

MCP SERVER

NO CODE

CLOUD HOSTED

Iterable MCP

Analyze cross-channel performance and audience data.

Iterable MCP connects your AI agent directly to Iterable's marketing data. Use this to manage cross-channel campaigns, pull detailed user profiles, check contact list segmentation, and analyze performance metrics for any outreach effort.

A+ Quality Score 98.33/100

marketing-automation

customer-lifecycle

email-marketing

campaign-management

user-segmentation



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.

Iterable MCP

10 tools available

Cloud-hosted on Vinkius

You can use this MCP to have your AI client handle complex tasks across all your customer communication channels. Instead of logging into multiple dashboards, you ask your agent for specific insights—like the current status of a campaign or the activity history of a single user. It pulls data on everything from message templates and available contact lists to full performance metrics.

This capability is huge for growth teams needing an immediate understanding of audience health. Whether you need to know which channels are active, list all running workflows, or simply retrieve details for a specific subscriber, this MCP makes that data instantly accessible. Connecting Iterable through Vinkius gives your agent access to thousands of specialized tools, making it the single place you need to run complex marketing logic against real-world customer data.

Core Capabilities

01 — Get Campaign Details

Retrieves setup information for a specific campaign, including its audience targeting and scheduling rules.

03 — Fetch User Profiles

Retrieves comprehensive details and activity history for any individual subscriber using their email address.

05 — Audit Communication Paths

Provides a list of available communication channels and message templates to understand your full scope of reach.

02 — Analyze Performance Metrics

Pulls key data points on a campaign's performance to measure marketing return and engagement levels.

04 — List Audience Segments

Lists all defined contact lists, helping you identify groups ready for targeted outreach.

One Click on Vinkius — From Prompt to Execution

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

- 01** Tell your AI client the marketing data you need, for instance, 'Show me the performance metrics for Q3's welcome series.'
- 02** The agent uses this MCP to call specific tools, such as ``list_campaigns`` first to find the campaign ID, and then ``get_campaign_metrics`` using that ID.
- 03** You get a clear, formatted summary of the results—the raw metrics, user profiles, or list names—all delivered directly in your conversation.

The bottom line is you never have to jump between Iterable's dashboards again; your agent handles all the data retrieval and reporting for you.

Built For

Growth Managers, Digital Marketing Specialists, and Operations Analysts need this.

If your job involves running multiple campaigns or segmenting users based on activity, this is required. It solves the pain of context-switching between data sources.

Digital Marketing Manager

They use it to check campaign readiness before a major launch, calling tools like ``list_templates`` and ``get_campaign`` to ensure all assets are correct.

Growth Operations Analyst

They rely on this MCP to cross-reference user data. They'll run ``get_user`` repeatedly against segments identified by ``list_lists`` for deep analysis.

Product Marketing Manager

When a feature changes, they use it to immediately identify which existing campaigns and workflows need updating, utilizing tools like ``list_workflows``.

What Changes When You Connect

-
- 01 You don't have to manually check multiple dashboards for campaign status. Use `list_campaigns` or `get_campaign` to instantly confirm if an outreach effort is running correctly, letting your agent do the checking.

 - 02 Need to know *why* a campaign underperformed? Instead of digging through raw data sheets, run `get_campaign_metrics`. Your agent pulls the performance report and tells you exactly where engagement dropped off.

 - 03 Segmenting users used to mean exporting lists and cleaning them up. Now, your agent uses `list_lists` and then targets specific groups for outreach without manual list management.

 - 04 Checking an individual subscriber's status is faster than ever. Use `get_user` to pull a full profile history immediately, giving you deep intelligence on that single contact's activity.

 - 05 You can audit your content assets easily. By calling `list_templates`, your agent shows you every available message template and its category, saving time when drafting new campaigns.
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Real-World Applications

Auditing an Outreach Failure

A marketer needs to know if a campaign targeting 'VIP Customers' actually ran. They ask the agent to check the metrics and status. The agent uses `list_campaigns` first, confirms the ID, then runs `get_campaign_metrics`, and reports back that the campaign failed because the target list was empty.

Onboarding a New User Segment

A growth analyst discovers a new segment of users who signed up via a specific source. They ask to verify this group's details. The agent uses `list_lists` to confirm the list name, and then runs `get_user` against several emails to check data consistency.

Reviewing Content Dependencies

A copywriter needs to know what content assets are available for a new product launch. They ask the agent to review all templates. The agent uses ``list_templates`` and ``list_message_types``, providing an immediate, categorized inventory of usable message formats.

Debugging Automation Logic

An ops engineer notices a workflow isn't triggering correctly. They ask the agent to check all automated systems. The agent uses ``list_workflows`` and cross-references it with ``get_campaign`` details to pinpoint which automation step is failing.

Patterns to Avoid

Asking for 'Campaign Results'

✗ AVOID

A user simply asks, 'What are the results of our last campaign?' The agent can't guess; it needs specific data calls.

✓ INSTEAD

You must specify your need. Tell the agent to first ``list_campaigns`` to narrow down the ID, then explicitly run ``get_campaign_metrics`` with that ID.

