

MCP SERVER

NO CODE

CLOUD HOSTED

Emarsys MCP

Audit campaigns and manage contact lists in conversation.

Emarsys MCP connects your AI agent directly into Emarsys, letting you manage complex marketing campaigns and customer data via natural conversation. Quickly audit campaign performance, segment contact lists, or monitor entire automation workflows without ever opening a dashboard. This lets you get high-level insights about your audience health and track triggers across all channels.

A+ Quality Score 100/100

omnichannel-marketing

customer-engagement

personalization

audience-segmentation

automation-workflows

campaign-tracking



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect 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.

Emarsys MCP

10 tools available

Cloud-hosted on Vinkius

Stop switching between tabs just to understand how your last email blast performed. This MCP gives your AI client direct access to Emarsys's core marketing engine. You can talk to it like a colleague: "What was the launch status of the Q3 sale?" or "Show me all contacts who signed up last month."

It lets you handle everything from monitoring specific automated workflows to getting a high-level health check on your entire marketing setup. Need to know which audience segments are doing the most work? Ask. Want to see every single email campaign you've ever run? It pulls that data for you. Because Vinkius hosts this integration, you can talk to Emarsys alongside thousands of other enterprise tools from one place.

It's about having a single source of truth for your customer engagement and marketing automation programs, all orchestrated through simple conversation.

Core Capabilities

01 — Check overall account health

Get instant high-level summaries covering campaign volume, list activity, and general marketing metadata.

02 — Audit contact lists and segments

Pull granular details about your marketing contact lists, filter criteria, and audience segment definitions.

03 — View setup resources

Access lists of subscription forms, registration pages, and marketing account settings.

04 — Review campaigns by name or status

Retrieve detailed information, including subject lines and launch statuses for any specific email campaign you run.

05 — Monitor automation workflows

List all active automation programs or retrieve information about external events that trigger those programs.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/emarsys — connect your AI agent in three steps.

- 01 Connect your AI client to this MCP using your Emarsys API User and Secret Key (W-SSE authentication).
- 02 Tell your agent exactly what you need, like 'List all campaigns launched in June' or 'What are the automation programs running?'.
- 03 Your agent processes the request against Emarsys data and returns structured details—like launch statuses or audience counts—directly to your conversation window.

The bottom line is you use natural language prompts instead of logging into multiple marketing dashboards.

Built For

Marketing teams that spend too much time clicking between dashboard tabs just to get a quick status report. This MCP helps the specialist who needs to audit campaign performance on the fly, or the operations manager tracking overall marketing volume.

Marketing Manager

Quickly check if campaigns are launched and determine the size of key audience segments without opening the web interface.

CRM Specialist

Research complex segment definitions or automation workflows during a planning meeting, letting their agent pull up the details instantly.

Marketing Operations Team Member

Monitor overall marketing metadata and track which trigger events are failing to ensure continuous operational health across channels.

What Changes When You Connect

-
- 01 You get an immediate view of marketing health. Instead of running multiple reports, the `quick_engagement_volume_audit` tool gives you a single summary of campaign volume and list activity.

 - 02 Auditing audience groups is simple. Use `list_audience_segments` to see segment definitions and filter criteria without ever navigating deep into the Emarsys UI.

 - 03 Tracking campaigns moves from guesswork to fact. The `get_campaign_details` tool gives you precise status, subject lines, and launch information on demand.

 - 04 Understanding workflows is fast. You can call `list_automation_programs` to see all active journeys and then follow up with `list_trigger_events` to know exactly how they start.

 - 05 You maintain a single source of truth for assets. Tools like `list_marketing_contact_lists` and `list_registration_forms` keep you organized on what resources are available.
-

Real-World Applications

Checking the readiness of a new product launch.

The Marketing Manager asks their agent: 'Check the status for all campaigns related to Product X.' The agent uses `'list_email_campaigns'` and then `'get_campaign_details'`, instantly reporting which are launched, which need review, and providing key metrics.

Debugging a failing automation workflow.

The Ops Team Member asks: 'Why isn't the onboarding sequence running for new sign-ups?' The agent uses `'list_automation_programs'` to find the journey, and then calls `'list_trigger_events'` to check if the required external event is configured correctly.

Defining a hyper-specific audience group.

The CRM Specialist asks: 'Show me all contacts who bought product A but didn't open email B.' The agent uses ``list_audience_segments`` to pull the necessary segment details and filter criteria for precise targeting.

Getting a quick executive summary of marketing activity.

The VP asks: 'What was our overall engagement volume last quarter?' The agent executes ``quick_engagement_volume_audit``, giving the executive a single, consolidated report on campaigns, lists, and programs.

Patterns to Avoid

Trying to guess segment criteria

X AVOID

A user sees an audience group name like 'VIPs' and tries to manually figure out what defines them by looking at the dashboard settings.

✓ INSTEAD

Don't guess. Use ``list_audience_segments`` directly with your agent. It shows you the exact filter criteria used for every segment, giving you immediate clarity.

