COMPOSIO

Managed OAuth and pre-built tool connectors for 500+ apps via a single MCP server. Provides agent-native access to marketing tools that lack native MCP support.

Capabilities

INTEGRATION	AVAILABLE	NOTES
API	✓	REST API for managing connections and triggering actions
MCP	✓	Single MCP server exposes all connected tools
CLI	✓	`npx composio` for managing apps, connections, and actions
SDK	✓	TypeScript and Python SDKs

Authentication

- **Type**: OAuth 2.0 (per-tool, managed by Composio) or API Key
- **Setup**: `npx @composio/mcp@latest setup` to install, then authenticate each tool via Connect Link in browser
- **API Key** (optional): `COMPOSIO_API_KEY` env var for advanced/team usage

Composio handles OAuth token management, refresh, and storage for all connected tools. Individual tool auth types are listed in the Marketing Tools table below.

When to Use Composio vs. Native Tools

Composio is an **alternative integration method**, not a replacement. Use this decision guide:

SCENARIO	USE
Tool has native MCP server (GA4, Stripe, Mailchimp)	Native MCP server
Tool has CLI but no MCP (Meta Ads, LinkedIn Ads, HubSpot)	Composio for MCP access
OAuth-heavy tool with no CLI (Google Sheets, Slack, Notion)	Composio
Need deep, customized integration	Native API + CLI
Need quick read/write access across many tools	Composio
Tool not covered by Composio	Native API guide

Setup

1. Install the MCP server

```
npx @composio/mcp@latest setup
```

This adds the Composio MCP server to your Claude Code configuration.

2. Verify installation

In Claude Code, run `/mcp` to confirm `composio` appears in your MCP server list.

3. Authenticate a tool

When you first use a Composio-backed tool, you'll receive a Connect Link. Open it in your browser to complete OAuth. The connection persists across sessions.

```
# Example: connect HubSpot
> "Pull my top 10 HubSpot contacts"
# Agent will prompt: "Please authenticate HubSpot: [Connect Link]"
# Click link → authorize → done
```

4. API key (optional)

For advanced usage or team setups, set your Composio API key:

```
export COMPOSIO_API_KEY=your_key_here
```

Marketing Tools Available via Composio

New MCP Coverage

These tools have API guides in this repo but **no native MCP server**. Composio adds MCP access:

TOOL	COMPOSIO TOOLKIT	AUTH TYPE	COVERAGE DEPTH
HubSpot	`HUBSPOT`	OAuth 2.0	Deep (contacts, deals, companies, lists, email)
Salesforce	`SALESFORCE`	OAuth 2.0	Deep (SOQL, objects, leads, opportunities)
Meta Ads	`FACEBOOKADS`	OAuth 2.0	Medium (campaigns, ad sets, insights)
LinkedIn Ads	`LINKEDIN`	OAuth 2.0	Medium (campaigns, analytics, company pages)
Google Sheets	`GOOGLESHEETS`	OAuth 2.0	Deep (read, write, create, format)
Slack	`SLACK`	OAuth 2.0	Deep (messages, channels, files)

TOOL	COMPOSIO TOOLKIT	AUTH TYPE	COVERAGE DEPTH
Notion	`NOTION`	OAuth 2.0	Deep (pages, databases, blocks)
Airtable	`AIRTABLE`	OAuth 2.0	Deep (records, tables, views)
ActiveCampaign	`ACTIVECAMPAIGN`	API Key	Medium (contacts, lists, automations)
Klaviyo	`KLAVIYO`	API Key	Medium (profiles, lists, campaigns)
Shopify	`SHOPIFY`	OAuth 2.0	Deep (products, orders, customers)
Gmail	`GMAIL`	OAuth 2.0	Deep (read, send, labels, search)

Alternative to Existing Tools

These tools **already have native MCP or CLI** in this repo. Composio provides an alternative path:

TOOL	NATIVE INTEGRATION	COMPOSIO TOOLKIT	WHEN TO USE COMPOSIO
Mailchimp	MCP ✓, CLI ✓	`MAILCHIMP`	If native MCP setup fails
Google Ads	MCP ✓, CLI ✓	`GOOGLEADS`	If OAuth is simpler via Composio
Stripe	MCP ✓, CLI ✓	`STRIPE`	Prefer native (deeper coverage)
GA4	MCP ✓, CLI ✓	`GOOGLEANALYTICS`	Prefer native (deeper coverage)

Common Agent Operations

List available tools

```
# Via Composio CLI
npx composio apps list
```

Check connection status

```
npx composio connections list
```

Trigger an action programmatically

```
POST https://backend.composio.dev/api/v1/actions/{action_id}/execute

{
  "connectedAccountId": "account_xxx",
  "input": {
    "query": "contact email = user@example.com"
```

```
  }
}
```

Disconnect a tool

```
npx composio connections remove {connection_id}
```

Example Workflows

Pull CRM data into a spreadsheet

```
> "Get my top 20 HubSpot contacts by last activity and add them to a Google Sheet"
```

Agent uses Composio's `HUBSPOT` to fetch contacts and `GOOGLESHEETS` to write rows.

Cross-platform ad reporting

```
> "Compare my Meta Ads and LinkedIn Ads spend this month"
```

Agent uses `FACEBOOKADS` and `LINKEDIN` toolkits to pull campaign data.

Notify team about new leads

```
> "Get my Salesforce leads from today and post a summary in Slack #sales"
```

Agent uses `SALESFORCE` to read leads and `SLACK` to post messages.

Limitations

- **Coverage depth varies** — some toolkits expose hundreds of actions (HubSpot, Google Sheets), others only a handful
- **No customization** — you can't modify Composio's action schemas or add custom endpoints
- **Vendor dependency** — if Composio's servers are down, all connected tools are unavailable
- **Rate limits apply** — Composio enforces its own rate limits on top of each tool's native limits
- **OAuth tokens** — managed by Composio; you don't control token refresh or storage
- **Action naming** — Composio action names may differ from native API terminology

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Pricing

PLAN	MONTHLY PRICE	API CALLS	NOTES
Free	$0	20,000	Good for exploration and personal use

PLAN	MONTHLY PRICE	API CALLS	NOTES
Growth	$29	200,000	For regular use across multiple tools
Business	$229	2,000,000	For teams and heavy automation

Rate Limits

- Free tier: 20,000 calls/month, 10 req/sec
- Growth tier: 200,000 calls/month, 50 req/sec
- Business tier: 2,000,000 calls/month, 100 req/sec

See Also

- Quick start guide — install, connect, and use in 5 minutes
- Marketing tools mapping — detailed toolkit-to-category reference

Relevant Skills

- analytics-tracking (cross-platform data via Composio connectors)
- email-sequence (ActiveCampaign, Klaviyo access)
- paid-ads (Meta Ads, LinkedIn Ads MCP access)
- referral-program (Shopify integration)