

MCP SERVER

NO CODE

CLOUD HOSTED

# Zoho CRM Marketing MCP

Manage Leads, Deals, and Campaigns in Chat.

Zoho CRM Marketing connects your AI agent directly to Zoho CRM. You manage the full marketing lifecycle—from initial lead capture and contact qualification to tracking deal progression and campaign ROI—all without leaving your chat window. Get instant visibility into leads, contacts, accounts, and deals across every pipeline stage.

**A+** Quality Score 100/100

campaign-tracking

lead-generation

marketing-analytics

crm-marketing

audience-targeting

lead-nurturing



# 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.

# Zoho CRM Marketing MCP

6 tools available

Cloud-hosted on Vinkius

Managing a modern sales pipeline means jumping between tabs: the email client, the spreadsheet, and the CRM itself. This MCP lets you ditch that headache by bringing Zoho CRM right to your AI agent. You can instantly search for specific company accounts or pull lists of qualified leads from a recent webinar campaign. It handles everything from creating detailed notes on a contact's history to tracking which deals are moving through the sales funnel. The system keeps all your data—leads, contacts, and deals—in one place, giving you immediate visibility into campaign performance. This deep integration means your AI agent doesn't just answer questions; it actively manages records and pulls marketing attribution metrics directly from the Zoho CRM platform, making Vinkius the central hub for accessing critical business data.

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## Core Capabilities

### 01 — Analyze lead generation sources

Pull lists of leads associated with a campaign to measure performance and determine where your best prospects are coming from.

### 03 — Build new marketing initiatives

Create and track new marketing campaigns by defining the name, type (like a Webinar or Conference), budget, and dates.

### 05 — List all active marketing programs

Quickly view a list of ongoing campaigns in the CRM, showing status, type, budget ranges, and date ranges.

### 02 — Monitor contact engagement status

Check contacts linked to specific campaigns, verifying their current status for targeted re-engagement efforts.

### 04 — Retrieve campaign performance details

Get complete data on any specific campaign, including budgeted vs. actual costs and expected revenue metrics.

# One Click on Vinkius — From Prompt to Execution

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

- 01** You ask your AI agent to perform an action, like 'List all active marketing campaigns' or 'Find leads from the last trade show.'
- 02** The MCP routes that request through Zoho CRM, running the necessary tool to pull real-time data (e.g., `zoho\_list\_campaigns`).
- 03** Your agent receives and formats the structured CRM results—showing names, statuses, costs, or contact lists—and presents it back to you in plain language.

The bottom line is, your AI agent acts like a dedicated Zoho power user, running complex queries and modifying records without you ever needing to log into the web app.

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## Built For

Marketing Ops Managers who are sick of manual data exports or Sales Development Reps (SDRs) who need real-time pipeline insights. This is for anyone whose job requires constant cross-referencing between campaign performance and individual contact history.

### **Sales Development Representative (SDR)**

They use this MCP to quickly qualify new leads, checking their source or linking them directly to an existing account before a call.

### **Marketing Campaign Manager**

They track the full funnel performance by listing all campaigns and querying associated contacts or leads to calculate ROI.

### **Account Executive (AE)**

They access a contact's history, checking notes or viewing related deals within the CRM context instantly.

## What Changes When You Connect

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- 01 Stop switching tabs. Instead of navigating through the Zoho web app to check a lead's status or pull an account list, your agent does it instantly using tools like `zoho_list_campaigns`.

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  - 02 Calculate campaign attribution easily. You can use `zoho_campaign_leads` to measure exactly how many leads came from a specific webinar or source for accurate ROI reporting.

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  - 03 Maintain perfect record-keeping. Need to add context? Your agent lets you create notes attached to any CRM record without leaving your chat window, ensuring data integrity.

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  - 04 Build campaigns with precision. Use `zoho_create_campaign` to formalize a new initiative in the system, setting budgets and dates before launch.

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  - 05 Get deep campaign visibility. Instead of browsing dashboards, you call `zoho_get_campaign` and get all the expected revenue, costs, and status metrics for any single effort.
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## Real-World Applications

### Auditing a recent trade show's success

A manager asks their agent: 'How did our XYZ Trade Show campaign perform?' The agent runs `zoho\_campaign\_leads` and instantly presents the total count of new leads, showing which sources generated the most prospects for immediate follow-up.

### Setting up Q3 marketing efforts

A manager needs to track a new PR push. They prompt the agent to execute `zoho\_create\_campaign`, providing the name, budget, and expected dates for the upcoming initiative.

### Qualifying a hot lead immediately

An SDR gets a web form submission. They ask their agent to check the contact's history, using `zoho\_campaign\_contacts` to see if they were previously engaged in an email campaign before attempting qualification.

### Understanding deal bottlenecks

An AE asks their agent to list all active deals linked to a specific account. The agent uses CRM data to provide visibility into which pipeline stage needs immediate attention.

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## Patterns to Avoid

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### Copying and pasting lists

#### X AVOID

Manually exporting the list of leads from a campaign in Zoho, opening Excel, and then trying to paste that data into an email for follow-up.

