

MCP SERVER

NO CODE

CLOUD HOSTED

# MailerLite MCP

## Manage Your Audience Groups & Campaigns with Natural Conversation

MailerLite MCP connects your email marketing account to any AI agent. Use natural language conversation to manage campaigns, build subscriber groups, and track performance metrics without leaving your chat window.

**A+** Quality Score 100/100

email-design

landing-pages

subscriber-segmentation

automation-workflows

email-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.

# MailerLite MCP

10 tools available

Cloud-hosted on Vinkius

You can talk to your AI agent about your mailing list like you're talking to a teammate. Instead of clicking through five different dashboards to figure out who did what, you just ask the question. Your agent handles the heavy lifting—whether it's listing all current email campaigns or finding specific people in your database. You tell it to build a new segment for 'Active Buyers', and it does the work. It can also look up details on individual subscribers or help you manage signup forms and landing pages. Because this MCP is hosted on Vinkius, you connect once from any compatible client and get access to all these marketing tools through simple conversation.

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## Core Capabilities

### 01 — Segmenting audiences

The agent creates new subscriber groups based on activity or defined criteria.

### 02 — Managing campaign cycles

You can list existing email campaigns and track their performance metrics.

### 03 — Updating user records

The agent adds new subscribers or updates details for existing contacts using just an email address.

### 04 — Retrieving subscriber data

You can get detailed information on any specific contact in your list.

### 05 — Inventorying forms and groups

The agent lists all signup forms, custom fields, and existing subscriber groups for review.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Connect your API key to the MCP and authenticate your MailerLite account.
- 02 Prompt your AI client with a marketing task, like 'List all campaigns sent last quarter' or 'Create a segment of users who haven't opened an email in 60 days.'
- 03 The agent runs the necessary functions against your account and returns the structured data directly to you for review.

The bottom line is you manage complex marketing tasks using plain conversation, eliminating manual navigation through web dashboards.

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## Built For

This MCP is essential for digital marketers and small business owners who spend too much time clicking between spreadsheets, analytics portals, and email platforms. It's for the person who needs to run campaigns fast and accurately without needing a full-time analyst team.

### Content Creator

They use this to segment their audience based on which content topics they engage with, ensuring every email feels personal.

### Marketing Manager

They rely on it to quickly list campaigns and track overall growth metrics across different subscriber groups.

### Small Business Owner

They use this to manage their core subscriber lists and automate welcome sequences without needing a developer.

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## What Changes When You Connect

- 01 Stop juggling multiple tabs. Instead of opening a separate analytics dashboard to check campaign performance, ask your agent directly for the results.

- 02 Build specific audience segments quickly. Use the `list_segments` tool and then tell your AI client to create a new group based on those criteria, instantly organizing your mailing list.

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  - 03 Keep data accurate without manual updates. When a user signs up or changes their name, use the agent to run `upsert_subscriber` so you never have stale contact records again.

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  - 04 Audit your signup sources easily. The MCP lets you look at all available forms via `list_forms`, letting you see exactly where new leads are coming from and which fields they populate.

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  - 05 Understand your whole funnel. By using the agent to get a list of webhooks ( `list_webhooks` ) alongside subscriber lists, you track how data moves through your entire marketing stack.
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## Real-World Applications

### Identifying dormant users for re-engagement

The prompt is: 'Find all subscribers who haven't opened an email in 90 days and put them into a special group.' The agent uses the segmentation capabilities to process `list_subscribers` data, creating a clean, actionable list ready for a specialized campaign.

### Cleaning up a messy database merge

The prompt is: 'Merge these 50 contacts into our main list and make sure their first names are correct.' The agent uses `upsert_subscriber` repeatedly, ensuring data integrity across multiple records simultaneously.

### Reporting on weekly mailing activity

The prompt is: 'Show me how many campaigns ran last week and what the open rates were.' The agent calls `list_campaigns`, compiling the total count, performance metrics, and identifying the top-performing email.

### Analyzing lead capture points

The prompt is: 'Show me the signup forms we have and which custom fields they collect.' The agent calls both `list_forms` and `list_custom_fields`, giving a full inventory of your data collection points.

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# Patterns to Avoid

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## Treating it like a simple contact list

### X AVOID

The user thinks they just need to copy and paste 10 names into the chat. This won't work because the agent needs context and structure.

### ✓ INSTEAD

You must use specific tools. Instead of pasting data, ask the agent to run `list_subscribers` first, then instruct it to perform an action like `create_group` on that list.

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## Ignoring field limitations

### X AVOID

The user tries to update a subscriber's last name but doesn't know if the system accepts that data type.

### ✓ INSTEAD

Before updating, ask the agent to run `list_custom_fields`. This shows you exactly which fields are available and what format they expect before attempting any updates via `upsert_subscriber`.

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## Assuming a single source of truth

### X AVOID

The user assumes that just because a contact exists, it means all their data is current.

### ✓ INSTEAD

Always verify. Run the `get_subscriber` tool on key contacts to ensure you are seeing the most recent status and details before launching major campaigns.

