connect

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- 01 Maintain accurate data profiles. Use `create_or_update_subscriber` to ensure contacts always have the correct tags and custom fields, regardless of where they sign up.

 - 02 Instantly trigger complex sequences. The ability to `record_event` allows your agent to simulate user actions—like viewing a product page—to kickstart specific Drip workflows.

 - 03 Stop wasting time on list exports. Use `list_subscribers` and other listing tools to get full, up-to-date contact lists directly into your AI workflow for immediate analysis.

 - 04 Control the entire funnel. Quickly review all automated sequences by using `list_campaigns` or checking out single broadcasts via `list_broadcasts`.

 - 05 Keep compliance simple. When a user leaves, use `unsubscribe_subscriber` to ensure they are removed from mailings without permanently deleting their data.
-

Real-World Applications

Handling new lead intake and segmentation

A new batch of leads comes in. Instead of manually assigning tags, the agent uses ``create_or_update_subscriber`` to add them instantly, passing along custom fields like 'source' or 'interest', keeping your segment data clean from day one.

Auditing campaign dependencies

Before modifying an email series, the agent runs ``list_workflows`` and ``list_campaigns``. This gives the marketer a complete overview of all active sequences and what they depend on.

Tracking product engagement after a purchase

A user makes a buy. The agent uses ``record_event`` to log the 'Purchase Complete' event for that specific contact, which immediately triggers a post-sale workflow designed to upsell them.

Patterns to Avoid

Manual record keeping

X AVOID

Exporting your subscriber list to Excel, manually updating tags, and then re-uploading it. This process takes hours and often misses edge cases.

✓ INSTEAD

Use the ``list_subscribers`` tool with your AI agent. The agent can pull the entire contact directory, identify who needs a tag change, and use ``apply_tag`` in bulk across all necessary records.

Forgetting to track specific actions

X AVOID

A user interacts on the website but you never record that interaction in Drip. The marketing workflow misses the key trigger point.

✓ INSTEAD

Whenever a critical action happens, use ``record_event`` immediately. This ensures the automated workflows react instantly and correctly to real-time behavior.

Deleting data by mistake

X AVOID

Using a general account tool that deletes subscribers without checking if they need to be unsubscribed first, leading to potential compliance issues.

✓ INSTEAD

Always use ``unsubscribe_subscriber`` when mailing ceases. If the user is fully gone, then you can safely execute ``delete_subscriber``.

The Right Fit

Use this MCP if your core need is automated data manipulation and workflow triggering within Drip. You need to programmatically update contacts, list campaign assets, or simulate events—this is your tool. Don't use it if you just want to read raw analytics reports; those are better handled by native reporting tools. Also, don't try to use it as a general data warehouse substitute; it focuses solely on the Drip platform actions. If your task involves simple email drafting or content generation outside of Drip's context, stick with a text-generation tool instead.

Drip MCP: Automating Subscriber Data Management in Marketing

Today, managing subscriber data means hopping between the dashboard, downloading CSV files, opening Excel sheets, and manually typing tags or custom attributes for every contact. You spend hours just trying to keep your segmentation rules accurate because a single missed tag can mess up an entire campaign.

With this MCP, you simply ask your AI agent to manage your data. The agent uses tools like `create_or_update_subscriber` and `apply_tag` to handle the complexity behind the scenes. You get perfectly clean, updated contact records instantly without ever touching a spreadsheet.

Drip MCP: Orchestrating Campaign Events for Growth Marketers

The tedious part is remembering to track every user interaction. Did they view the pricing page? Did they download the whitepaper? If you don't manually log that action, your multi-step workflows can't react to it, and your campaigns stall.

This MCP solves that by letting you `record_event`. You just tell the agent what happened for a user—and Drip's complex automation system handles the rest. Your marketing sequences are now truly dynamic.

Drip: 12 Tools for Subscriber Management and Campaign Operations

Use these tools to create, read, update, and delete subscriber records, alongside managing tags, events, and campaign lists in Drip.

#	TOOL	DESCRIPTION
01	<code>apply_tag</code>	Applies one or more tags to an existing subscriber's profile.
02	<code>create_or_update_subscriber</code>	Adds a new subscriber or modifies an existing one using their email, custom fields, and tags.
03	<code>delete_subscriber</code>	Permanently removes a subscriber from the Drip account. This action cannot be undone.
04	<code>fetch_subscriber</code>	Retrieves all profile details for a single subscriber using their ID or email address.
05	<code>list_broadcasts</code>	Lists every Single-Email Campaign (Broadcast) currently set up in Drip.
06	<code>list_campaigns</code>	Lists all active Email Series Campaigns, which are multi-step automated sequences.
07	<code>list_custom_fields</code>	Shows a list of every custom field identifier available for subscriber data entry.
08	<code>list_subscribers</code>	Pulls a complete directory listing of all contacts managed by the Drip account.
09	<code>list_tags</code>	Retrieves every tag that has been applied across the entire subscriber base.
10	<code>list_workflows</code>	Provides a full directory listing of all automated workflows running in Drip.
11	<code>record_event</code>	Records a custom, measurable event for any subscriber, allowing you to trigger specific workflow actions.
12	<code>unsubscribe_subscriber</code>	Removes an individual subscriber from all email communications immediately.

See It in Action

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

- U** I need to run a quick audit of all my contacts and see which ones haven't been tagged in 3 months.



Here is the subscriber list, filtered by activity status.

Total Contacts: 12,450

Un-tagged/Dormant Leads: 789

EMAIL	LAST ACTIVITY DATE	CURRENT TAGS
john@corp.com	2023-01-15	None
jane@co.net	2023-04-01	Welcome, Paid

I recommend running a bulk `apply_tag` to move these dormant leads into a re-engagement flow.

- U** Show me all the email series campaigns we have set up right now and tell me which one uses tags.



Email Series Campaigns Overview

- **Welcome Sequence:** Triggers on 'New Subscriber'. Uses: `apply_tag`.
- **Re-Engagement Funnel:** Triggers on 90 days of inactivity. Uses: `list_workflows`.
- **Product Launch Beta:** Manual trigger only. Does not use tags.

U I have a new lead, 'sarah@test.com'. Please add her and tag her as 'Hot Lead' right away.



Success! Sarah's profile is now active.

Action Taken: `create_or_update_subscriber` executed.

- Email: sarah@test.com
- Tags Applied: Hot Lead
- Custom Field 'Source': Website Form

The Welcome Sequence has been automatically triggered.

Frequently Asked Questions

01 How do I use the Drip MCP to update subscriber data?

You can tell your AI agent exactly what you need done. Simply ask it to create or update a contact, providing their email address and any new tags or custom information you want applied.

02 Can the Drip MCP help me manage my marketing campaigns?

Yes. Your agent can list all your active email series campaigns and single-email broadcasts. This helps you audit what's running and see which workflows are live.

03 What if I need to trigger a manual workflow action in Drip?

You can record custom events using the MCP. By triggering an event, your agent simulates real user behavior (like viewing a product), which is often the key to kicking off a dormant marketing sequence.

04 Does this Drip MCP handle compliance like unsubscribing users?

Absolutely. You can tell the agent to `unsubscribe_subscriber` for any given email address, ensuring they are immediately removed from all future mailings while keeping your records clean.

05 How do I find out what tags or custom fields Drip supports?







The MCP provides tools like `list_tags` and `list_custom_fields`. You just ask the agent to list them, and it gives you a full rundown of everything available for segmentation.

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>"drip-alternative": { "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

Drip 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 · support@vinkius.com

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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Drip MCP
Server ID	019dd0e5-f6b0-731a-800a-533b8db28f29
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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