

MCP SERVER

NO CODE

CLOUD HOSTED

# Marketo MCP

## Automate Lead & Campaign Data Retrieval

Marketo MCP lets your AI agent take over complex marketing workflows. Instead of logging into Marketo and clicking through multiple dashboards, you talk to your agent and get instant data on leads, campaigns, programs, and assets. It handles everything from finding a specific lead's activity history to listing all smart campaigns running right now.

**A+** Quality Score 100/100

lead-management

email-campaigns

marketing-workflows

lead-scoring

customer-engagement



# 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.

# Marketo MCP

11 tools available

Cloud-hosted on Vinkius

Need to know exactly what happened with a high-value prospect? This MCP connects your AI client directly into Marketo, giving you total control over your marketing automation data through natural conversation. You can instantly pull up details on any lead just by providing an email or ID. Need to audit a campaign rollout? You can list all active campaigns, inspect their parameters, and even find out which programs support them. It tracks every recent interaction—emails opened, pages visited—for specific leads, giving you immediate context for your sales team. From listing entire static subscriber lists to gathering details on marketing assets, this MCP makes Marketo data instantly accessible via your agent. Once connected through the Vinkius catalog, all that complex segmentation and tracking is available in plain English prompts.

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## Core Capabilities

### 01 — Check lead status by identifier

Fetch comprehensive details for a single lead using either their unique ID or email address.

### 02 — Group leads from specific lists

Pull a list of all contacts contained within any predefined static subscriber list.

### 03 — Review campaign performance and structure

List, inspect, or get deep details on both standard marketing campaigns and targeted smart campaigns.

### 04 — Track individual lead activity history

Retrieve a timeline of recent actions taken by a specific lead, such as email opens or page views.

### 05 — Inventory marketing programs and assets

List all available marketing programs and query details on various other campaign-related assets.

# One Click on Vinkius — From Prompt to Execution

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

- 01** First, subscribe to this MCP and enter your Marketo Client ID, Client Secret, and Munchkin ID into Vinkius.
- 02** Next, point your preferred AI client (like Cursor or Claude) at the connected MCP endpoint.
- 03** Finally, tell your agent what you need—for example, 'Show me all leads from the Q3 Webinar list'—and it executes the query against Marketo.

The bottom line is: you talk to your AI client in plain English; this MCP translates that into complex API calls and hands you structured marketing data.

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## Built For

Marketing Operations Managers, Campaign Coordinators, and Growth Analysts. If you're spending hours jumping between Marketo reports to piece together a single lead profile, this MCP is for you.

### Marketing Operations Manager

Uses the MCP to automatically list static lists or audit campaigns and programs across multiple sources without manual UI navigation.

### Campaign Coordinator

Asks their agent to pull together details on smart campaign IDs, run a report of leads in specific segments, and check for any recent lead activities automatically.

### Growth Analyst

Retrieves granular data points—like getting a single lead's activity history or listing all available programs—to feed into external dashboards or models.

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## What Changes When You Connect

- 01** Stop clicking through dashboards. You can ask your agent to list all campaigns and smart campaigns in one prompt, getting a full inventory instantly.

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- 02 Never lose track of lead history again. Asking for recent activities on a specific ID gives you the whole story—opens, visits, actions—without leaving your chat window.

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  - 03 Segmenting leads is faster than ever. Instead of navigating to lists and running reports, simply ask your agent to list leads by a static list name.

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  - 04 Data retrieval becomes conversational. You don't need to know API endpoints; you just tell the MCP what lead details (by email or ID) you want, and it handles the rest.

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  - 05 Manage all assets in one place. Need program information? Use tools like `get_program_by_id` or `list_programs` to build a complete understanding of your marketing infrastructure.
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## Real-World Applications

### Auditing a specific lead's journey

A Growth Analyst needs to understand why a prospect stalled. They ask their agent to list activities for ID 12345 and then use `get_lead_by_email` to check if the email address was recently updated, giving them immediate context.

### Generating a segmented prospect list

A Marketing Ops Manager needs contacts for an ad buy. Instead of manually building segments, they ask the agent to list leads from a specific static list name and get the full roster instantly.

### Reviewing campaign dependencies

A Campaign Coordinator needs to see which programs are tied to a new initiative. They ask the agent to list all available campaigns and then inspect specific smart campaign details using `get_smart_campaign_by_id`.

### Comparing lead data points

An analyst wants to compare two prospects. They use `get_lead_by_id` for both IDs and then follow up by calling `list_activities` on each one to see who was more engaged recently.

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## Patterns to Avoid

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### Trying to build a full marketing plan

#### X AVOID

Using the MCP thinking it can write copy for a campaign or design a nurture sequence. The tool only retrieves data, it doesn't generate strategy.

#### ✓ INSTEAD

Use this MCP strictly for gathering facts: `list_campaigns` gives you names; `get_lead_by_email` gives you status. Your AI client writes the plan; the MCP feeds it accurate data.

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### Listing leads without a filter

#### X AVOID

Asking to 'list all leads' generally, which would return thousands of records and overwhelm your agent.