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## The Right Fit

Use this MCP if your primary bottleneck is translating marketing strategy into execution across email campaigns, segmentation, and list maintenance. It's perfect for anyone whose daily work involves answering questions like 'Who are my best customers?' or 'How do I notify the people who signed up last week but haven't engaged?' You need a tool that can interpret complex requests—like segmenting users based on specific criteria across multiple groups ( `list_groups` , `list_segments` ) and then updating their status ( `upsert_subscriber` ). Don't use this if your main problem is *designing* the email content itself; you'll still need a separate editor. Also, don't rely solely on it for advanced A/B testing, as that requires specific platform setup outside of these tools.

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## The Pain of Marketing Dashboard Overload

Right now, running a simple campaign review is a multi-step chore. You open your email tool to check the overall performance. Then you switch to the analytics tab for open rates. Next, you jump to the groups section to figure out who actually received it. If you need details on just one person, you have to pull up their profile in another tab. It's a constant cycle of switching windows and hunting through data points.

With this MCP, all that happens inside your chat window. You tell your agent what you need—like 'Show me the 3 best-performing groups.' The agent compiles the list, pulling necessary details from various areas of MailerLite and giving you one concise answer. It's instant data synthesis.

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## Managing Your Audience Groups & Campaigns with Natural Conversation

The ability to manage your whole list inventory—from listing forms via `list_forms` to checking the specific groups created by `create_group`—used to require manual navigation and clicking through multiple menus.

Now, you simply ask. You tell the agent exactly what kind of segment you need, and it handles the complex logic across all your existing subscribers, giving you a clean list ready for action. It's that much faster.

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# MailerLite: 10 Tools for Marketing Automation

These tools let you list campaigns, create groups, segment audiences, or update individual subscriber records—all through simple conversational commands.

#	TOOL	DESCRIPTION
01	<code>create_group</code>	Creates new, targeted groups for specific subsets of your audience.
02	<code>get_subscriber</code>	Retrieves the profile details and current status of a single subscriber.
03	<code>list_campaigns</code>	Pulls a list of all email campaigns you've created or scheduled for sending.
04	<code>list_custom_fields</code>	Shows every custom data field available to map when updating subscriber records.
05	<code>list_forms</code>	Lists all signup forms you have implemented on your website.
06	<code>list_groups</code>	Retrieves a list of every current subscriber group used for targeted mailings.
07	<code>list_segments</code>	Lists all predefined, high-engagement subsets of your overall audience.
08	<code>list_subscribers</code>	Retrieves a list containing the email addresses and basic engagement data for all subscribers.
09	<code>list_webhooks</code>	Displays the status of all active webhooks connected to your account.
10	<code>upsert_subscriber</code>	Adds a new contact or updates an existing subscriber's details using their email address.

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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** Show all campaigns and subscriber growth this month.



Campaigns: 12 total. Active: 2 ('Weekly Digest', 'Product Update'). Sent this month: 4. Best: 'Feature Announcement' (42% open, 11% click ★). Subscribers: 8,450 total. Growth (30 days): +320 new, -45 unsubscribes. Net: +275. Groups: 'Newsletter' (5,200), 'Product Updates' (3,800), 'Beta' (890).

### **U** Show automation workflows and their conversion metrics.



Automations: 5 active. 'Welcome Series' (7 emails, 48% open, 14% click, 10% conversion ★). 'Cart Recovery' (3 emails, 35% open, 18% click). 'Lead Nurture' (5 emails, 32% open, 8% click). 'Re-engagement' (2 emails, 20% open). 'Upgrade Prompt' (1 email, 28% open, 12% conversion). Total triggered (30 days): 1,240.

### **U** Create a subscriber segment and show signup form analytics.



Segment created! 'Active Buyers' — opened 5+ emails AND clicked 2+ times (30 days): 1,450 subscribers (17% of total). Forms: 4 active. 'Homepage Popup' (340 signups/mo, 4.2% conversion). 'Blog Sidebar' (180, 2.8%). 'Footer' (90, 1.5%). 'Landing Page' (210, 8.5% ★).

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## Frequently Asked Questions

### **01** How does MailerLite MCP help with subscriber segmentation?

The agent allows you to define and create segments based on complex criteria without manual effort. You can list existing subsets using `list\_segments` or ask the agent to build a new one instantly.

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**02 Can I update individual contacts with MailerLite MCP?**

Yes, you can use the `upsert\_subscriber` tool. Just provide an email address and any updated details like names or custom fields, and the agent handles the rest.

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**03 What kind of data does list\_subscribers provide?**

The `list\_subscribers` function provides core information including email addresses, current statuses, and basic engagement metadata for your entire subscriber base.

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**04 Is MailerLite MCP useful for seeing signup forms?**

Absolutely. You use the `list\_forms` tool to see a list of every active signup form on your site, letting you know where new leads are being captured.

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**05 Does this MCP help track marketing performance?**

Yes. By calling `list\_campaigns`, the agent compiles details about all your past and current email campaigns, helping you monitor overall activity.

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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 `"mailierlite-alternative": { "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

# MailerLite 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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