

MCP SERVER

NO CODE

CLOUD HOSTED

# Keap MCP

Manage contacts, campaigns, and sales from chat.

Keap MCP lets your AI agent manage every aspect of your customer relationship management (CRM) and marketing automation directly through natural conversation. Need to update a client's status or check campaign performance? Your agent handles it. You can create new contacts, apply specific tags for segmentation, list all active campaigns, track sales opportunities, and even pull recent invoices—all without opening Keap. This gives you full control over your lead database and revenue cycle from any MCP-compatible client.

**A+** Quality Score 100/100

small-business-crm

lead-nurturing

email-marketing

campaign-automation

contact-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

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## 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

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## 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

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## 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](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Keap MCP

11 tools available  
Cloud-hosted on Vinkius

You don't need to log into a separate dashboard to manage leads or check on an invoice. With this connector, your AI agent handles all the heavy lifting inside your Keap account. You can ask it to pull up a contact's full history or tell it to apply a specific tag to segment them for a targeted email campaign. Want to see how many sales opportunities are stuck in 'Negotiation'? Just ask. It retrieves that data instantly. The agent also handles marketing automation, letting you list and monitor campaigns without clicking through menus. You can even pull billing visibility by listing invoices or orders. If your organization already uses Vinkius for other integrations, adding Keap is straightforward; it brings all this power into one place, making your entire sales workflow accessible from any MCP-compatible client.

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## Core Capabilities

### 01 — Manage Contact Profiles

Search for specific leads, retrieve detailed contact histories, or create brand new profiles within Keap.

### 03 — Track Sales & Revenue Data

Query active sales opportunities or list recent e-commerce orders to keep a real-time view of your revenue cycle.

### 05 — Access Billing Records

Retrieve full visibility by listing outstanding invoices or viewing historical customer orders.

### 02 — Automate Campaign Segmentation

List all available tags and apply them to contacts immediately, triggering specific marketing workflows.

### 04 — Monitor Marketing Activities

List every running marketing campaign and automation sequence to ensure follow-through on lead nurturing efforts.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/keep](https://vinkius.com/mcp/keep) — connect your AI agent in three steps.

- 01 Subscribe to this MCP and provide your Keap Personal Access Token (PAT) within Vinkius.
- 02 Your AI agent uses the provided credentials to authenticate against your Keap account APIs.
- 03 The agent executes commands, like listing contacts or creating tags, and returns structured data directly to you in plain English.

The bottom line is that your chat interface becomes a direct command center for your entire CRM and marketing stack.

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## Built For

This MCP is built for the small business owner who's tired of juggling multiple tabs just to update one client record. It's ideal for Marketing Managers needing real-time campaign data, Sales Professionals who need quick access to contact history on the fly, and Operations staff managing billing details.

### Small Business Owner

Automating lead follow-ups by having their agent update contact records or apply tags based on a simple conversation prompt.

### Marketing Manager

Monitoring campaign performance and segmenting large audiences instantly, without manually running reports in the Keap dashboard.

### Sales Professional

Quickly retrieving contact history or updating deal statuses during a client call by prompting their agent.

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## What Changes When You Connect

- 01 Update leads instantly. Instead of navigating to a specific contact profile to apply a tag, you simply prompt your agent to use `apply_tag_to_contact`. It handles the update immediately.

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- 02** Keep track of finances easily. You can list all outstanding invoices using `list_invoices` or check past purchases with `list_orders`, giving instant billing visibility without logging into accounting software.
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- 03** Understand your sales pipeline status at a glance. By calling `list_opportunities`, you get an accurate, real-time view of every deal's current stage and value.
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- 04** Segment audiences fast. If you need to target a group that attended a specific webinar, the agent can first run `list_tags` and then apply the relevant tag using `apply_tag_to_contact` in two steps.
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- 05** Build new leads without leaving your workflow. Need a new contact? Simply ask your agent to use `create_contact`, providing only the name or email address, and the profile is built.
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## Real-World Applications

### Mid-call status updates

A sales rep just finished a call with a potential client. Instead of opening Keap, navigating to the contact's record, and changing their deal stage, they simply tell their agent: 'Update John Doe's opportunity to 'Proposal Sent.' The agent runs the necessary command using `list_opportunities` data and updates the status instantly.

### Onboarding a new client

An operations team member gets a referral email. Instead of manually creating the record, they ask their agent to use `create_contact`, providing the name and company email. The contact is created and ready for follow-up.

### Quarterly marketing audit

A marketing manager needs to know which campaigns are running and if they need a tag update. They ask their agent to first use `list_campaigns`, then identify the relevant tags via `list_tags`, and finally apply those tags using `apply_tag_to_contact` to clean up old leads.

### Reviewing recent sales activity

A business owner wants a quick look at revenue. They prompt their agent to run `list_orders` to see if there were any large purchases in the last week, getting immediate confirmation and details without diving into e-commerce backend systems.

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# Patterns to Avoid

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## Copying data between tools

### X AVOID

Manually copying a list of tags from one dashboard, pasting it into another system's CSV template, and then re-uploading the whole batch to update contacts.

### ✓ INSTEAD

Use ``list_tags`` to see what's available, and then let your agent use ``apply_tag_to_contact`` directly on the relevant leads. This keeps everything within the chat interface.