Searching through dozens of old campaigns

X AVOID

Manually clicking into the Emarsys dashboard to find a specific campaign from six months ago just to check its status.

✓ INSTEAD

Just ask. Use ``list_email_campaigns`` first, then follow up with ``get_campaign_details`` for that exact campaign. It's faster and more accurate.

Assuming all automation programs are active

X AVOID

The team assumes a workflow is running correctly because they remember setting it up last month, but don't know if the trigger event was updated.

✓ INSTEAD

Always verify. First run ``list_automation_programs`` to see what exists, and then use ``list_trigger_events`` to confirm the required external input mechanism.

The Right Fit

Use this MCP if your primary bottleneck is synthesizing data from multiple Emarsys modules—specifically campaigns, contacts, and automation programs. You need a conversational layer over complex marketing infrastructure. Don't use it if you only need to build code or write raw SQL queries; for that, an independent database connector might be better. If your goal is purely content creation (e.g., writing email copy), this MCP isn't the primary tool—you'd pair it with a dedicated copywriting agent. However, if you want to

validate *metrics* needed for that copy, use `get_campaign_details` first. This MCP is all about operational intelligence and status checks.

The Pain of Dashboard Overload

Today, checking on your marketing performance feels like playing a video game with too many menus. You have to jump from the Campaigns tab to check launch statuses, then click over to Contacts to see segment sizes, and finally navigate to Automations just to confirm if the trigger event is even set up right.

It's tedious, clicking through five different tabs and copying numbers into a spreadsheet. With this MCP, you simply talk to your agent. You ask about 'launch statuses' or 'segment size,' and it gathers all that data points for you in one conversational reply.

Emarsys MCP: Instant Operational Visibility

You don't have to manually list campaign names, then separately query audience segments, and finally check the overall metadata. You ask for 'marketing health summary,' and it orchestrates calls across `list_email_campaigns`, `list_audience_segments`, and `quick_engagement_volume_audit` instantly.

The difference is control. Your agent gives you real-time operational visibility, making every audit and planning session faster and more accurate.

Emarsys MCP with 10 Tools

Use these tools to query campaign statuses, list segment criteria, and retrieve comprehensive marketing metadata directly through your AI agent.

#	TOOL	DESCRIPTION
01	<code>get_emarsys_account_metadata</code>	Retrieves general settings and key information for your entire Emarsys account structure.
02	<code>get_campaign_details</code>	Fetches the full setup details and current status of a single, specified email marketing campaign.
03	<code>get_contact_list_details</code>	Gets comprehensive settings for one specific contact list within your organization.
04	<code>quick_engagement_volume_audit</code>	Pulls a rapid, high-level summary of campaign volume, list activity, and automation programs across the board.
05	<code>list_automation_programs</code>	Lists all existing marketing workflows or automated journeys configured in your account.
06	<code>list_email_campaigns</code>	Retrieves a complete list of every email campaign you have created in Emarsys.
07	<code>list_marketing_contact_lists</code>	Provides a directory showing all configured contact lists available to your team.
08	<code>list_trigger_events</code>	Shows every external event type that can be used to kick off an automated program.
09	<code>list_registration_forms</code>	Retrieves a list of all subscription and registration forms you use on your website.
10	<code>list_audience_segments</code>	Lists every audience segment, allowing you to see the filter criteria for specific groups of contacts.

See It in Action

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

List all active email campaigns.



I've found several campaigns, including 'Summer Flash Sale' and 'Weekly Round-up'. The Summer Flash Sale is currently 'Launched' and was sent to 50,000 contacts. Would you like to see the details?

Show me the audience segments in my account.



I've retrieved your segments, including 'High-Value Customers' (1,200 contacts) and 'Recent Sign-ups' (5,500 contacts). Should I check the filter criteria for the High-Value segment?

What automation programs are currently running?



You have 3 active automation programs: 'Welcome Journey', 'Abandoned Cart Recovery', and 'Post-Purchase Follow-up'. Should I pull the latest activity for the Abandoned Cart program?

Frequently Asked Questions

01 How does the Emarsys MCP handle listing all my campaigns?

You start by using ``list_email_campaigns`` to get a directory of every campaign. Then, if you need specifics, use ``get_campaign_details`` to pull the full launch status and subject line for any single one.

02 Can I use the Emarsys MCP to see contact segment details?

Yes. Use ``list_audience_segments``. This tool retrieves all segment definitions, showing you exactly what filter criteria are required to build those groups of contacts.

03 What is the best way to check my general marketing setup using Emarsys MCP?

Run `quick_engagement_volume_audit`. This single tool gives a high-level summary across campaigns, lists, and automation programs, which is perfect for an executive overview.

04 Does the Emarsys MCP help me track automated workflows?

Absolutely. You can first use `list_automation_programs` to see all active journeys, then use `list_trigger_events` to verify what external events are required for those programs to run.

05 Is the Emarsys MCP useful for onboarding new team members?







Yes. It's a great training tool because it centralizes knowledge. A new hire can ask about 'list setup' and use tools like `list_marketing_contact_lists` to see all available resources.

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>"emarsys": { "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

Emarsys 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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