Assuming User Data Exists

✗ AVOID

A user provides a random email and asks for 'user details.' If the email is bad or inactive, the agent fails because it needs specific input.

✓ INSTEAD

Always use ``get_user`` with a verified, known email address to guarantee accurate profile retrieval. The tool requires an email.

Mixing Tasks in One Query

✗ AVOID

A user asks, 'List all campaigns and tell me about the users.' This is too broad for one action.

✓ INSTEAD

Break it up. First, call ``list_campaigns``. Then, if you need specific user details related to that campaign, use ``get_user`` with the required email address.

The Right Fit

Use this MCP when your task involves analyzing, managing, or reporting on cross-channel marketing data—specifically campaigns, segments, and users. If you need to know *what* was sent (templates), *who* received it (user profiles), or *how well* it performed (`get_campaign_metrics``), this is the tool. Don't use it if your task is simple content writing that doesn't reference existing customer data, or if you just need to read a static document. If your goal is purely internal reporting on system architecture (like checking

integrations), you might only need `list_webhooks` .

If your process involves verifying the existence of an asset before using it—for example, confirming both a list exists and a template is ready—you must use this MCP's sequence of tools. If the task falls outside marketing operations or requires data from another system (like HR records), you need a different type of connector.

The manual process of tracking campaign performance is slow and fragmented.

Today, running a simple cross-channel report means jumping through hoops. You log into the main dashboard to see which campaigns are live. Then you open a secondary tab just to check user list counts. To get metrics, you have to manually pull data exports and try to stitch together performance numbers from three different tabs. It's clicking, copying, pasting, and cross-referencing.

With this MCP, your AI agent handles the entire sequence. You simply ask for the performance report on a specific campaign. The agent knows which tools to call—it checks the campaign status, pulls the necessary metrics via `get_campaign_metrics` , and presents one clean summary. What you get is immediate insight without leaving your chat window.

Iterable MCP Gives You Full Campaign Visibility

You eliminate the need for manual checks on campaign setup, audience segmentation, and content availability. Instead of checking `list_campaigns` to find an ID, and then logging into another system to check templates, you let your agent run both commands in sequence.

The difference is control. You don't just get a list; you get actionable data points that tell you exactly where the process failed or succeeded. It turns hours of dashboard wrangling into seconds of conversation.

Iterable MCP with 10 Tools

These tools allow your agent to perform every necessary operation within the Iterable platform, from listing workflows to fetching deep user data.

#	TOOL	DESCRIPTION
01	<code>get_campaign</code>	Retrieves the setup details for a specific marketing campaign, including its audience targeting and schedule.
02	<code>get_campaign_metrics</code>	Pulls performance metrics for a given campaign to report on ROI and track engagement data.
03	<code>get_user</code>	Retrieves detailed profile information and activity history for an individual subscriber by their email address.
04	<code>list_campaigns</code>	Lists all active marketing campaigns, allowing you to identify specific campaign IDs or check status.
05	<code>list_channels</code>	Provides a list of supported communication channels (like Marketing or Transactional) used in outreach.
06	<code>list_lists</code>	Lists all defined contact lists, which helps you identify specific user segments for targeted messages.
07	<code>list_message_types</code>	Lists all message types used in your account (e.g., 'Welcome Email' or 'Newsletter') for auditing categorization.
08	<code>list_templates</code>	Retrieves a list of available message templates, useful for reviewing content assets before running a campaign.
09	<code>list_webhooks</code>	Lists all configured webhooks, letting you audit system integrations and data exports.
10	<code>list_workflows</code>	Lists all automated marketing workflows, helping you monitor trigger-based logic or scheduled campaigns.

See It in Action

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


U List all active marketing campaigns in my Iterable account.

 I'll fetch the list of your active campaigns from Iterable.

U Show me the details for user 'customer@example.com'.

 I'll retrieve the profile and activity history for that user from Iterable.

U Check the metrics for campaign ID '123'.

 I'll look up the performance metrics and engagement data for that specific campaign.

Frequently Asked Questions

01 How do I check if a campaign is currently running using Iterable MCP?

You can use ``list_campaigns`` to see all existing campaigns and their statuses. If you need deep details on a specific one, run ``get_campaign``, which provides the scheduling settings and targeting rules.

02 What is the best way to check user activity history with Iterable MCP?

The most direct method is using ``get_user`` by providing the customer's email. This tool retrieves the full profile and activity history, giving you a complete picture of their engagement.

03 Can I find out what message templates are available in my account?

Yes, run ``list_templates``. This tool lists every content asset defined in your account. It's useful for auditing which messages you can use across different campaigns.

04 How do I find out if a segment of users is ready for outreach?

Use ``list_lists`` to see all the available contact lists. This confirms your segmentation groups are defined, allowing you to target them accurately in a campaign.

05 Does Iterable MCP help with calculating marketing ROI?







Yes, running ``get_campaign_metrics`` pulls performance data essential for reporting on marketing return. This gives you the numbers needed to assess success or failure.

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>"iterable": { "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

Iterable 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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