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## Searching for a contact by name only

### X AVOID

Trying to search Keap using an incomplete or generic name like 'John Smith' and getting hundreds of irrelevant results that require manual filtering.

### ✓ INSTEAD

Use ``list_contacts`` and provide specific identifying information, like the email address. This narrows down the search immediately to the correct profile.

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## Missing billing context

### X AVOID

Having a conversation about a deal but forgetting if the client actually paid for the service or if an invoice is outstanding.

### ✓ INSTEAD

Always cross-reference by asking your agent to ``list_invoices`` first. This ensures you have the full financial picture before moving forward with sales discussions.

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## The Right Fit

Use this MCP if your primary need is operational control over existing CRM records, marketing campaigns, and billing data; specifically when you need your AI agent to perform CRUD operations (Create, Read, Update, Delete) on contacts or opportunities. Don't use it if your goal is pure content generation—for writing emails, articles, or ad copy. For those tasks, a dedicated writing assistant tool is better. If you just need to know *how* to segment people but don't want to execute the tag application, using `list_tags` will show you the options without making changes.

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## The CRM Dashboard Clutter

Today, updating a client record means bouncing between tabs: the main contact page to check history; the campaigns tab to see if they're subscribed; and maybe opening a separate billing view just to confirm payment status. You end up clicking through five different views just to get one holistic answer.

With this MCP, you ask your agent what you need—for instance, 'What did Jane Doe buy last month, and is her tag updated?' The system pulls data from the `list_orders` tool, checks the status via `get_contact`, and reports back everything in a single response. It's immediate.

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## Keap MCP Gives You Command Over Your Data

You no longer need to manually run segmented lists, export them to Excel, and then figure out which tags are missing. The agent can use `list_tags` and then immediately apply the correct tag using `apply_tag_to_contact`, keeping your data clean in one go.

It's about conversational control. Instead of a series of clicks and manual data transfers, you speak to your system, and it executes complex multi-step tasks across contacts, campaigns, and sales pipelines instantly.

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# Keap: 11 Available Tools

These tools let you perform every core operation in your Keap account, from creating leads to listing invoices, all through natural language prompts.

#	TOOL	DESCRIPTION
01	<code>apply_tag_to_contact</code>	Assigns one or more specific tags to an existing customer profile.
02	<code>list_campaigns</code>	Retrieves a list of all marketing campaigns currently set up in the account.
03	<code>list_contacts</code>	Searches and retrieves a list of contacts or potential customers by various criteria.
04	<code>create_contact</code>	Adds a brand new lead profile to Keap, requiring at least a first name or email address.
05	<code>get_contact</code>	Fetches all detailed information for one specific contact using their unique identifier.
06	<code>list_invoices</code>	Generates a list of all invoices associated with the Keap account.
07	<code>list_opportunities</code>	Shows all sales deals currently tracked in the pipeline, helping monitor projected revenue.
08	<code>list_orders</code>	Retrieves a list of past e-commerce orders for billing and history review.
09	<code>get_business_profile</code>	Fetches general business profile information associated with the Keap account.
10	<code>list_tags</code>	Lists every available tag that can be used for segmentation across contacts.
11	<code>list_users</code>	Retrieves a list of all user accounts connected to the Keap system.

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## See It in Action

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

**U** Find a contact with email 'john@example.com' in Keap.



I've searched your Keap contacts and found 'John Doe' (ID: 12345). Would you like to see his full profile or recent activity?

**U** Show me all my available tags in Keap.



I've retrieved 25 tags from your account, including 'New Lead', 'Customer-Tier-1', and 'Webinar-Registered'.

**U** List my recent ecommerce orders.



I found 5 recent orders. The latest is Order #9876 for \$150.00 from 'Jane Smith', currently marked as 'Paid'.

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## Frequently Asked Questions

### 01 How does the Keap MCP handle contact searching?

The `list\_contacts` tool lets you search for leads using various criteria. It's much faster than manually filtering records in the main dashboard.

### 02 Can I use the Keap MCP to manage my sales pipeline?

Yes. By listing opportunities via `list\_opportunities`, your agent gives you a current, clean view of all deals and their status without needing access to the core CRM module.

**03 Does this MCP allow me to create new contacts?**

Absolutely. You use the `create\_contact` tool to add new leads to your database quickly, provided you give at least a first name or email.

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**04 Is billing information included in the Keap MCP?**

Yes, it includes tools to list both invoices and e-commerce orders. This gives you full visibility into customer transactions without switching systems.

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**05 How do I segment contacts using the Keap MCP?**

First, use `list\_tags` to see what's available, then tell your agent which tags to apply. The system uses `apply\_tag\_to\_contact` to update the profile immediately.

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**06 How do I apply a tag to a contact using the agent?**

Use the `apply\_tag\_to\_contact` tool with the specific `tag\_id` and `contact\_id`. This is great for manual segmentation during a conversation.

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**07 Can I see all my automation campaigns?**

Yes, the `list\_campaigns` tool retrieves all campaigns configured in your Keap account, allowing you to monitor active sequences.

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**08 Is it possible to query sales opportunities?**

Absolutely. Use the `list\_opportunities` tool to see your current sales pipeline and track potential deals.

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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://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 `"keap": { "url": "..."}`



Windsurf

MCP Settings → `mcp_settings.json` → 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

# Keap 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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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