

MCP SERVER

NO CODE

CLOUD HOSTED

# Listrak MCP

Run campaigns and manage contacts via chat.

Listrak MCP connects your AI agent to manage marketing campaigns across email and SMS channels. You can automate everything from scheduling large-scale broadcasts to updating individual contact profiles, all using natural language commands. It handles both major campaign oversight and quick transactional alerts for things like order confirmations.

**A+** Quality Score 100/100

cross-channel

campaign-management

customer-profiles

transactional-messaging

marketing-api



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

# Listrak MCP

7 tools available

Cloud-hosted on Vinkius

This MCP lets you treat your entire cross-channel marketing stack as a conversation with your AI agent. Instead of logging into the Listrak portal or writing API calls, you simply tell your agent what needs to happen—whether it's reviewing historical campaign performance or sending an immediate alert. It manages everything from listing all active email campaigns to adding new SMS contacts and subscribing them to specific phone lists. You can also trigger critical transactional emails instantly for things like payment alerts or order confirmations. By connecting Listrak through Vinkius, your agent gains the ability to handle complex marketing logic, letting you manage contact data, create SMS profiles, and send immediate broadcasts without ever leaving your preferred client.

---

## Core Capabilities

### 01 — Run mass text messages

Send an immediate SMS broadcast message to a defined audience.

### 02 — Manage SMS contacts

Add new phone number contacts or retrieve lists of existing SMS subscribers.

### 03 — Review email campaigns

Fetch details on both active and historical marketing email campaigns.

### 04 — Handle automated alerts

Trigger pre-defined transactional emails for specific events, such as order status changes.

### 05 — Update subscriber lists

Subscribe or unsubscribe contacts from specific SMS messaging lists.

# One Click on Vinkius — From Prompt to Execution

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

- 01 You subscribe this MCP to your AI client and provide your Listrak Client ID and Secret credentials.
- 02 Your agent accesses the available tools, translating a request like 'Alert user X' into specific actions.
- 03 The MCP executes those commands against your Listrak account, giving you confirmation of the broadcast or data retrieval.

The bottom line is that your AI client uses these structured tools to perform complex marketing operations directly within the chat interface.

---

## Built For

This MCP targets Marketing Operations specialists and CRM managers who get frustrated by switching between multiple platforms just to execute a simple campaign update. If you spend time manually checking campaign statuses or triggering alerts, this is for you.

### Marketing Automation Specialist

Uses the MCP to list and monitor email campaigns or trigger transactional emails without opening the main Listrak dashboard.

### Customer Support Manager

Checks detailed profile information for specific contacts, ensuring they are subscribed correctly before sending a follow-up alert.

### Growth Engineer

Integrates SMS contact management and list subscription logic into internal scripts or custom tools via the MCP.

---

## What Changes When You Connect

- 01 You stop wasting time navigating the Listrak portal. Instead, you just tell your agent to 'list all email campaigns,' and it gives you the status immediately.

- 
- 02** Need an alert? You can trigger transactional emails for order confirmations or alerts instantly using `send_transactional_email`, without manually building a workflow.
- 
- 03** Managing contacts is simple. Use the MCP to add new SMS profiles via `create_sms_contact` and ensure they're opted in by calling `subscribe_to_sms_list` first.
- 
- 04** When you need background data, fetching detailed profile information for specific email addresses using `get_email_contact_details` is a single command away.
- 
- 05** It lets you handle bulk outreach safely. You can send an immediate SMS broadcast to your whole audience with one tool call: `send_sms_broadcast`.
- 

---

## Real-World Applications

### The Monthly Performance Review

A marketer needs to know which campaigns are performing well. Instead of downloading reports and clicking through, they just ask their agent to list all email campaigns using `list_email_campaigns`, getting a quick status overview instantly.

### Post-Purchase Follow-up

An e-commerce site needs to send a payment alert immediately after an issue. The agent uses `send_transactional_email` with the correct message ID, ensuring the customer gets notified without human intervention.

### Handling Customer Service Issues

A support person needs to verify if a customer's phone number is opted in for alerts. They use the MCP to list SMS contacts and then check that contact's subscription status before sending any messages.

### Expanding Outreach Channels

A growth team wants to run a small SMS campaign for local users. They use `list_sms_contacts`, identify new numbers, and then call `create_sms_contact` on the agent before initiating `send_sms_broadcast`.

---

## Patterns to Avoid

---

### Treating it like a simple contact database.

#### X AVOID

Thinking you just need to list every single person's phone number without context. This misses the core marketing function.

#### ✓ INSTEAD

Remember that this MCP is for action, not just viewing. Use ``list_sms_contacts`` to see who's there, but then use it with ``send_sms_broadcast`` to actually do something.

---

### Trying to run a complex campaign manually.

#### X AVOID

Having to write multi-step logic in code just to send an alert email. This is overkill for the task.

#### ✓ INSTEAD

Use ``send_transactional_email``. It handles the complexity of message IDs and recipient data, letting you focus on the 'what,' not the 'how.'

---

### Over-relying on general marketing tools.

#### X AVOID

Using a generic CRM that doesn't specialize in campaign tracking or SMS list management. It lacks specific operational depth.

