

MCP SERVER

NO CODE

CLOUD HOSTED

Omnisend Marketing MCP

Manage campaigns, contacts & segments conversationally.

Omnisend Marketing MCP connects your AI agent directly to Omnisend's full suite of marketing data. Manage email, SMS, and audience campaigns by listing campaigns, checking segment sizes, retrieving contact details, or analyzing e-commerce order history—all without opening a dashboard.

A+ Quality Score 100/100

omnichannel-marketing

sms-marketing

campaign-automation

customer-segmentation

marketing-analytics



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects 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 — connect your AI agent in under 60 seconds.

Omnisend Marketing MCP

10 tools available

Cloud-hosted on Vinkius

Connecting your account gives you natural conversation control over all your omnichannel marketing operations. Instead of clicking through multiple tabs to check campaign performance or subscriber counts, you just ask your agent. Your AI client handles the complex data retrieval for campaigns and segments, giving you immediate insight into everything from contact profiles to e-commerce order history. Need to know how many people signed up last week? Or which customers triggered a specific custom event? This MCP pulls that information instantly. Because this MCP is hosted on Vinkius, your agent connects once and gains access to thousands of other tools, making it the central hub for all your marketing data.

Core Capabilities

01 — View Marketing Campaigns

List every email and SMS campaign you have running and pull detailed performance metrics for any specific one.

03 — Monitor Customer Activity

Retrieve a history of e-commerce purchases and track custom events that customers trigger during their journey.

02 — Analyze Audience Groups

Check segment membership counts, view saved segments, or list all active customer profiles to target groups accurately.

04 — Check Account Health

Access current billing metrics, including usage volume for emails and SMS messages sent this period.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/omnisend-marketing — connect your AI agent in three steps.

- 01 Subscribe to the MCP and provide your Omnisend API key.
- 02 Your AI client sends a natural language prompt (e.g., 'List my active campaigns').
- 03 The MCP executes the necessary data calls, returning structured marketing insights directly to your chat window.

The bottom line is you stop jumping between tabs and start talking to your marketing stack.

Built For

Marketing Operations Managers who are tired of logging into multiple dashboards just to pull a single metric. Growth teams that need real-time data on segment health or campaign performance without manual reporting. E-commerce marketers needing quick answers about order history and current usage.

Marketing Operations Manager

Runs reports by asking the agent to retrieve account usage metrics or list all audience segments for quarterly reviews.

E-commerce Marketer

Checks if a recent sale was tracked correctly by listing e-commerce orders, ensuring attribution is flawless.

Growth Specialist

Monitors custom tracking events to see exactly which user actions correlate with high conversion rates.

What Changes When You Connect

- 01 Check campaign statuses instantly. Instead of clicking into the dashboard to see if 'Spring Clearance' is ready, ask your agent to list all marketing campaigns for a quick status check.

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- 02** Deep dive on audience segmentation. You can use `list_audience_segments` followed by `get_segment_details` to pull exact member counts for 'VIP Customers', letting you know exactly who to target next.

 - 03** Understand billing without logging in. Use the `get_account_usage` tool anytime you need to check current email or SMS volumes against your monthly limit.

 - 04** Track revenue flow easily. List e-commerce orders instantly shows a history of purchases, tying direct sales data back into your marketing conversations.

 - 05** Monitor user behavior automatically. You can list custom events and then pull specific contact details for users who triggered those key actions.

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Real-World Applications

Auditing Campaign Readiness

The marketer needs to know if the 'Holiday Sale' campaign is scheduled. They ask their agent, and it uses `list_campaigns` to show all active campaigns, confirming the details for `get_campaign_details` without opening the platform.

Segment Verification

A manager needs to confirm the size of the 'High Value' segment. They ask their agent, and it calls `list_audience_segments` followed by `get_segment_details`, giving them the precise member count immediately.

Understanding Drop-off Points

The team wants to know why some users aren't converting. They ask their agent to list custom events and then use `get_contact_details` on a specific user ID to see which actions they performed right before dropping off.

Reporting on Sales Impact

The analyst needs to report sales impact for Q2. They ask their agent to list e-commerce orders and then pull usage metrics via `get_account_usage` to tie marketing spend directly to revenue.

Patterns to Avoid

Trying to query a single metric

✗ AVOID

Manually checking the 'Abandoned Cart' email status by navigating three different tabs and looking for the performance widget.

✓ INSTEAD

Use the `list_campaigns` tool, then specify `get_campaign_details` with the campaign ID. Your agent handles the navigation in one step.

Forgetting to check usage limits

✗ AVOID

Launching a massive SMS blast without knowing if you have enough remaining credits for the month.

