

MCP SERVER

NO CODE

CLOUD HOSTED

Freshmarketer MCP

Manage contacts, lists & events with conversation.

Freshmarketer connects your entire marketing automation suite to any AI client, letting you manage contacts, build lists, and trigger email campaigns through natural conversation. Instead of clicking through dashboards, simply ask your agent to segment an audience or post a custom event timeline update. It lets you run complex marketing operations directly from your chat interface.

A+ Quality Score 100/100

email-marketing

marketing-campaigns

lead-nurturing

customer-segmentation

event-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.

Freshmarketer MCP

10 tools available

Cloud-hosted on Vinkius

This MCP connects your Freshmarketer account to any AI client, giving you complete control over your marketing database and campaigns. You can manage contacts, organize mailing lists, and trigger personalized emails without ever leaving your agent window. Need to find out who hasn't opened an email in 60 days? Just ask. Want to send a specific follow-up campaign to the top 1% of leads? The MCP handles it. It lets you list all contacts, check their profiles, and even post custom events directly to trigger automated journeys. This capability means you run complex marketing logic using simple conversations, making your entire catalog available through Vinkius.

It's about talking to your marketing system like you talk to a coworker, getting the data or action you need immediately.

Core Capabilities

01 — Manage and Update Contacts

Retrieve detailed profiles of existing contacts, list all available records, or create new ones using simple commands.

03 — Automate Communications

Trigger specific transactional emails directly for single contacts or entire campaigns without needing the marketing dashboard.

05 — Monitor Marketing Journeys

Access status details for all active or paused marketing automation campaigns.

02 — Segment Audiences and Lists

List configured mailing lists to see how your audience is segmented, or build entirely new lists from scratch.

04 — Track Customer Activity

Post custom events to a contact's timeline, which programs your automation flows and updates their record instantly.

One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this MCP through the Vinkius Marketplace and enter your Freshmarketer Domain prefix and API Key.
- 02** Connect this MCP to your preferred AI client (Claude, Cursor, etc.) for access.
- 03** Start a conversation with your agent by asking it to perform a marketing action, like 'List all contacts who signed up last week.'

The bottom line is that you get conversational control over complex marketing systems.

Built For

Anyone whose job involves moving data between a CRM and an email platform. Marketing Managers, Growth Engineers, and Sales Development Reps who spend too much time clicking through multiple dashboards need this.

Marketing Manager

Checks if the 'Newsletter Subscribers' list is active, or triggers a follow-up email sequence for users who haven't opened an email in 30 days.

Growth Engineer

Automates posting custom events—like 'Trial Started'—to trigger specific customer journeys without manually updating the CRM record.

Sales Development Rep (SDR)

Verifies contact details for a prospect and immediately sends a personalized follow-up email based on the conversation context.

What Changes When You Connect

- 01** Automate contact updates: Instead of logging into the CRM to verify data, you simply ask your agent to use `get_contact_details` or `upsert_contact`, and it handles the record management instantly.

-
- 02 Instant segmentation: Need a list of users who failed to open an email? You can call `list_mailing_lists` and filter contacts directly through conversation, skipping manual report generation.

 - 03 Trigger complex workflows: Use `post_custom_event` to mark a contact as 'Attended Webinar.' This action immediately triggers the correct automated sequence without human intervention.

 - 04 Run targeted campaigns on demand: Need to send a quick follow-up? You don't navigate to email marketing; you just tell your agent to use `send_transactional_email` for immediate dispatch.

 - 05 See campaign status at a glance: Quickly review all active flows by asking the agent to `list_journeys`, saving minutes of clicking through dashboard tabs.
-

Real-World Applications

A prospect just finished onboarding, and you need to kick off their welcome sequence.

Instead of navigating to the CRM, finding the user's record, and manually triggering an event, you ask your agent: 'Post a 'Welcome Onboarded' custom event for newuser@example.com.' The system executes this via `post_custom_event`, immediately starting their personalized journey.

A key stakeholder needs a quick report on all active marketing lists.

You ask your agent: 'What are our top 5 mailing lists?' The system uses `list_mailing_lists` to fetch and present the current segmentation options in natural language, saving the stakeholder from dashboard exploration.

You realize the main list is missing people who signed up through a different channel.

You ask your agent to pull all recent leads and then tell it to use `list_contacts` followed by `create_mailing_list` and populate that new list. You don't have to export, clean, and re-import the data yourself.

You need to send a highly personalized email update immediately after a sales call.

After getting the contact's details via `get_contact_details`, you ask your agent to draft and dispatch an immediate follow-up using `send_transactional_email`. The entire communication loop is closed in chat.

Patterns to Avoid

Manually checking contact status

X AVOID

Trying to find out if a client's record has been updated or what their last activity was by clicking through three different tabs and viewing the audit log.

✓ INSTEAD

Just ask your agent: 'What are the current details for john@example.com?' The agent uses ``get_contact_details`` to pull all necessary metadata in one go.

