

MCP SERVER

NO CODE

CLOUD HOSTED

# Zenvia Conversion MCP

Manage Leads and Messaging from One Conversation.

Zenvia Conversion manages your sales and support conversations directly through AI. Connect this MCP to instantly create new leads, send messages via WhatsApp templates or free text, track every interaction history, and manage your entire team's structure without leaving your agent interface.

**A+** Quality Score 100/100

whatsapp-api

lead-management

conversational-sales

omnichannel-support

customer-engagement

messaging-automation



# 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

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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.

# Zenvia Conversion MCP

10 tools available

Cloud-hosted on Vinkius

Managing customer communications across multiple platforms—from lead capture to follow-up messaging—is a headache. This MCP connects Zenvia Conversion (formerly Sirena) straight into your AI client. You get to treat your sales pipeline like a conversation, using natural language commands instead of clicking through separate dashboards. Need to jumpstart outreach? Use the AI agent to send free text messages or structured WhatsApp templates based on an existing lead's history. Want to keep tabs on who does what? Quickly list agents and groups to map out your team structure. You can also view full interaction logs for any prospect, keeping context perfect no matter how many people touch the deal. Because this connection is managed through Vinkius, you get access to Zenvia's entire suite of capabilities from one place—all driven by simple conversation.

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## Core Capabilities

### 01 — Create New Leads

The agent creates a new prospect record in your system using provided contact details and an initial message.

### 03 — Review Interaction History

The agent pulls up a full log of all past communication attempts and interactions tied to a prospect.

### 05 — Send Template Messages

The agent sends structured messages using pre-approved WhatsApp templates (HSM) to a prospect.

### 02 — View Prospect Details

You retrieve comprehensive information about any specific lead, including their status and core data points.

### 04 — Send Standard Messages

You send an immediate, free-text message to a specific lead or conversation thread.

### 06 — Manage Team Structure

You can list all active agents, groups, and labels within your Zenvia account for quick oversight.

# One Click on Vinkius — From Prompt to Execution

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

- 01** First, subscribe to this MCP on Vinkius and provide your unique Zenvia Conversion API Key.
- 02** Next, connect your preferred agent client (like Cursor or Claude) to the installed MCP endpoint.
- 03** Then, use natural conversation to tell the AI what you need—for example, 'Send a template message to John Doe'—and execute the task.

The bottom line is that you manage all your sales and support tasks through conversation without needing to switch applications or copy/paste data manually.

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## Built For

This connector is for any sales, marketing, or support professional who gets tired of context-switching between their CRM, messaging platform, and internal dashboards. If your job involves keeping track of leads and conversations across WhatsApp, this is what you need.

### Sales Representative

You use the agent to check a prospect's full interaction history before calling them or sending an initial message. You also create new leads when they come in from other channels.

### Support Agent

You rely on the MCP to quickly retrieve detailed information about a customer and send standard messages if they have an urgent, non-template query.

### Marketing Manager

You use it to monitor lead acquisition by listing all prospects and checking which groups or labels are being applied across the team.

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## What Changes When You Connect

- 01** Stop bouncing between apps. You can manage leads, message history, and account data all through your agent's chat window, keeping context immediate and accessible.

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- 02 Keep the sales momentum going by using the MCP to send messages via `send_template` or `send_message` . This ensures you always follow up accurately, whether it's a standard check-in or a formal template message.

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  - 03 Always know where your team stands. You can use tools like listing agents and groups to maintain a clear overview of who is responsible for which accounts without manual reporting.

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  - 04 Never lose context on a client again. The ability to view the full interaction history lets you jump into any conversation knowing every single detail that happened before you did.

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  - 05 Simplify lead capture. Instead of manually entering data, simply ask the AI agent to `create_lead` using contact details and an initial comment.
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## Real-World Applications

### **A new inquiry came in via a website form.**

Instead of having a team member copy the contact info into a spreadsheet, you just tell your agent: 'Create a new lead for Sarah Smith with phone 55123456789.' The `create_lead` tool handles the whole process, adding her to the system right away.

### **Sending out mass follow-ups after an event.**

You need to send 20 people a specific onboarding guide. You tell your agent to use the `send_template` function for a structured message, ensuring brand compliance and speed.

### **Need to follow up on an old conversation.**

You don't remember what was discussed last week. You ask your agent for the prospect's history and it uses `list_interactions` to pull up a full, chronological log of everything that happened.

### **Onboarding a new team member.**

A new rep needs to know who's on the roster. They simply ask the agent to list all available agents using `list_agents` to get an instant overview of the team structure.

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# Patterns to Avoid

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## Manual data transfer

### X AVOID

Copying a lead's phone number from an email into Zenvia, and then pasting their name into a separate CRM record.

### ✓ INSTEAD

Just tell your agent to `create_lead` with the contact details and initial comment. It handles both records in one go.

