

MCP SERVER

NO CODE

CLOUD HOSTED

# LeadsRx MCP

Analyze campaign ROI and customer journey data.

LeadsRx connects your marketing data to your AI agent so you can analyze attribution and track conversions conversationally. Get campaign ROI, list all touchpoints, understand which channels drive revenue, and even programmatically add new conversion events—all without logging into the LeadsRx dashboard.

**A+** Quality Score 100/100

marketing-attribution

customer-journey

roi-tracking

conversion-analytics

multi-touch-attribution



# 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.

# LeadsRx MCP

10 tools available  
Cloud-hosted on Vinkius

Connect this MCP to your preferred AI client and get deep insights into how customers move through your sales funnel using plain language. You can ask your agent questions like, 'What was the total ROI for our Q3 social campaigns?' or 'Show me every conversion event from last week.' The tool lets you pull attribution results for specific marketing campaigns, track all defined conversions, and list out primary channels, such as Search or Email. It even gives you full visibility into your entire ecosystem by listing associated agencies and advertisers under your profile. If you're used to jumping between dashboards just to answer a few questions, this MCP changes that. Everything is accessible through natural conversation, managed right here on the Vinkius catalog.

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## Core Capabilities

### 01 — Analyze campaign performance

Retrieve the specific attribution results and ROI for any given marketing campaign.

### 03 — Manage conversions and channels

View all defined conversion goals, list available top-level marketing channels (Search, Social, etc.), or programmatically add new conversion events.

### 02 — Map customer journeys

List all active marketing touchpoints and deep-dive into conversion details to see how customers arrive at a goal.

### 04 — Audit connected accounts

List all associated marketing agencies and advertisers tied to your LeadsRx profile for a full ecosystem overview.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and provide your LeadsRx API key.
- 02 Ask your AI agent to run an analysis, such as 'Show me the attribution results for Campaign X.'
- 03 The agent pulls the required data—like conversion details or touchpoint metrics—and presents the full answer in natural language.

The bottom line is you get immediate answers about your marketing funnel without ever opening a web dashboard.

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## Built For

Marketing managers and data analysts who spend too much time manually clicking through dashboards just to build reports. This MCP lets you stop copying data into spreadsheets and start asking the questions directly.

### Marketing Manager

Checks campaign performance instantly, needing to know the ROI for a specific initiative without opening LeadsRx.

### Data Analyst

Automates the retrieval of conversion and touchpoint data sets needed for large-scale reporting or dashboard building.

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## What Changes When You Connect

- 01 Stop opening the LeadsRx dashboard just to check a number. You can ask your agent directly for attribution results using `get_campaign_results`, getting instant insights into ROI without clicking anything.

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- 02 Understand where customers come from by listing all primary channels with `list_channels` and mapping every step through the customer journey using `list_touchpoints`.

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  - 03 Don't rely on manual data entry. If a new conversion happens, you can use `add_conversion` to record it instantly via your agent, ensuring real-time accuracy.

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  - 04 Get a full picture of who manages your account by listing associated marketing agencies with `list_agencies` and reviewing all connected advertisers using `list_advertisers`.

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  - 05 When you need proof of performance, calling `get_conversion_details` gives you the specific metrics needed to defend budget requests in meetings.
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## Real-World Applications

### Determining Q2's most successful channel

A marketing manager needs to know if Search or Social drove more value. They tell their agent, 'Compare the performance of our campaigns across all channels.' The agent uses `list_campaigns` and then pulls granular data via `get_campaign_results`, giving a direct comparison report.

### Preparing for an agency review

An analyst needs a quick overview of who is involved. They ask their agent to list associated marketing agencies using `list_agencies`, and then use `list_advertisers` to confirm all current partners are accounted for.

### Debugging a missed conversion event

A growth team member suspects a specific lead form didn't register. They ask their agent to list all conversions using `list_conversions`, then use `get_conversion_details` on the suspect event ID to verify if the tracking fired correctly.

### Building an automated report on touchpoints

A data analyst needs a master list of every interaction point. They ask the agent to list marketing touchpoints using `list_touchpoints`, and then fetch specific performance metrics for any one item via `get_touchpoint_details`.

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## Patterns to Avoid

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### Assuming a campaign result is enough

#### X AVOID

A user asks only to 'see the attribution.' This often leaves out crucial context about *how* the conversion happened or which channels were involved.

#### ✓ INSTEAD

Don't just ask for results. First, list all campaigns using `list_campaigns`, and then specifically request attribution data for a single campaign using `get_campaign_results` to ensure full context.

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### Manually updating conversion goals

#### X AVOID

A new marketing initiative launches, but the team forgets to log it in LeadsRx. The reports will be incomplete and misleading.

#### ✓ INSTEAD

Instead of logging into the dashboard, tell your agent that a new goal exists and use `add_conversion` immediately to get the record created programmatically.

