

MCP SERVER

NO CODE

CLOUD HOSTED

# AppTweak MCP for AI Agents

## Track App Store Keyword Rankings and Competitor Downloads

AppTweak connects App Store Optimization (ASO) intelligence directly into your AI agent. Use it to track app rankings across iOS and Android, analyze keyword volumes for high-potential searches, and gauge competitor download estimates—all from a natural chat conversation.

**F** Quality Score 9.37/100

app-store-optimization

keyword-research

market-intelligence

competitor-analysis

app-rankings

aso-strategy



# 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.

# AppTweak MCP

9 tools available

Cloud-hosted on Vinkius

Stop jumping between heavy dashboards just to run market research. This MCP lets you talk to your AI client like you're talking to a paid analyst who has instant access to AppTweak's entire database. You can ask it to pull full app metadata, compare keyword difficulty scores across niches, or summarize negative user reviews for major bugs. If you need deep mobile market data without the manual clicking, this is what you use. Because Vinkius hosts thousands of specialized MCPs, you get access to enterprise-level App Store intelligence—from monitoring top charts to getting smart keyword suggestions—all integrated into your existing conversational workflow. It's about bringing powerful, structured data analysis right where you already work.

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## Core Capabilities

### 01 — Analyze app performance metrics

Retrieve core details like the title, developer name, rating distribution, and category history for any given mobile application.

### 03 — Track ranking positions

Check an app's current rank for a specific keyword or track its historical performance within an entire category.

### 05 — Gauge user sentiment

Fetch direct user reviews and analyze them to spot recurring bugs, feature requests, or general user satisfaction trends.

### 02 — Optimize keyword strategy

Generate suggested keywords for ASO and calculate search volume or difficulty scores to identify high-value search terms.

### 04 — Monitor competitor activity

Get estimated download counts and see the top-performing free, paid, or grossing apps in any market category.

# One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to this AppTweak MCP on Vinkius.
- 02 Securely insert your AppTweak API Key into the client settings.
- 03 Start asking market research questions directly to Claude, Cursor, or any compatible AI agent.

The bottom line is that you talk naturally about app performance and keywords, and this MCP handles all the data fetching behind the scenes.

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## Built For

This MCP is built for marketing specialists and product teams drowning in spreadsheets. If your job involves figuring out what phrase users are searching for or tracking why a competitor's app just shot up, you need this. It takes the manual guesswork out of App Store Optimization.

### ASO Specialist

Uses the MCP to find high-volume, low-difficulty keywords and map out a full keyword strategy without ever leaving their planning document.

### Product Manager

Requests an aggregated summary of negative user reviews or checks category ranking history to quickly spot major bugs that need fixing before the next release.

### User Acquisition Lead

Monitors top chart movements and tracks competitor estimated downloads during a key campaign launch to adjust ad spend instantly.

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## What Changes When You Connect

- 01 Pinpoint profitable keywords: Use the `get_keyword_volume` tool to find search terms with high volume but low difficulty, guiding your ASO efforts.

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- 02 Monitor competitor moves instantly: Quickly check estimated downloads and see who dominates top charts using `get_top_charts` and `get_download_estimates`.

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  - 03 Identify critical bugs fast: Run the `get_app_reviews` tool and ask the AI agent to summarize all negative feedback, letting you fix issues before users complain publicly.

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  - 04 Gauge overall app health: Get a quick snapshot of performance by fetching full details via `get_app_metadata`, skipping manual dashboard navigation.

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  - 05 Plan historical strategy: Track how your category ranking changed over time using `get_category_rankings` to prove the ROI of past updates.
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## Real-World Applications

### Identifying a new niche market segment

A User Acquisition Lead needs to see what's trending right now. They ask their agent to pull the 'Top Charts' for the fitness category, identifying three leading apps and two potential gaps in competitor coverage.

