

MCP SERVER

NO CODE

CLOUD HOSTED

Emma MCP

Manage Campaigns, Groups, and Members via Conversation

Emma MCP gives your AI agent full control over email marketing. Manage audience groups, analyze campaign performance, and update member lists directly from natural conversation. It lets you list all members, create new segments, or check response metrics for any mailing without touching the Emma UI.

A+ Quality Score 100/100

email-campaigns

audience-segmentation

subscriber-management

marketing-automation

email-analytics

list-management



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.

Emma MCP

10 tools available

Cloud-hosted on Vinkius

This MCP connects your account to Emma, giving your AI agent direct access to manage every aspect of your email marketing efforts. You can talk to it and tell it exactly what to do with your audience data. Need a list of all active subscribers? Just ask. Want to know if the last campaign worked? Get the open rates and click-through stats right away. It handles everything from listing custom member fields to creating entirely new segments for targeted blasts. You can also monitor which automations are running or check out your full mailing history, whether it was sent today or months ago. Because this connection is managed through Vinkius, you connect once and get this powerful marketing data access alongside dozens of other tools your company might need.

Core Capabilities

01 — Build Audience Segments

The agent can create new member groups to segment your mailing list for highly targeted campaigns.

03 — Analyze Campaign Performance

It retrieves summary response metrics—like opens and clicks—for any past or scheduled mailing campaign.

05 — Manage Group Structure

The agent lets you view or delete existing audience groups to keep your subscriber base organized.

02 — Audit Member Data

You can fetch detailed profiles on specific members, including their custom field values and current status.

04 — Review System Activity

You can list all active webhooks, automated workflows, and custom data fields defined in the Emma account.

One Click on Vinkius — From Prompt to Execution

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

- 01 First, subscribe to this MCP on Vinkius and provide your Emma Account ID, Public API Key, and Private API Key.
- 02 Next, connect your preferred AI client—be it Claude or Cursor—to the catalog. Your agent now recognizes all available marketing tools.
- 03 Finally, tell your agent what you need; for example, 'List my mailing list members' or 'What were the stats for last month's campaign?' and get instant data.

The bottom line is that you use natural language to execute complex, multi-step marketing operations without needing to navigate the Emma interface.

Built For

Anyone whose job revolves around keeping people engaged via email needs this. Think of the Growth Manager who loses hours manually cross-referencing data across spreadsheets and dashboards, or the Support Specialist who has to repeatedly check a customer's subscription status before helping them.

Email Marketing Manager

They use this MCP to quickly create new audience segments using 'create_group' and audit group sizes by listing all groups, allowing for immediate campaign adjustments.

Growth Operations Lead

This person uses it to monitor subscriber health by checking member details with 'get_member', running through automated workflows via 'list_automations', and verifying if any webhooks are active.

Customer Support Specialist

During a chat, they use this MCP to verify a customer's subscription status or view their mailing history by listing the members and viewing campaign stats.

What Changes When You Connect

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- 01 Stop clicking through dashboards. Instead of navigating multiple tabs to check campaign performance, you simply ask for the stats using 'get_mailing_stats' and get a direct answer.

 - 02 Segmenting is faster than ever. Instead of manually building lists or guessing criteria, your agent can execute 'create_group', instantly segmenting thousands of members based on rules you provide.

 - 03 Deep member insights are now available to your AI client. If you need to know if a user signed up last week and what their custom field values are, 'get_member' pulls it all in one go.

 - 04 Keep track of system health instantly. Use 'list_webhooks' or 'list_automations' to verify that your critical background workflows didn't break overnight.

 - 05 Never lose an audience group name again. You can get a full overview by running 'list_groups', giving you immediate context on your entire subscriber base structure.
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Real-World Applications

Need to clean up stale subscribers.

A growth team needs to find all members who haven't interacted with the last five campaigns. They ask their agent to list the members, check their details using 'get_member', and then cross-reference that data against group sizes via 'list_groups' to build a clean segment for re-engagement.

Investigating campaign failure.

The marketing manager notices a drop in engagement. They ask their agent, 'What were the response stats for the Q2 product update?' The MCP runs 'get_mailing_stats' and immediately shows an open rate that is 15% lower than expected.

Setting up new lead capture paths.

A support agent needs to track a customer who called in. They ask the agent for the member details using 'get_member', verify their current groups, and then use 'create_group' to automatically enroll them into a specialized onboarding segment.

Preparing for a major product launch.

The team needs to know exactly who is eligible for early access. They ask the agent to list all members, check their custom fields using 'list_fields', and then run a report based on that data.

Patterns to Avoid

Using Emma's native UI**X AVOID**

Having to click through the Campaigns tab, then selecting the specific mailing ID, navigating to the Analytics sub-tab, and finally copying the open rate percentage.

✓ INSTEAD

Just tell your agent: 'What were the response stats for the last product launch?' The MCP runs 'get_mailing_stats' and delivers the exact number directly.

Relying on CSV exports**X AVOID**

Exporting a list of members, opening a spreadsheet, filtering by date, and then manually checking their group assignments to build a new target segment.

✓ INSTEAD

Tell your agent: 'Create a new group for all users who joined in the last 30 days.' The MCP uses 'create_group' instantly.