#### ✓ INSTEAD

Ask your agent to run `zoho\_campaign\_leads` directly. It pulls the clean, structured data you need right into the conversation, skipping the spreadsheet step entirely.

### Guessing campaign status

#### X AVOID

Trying to remember if the 'Q2 Webinar' is still running or if it was marked as complete in Zoho CRM.

#### ✓ INSTEAD

Just ask your agent to run `zoho\_list\_campaigns`. It gives you a clear list of all initiatives, their current status (Active/Complete), and dates.

### Missing campaign context

#### X AVOID

Creating new marketing collateral without knowing the exact budget or target audience assigned to the original campaign record.

#### ✓ INSTEAD

Use `zoho\_get\_campaign` by ID. It gives you complete details, including budgeted costs and expected response metrics, before you write a single word of copy.

## The Right Fit

Use this MCP if your workflow relies on coordinating multiple data points across the sales and marketing funnel—especially tracking leads to deals. You need visibility into campaign attribution, which is what these tools nail down. Don't use it if you just need simple contact lookups; for that, a standard directory tool works fine. However, if you only care about creating tasks or sending messages, this MCP offers too much complexity. It is built for the full lifecycle: tracking campaigns ( `zoho_list_campaigns` ), capturing leads ( `zoho_campaign_leads` ), and updating records with notes. If your core need involves analyzing 'why' a deal stalled or 'how' many people a campaign reached, this is exactly what you need.

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## The Data Silo Problem

Today, tracking marketing results feels like detective work. You start by pulling the list of leads from Campaign X into one tab. Then, you have to jump over to Contacts Y and Z to see if they converted, which means opening another sheet entirely. If a deal moves forward, you manually go back to the CRM record just to add a note about the meeting that happened.

With this MCP, your AI agent handles all those jumps for you. You ask it to check lead performance or list active campaigns, and it pulls the structured data from Zoho CRM directly into your chat. It's immediate access to every piece of marketing history.

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## Tracking Campaign Performance with ``zoho_campaign_leads``

Before, figuring out the ROI from a recent webinar required downloading raw CSV files and spending hours grouping data by source. You'd see a list of names but wouldn't know if they were qualified or what their current status was.

Now, simply running `zoho_campaign_leads` gives you the exact performance metrics—who showed up, where they came from, and what stage they are in—giving you instant, actionable intelligence without leaving your workspace.

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# Zoho CRM Marketing MCP with 6 Tools

Use these specialized tools to interact with various parts of Zoho CRM, allowing your AI client to manage everything from creating campaigns to pulling detailed lead lists.

#	TOOL	DESCRIPTION
01	<code>zoho_campaign_contacts</code>	Gets all contacts attached to a campaign so you can analyze who was engaged for re-targeting or conversion efforts.
02	<code>zoho_campaign_leads</code>	Pulls leads from a specific campaign, allowing you to measure how many new prospects were generated and where they originated.
03	<code>zoho_create_campaign</code>	Establishes a brand new marketing campaign record in Zoho CRM by defining its type, budget, dates, and status.
04	<code>zoho_get_campaign</code>	Retrieves full details for one specific campaign ID, including revenue expectations, costs, and custom metrics.
05	<code>zoho_list_campaigns</code>	Lists all your marketing campaigns in Zoho CRM, showing key data like name, type, status, and budget ranges.
06	<code>zoho_search_campaigns</code>	Searches for specific campaigns by keyword or name to quickly check its performance history or current status.

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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 Search for leads from web form



#### Leads from Web Form

NAME	EMAIL	COMPANY	STATUS
John Smith	john@acme.com	Acme Corp	New
Maria Garcia	maria@beta.io	Beta Inc	Contacted

### U Create a deal: Enterprise Plan \$25,000



#### Deal Created!

- Name: Enterprise Plan
- Amount: \$25,000
- Stage: Qualification
- Closing: 2024-03-30

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## Frequently Asked Questions

### 01 How do I use Zoho CRM Marketing to find leads?

You can run `zoho\_campaign\_leads` by specifying the campaign name or ID. This tool pulls a clean list of all associated prospects, showing their names, emails, and company details.

### 02 Can I create a new marketing initiative with Zoho CRM Marketing MCP?

Yes, use `zoho\_create\_campaign`. You just need to provide the campaign name, type (like 'Webinar'), budgeted cost, and desired start/end dates.

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**03 What if I want details on one specific campaign?**

Use `zoho\_get\_campaign` along with the Campaign ID. This gives you a comprehensive view including expected revenue and actual costs for deep analysis.

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**04 Does Zoho CRM Marketing help me qualify contacts?**

You can check contact engagement using `zoho\_campaign\_contacts`. This tool is great for seeing which qualified contacts are part of a campaign, helping you decide who needs re-targeting.

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**05 How do I view all my current marketing programs?**

The easiest way is to run `zoho\_list\_campaigns`. It provides an overview of every initiative in the CRM, including status and budget information.







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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>"zoho-crm-marketing": {   "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

# Zoho CRM 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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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