#### ✓ INSTEAD

Always narrow the scope. Use `list_leads_by_list` for groups or `get_lead_by_email/get_lead_by_id` for specific contacts.

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### Confusing programs with campaigns

#### X AVOID

Trying to find a program detail using the campaign listing tools. Program details are stored separately from general campaigns.

#### ✓ INSTEAD

Use `list_programs` or `get_program_by_id` specifically for asset information; use `list_campaigns` and `get_campaign_by_id` for active initiatives.

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## The Right Fit

Use this MCP if your primary need is data retrieval: you need to know *who* a lead is, *what* campaigns exist, or *when* they last opened an email. It excels at pulling facts and numbers from Marketo into a conversational chat window.

Don't use it if you need creation tools—if you want the agent to actually 'send' a new campaign or 'update' a lead's status. This MCP is read-only for data purposes, meaning it lets you pull all the necessary information from `list_campaigns` and `get_lead_by_id`; it doesn't modify anything in Marketo. If your task involves drafting content (like writing email copy), use an external AI tool; if it involves checking metrics or pulling segments, this is exactly what you need.

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## Marketing data used to be a maze of dashboards and exports.

Today, figuring out one lead's full story requires opening three different tabs: the main contact record for basic details; the activity log for recent behavior; and then maybe running a separate report against static lists to see if they belong in another segment. You copy-paste IDs, you switch views, and you lose context every time.

With this MCP, that entire multi-step process collapses into one conversation. Instead of clicking through three dashboards, you ask your agent for the lead's full activity timeline using `list_activities`, and it gives you everything in one clean summary.

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## Get Campaign Insights with Marketo MCP

Before this MCP, listing all active campaigns meant manually navigating to the campaign management section, filtering by status, and then copying out the names and associated IDs. If you wanted details on a smart campaign, it was another deep dive into specialized settings.

Now, you simply ask your agent to `list_smart_campaigns` or `get_campaign_by_id`. The data appears instantly, structured and ready for analysis. You move from manual data gathering to pure insight.

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# Marketo with 11 Tools

These tools let you programmatically interact with Marketo's core data—from fetching single leads to listing entire campaign sets.

#	TOOL	DESCRIPTION
01	<code>get_campaign_by_id</code>	Retrieves specific details about a marketing campaign using its unique ID.
02	<code>get_lead_by_email</code>	Fetches all available information for a lead when provided with their email address.
03	<code>get_lead_by_id</code>	Retrieves comprehensive details for a specific lead using their unique identifier.
04	<code>get_program_by_id</code>	Gets the full details of a marketing program by knowing its ID number.
05	<code>get_smart_campaign_by_id</code>	Retrieves all parameters and data for a targeted smart campaign using its specific ID.
06	<code>list_activities</code>	Generates a timeline of recent interactions, like email opens or website visits, for any given lead.
07	<code>list_campaigns</code>	Provides an overview and list of every standard marketing campaign currently defined in Marketo.
08	<code>list_leads_by_list</code>	Pulls a roster of leads who are members of a specific, predefined static list.
09	<code>list_programs</code>	Lists all existing marketing programs and assets that the organization has set up in Marketo.
10	<code>list_smart_campaigns</code>	Generates a complete list of every smart campaign setup within your account.
11	<code>list_static_lists</code>	Provides a list of all available static lists that can be used for segmentation.

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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 lead details for test@example.com.



Fetching lead info... I found a lead with ID 12345. Name: John Doe, Status: active.

**U** List all active campaigns.



Querying campaigns... You have several campaigns running, including 'Summer Sale' and 'New Lead Nurture'.

**U** Show recent activities for lead ID 12345.



Retrieving activities... Lead 12345 recently opened an email and visited the pricing page.

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## Frequently Asked Questions

### 01 How do I check a lead's activity history using Marketo MCP?

You use the list\_activities tool. Just provide your agent with the specific lead's ID, and it will generate a timeline of recent actions like email opens or page visits.

### 02 Can I find out which leads are in a certain group using Marketo MCP?

Yes, use list\_leads\_by\_list. You only need to provide the name of the static list, and your agent will pull all members from that segment.

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**03 Does Marketo MCP let me see details on marketing programs?**

Absolutely. Use `get_program_by_id` or `list_programs` to retrieve comprehensive information about assets and programs linked to your overall marketing strategy.

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**04 What if I don't know the lead ID?**

No problem. You can use `get_lead_by_email` first. Providing an email is enough for your agent to retrieve all key details and associated activity history.

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**05 Does Marketo MCP support listing multiple types of campaigns?**

Yes, you have dedicated tools: `list_campaigns` handles standard initiatives, while `list_smart_campaigns` manages the more targeted smart campaign structures.

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**06 How do I find my Marketo credentials?**

Go to Marketo Admin > LaunchPoint to find your Client ID and Secret. Your Munchkin ID is under Admin > Munchkin.

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**07 Can I search for leads by email?**

Yes! Use the `'get_lead_by_email'` tool to find specific leads using their email address.

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**08 Is the integration secure?**

Your credentials are encrypted at rest and injected securely at runtime.







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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>"marketo": { "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

# Marketo 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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