

MCP SERVER

NO CODE

CLOUD HOSTED

Plunk Email Marketing MCP

Manage Contacts, Campaigns, and Events via Chat

Plunk Email Marketing MCP connects your AI agent directly to Plunk, giving you full control over email campaigns and audience data. Manage contacts, send transactional emails instantly, or track user behavior without leaving your chat window. It's how developers automate marketing flows using natural language.

A+ Quality Score 95.83/100

transactional-email

event-tracking

audience-management

email-campaigns

subscription-management

developer-api



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.

Plunk Email Marketing MCP

8 tools available

Cloud-hosted on Vinkius

This MCP lets you manage your entire email lifecycle right through conversation. Forget switching tabs or logging into a separate dashboard just to update an address book entry or check campaign performance. You can use your AI agent to list every contact in the audience, grab details on one specific user, and even log custom actions like 'viewed pricing page' as they happen.

Need to send out alerts? The agent sends transactional emails—perfect for onboarding messages or account notifications. Plus, you can ask it to check saved templates or pull a list of active campaigns. Everything flows through the chat interface. By connecting this MCP via Vinkius, your AI client gains deep knowledge of Plunk's entire API set. You're not just reading data; you're controlling contacts and automating complex marketing sequences using nothing but plain English.

Core Capabilities

01 — Manage audience members

List all current contacts, get specific details on a user, create new records, or permanently delete accounts.

03 — Track user activity

Log custom events when a user performs an action on your site, which helps segment and trigger workflows later.

05 — Update user metadata

Change contact information, like subscription states or internal notes, without manual entry.

02 — Send alerts and notifications

Trigger immediate, transactional emails to one or multiple recipients for things like password resets or status updates.

04 — Oversee campaign assets

Retrieve lists of saved email templates or check the current status of active marketing campaigns.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this MCP and provide your Plunk Secret Key in the Vinkius configuration.
- 02 Connect your AI agent—Claude, Cursor, Windsurf, or any compatible client—to the catalog via your chosen credentials.
- 03 Ask natural language questions like 'Send a welcome email to John Smith' or 'What contacts were updated today?' and let your agent execute the tools.

The bottom line is you treat complex marketing operations like simple chat commands.

Built For

This MCP is for technical marketers, product managers, or growth engineers who are tired of jumping between the Plunk dashboard and their code editor. If your job involves coordinating user data with email outreach, this saves massive time.

Growth Marketer

You use this to quickly check audience segments or send test emails to a small group before rolling out a major campaign.

Product Manager

On a Tuesday afternoon, you audit user behavior by using the agent to track specific custom events and review existing email templates without opening the Plunk UI.

Marketing Operations Engineer

You manage automated flows, ensuring that when an event happens in your application, the corresponding contact record is updated or a direct notification email is sent automatically.

What Changes When You Connect

- 01 Skip the dashboard clutter. You don't need to navigate multiple screens in Plunk just to check who is subscribed or if a user needs an alert. The agent does it all from one prompt.

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- 02 Automate contact hygiene. Need to remove old, inactive users? Instead of manually searching and deleting them, you can ask the agent to run `delete_contact` immediately.

 - 03 Build behavioral triggers. When a customer takes a key action on your site, use `track_user_event` to log it instantly. This data then dictates which email sequence they receive later.

 - 04 Fast communication flow. Forget writing boilerplate code for simple notifications. Use `send_transactional_email` to send a personalized alert—it's instant and conversational.

 - 05 Full visibility into assets. You can list all saved templates using `list_email_templates` or check the status of your campaigns via `list_email_campaigns`, keeping everything in conversation history.
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Real-World Applications

Auditing a user's account status

A Product Manager needs to know if 'user@company.com' is subscribed, what their last recorded action was, and which template they might need for an alert. They ask the agent to get details, and it uses `get_contact_details` plus `track_user_event` to provide a complete picture in one response.

Cleaning up outdated data

The Ops Engineer runs monthly reports and finds thousands of stale contacts. They instruct the agent to list all contacts, filter for inactivity, and then systematically call `delete_contact` on the entire stale group.

Onboarding new feature users

A Growth Marketer just launched a paid tier. Instead of creating a manual workflow, they ask the agent to send a welcome email using `send_transactional_email` to all contacts who were updated in the last hour via `create_or_update_contact`.

Pre-launch campaign check

A marketer wants to test a new email template before sending it live. They ask the agent to list all templates (`list_email_templates`), verify the name, and then run `list_email_campaigns` to confirm the right campaign ID.

