

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 Open Rate Analyzer MCP.

Get instant clarity on your email campaign engagement.

Email Open Rate Analyzer MCP gives your AI client the ability to process email marketing data. It calculates open rates, assigns engagement tiers, and provides volume-adjusted benchmarks to see if your campaign actually performed well relative to its size.

A+ Quality Score 100/100

email-marketing

open-rate

engagement

campaign-analysis

metrics



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 Open Rate Analyzer MCP

4 tools available

Cloud-hosted on Vinkius

Stop guessing if your email campaigns are hitting the mark. This MCP turns your AI client into a marketing analyst that understands the nuance of delivery volume and engagement quality. Instead of manually calculating percentages, you can hand your raw campaign numbers to your agent and get immediate feedback. It doesn't just give you a number; it tells you where that number sits in a performance tier and how it compares to expected benchmarks for a list of that specific size. You can use it to audit past performance or quickly vet new campaign targets. It's built to handle the math so you can focus on the strategy.

Core Capabilities

01 — Engagement Tiering

Your agent uses this to label whether a campaign's performance was high, medium, or low.

02 — Volume Benchmarking

The AI uses this to find target rates that account for the size of your email list.

03 — Rate Calculation

Your agent calculates the exact percentage of opens relative to successful deliveries.

04 — Campaign Diagnostics

The AI generates a full summary of campaign health using raw counts and rates.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/email-open-rate-analyzer — connect your AI agent in three steps.

- 01 Connect your preferred MCP-compatible client to Vinkius.
- 02 Provide your campaign data like opens and deliveries to your AI agent.
- 03 The agent invokes the necessary tools to process the numbers.
- 04 You receive a clear breakdown of rates, tiers, and benchmarks.

The MCP connects your AI client to specialized marketing math tools.

Built For

This MCP is for marketing professionals who need to audit engagement without manual spreadsheets.

Email Marketers

They hand off raw campaign delivery and open counts to the AI for quick analysis.

Marketing Analysts

They use the tool to compare current campaign performance against volume-adjusted benchmarks.

Growth Leads

They use the engagement tiering to quickly assess the success of different audience segments.

What Changes When You Connect

- 01 Removes manual math from the engagement analysis process.
- 02 Adjusts performance expectations based on delivery volume.
- 03 Provides qualitative tiers for quantitative data.

04 Delivers full campaign summaries through a single request.

Real-World Applications

Post-Campaign Audits

Run a full diagnostic on a completed campaign to see its engagement tier.

A/B Test Evaluation

Compare the open rates of two different subject lines to see which hits a higher tier.

Goal Setting

Use volume-adjusted benchmarks to set realistic open rate targets for upcoming sends.

List Health Checks

Check if engagement rates are dropping as your delivery volume changes.

Patterns to Avoid

Ignoring list size variations

❌ AVOID

You assume a 25% open rate is great for a list of 10 people and a list of 10,000 people.

✓ INSTEAD

Use `get_volume_adjusted_benchmark` to find the correct threshold for your specific delivery volume.

Manual percentage math

❌ AVOID

You spend ten minutes in a spreadsheet dividing opens by successful deliveries to find a single rate.

✓ INSTEAD

Hand those raw counts to your agent and use `calculate_open_rate` to get the exact percentage instantly.

Vague performance reviews

❌ AVOID

You tell your manager a campaign did 'okay' without any concrete way to prove it.

✓ INSTEAD

Use `get_engagement_tier` to assign a specific qualitative label to your results.

The Right Fit

Marketing teams with high-volume email workflows should connect this MCP to automate their reporting. Individual creators or small shops with very infrequent sends might find the benchmarking features less relevant. The deciding factor is whether you want to stop manually calculating engagement tiers from raw data.



4 Tools for Email Performance Analysis

These tools handle the math and benchmarking required to turn raw delivery counts into actionable engagement insights.

#	TOOL	DESCRIPTION
01	analyze_campaign_performance	This tool provides a full diagnostic summary of a campaign by combining raw counts and calculated rates.
02	calculate_open_rate	This tool determines the percentage of emails opened based on the number of successful deliveries.
03	get_engagement_tier	This tool categorizes a specific open rate into a qualitative performance tier.
04	get_volume_adjusted_benchmark	This tool returns the expected good open rate threshold based on your specific delivery volume.

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 open rate for my 'Summer Sale' campaign with 500 opens and 2500 deliveries?



The open rate for the 'Summer Sale' campaign is 20%.

U Is an open rate of 35% considered good?



Yes, a 35% open rate is categorized as High engagement.

U What is the target open rate for a campaign that delivered 10,000 emails?



For a volume of 10,000 deliveries, the target open rate is 15%.

Frequently Asked Questions

01 How does this MCP handle different list sizes?

It uses a volume-adjusted benchmark tool to ensure your target rates are realistic for your specific number of deliveries.

02 What clients can I use this with?

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

03 Do I need to host this myself?

No, Vinkius hosts and manages the MCP so it is ready to use immediately after you connect.

04 Can it tell me if my campaign was successful?

Yes, the engagement tier tool categorizes your open rates into qualitative performance levels.

05 Does it calculate open rates based on total sent or total delivered?

The tool calculates the open rate relative to the number of emails successfully delivered.

06 How do I calculate my campaign's open rate?

You can use the ``calculate_open_rate`` tool by providing the total number of opens and the total number of delivered emails.

07 What determines an engagement tier?

The ``get_engagement_tier`` tool compares your open rate against industry benchmarks to classify it as High, Average, or Low.

08 Can I get a full report for a specific campaign?

Yes, use ``analyze_campaign_performance`` with the campaign name, total opens, and delivered count to get a complete diagnostic view.

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-open-rate-analyzer": { "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 Open Rate Analyzer 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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