Assuming data completeness**X AVOID**

Thinking that every field you need (like 'Source Campaign') is automatically available without checking the system first.

✓ INSTEAD

Ask your agent to run 'list_fields'. This shows you every single custom or standard member data field, ensuring you don't miss any critical context.

The Right Fit

Use this MCP if your core bottleneck is moving from email marketing ideas to executed actions. Specifically, if you find yourself frequently asking questions like 'How many people are in Group X?' or 'Did Campaign Y hit its goal?', this connector is essential. It centralizes all audience data and campaign metrics into natural conversation. Don't use it if your only need is simple data visualization; for that, a pure BI tool might be better. Also, don't rely on this MCP to write the email copy itself—it manages the *delivery*

and *audience*, not the creative content. If you just want to view reports without making changes, some basic reporting tools might suffice, but if you need to *act* (create, modify, delete), this is your tool.

The Data Chaos of Email Marketing

Think about how much time vanishes just trying to get a full picture. You open Emma, go check the groups in one tab; then you switch to Campaigns to see if people clicked anything; next you jump over to Members to verify if John Doe is still active and what his custom tags are. It's constantly clicking tabs, copying numbers from dashboard widgets, and pasting them into a spreadsheet just so you can answer one simple question about performance.

With this MCP, that entire process collapses. You talk to your agent—it runs the necessary checks across mailing history, member profiles, and group segments in the background, and it delivers one cohesive summary right back to you. It's instant context.

Targeting Segments with ``create_group``

Before this MCP, if a customer signed up but wasn't in the 'VIP' segment and hadn't opened an email in three months, you had to manually check their record, confirm they weren't qualified for VIP status, and then build a new group just for them. That was hours of cross-referencing.

Now, tell your agent: 'Create a group for all members who joined last quarter but haven't opened an email.' The MCP handles the logic, using `create_group` to segment your list instantly, giving you actionable targets in seconds.

Emma: 10 Tools for Marketing Automation

These tools allow you to perform everything from creating new audience groups to analyzing detailed mailing performance using natural language commands.

#	TOOL	DESCRIPTION
01	<code>list_mailings</code>	Retrieves a complete list of all sent and scheduled email campaigns.
02	<code>list_members</code>	Fetches an exhaustive list of every individual on the mailing list.
03	<code>create_group</code>	Allows you to build and create a new, targeted member group within Emma.
04	<code>delete_group</code>	Safely deletes an existing, empty member audience group.
05	<code>get_mailing_stats</code>	Pulls specific performance metrics like opens and clicks for a given mailing ID.
06	<code>list_automations</code>	Lists and checks the status of all defined automated email workflows.
07	<code>get_member</code>	Retrieves all detailed profile data for one specific member email address.
08	<code>list_fields</code>	Displays every custom or standard data field available for members.
09	<code>list_groups</code>	Shows the names and status of all existing member groups in your account.
10	<code>list_webhooks</code>	Shows all active webhooks connected to your Emma account.

See It in Action

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

U List all my audience groups in Emma.



I've retrieved your audience groups. You have 5 groups: 'Newsletter Subscribers' (Active), 'VIP Clients', 'Product Beta Testers', and 2 others. Shall I list the members for any of these groups?

U Get details for member with email test@example.com.



I've found the profile for test@example.com. Their status is 'active', they joined on Jan 15th, and they are currently in the 'General' and 'Beta' groups. Would you like to see their custom field values?

U What are the response stats for my latest mailing?



Retrieving stats for your latest mailing (ID: 12345)... It had a 25% open rate and 4% click-through rate. 12 members unsubscribed. Shall I provide more detail on the specific link clicks?

Frequently Asked Questions

01 How do I check if a member is active with Emma MCP?

You use the 'get_member' tool. This allows you to pull a specific user's detailed profile, verifying their current status and join date directly through your AI agent.

02 Can I see all my groups using list_groups?

Yes, running 'list_groups' provides an immediate overview of every segment group you have created in Emma. This helps you audit your current audience structure quickly.

03 What data does get_mailing_stats provide for campaigns?

The 'get_mailing_stats' tool pulls key performance indicators (KPIs) like the open rate and click-through rate. It gives you the metrics needed to know if a campaign performed well.

04 Does Emma MCP only list existing groups?

No, besides listing them via 'list_groups', the MCP also lets you actively build new audience segments by running the 'create_group' tool when needed.

05 Is it possible to see custom fields with this MCP?

Absolutely. You can run 'list_fields' to see every standard and custom data field available, and then use 'get_member' to retrieve the values for a specific member.

06 How do I find my Emma API Keys?

Log in to your Emma account, click on your name in the top right, go to 'Account Settings', and then select 'API Key'. You will find your Account ID, Public Key, and Private Key there.

07 What is the difference between a group and a segment?

In Emma, a group is a static collection of members you've explicitly added. A segment is a dynamic group based on rules (like 'opened last email'). This server currently focuses on managing static groups.

08 Can I see my custom member data fields?







Yes! Use the 'list_fields' tool to retrieve all standard and custom member data fields defined in your account.

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>"emma": { "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

Emma 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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