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## Guessing who talked to whom

### X AVOID

Trying to piece together a customer's journey by checking multiple dashboards for different teams.

### ✓ INSTEAD

Use `list_interactions` to view the complete history and see exactly which agent, group, or label was responsible at every point.

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## Sending unstructured follow-ups

### X AVOID

Typing out a custom message when a formal template is required, risking non-compliance.

### ✓ INSTEAD

Always use the `send_template` tool to ensure your messaging follows approved WhatsApp protocols.

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## The Right Fit

Use this MCP if your core challenge is managing conversations across multiple touchpoints (like email, chat, and WhatsApp) and you need an AI agent to execute actions on behalf of your sales or support team. You must be working within the Zenvia Conversion ecosystem because all its tools are tied directly to that platform's data structure.

Don't use this if you just need a simple contact list or metrics dashboard. This MCP is for *action*. If your main goal is reading reports on conversion rates, you might need a dedicated reporting tool instead of the `list_prospects` function. However, if those reports require data pulled directly from lead interactions, then this connector remains essential.

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## Keeping track of customer conversations feels like detective work.

Right now, when a new client reaches out, you open the email, copy their name and phone number. Then, you switch to the CRM, find an empty profile, paste the data, and manually apply the correct label. If they call in later, you have to jump back into the messaging tool just to read the transcript—it's a dozen clicks and half an hour of context switching.

With this MCP, that process disappears. You simply tell your agent what needs to happen: 'Create lead for John Doe at 55123456789.' The system handles the data entry, the labeling, and the initial record keeping automatically. You get immediate action without ever leaving your conversation flow.

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## The Zenvia Conversion MCP Gives You Full Control Over Your Messaging.

You no longer have to rely on manual follow-ups or guessing which messaging channel is best. Whether you need to send a quick, personalized message via `send_message` or adhere strictly to brand guidelines using the `send_template` tool, the action happens instantly through natural language commands.

It's about precision and speed. You get immediate, verifiable actions—whether it's checking agent availability with `list_agents`, viewing all current leads via `list_prospects`, or sending a message to close the deal.

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# Zenvia Conversion: 10 Tools for Lead & Message Ops

Use these ten tools to manage every aspect of your Zenvia pipeline, from initial lead creation to sending compliant WhatsApp messages.

#	TOOL	DESCRIPTION
01	<code>create_lead</code>	This tool creates a brand new prospect record in Zenvia Conversion using contact details and an initial message.
02	<code>get_account</code>	Retrieves general account information from your Zenvia Conversion setup.
03	<code>get_prospect</code>	Fetches detailed data about a single, specific prospect for review.
04	<code>list_agents</code>	Lists all individual agents who are currently set up in your Zenvia account.
05	<code>list_groups</code>	Provides a list of organized groups used for managing agents within the system.
06	<code>list_interactions</code>	Retrieves all recorded communications and activity logs associated with one prospect over time.
07	<code>list_labels</code>	Displays a list of custom labels used to categorize or tag your leads and prospects.
08	<code>list_prospects</code>	Lists all active and historical prospects currently stored in Zenvia Conversion.
09	<code>send_message</code>	Sends a general, free-text message to a specified prospect's chat thread.
10	<code>send_template</code>	Automatically sends a structured message using an approved WhatsApp Business template (HSM).

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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** List all active prospects in Zenvia Conversion.



I've retrieved your prospects. You have 12 active conversations. The most recent interactions are with 'John Doe' (Status: Hot) and 'Jane Smith' (Status: Follow-up needed).

### **U** Create a new lead for 'Alice' with phone +5511988887777.



Successfully created the lead for Alice. She has been added to your inbox and is now visible as a new prospect. Would you like to send her a template message?

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## Frequently Asked Questions

### 01 How do I use Zenvia Conversion MCP to send messages?

You can send two types of messages: standard free-text messages using ``send_message``, or structured, compliant messages via approved templates using ``send_template``.

### 02 Can Zenvia Conversion MCP help me track lead status?

Yes. You can list all prospects with the ``list_prospects`` tool and view their full interaction history using ``list_interactions`` to gauge their current stage in the sales pipeline.

### 03 What if I need information about a specific customer?

You use the ``get_prospect`` tool. This retrieves detailed, up-to-date information about that single prospect, giving you all the core data points instantly.

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**04 Does Zenvia Conversion MCP list what labels I can use?**

Yes. You run `list\_labels` to see every label currently available in your account, helping you categorize leads correctly before or after an interaction.

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**05 Is there a way to see my team's structure with this MCP?**

You can get an overview by using `list\_agents` and `list\_groups`. This helps you understand who is available and how the team is organized within Zenvia.

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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 `"zenvia-conversion": { "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

# Zenvia Conversion 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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