

MCP SERVER

NO CODE

CLOUD HOSTED

# LeadSquared MCP

Automate lead capture, tracking, and opportunity management.

LeadSquared MCP connects your AI agent directly to your entire CRM workflow, automating sales execution and lead management. This allows you to capture new prospects, track every interaction—like calls or meetings—and manage complex opportunities without ever opening the LeadSquared platform. It handles everything from finding existing leads to logging activity history.

**A+** Quality Score 100/100

lead-capture

sales-execution

crm-workflow

deduplication

activity-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

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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.

# LeadSquared MCP

10 tools available

Cloud-hosted on Vinkius

This MCP lets your agent handle the day-to-day work of sales and marketing teams. You can use it to find current prospects, search for new ones based on criteria, or capture an entire lead profile if you have their email or phone number. The system automatically cleans up duplicate records while logging every interaction against a specific person, whether that's an email sent or a quick call log.

When an opportunity progresses, your agent can create and monitor the deal itself, ensuring all associated activities are logged correctly. You don't have to manually check dashboards; you just tell your AI client what needs doing, and it updates prospect statuses directly. Because this MCP is hosted on Vinkius, you connect once from any compatible AI client, giving you access to a massive catalog of tools that work together to keep your sales pipeline moving.

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## Core Capabilities

### 01 — Find or update lead profiles

The agent can create new leads or modify existing ones by using an email address or phone number as the matching criteria.

### 03 — Search and retrieve leads

The agent searches your database for prospects using detailed criteria you provide.

### 05 — View activity history

The agent lists all recorded activities for any specific lead or sales opportunity for review.

### 02 — Log specific prospect activities

You can record interactions, like a meeting or a call log, directly onto a lead's profile history.

### 04 — Create sales opportunities

You can tell the system to create a new, trackable sales opportunity within the CRM.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and enter your regional API Host, Access Key, and Secret Key.
- 02 Connect the credentials to your preferred AI client (Claude, Cursor, or any compatible agent).
- 03 Use natural conversation to tell the agent what task needs doing—for example, 'Find a lead by email' or 'Log a call for this opportunity'.

The bottom line is that you get full control over your sales data and processes through conversational commands.

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## Built For

This MCP solves the problem of manual CRM updates. It's for Sales Representatives who spend too much time copying notes, Marketing Operations staff responsible for lead hygiene, and Managers who need real-time pipeline visibility without opening a dedicated application.

### Account Executive

Uses the agent to quickly log calls or update opportunity statuses immediately after client meetings.

### Marketing Operations Manager

Runs automated processes to synchronize new lead captures and maintain clean, de-duplicated data across campaigns.

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## What Changes When You Connect

- 01 Stop manual data entry. Instead of logging into LeadSquared to record a call or meeting, just ask your agent to use the `create_prospect_activity` tool. The interaction gets logged instantly against the right person's profile.

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- 02** Keep your lead database clean. If you capture a new contact, the MCP uses logic built into `create_or_update_lead` that automatically checks for and merges duplicates, saving hours of cleanup time.
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- 03** See the full picture of deals in real-time. You can list all sales opportunities using `list_opportunities`, giving your agent a dashboard view without you having to click through multiple tabs.
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- 04** Never miss context on a deal. When investigating an opportunity, your agent uses `list_opportunity_activities` to instantly show the full history of work done, whether it's calls or emails.
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- 05** Quickly find who you need. Instead of running complex searches manually, use `search_leads` with specific criteria to locate any prospect in your database immediately.
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## Real-World Applications

### Following up after a networking event

A salesperson meets three people at a conference. Instead of opening the CRM and typing details for each, they tell their agent: 'Capture these three leads.' The MCP uses `'create_or_update_lead'` to create records and then logs initial notes using `'create_prospect_activity'` all in one go.

### Handling inbound marketing leads

A new lead comes in through a web form. The Marketing Ops person tells their agent to check if this lead exists using `'get_lead_details'` and, if not found, captures them instantly with `'create_or_update_lead'`, ensuring the data is always fresh.

### Quarterly sales review preparation

A manager needs to know the status of every major deal. They ask their agent to run a report on all deals, which uses `'list_opportunities'` and then checks each one's activity history with `'list_opportunity_activities'`. This builds an immediate summary for the meeting.

### Building a new sales pipeline segment

A team identifies a cluster of highly valuable leads. They ask the agent to pull all relevant prospects using `'search_leads'` and then use `'create_opportunity'` to flag them for immediate, high-priority follow-up.

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# Patterns to Avoid

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## Manually updating records

X AVOID

✓ INSTEAD

The user has to open the CRM, navigate to a lead's profile, find the 'Activity Log,' and manually type in what happened during a call.

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## Missing critical context

X AVOID

✓ INSTEAD

A sales rep updates an opportunity status but forgets to log that they had a crucial conversation with the client that day.

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## Duplicate data entry

X AVOID

✓ INSTEAD

The user finds an old contact's email and creates a brand new lead record, resulting in two identical profiles and inaccurate reporting.

