

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

Email Marketing Effectiveness MCP

Turn raw campaign data into actionable marketing insights.

Email Marketing Effectiveness MCP gives your AI client the math and logic needed to audit email campaigns. It handles the heavy lifting of calculating delivery rates, open rates, and CTR, while also providing deep dives into audience segmentation and A/B test results. Instead of manually crunching numbers, you just give your agent the raw stats and let it do the analysis.

email

kpi

funnel

marketing-automation

campaign-analysis



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.

Email Marketing Effectiveness MCP

4 tools available

Cloud-hosted on Vinkius

You shouldn't have to spend your afternoon in spreadsheets just to figure out why a campaign underperformed. This MCP turns your AI client into a specialized marketing analyst. It plugs directly into your workflow, allowing you to hand off raw campaign numbers and get back immediate, structured insights.

You can use it to run a full funnel breakdown to see exactly where subscribers are dropping off. If you're running tests, your agent can instantly pick a winner by comparing different versions. It also helps you keep an eye on your reputation by checking if your engagement rates stay within healthy industry thresholds. Whether you need to see how a specific segment reacted to your latest blast or you want to check the overall health of your mailing list, this MCP provides the specific analytical tools to make it happen.

Core Capabilities

01 — Funnel Math

Your agent uses this to turn raw numbers into delivery, open, and click rates.

02 — A/B Testing

Your agent uses this to determine which campaign version drove better engagement.

03 — Segment Auditing

Your agent uses this to see how specific groups of people are interacting with your content.

04 — Health Monitoring

Your agent uses this to compare your current rates against standard industry benchmarks.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/email-marketing-effectiveness — connect your AI agent in three steps.

- 01 Connect your AI client to Vinkius with one click.
- 02 Provide your raw email campaign data to your agent.
- 03 Ask your agent to run specific analysis like funnel metrics or A/B comparisons.
- 04 Receive structured, calculated results immediately.

Getting this running in your AI client takes seconds because Vinkius handles the hosting.

Built For

This MCP is built for marketing professionals who need to move fast from data to decision. It's for anyone tired of manual KPI calculations.

Email Marketers

Hand off raw campaign stats to your agent to get instant performance reports.

Growth Leads

Use the tool to quickly validate A/B test results and segment performance.

Marketing Analysts

Automate the repetitive math of funnel analysis and health checks.

What Changes When You Connect

- 01 Eliminates manual spreadsheet calculations for email KPIs.
- 02 Provides instant winners for A/B testing comparisons.
- 03 Flags unhealthy campaign metrics based on industry standards.

04 Identifies high-performing audience segments automatically.

Real-World Applications

Post-Campaign Audits

Input your final campaign numbers to get a complete funnel breakdown and revenue per email metric.

Audience Insights

Compare how different customer groups react to the same email to refine your targeting.

A/B Test Validation

Quickly determine if a subject line or layout change actually moved the needle.

Campaign Health Checks

Verify if your current engagement rates are within safe, healthy thresholds.

4 Tools Available

#	TOOL	DESCRIPTION
01	analyze_segment_performance	This tool identifies how different audience segments respond to your email content. It helps you see which groups are engaging and which are ignoring your messages.
02	calculate_funnel_metrics	This tool provides a full breakdown of your campaign performance. It calculates the entire engagement funnel from delivery through to revenue.
03	get_engagement_health	This tool checks your campaign status against industry standards. It tells you if your engagement rates are healthy or if they've dipped into risky territory.
04	compare_ab_tests	This tool evaluates the performance gap between two campaign versions. It identifies which version actually performed better so you can scale the winner.

See It in Action

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

- U** Calculate the funnel metrics for a campaign with 1000 sent, 950 delivered, 200 opened, 50 clicked, 10 unsubscribed, and \$500 revenue.



The campaign metrics are: Delivery Rate: 95%, Open Rate: 21.05%, CTR: 5.26%, Unsubscribe Rate: 1.05%, and Revenue per email: \$0.53.

- U** Compare two versions: Version A has 10% CTR and Version B has 12% CTR.



Version B is the winner with a 20% lift in CTR compared to Version A.

- U** Is a campaign with a 98% delivery rate, 25% open rate, 5% CTR, and 0.5% unsubscribe rate healthy?



The campaign status is Healthy.

Frequently Asked Questions

01 What AI clients can I use with this MCP?

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

02 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.

03 Can it help with A/B testing?

Yes. It includes a specific tool to compare two campaign versions and identify which one performed better.

04 What kind of metrics does it calculate?

It calculates delivery rates, open rates, CTR, unsubscribe rates, and revenue per email.

05 How does it determine if a campaign is healthy?

It compares your engagement rates against established industry standard thresholds to provide a health status.

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>"email-marketing-effectiveness": { "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

Email Marketing Effectiveness 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

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Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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