### Optimizing for search visibility

An ASO Specialist wants better keywords. They ask the agent to find keyword suggestions and then use `get_keyword_volume` on the best candidates, confirming that 'daily habit tracker' has a low difficulty score.

### Debugging a recent app update

A Product Manager notices a dip in ratings after an update. The agent uses `get_app_reviews` to summarize the last 50 negative reviews, revealing that users are complaining about a missing 'dark mode' feature.

### Benchmarking against top rivals

A Founder needs to understand why a competitor is growing. They ask the agent for the estimated download numbers and metadata of the rival app, comparing its rating to their own product's performance.

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# Patterns to Avoid

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## Guessing keywords by hand

### ✗ AVOID

A user manually types a list of 10 possible keywords and asks for general insights. The AI agent can only give surface-level, non-actionable advice.

### ✓ INSTEAD

Instead, ask the agent to use ``get_keyword_suggestions`` first to generate smart terms, then run those through ``get_keyword_volume`` to prioritize high-value targets.

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## Focusing only on star ratings

### ✗ AVOID

A user sees a 3.5/5 rating and assumes the app is average. They miss out on specific, actionable bug reports because they didn't analyze the actual text.

### ✓ INSTEAD

Use ``get_app_reviews`` to pull and summarize the raw user comments. This lets you spot patterns of complaints—like 'crashes on iPhone 14'—that a simple average rating hides.

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## Checking rankings without context

### ✗ AVOID

A user sees their app is ranked #2 for 'diet tracker' and thinks they are fine. They don't realize that the keyword has zero search volume, making the ranking useless.

### ✓ INSTEAD

Always check a rank using ``get_keyword_rankings`` but immediately follow up by running ``get_keyword_volume`` to confirm the term has enough traffic to matter.

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## The Right Fit

Use this AppTweak MCP if your core job involves competitive analysis, keyword research, or monitoring mobile market trends. If you need to know *why* an app is succeeding—whether it's its features, its keywords, or its current ranking position—this is the tool. Don't use it if all you need is to analyze internal analytics (like your own server logs) or if you only care about generic marketing copy suggestions. If your problem is purely structural or technical, look for a data warehousing MCP instead.

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## AppTweak: Solving the Manual Pain of App Store Keyword Research

Today, figuring out what keywords to target feels like an archaeological dig. You spend hours clicking between keyword research tools and spreadsheet tabs, cross-referencing search volume data with difficulty scores just to find five usable terms. It's slow, tedious, and you always feel like you're missing the perfect niche.

With this MCP, you simply ask your agent for 'keyword intelligence.' It automatically runs suggestions, checks volumes using tools like `get_keyword_volume`, and provides a prioritized list of terms ready to be added to your store listing. You get actionable data without ever leaving your chat window.

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## AppTweak: Gaining Deep Market Intelligence from App Store Data

The biggest time sink in market analysis is manually pulling together competitor data. You have to jump into multiple dashboards—one for top charts, one for metadata, and another just for reviews—and stitch the story together yourself.

Now, you ask your agent for a full competitive deep dive. It pulls everything: the rival's estimated downloads, their core app details from `get_app_metadata`, and a sentiment summary from their user reviews. The result is one comprehensive report in seconds.

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# AppTweak: 9 Tools for Mobile Market Intelligence

Use these tools to fetch anything from core app metadata and review sentiment to specific keyword rankings and competitor download estimates.