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### Getting only channel names

#### X AVOID

A user asks 'what channels do we have?' but doesn't know *which* touchpoints are active in those channels.

#### ✓ INSTEAD

Start by calling `list_channels` to see the high level, then follow up with `list_touchpoints` to get a comprehensive list of every actual interaction point that generated data.

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## The Right Fit

Use this MCP if your primary pain point is synthesizing marketing attribution and customer journey data across multiple tabs and dashboards. You need an immediate conversation layer on top of LeadsRx's core metrics. If you only need to view a simple list of campaign names, you could use the basic listing tools; however, if you need actionable insights—like comparing ROI or finding out which specific touchpoint contributed most heavily—this MCP is necessary. Don't use this if your goal is just managing raw API keys or performing database clean-up tasks. This tool is purely for analytical consumption and data retrieval.

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## The Attribution Black Hole

Right now, figuring out campaign success means opening the LeadsRx dashboard. You click Campaign A to see its ROI; then you open a second tab to list all conversions that happened during that time period. If you need touchpoint details for a deep dive, you have to run a whole separate report and copy-paste tables into your presentation deck. It's slow, and the data is always fragmented.

With this MCP, you just talk to your agent. You ask, 'What was the ROI on Q1 social ads?' The agent pulls together campaign results, checks conversion details, and identifies the primary touchpoint—all in one conversational answer. That's what happens now.

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## Get Complete Visibility with LeadsRx

You no longer have to manually check if a conversion event was logged correctly or list all the channels your competitors might be using. You can ask the agent to list conversions, and then follow up by listing marketing channels—all within minutes.

The difference is moving from data *reporting* to instant knowledge retrieval. Your AI client treats LeadsRx like an integrated source of truth that you talk to.

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# LeadsRx: 10 Tools for Marketing Analytics

Use these ten tools to calculate attribution metrics, list channels, manage conversion events, and analyze customer journey details with your AI agent.

#	TOOL	DESCRIPTION
01	<code>add_conversion</code>	Creates a new record representing a specific conversion event in your account.
02	<code>get_campaign_results</code>	Pulls the full attribution results, showing which marketing efforts drove success for a campaign.
03	<code>get_conversion_details</code>	Fetches detailed information about one specific conversion goal or event.
04	<code>get_touchpoint_details</code>	Retrieves in-depth metadata and performance metrics for a single marketing touchpoint.
05	<code>list_advertisers</code>	Returns a list of all connected advertisers managed under your profile.
06	<code>list_agencies</code>	Provides a roster of associated marketing agencies linked to the account.
07	<code>list_campaigns</code>	Generates a list of all active and past marketing campaigns defined in LeadsRx.
08	<code>list_channels</code>	Lists the top-level channels used, such as Search, Social, or Email, across your account.
09	<code>list_conversions</code>	Retrieves a comprehensive list of all conversion goals and tracking definitions.
10	<code>list_touchpoints</code>	Generates a list of every unique marketing touchpoint that has recorded activity.

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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 Get the attribution results for campaign 'Q1-SOCIAL-AD'.



I've retrieved the results for 'Q1-SOCIAL-AD'. This campaign has generated 156 conversions with an attributed credit of \$4,500.00. The primary touchpoint was 'Facebook Ads'. Would you like to see the full breakdown of touchpoints?

### U List all our active marketing campaigns.



I've fetched your active campaigns. You have 8 campaigns running, including 'Google Search - Brand', 'Retargeting Promo', and 'Influencer Outreach'. Shall I retrieve the conversion details for any of these?

### U Show me our marketing channels and touchpoints.



Retrieving your marketing ecosystem... I found 5 primary channels (Search, Social, Display, Email, Referral) and a total of 24 active touchpoints. Would you like to see the performance of the 'Search' channel specifically?

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## Frequently Asked Questions

### 01 How do I use the LeadsRx MCP to find campaign ROI?

You use `get_campaign_results` and provide the name or ID for the marketing campaign. The agent returns a summary of conversions and attributed credit, letting you understand performance at a glance.

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**02 Can I list all my active conversion goals with LeadsRx MCP?**

Yes, calling `list_conversions` gives you a roster of every defined goal. You can then use `get_conversion_details` to inspect the specific rules and metrics for any single one.

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**03 What is the difference between `list_touchpoints` and `list_channels` in LeadsRx?**

`list_channels` provides the broad categories, like Search or Email. `list_touchpoints` gives you every actual interaction point—the specific ad creative or landing page view—that occurred within those broader channels.

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**04 Does LeadsRx MCP let me manually add conversions?**

It does. You can use the `add_conversion` tool, which lets your agent programmatically log a new conversion event into your system if it wasn't automatically tracked.

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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 `"leadsrx": { "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

# LeadsRx 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	LeadsRx MCP
Server ID	019d75c5-bc1a-72a0-b9cd-3784eef0ad53
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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