

MCP SERVER

NO CODE

CLOUD HOSTED

# Lemlist MCP

Manage outreach and analyze campaign performance conversationally.

Lemlist connects your AI agent directly to your cold email platform, giving you command over outreach without logging into the dashboard. You can manage entire campaigns conversationally, track lead engagement metrics like opens and replies in real time, and automate complex sequencing tasks instantly.

**A+** Quality Score 100/100

cold-email

outreach-automation

lead-engagement

email-sequences

campaign-analytics



# 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.

# Lemlist MCP

8 tools available

Cloud-hosted on Vinkius

Connect Lemlist through an MCP to handle your entire cold email pipeline using natural language. Instead of navigating multiple dashboards or running manual reports, you talk to your agent about your outreach goals—whether that’s checking performance metrics or updating lead status.

Your agent can list all active campaigns and pull specific details for any given campaign. It tracks individual leads by adding them to sequences, pausing stalled contacts, or resuming activity when a lead shows renewed interest. You get real-time visibility into who opened an email, who clicked a link, and who replied across every single contact.

This means your team doesn't have to switch tools just to analyze data. When you connect Lemlist through Vinkius, all campaign analytics—from open rates to reply metrics—are available in one conversational flow. This lets SDR teams focus on sales conversations instead of administrative overhead.

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## Core Capabilities

### 01 — Check Campaign Status

The agent pulls a list of your current cold email campaigns and retrieves detailed performance reports for any specific campaign.

### 03 — Analyze Engagement Data

The system monitors all activity across your campaigns, giving you immediate counts of opens, clicks, replies, and bounces.

### 02 — Manage Leads in Campaigns

You can add new leads to a sequence, remove stalled contacts from lists, or manually pause and resume the outreach status of individual users.

### 04 — View Team Information

You can get basic information about the team associated with the account for internal tracking or reporting.

# One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to the Lemlist integration on Vinkius and generate an API key from your Lemlist profile settings.
- 02** Provide this API key to your AI client, giving it permission to manage your outreach data.
- 03** Simply ask your agent what you need—for example, 'What was the open rate for Q2 Outreach?' or 'Add Sarah at Acme Corp to the founder sequence.' — and get an immediate answer.

The bottom line is that you manage complex email outreach tasks using simple conversation instead of clicking through dedicated software interfaces.

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## Built For

This MCP is built for Sales Development Reps and Marketing Automation Managers who spend too much time jumping between dashboards to get a clear picture of campaign health. If your daily routine involves checking open rates, adding contacts, or pulling performance data, this tool saves you hours every week.

### SDR Team Lead

Needs instant reports on which campaigns are performing well and which leads need to be manually resumed after a lull.

### Growth Marketer

Uses the MCP to pull comprehensive sequence analytics, determining if they need to adjust email timing or content for better reply rates.

### Agency Owner

Tracks multi-client campaign performance from a single conversational interface, making weekly reporting much faster and less error-prone.

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## What Changes When You Connect

- 01** Stop jumping between tabs. Instead of opening the Lemlist dashboard to see open rates, you just ask your agent for 'Q2 Outreach' metrics and get them instantly.

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- 02** Keep leads moving without manual clicks. Need to pause a contact who got a job offer? Use the MCP to pause that lead immediately, keeping their sequence on hold until they are ready.

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  - 03** Speed up onboarding for new clients. Instead of documenting 10 steps for campaign setup, you can ask your agent to list all existing campaigns and pull reports from each one in minutes.

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  - 04** Maintain clean data hygiene effortlessly. If a contact leaves the company or isn't relevant anymore, use the MCP tools to delete them from the active lead list instantly.

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  - 05** Get full sequence visibility. You don't just see opens; you can ask for step-by-step performance analytics on multi-touch sequences using the MCP.
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## Real-World Applications

### Checking Campaign Health After a Major Update

A marketing manager needs to know if their 'Series B Founders' campaign is still hitting targets after changing the core messaging. They ask the agent for the performance metrics, which immediately shows them the current open rate and click rate compared to last month's data.

### Auditing a Client's Outreach Pipeline

An agency owner needs to audit all clients' outreach status. They ask the agent to list all campaigns and then pull individual lead lists for three specific accounts, generating a consolidated report without logging into three different dashboards.

### Handling Cold Leads Manually

An SDR finds a high-value contact who needs personalized attention before they hit the next automated email. They use the MCP's capability to pause the lead, ensuring no emails are sent until the SDR has done manual follow-up.

### Cleaning Up Outdated Data

A sales team member realizes several leads listed in the 'Product X' campaign are no longer valid. They use the MCP to list all campaigns and then delete those outdated contacts from the specific lead group, keeping the sequence accurate.

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## Patterns to Avoid

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### Trying to manually track replies

#### X AVOID

A user opens Lemlist, scrolls through dozens of campaign dashboards, and tries to copy-paste reply data into a spreadsheet for manual review.

#### ✓ INSTEAD

Ask your agent directly: 'Who replied this week?' The MCP handles the aggregation. You can also ask the agent to pull general engagement analytics to see who responded.

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### Forgetting lead status changes

#### X AVOID

A contact gets a job and is no longer relevant, but the system continues sending emails because the user forgot to update their status.

#### ✓ INSTEAD

Use the MCP's tools. The agent lets you pause that specific lead right away so they don't receive any further outreach until you manually resume them.

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### Confusing campaign scope

#### X AVOID

A user tries to check engagement data for leads across multiple, unrelated campaigns simultaneously in a single query.

#### ✓ INSTEAD

Start by asking the agent to list all campaigns. Then, reference specific names when you ask for performance metrics or lead lists—the system keeps everything segmented and accurate.