| #  | TOOL                                 | DESCRIPTION   |
|----|--------------------------------------|---|
| 01 | <code>get_app_metadata</code>        | Retrieves the app's core details, including title, developer, rating, and category, using either Apple or Google store identifiers. |
| 02 | <code>get_keyword_suggestions</code> | Provides a list of smart keywords that could help an app improve its organic visibility on both major app stores.                   |
| 03 | <code>get_keyword_rankings</code>    | Checks the current ranking position, search volume, and Keyword Difficulty Index (KEI) for specific target keywords.                |
| 04 | <code>get_keyword_volume</code>      | Determines the search volume and difficulty level for a single keyword to help pinpoint profitable niche terms.                     |
| 05 | <code>get_category_rankings</code>   | Tracks an app's ranking performance over time within its specific category, useful for diagnosing updates or campaigns.             |
| 06 | <code>get_app_reviews</code>         | Fetches direct user comments and reviews from the stores, which is valuable for detailed sentiment analysis and bug spotting.       |
| 07 | <code>get_review_stats</code>        | Gathers high-level statistics about app health, such as rating distribution across all submitted reviews.                           |
| 08 | <code>get_top_charts</code>          | Pulls the current list of top free, paid, or grossing apps for any given market category instantly.                                 |
| 09 | <code>get_download_estimates</code>  | Provides estimates for how many downloads a competitor app has achieved from the store data.  |

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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** What are some keyword ideas for a personal finance budgeting app?



### Keyword Suggestions for Finance Apps 💰

Based on current market trends, here are five high-potential keywords:

1. **Budget Tracker:** (High Volume / Low Difficulty)
2. **Debt Payoff Calculator:** (Medium Volume / Medium Difficulty)
3. **Savings Goal Setter:** (Low Volume / Very Low Difficulty)
4. **Net Worth Monitor:** (Medium Volume / High Difficulty)
5. **Financial Habits:** (Low Volume / Very Low Difficulty)

*Recommendation: Focus on 'Budget Tracker' and 'Debt Payoff Calculator'. They offer the best balance of search volume and manageable difficulty.*

**U** Analyze competitor X. How is its rating, what are users complaining about in the last month?



### Competitor Analysis: [Competitor Name]

*Overall Rating: 4.2/5 (Based on 1.2 million reviews)*

*Review Sentiment Snapshot (Last 30 Days):*

- **Positive:** Users love the new UI and integration with bank accounts.
- **Negative Concerns:** The primary complaint is inconsistent syncing between iOS and Android devices, leading to data loss. Another recurring issue is that the 'Premium' feature feels tacked on and confusingly priced.

## U What are the current top 5 free apps in the productivity category?



\*\* 🏆 Productivity Top Charts (US - Free)

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| RANK | APP NAME         | ESTIMATED DOWNLOADS |
|------|------------------|---------------------|
| 1    | TaskMaster Pro   | ~85M                |
| 2    | Focus Flow Timer | ~62M                |
| 3    | Notion Clone     | ~40M                |
| 4    | Calendar Sync X  | ~29M                |
| 5    | Meeting Minder   | ~15M                |

*Observation: The top apps all focus heavily on integration and minimal setup friction. This suggests users prioritize seamless connectivity.*

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## Frequently Asked Questions

### 01 How does AppTweak help me find new keywords for my app?

It gives you smart keyword suggestions tailored to your industry and then lets you check the search volume and difficulty score for those terms. This helps you target phrases that people are searching for but that aren't too hard to rank against.

### 02 Can I track what competitors are doing with their apps?

Yes, this MCP lets you monitor top chart movements and get estimated download numbers for rival applications. This is key when launching a big campaign because it shows you exactly who's gaining traction right now.

### 03 Is AppTweak good for finding bugs in my app?

Absolutely. By fetching user reviews and analyzing the sentiment, you can get an aggregated summary of negative feedback. This quickly reveals recurring issues or missing features that your internal testing might have missed.

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**04 How do I check if a keyword is worth targeting?**

You run the keyword through the volume and difficulty tools. The system gives you the exact search volume potential alongside the competition level, so you can prioritize your efforts where they'll make the biggest impact.

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**05 Does AppTweak cover both Apple and Google stores?**

Yes, it pulls data for both iOS and Android platforms. This ensures your keyword strategy and competitor analysis are comprehensive no matter which store your users use.







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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>"apptweak": { "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

# AppTweak 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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