Creating a new list by hand

X AVOID

Exporting a CSV of leads, opening Freshmarketer, and manually selecting the 'Create List' option, which takes several clicks.

✓ INSTEAD

Tell your agent: 'Create a mailing list called 'Q3 Hot Leads' using all contacts marked as subscribed.' The tool handles ``create_mailing_list`` instantly.

Trying to run an email campaign manually

X AVOID

Navigating the marketing dashboard, selecting the template, choosing the recipients from a list of emails, and hitting 'Send'.

✓ INSTEAD

For single-instance follow-ups, just ask your agent: 'Send the quarterly update email to jane@example.com.' It uses ``send_transactional_email`` directly.

The Right Fit

Use this MCP if your primary bottleneck is executing marketing actions—like sending emails, updating records, or triggering journeys—that currently require navigating multiple dashboards and clicking through forms. You need conversational access to operational data.

Don't use it if you are trying to build an entirely new database structure from scratch (you'd need a dedicated backend service) or if your process involves deep-level graphical design of email templates. This MCP is for *action* and *data retrieval*, not graphic design. If all you need is simple data listing, `list_contacts` works great; but if you also need to trigger an action (like sending an email), this MCP is necessary.

The daily battle of logging into five different tabs just to update one contact.

Every day, the marketing team wastes time context-switching. You check the CRM for a profile, jump to the list manager to see segmentation, then open the journeys dashboard to confirm if an event was logged correctly. It's a dozen clicks just to ensure one lead is ready for follow-up.

With this MCP, you stop clicking and start talking. You tell your agent what needs fixing—for example, 'Update john@example.com's status and send him the welcome email.' The system handles `upsert_contact` and `send_transactional_email` in a single conversation flow.

Freshmarketer MCP: Full Control Over Your Campaigns

The most tedious parts of marketing management disappear. You never have to manually check if an automation journey was successfully triggered, or spend time confirming which list a user belongs to.

You get immediate operational control over your entire audience lifecycle. The MCP lets you programmatically manage every stage of the funnel—from initial contact detail collection with `list_contacts` to triggering complex sequences via `post_custom_event`.

Freshmarketer: 10 Tools for Marketing Automation

These tools let your agent perform every marketing action—from listing contacts to sending personalized emails—using simple commands.

#	TOOL	DESCRIPTION
01	<code>create_mailing_list</code>	Creates a brand new mailing list within your Freshmarketer account.
02	<code>check_account_status</code>	Verifies the current API status of your Freshmarketer account credentials.
03	<code>get_contact_details</code>	Retrieves specific metadata and details for any given contact record.
04	<code>list_contacts</code>	Lists a queryable set of all marketing contacts in your system.
05	<code>list_custom_events</code>	Displays all the custom events you have configured for use in automation flows.
06	<code>list_journeys</code>	Retrieves a list of currently active or paused marketing journeys.
07	<code>list_mailing_lists</code>	Shows all the mailing lists that have been configured in your account.
08	<code>post_custom_event</code>	Triggers and logs a specific custom event onto a contact's timeline for tracking purposes.
09	<code>send_transactional_email</code>	Sends an immediate, single transactional email to one or more contacts.
10	<code>upsert_contact</code>	Either creates a new contact record or updates existing details for a specific person.

See It in Action

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

U List my 5 most recent marketing contacts.



Retrieving contacts... I found 5 recent records, including 'john@example.com' (Subscribed) and 'jane@example.com' (Bounced). Would you like their full profiles?

U Show me all active mailing lists in my account.



Fetching lists... You have 3 active mailing lists: 'Newsletter Subscribers', 'Beta Testers', and 'Churned Users'.

U Trigger the 'Welcome Email' (Campaign ID: 123) for 'newuser@example.com'.



Email triggered! The transactional 'Welcome Email' has been successfully dispatched to newuser@example.com.

Frequently Asked Questions

01 How do I update a contact record using Freshmarketer MCP?

You use the 'upsert_contact' tool. You just tell your agent which fields need changing, and it updates or creates the record for you.

02 Can Freshmarketer MCP help me segment my audience?

Yes. You can use list_mailing_lists to see existing segments, and by combining actions like 'list_contacts' with filtering requests, you can define new audiences on the fly.

03 What is the easiest way to test a marketing flow?

You can use `post_custom_event` to manually trigger a custom event onto a contact's timeline. This lets you verify if your automation flows are listening for that specific action.

04 Does Freshmarketer MCP only work with one type of email?

No, it handles transactional emails via `'send_transactional_email.'` You can send immediate, personalized messages without having to build a full campaign journey first.

05 Do I need API keys for the Freshmarketer MCP?







Yes. The setup process requires you to enter your domain prefix and API Key from your Admin Settings so that the agent can authorize all necessary actions on your behalf.

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>"freshmarketer": { "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

Freshmarketer 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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