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## The Right Fit

Use this MCP if your primary need is conversational control over complex, multi-stage outbound sequences. If you frequently check open rates, add contacts, pause leads, or pull reports on multiple campaigns without opening the Lemlist UI, this is perfect for you. It's a data layer that makes outreach management feel like chatting with a knowledgeable teammate.

Don't use it if you just need to write email copy—you need a dedicated writing assistant for that. Also, don't use it if your primary goal is managing internal CRM records; stick to using standard CRM integrations for contact history or sales pipeline stages. This MCP focuses purely on the communication and engagement metrics of the cold outreach process.

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## The Dreaded Dashboard Switcheroo

Right now, running a simple campaign audit feels like a full-time job. You open Lemlist, you check Campaign A's performance tab for the open rate. Then you have to switch tabs, find Campaign B, and copy that data point over. If you need to check 20 campaigns across five different time periods, you spend all day clicking buttons and manually comparing metrics in a spreadsheet.

With this MCP, you just talk to your agent. You ask, 'What were the average click rates for my top three sequences last month?' The data flows back immediately, compiled and ready to use. It takes away the endless switching and gives you one clear answer.

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## Lemlist MCP: Conversational Campaign Management

The ability to list campaigns means you never have to wonder if a sequence is still active. Furthermore, calling the `add_lead` function lets your agent handle adding contacts and immediately placing them into the correct outreach queue—all through chat.

What changes now is that campaign oversight isn't limited by UI design. You get full, immediate control over your entire outreach pipeline simply by using natural language.

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# Lemlist: 8 Campaign Management Tools

These tools allow your AI client to execute specific functions like listing campaigns, adding contacts, or getting detailed performance analytics from Lemlist.

#	TOOL	DESCRIPTION
01	<code>get_team</code>	Retrieves general information about the team linked to the Lemlist account.
02	<code>list_campaigns</code>	Pulls a list of all active cold email campaigns you have set up in Lemlist.
03	<code>get_campaign</code>	Retrieves detailed performance metrics for one specific, named campaign.
04	<code>list_leads</code>	Generates a list of all leads currently associated with any given campaign sequence.
05	<code>add_lead</code>	Adds a new contact email address to an existing outreach campaign for the sequence to begin processing.
06	<code>delete_lead</code>	Removes a specific lead from a campaign list, stopping all future communication with that person.
07	<code>pause_lead</code>	Temporarily pauses the outreach sequence for a lead who needs to cool down or wait for manual follow-up.
08	<code>resume_lead</code>	Resumes an individual lead's active status, allowing them to receive the next email in their campaign sequence.

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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** What's the performance of my 'Q2 Outreach' campaign?



Campaign 'Q2 Outreach': 450 leads contacted, 67% open rate, 12% click rate, 8% reply rate, 2% bounce rate. Top performing step: Email #2 (82% open rate). 36 positive replies received.

**U** Add lead sarah@startup.io to the 'Series A Founders' campaign.



Lead added: sarah@startup.io → 'Series A Founders' campaign. She will receive the first email in the sequence based on your campaign schedule. Current position: Step 1 of 5.

**U** Who replied to my emails this week?



You received 14 replies this week across 3 campaigns. Positive replies: 9 (64%). Top responders: Mark at Acme Corp (interested in demo), Lisa at DataFlow (requesting pricing), and 7 others.

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## Frequently Asked Questions

**01** How many campaigns can I list with the Lemlist MCP?

The agent can list all active campaigns associated with your connected account. You don't need to know the exact names; just ask for a full listing, and it pulls them all.

**02** Can I use the Lemlist MCP to write emails?

No, this MCP is designed only for managing existing campaigns and tracking engagement metrics. For writing content, you'll need a dedicated copywriting tool or AI assistant.

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**03 What if I pause a lead using the Lemlist MCP? Will they be able to contact me?**

Pausing a lead stops all automated outreach from sending. The agent simply marks their status as paused within your campaign, ensuring no emails go out until you manually resume them.

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**04 Does the Lemlist MCP help with deleting old leads?**

Yes. If a contact is irrelevant or outdated, you can use the `delete_lead` function to remove them from the campaign list entirely, keeping your data clean and accurate.

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**05 Can I get performance metrics for only one specific campaign using Lemlist MCP?**

Absolutely. You can ask the agent to pull detailed performance information by referencing the exact name of a single campaign you want audited.

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**06 How do I get my Lemlist API key?**

Log in to your Lemlist account at `app.lemlist.com`. Click your `profile icon` (bottom left corner). Select `Settings`, then navigate to the `Integrations` tab. Look for the `API` section and click `Generate` to create a new API key. Copy the key immediately and save it securely — it is only shown once. Paste it into the configuration field below.

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**07 Can I check which leads opened my emails today?**

Yes. Ask your AI agent 'Who opened my emails today?' and it returns a list of leads with their email addresses, campaign names, open timestamps, and total open counts — giving your SDR team warm lead signals in real-time.

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**08 Can my agent add new leads to an existing campaign?**

Yes. Provide the lead's email, first name, and any custom variables, and your AI agent adds them directly to any active campaign — they'll automatically enter the sequence at step 1. Perfect for sales teams who find prospects and want to start outreach immediately.

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**09 What engagement metrics can I track?**

Your AI agent can pull opens, clicks, replies, bounces, and unsubscribes per campaign — plus step-by-step analytics showing which emails in your sequence perform best. Perfect for optimizing subject lines, send times, and follow-up cadences.







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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>"lemlist": { "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

# Lemlist 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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