✓ INSTEAD

Run `get_account_usage` first. It gives you real-time metrics on your email and SMS volumes before you hit send.

Misidentifying segment members

✗ AVOID

Assuming a specific list contains all 'Active Shoppers' without verifying the current count.

✓ INSTEAD

Call `list_audience_segments` to find the correct name, then use `get_segment_details` for an accurate member count.

The Right Fit

Use this MCP if your daily job requires pulling varied marketing data—like checking campaign status AND e-commerce orders AND segment size—and you hate opening a browser. It's perfect for the analyst who lives in the chat window. Don't use it if you only need to create content; that's better handled by dedicated copywriting tools. You also don't need this if your primary task is just viewing general account settings, as some basic dashboard views might be quicker. However, if you need to verify specific data points, like pulling a single contact record (`get_contact_details`) or listing all forms configured (`list_signup_forms`), this MCP handles it robustly.

The Dashboard Click-Through Nightmare

Right now, checking your marketing performance is a multi-tab ritual. You open Omnisend, click on Campaigns to see status, then switch tabs to Segments to count members, and maybe jump back to Orders just to confirm revenue tracking. It takes five clicks, three tabs, and ten minutes of context switching.

With this MCP, you keep everything in your agent chat. You simply ask: 'What's the current size of the VIP segment and what was our total order count last month?' The system pulls data from multiple sources—`list_audience_segments`, `list_ecommerce_orders`, etc.—and gives you one clean answer.

Accessing Real-Time Marketing Data with Omnisend Marketing MCP

You eliminate the need to manually pull reports for usage metrics, segment counts, or campaign metadata. The agent executes these calls in the background and delivers only what you asked for.

This means your workflow stops being a series of disconnected dashboard hops and starts being an immediate conversation with your data.

Omnisend Marketing MCP with 10 Tools

These tools let you list campaigns, retrieve specific contact records, analyze segments, and pull e-commerce order data using natural conversation.

#	TOOL	DESCRIPTION
01	<code>get_campaign_details</code>	Retrieves specific metadata and performance details for a single marketing campaign.
02	<code>get_contact_details</code>	Pulls detailed information about a specific customer contact record.
03	<code>get_segment_details</code>	Fetches granular data and member counts for one specific audience segment.
04	<code>get_account_usage</code>	Gathers current billing metrics, specifically the volume of emails or SMS messages sent out.
05	<code>list_campaigns</code>	Provides a comprehensive list of all marketing campaigns available in your account.
06	<code>list_contacts</code>	Returns an index of all contacts within your Omnisend system.
07	<code>list_custom_events</code>	Lists every custom tracking event that customers have triggered in the platform.
08	<code>list_signup_forms</code>	Shows all active and draft signup or pop-up forms configured for lead capture.
09	<code>list_ecommerce_orders</code>	Retrieves a list of e-commerce orders synced to your audience data.
10	<code>list_audience_segments</code>	Generates an index of all defined audience segments for quick reference.

See It in Action

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

U List my active email and SMS campaigns.



Retrieving campaigns... I found 10 active campaigns including 'Abandoned Cart SMS', 'Welcome Email Series', and 'Spring Clearance'. Would you like the details for the Abandoned Cart campaign?

U How many members are in the 'VIP Customers' segment?



Fetching segment info... The 'VIP Customers' segment currently has 2,450 active members. Shall I retrieve the detailed metadata for this segment?

U Show me our account usage for this month.



Retrieving usage metrics... This month you have sent 45,000 emails and 1,200 SMS messages. You are currently at 75% of your monthly email volume limit. Would you like to see the upcoming scheduled campaigns?

Frequently Asked Questions

01 How do I check campaign performance using Omnisend Marketing MCP?

You use `list_campaigns` to see all available campaigns, then request `get_campaign_details` for the specific one you want metrics on.

02 Does Omnisend Marketing MCP track custom events?

Yes. You can call `list_custom_events` to see what tracking events customers have triggered across their journey.

03 Can I check my SMS and email volume using Omnisend Marketing MCP?

The `get_account_usage` tool pulls your current billing metrics, telling you exactly how many emails or SMS messages you've sent this period.

04 How do I find out the member count for a segment?

First, use `list_audience_segments` to confirm the name. Then, run `get_segment_details` and specify the name to get the current member count.

05 Is Omnisend Marketing MCP good for e-commerce data?







It's great for e-commerce. You can `list_ecommerce_orders` to review purchase history, tying sales directly into your marketing analytics conversation.

Go Live in 60 Seconds

Get your connection token from 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 <code>"omnisend-marketing": { "url": "..."} </code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → 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

Omnisend Marketing 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 · support@vinkius.com

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