Patterns to Avoid

Using email for everything

X AVOID

Sending a major application status update as an email. This looks like spam and doesn't provide necessary context or interactive elements.

✓ INSTEAD

If the action is critical, use `send_transactional_email` for simple notifications, but if it requires viewing data, use your agent to run `list_contacts` first.

Over-relying on bulk deletion

X AVOID

Asking the agent to delete every contact found in the list without confirming which ones are active or necessary.

✓ INSTEAD

Always verify with the agent using `get_contact_details` or by filtering a list from `list_contacts` before executing any mass deletions via `delete_contact`.

Forgetting event logging

X AVOID

A user signs up, but you never track that they viewed the pricing page. You assume all users are interested.

✓ INSTEAD

Implement an automatic hook that uses `track_user_event` whenever a high-value action occurs on your site to feed data back into Plunk.

The Right Fit

Use this MCP if your core need is coordinating user identity, event tracking, and immediate communication. If you are building a system where the user's actions (events) directly dictate what they should receive (emails), this is essential. You must be managing contact lifecycle—creation, updates, or deletion. Don't use this if you only need to read static data, like pulling a simple list of product names; for that, a dedicated database connector works better. However, if your workflow requires coordinating *who* the user is with *what* they did and *how* to talk to them, then Plunk Email Marketing provides the necessary bridge between those systems.

Managing Customer Communication Used To Be a Messy Dance

Today, if you want to know what happened with one user—say, they signed up but didn't complete their profile—you have to jump between three places. You check the web analytics dashboard for activity, then go into your CRM to see contact metadata, and finally, you open Plunk just to see which campaigns might be relevant. It takes at least five clicks and half an hour of context switching.

With this MCP, all that information is available through conversation. Your agent gathers the user's profile via `get_contact_details`, checks their recent actions using event tracking data, and determines the next best message—all without you leaving your chat window.

Plunk Email Marketing MCP: Campaign Control in Natural Language

You no longer need to manually export contact lists or wait for a developer to write a script to send an alert. You simply tell the agent, 'Send a welcome email using Template X to everyone who signed up yesterday.' It handles the list retrieval and the sending process in one step.

The complexity of marketing automation disappears into simple commands. Your AI client now manages your audience, tracks behavior, and deploys messages—it's that straightforward.

Plunk Email Marketing: 8 Tools Available

These tools allow you to manage contacts, templates, campaigns, and user activity within the Plunk platform using your AI agent.

#	TOOL	DESCRIPTION
01	<code>create_or_update_contact</code>	Add a new user to your list or update their information, including custom data fields.
02	<code>delete_contact</code>	Remove an account from the Plunk audience permanently.
03	<code>get_contact_details</code>	Fetch a comprehensive profile and all available data for one specific contact email address.
04	<code>list_email_campaigns</code>	Retrieve a full list of marketing campaigns you have set up in Plunk.
05	<code>list_contacts</code>	Get an overview and status list for every single contact currently in your audience.
06	<code>list_email_templates</code>	Pull a listing of all the saved email designs you use for outreach.
07	<code>send_transactional_email</code>	Send an immediate, non-marketing email to one or more users, ideal for alerts or system notifications.
08	<code>track_user_event</code>	Record a custom action that a user took on your website so it can be analyzed later.

See It in Action

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

U List all contacts in my Plunk audience.



Retrieving contacts... I found several users, including 'john@example.com' (Subscribed) and 'jane@example.com' (Unsubscribed).

U Send a welcome email to 'test@example.com'.



Sending transactional email... Done! The welcome message has been successfully queued for 'test@example.com' with subject 'Welcome to our platform!'.

Frequently Asked Questions

01 Can I use Plunk Email Marketing MCP to send emails if the user isn't in my list?

No. The agent requires you to first run `create_or_update_contact` or confirm the contact exists via `get_contact_details`. You can only send transactional emails to verified contacts.

02 How does Plunk Email Marketing MCP handle data security?

The agent uses your secure Plunk Secret Key, meaning all operations are authenticated through the platform's established API connection. We never store your credentials.

03 What if I want to track a user event that isn't predefined?

You can use `track_user_event` to log custom actions with any data you provide, allowing you to build unique segments based on specific user behavior.

04 Does Plunk Email Marketing MCP list all my contacts or just the active ones?

`list_contacts` retrieves a full roster of your audience. You can then filter that data using your agent to focus only on currently subscribed or active accounts.

05 Is Plunk Email Marketing MCP better than a direct API connection?







The advantage here is the natural language layer. Instead of writing code, you just tell the agent what needs doing—it handles the complex function calls for you.

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>"plunk-email-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

Plunk Email 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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