#### ✓ INSTEAD

This MCP gives you deep, native access to Listrak's specific capabilities for both email and SMS channels.

---

## The Right Fit

Use this MCP if your core need is cross-channel marketing automation—specifically managing the lifecycle of contacts through both email campaigns and dedicated SMS broadcasts. You should use it when you need an AI agent to perform actions like sending a message, listing campaign statuses, or updating subscription records using natural language.

Don't use this MCP if your primary goal is general data storage or complex database manipulation outside of contact profiles. If you only need to read raw customer feedback from a non-marketing source, look for a generic data retrieval tool instead. Also, if you just want to write copy and don't need it sent anywhere, you don't need this MCP; you just need a writing assistant.

---

## Juggling Campaign Reports Across Multiple Tabs

Today, running a quick check on your campaigns means opening the Listrak dashboard. You click into 'Email Campaigns,' then filter by date range. If you need to know if any contacts are missing or need updating for an SMS blast, you jump to another tab, find the contact list, and start manually verifying subscriptions.

With this MCP, that entire process is condensed into a conversation. Your agent handles the navigation. You simply ask it to check campaign status or verify contact data, getting immediate answers without clicking through any dashboards.

---

## Listrak MCP: Send Real-Time Cross-Channel Alerts

The biggest time sink is the gap between identifying a need (like an order confirmation) and executing it. You can't just talk to your system; you have to navigate menus, select message templates, input IDs, and hit 'send.'

This MCP removes those manual steps entirely. Your agent executes critical tasks like sending a transactional email or running a massive SMS broadcast instantly, making operational alerts happen in seconds.

---

# Listrak: 7 Tools for Marketing Automation

These tools allow your AI agent to perform specific actions within Listrak, covering everything from creating contacts to sending mass broadcasts.

| #  | TOOL                                   | DESCRIPTION  |
|----|--|--|
| 01 | <code>send_sms_broadcast</code>        | Send an immediate, bulk text message broadcast to your audience.                           |
| 02 | <code>create_sms_contact</code>        | Adds a brand new contact record specifically for SMS messaging.                            |
| 03 | <code>list_email_campaigns</code>      | Retrieves a full list of all email marketing campaigns, both running and past.             |
| 04 | <code>get_email_contact_details</code> | Pulls detailed profile data for one specific contact based on their email address.         |
| 05 | <code>list_sms_contacts</code>         | Provides an overview of all contacts currently managed in your SMS system.                 |
| 06 | <code>send_transactional_email</code>  | Triggers a pre-written, non-marketing email for specific actions like order confirmations. |
| 07 | <code>subscribe_to_sms_list</code>     | Adds an existing contact to a specific SMS messaging list.                                 |

---

## See It in Action

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

**U** List all my current email campaigns in Listrak.



I've retrieved your campaigns. You have 5 active campaigns, including 'Winter Sale (ID: 123)' and 'Newsletter Monthly (ID: 456)'. Would you like to see details for any of them?

**U** Send a transactional email (Message ID: '987') to 'user@example.com'.



I've triggered the transactional email for user@example.com using message template 987. Listrak has queued the delivery.

**U** Subscribe the phone number '+15550199' to SMS list '555'.



Successfully subscribed +15550199 to your SMS list 555. The contact will now receive messages according to your list's automation rules.

---

## Frequently Asked Questions

### 01 How do I list all my campaigns using the Listrak MCP?

You use the `list_email_campaigns` tool. This command retrieves a complete overview of every email campaign, whether it's currently running or completed in your account.

### 02 Can I send an SMS message using the Listrak MCP?

Yes. You use `send_sms_broadcast` to send immediate text blasts, or you can first add a user with `create_sms_contact` and then manage their list status via `subscribe_to_sms_list`.

**03 Is the Listrak MCP only for marketing emails?**

No. It handles both dedicated marketing campaigns (via listing tools) and transactional messaging. You can trigger alerts using ``send_transactional_email``, which is separate from your main campaign efforts.

---

**04 What if I need to check a single user's email details?**

You use the ``get_email_contact_details`` tool. This allows you to pull specific, detailed profile information for one contact using their email address.







---

# 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>"listrak": { "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

# Listrak 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)

### INDEPENDENT PLATFORM DISCLAIMER

Vinkius is an independent platform and is not affiliated with, endorsed by, sponsored by, verified by, or otherwise authorized by Listrak. All third-party trademarks, logos, and brand names are the property of their respective owners. Their use in this document is strictly for informational purposes to identify service compatibility and interoperability.

### DOCUMENT INFORMATION

|            |   |
|------------|---|
| Generated  | June 2026   |
| MCP Server | Listrak MCP   |
| Server ID  | 019d75c8-b57e-7352-ac06-e82b55f77be7  |
| Platform   | Vinkius Cloud for AI Agents   |
| Endpoint   | <a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a> |

### LICENSE & USAGE

This document is generated automatically by the Vinkius PDF Engine. Content reflects the MCP server configuration at the time of generation and may change as updates are deployed. For the most current information, visit [vinkius.com/mcp/listrak](https://vinkius.com/mcp/listrak).