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## Fix the process using `create\_or\_update\_lead` to handle both creation and updating with one command, ensuring data integrity.

X AVOID

✓ INSTEAD

Instead of manually searching for a contact first, ask your agent to use `create\_or\_update\_lead`. It handles finding or making the record automatically.

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## The Right Fit

Use this MCP if your primary bottleneck is moving sales data and workflow updates from human memory into a structured CRM format. If you regularly need to log interactions, update statuses based on conversations, or search complex lead criteria, this tool saves huge amounts of time.

Don't use it if you only need general marketing analytics (like tracking website clicks). For that, a dedicated analytics platform is better. Also, don't use it just because your AI client can connect to any API; you must have specific process steps—like capturing an

activity or creating an opportunity—to justify connecting it. If your needs are limited to reading read-only reports, consider a simple data retrieval tool instead.

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## The lead lifecycle is currently a mess of tabs and copy/pasting

Think about a typical sales day. You talk to a prospect, take notes on your phone, then you have to open the CRM. Next, you manually navigate to that person's profile. Then, you find the right field for 'Activity Log.' Finally, you copy the key points from your notepad and paste them into a text box, hoping you didn't miss anything.

With this MCP, the process flips. You just tell your agent what happened—'Log a 15-minute call with John Doe about the Enterprise plan.' Your agent handles the rest: it finds the right lead record, uses `create_prospect_activity` to log the entry, and updates the associated opportunity status automatically.

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## LeadSquared MCP Gives You Complete Visibility into Every Touchpoint

Manual processes force you to live in the CRM application. Tracking a potential deal means jumping between multiple views: listing opportunities, checking the overall pipeline, and then diving deep into activity logs just to see if an email was sent last week or if the prospect changed their status.

Now, your agent aggregates that data for you. You can ask it to pull all activities for both a lead *and* an opportunity simultaneously, giving you one clear, conversational answer instead of making you click five different buttons.

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# LeadSquared: Manage Leads, Activities & Opportunities (10 Tools)

These ten tools let you automate your entire sales cycle within LeadSquared. You can create records, track history, and manage opportunities using only natural language commands.

#	TOOL	DESCRIPTION
01	<code>list_activity_types</code>	This tool lists every type of activity (like calls or meetings) that your company has set up in LeadSquared.
02	<code>capture_lead</code>	Use this to either capture a brand new lead record or update details for an existing one.
03	<code>create_prospect_activity</code>	Records specific interactions, such as an email sent or phone call log, against a single lead profile.
04	<code>create_opportunity</code>	Allows the agent to set up and track a new sales opportunity in your pipeline.
05	<code>create_or_update_lead</code>	Creates or changes an entire lead profile using either an email address or phone number for matching.
06	<code>get_lead_details</code>	Retrieves all current information and custom attributes for a specific identified lead.
07	<code>list_lead_activities</code>	Lists the full chronological record of activities associated with one particular lead.
08	<code>list_opportunities</code>	Provides a list view of all active sales opportunities currently tracked in the system.
09	<code>list_opportunity_activities</code>	Lists all recorded activities specific to an identified sales opportunity.
10	<code>search_leads</code>	Searches your entire lead database using multiple criteria you specify.

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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 lead with email 'test@example.com' in LeadSquared.



I've searched your LeadSquared CRM and found 'John Doe' (ID: 12345). He has a score of 85 and is currently in the 'Lead' stage. Would you like to see his recent activities?

**U** List all sales opportunities in the pipeline.



I've retrieved 12 sales opportunities. Recent deals include 'Enterprise Upgrade' (\$5,000) and 'Cloud Migration Project' (\$12,000). Which one would you like to inspect?

**U** Capture a new lead: Name 'Alice Smith', Email 'alice@corp.com'.



Successfully captured Alice Smith as a new lead in your LeadSquared CRM. Her profile has been created with ID '98765'.

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## Frequently Asked Questions

### 01 How do I use the LeadSquared MCP to find a specific contact?

You can search for contacts using ``search_leads``, which allows your agent to look across multiple criteria, or you can pinpoint an exact profile by running ``get_lead_details`` if you have the ID.

### 02 Can I use LeadSquared MCP to log a meeting that already happened?

Yes. You'll use the ``create_prospect_activity`` tool, telling your agent the date and details of the meeting. It logs this activity onto the lead's profile history.

**03 What is the difference between creating a lead and updating one?**

The MCP handles both through ``create_or_update_lead``. If you provide enough identifying information (like email), it finds the existing record; otherwise, it creates a brand new profile.

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**04 Does LeadSquared MCP track multiple types of interactions?**

Yes. It tracks various activity types, like calls and emails, which you can first list using ``list_activity_types`` to see what options are available.

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**05 What should I use if I need a summary of all my active deals?**

Start by asking the agent to run ``list_opportunities``. You can then follow up by listing activities for specific deals using ``list_opportunity_activities``.







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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
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"leadsquared": { "url": "..."</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	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

# LeadSquared 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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### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	LeadSquared MCP
Server ID	019d75c5-a318-7203-a969-6c97e0538f76
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

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