MCP SERVER | NO CODE | CLOUD HOSTED

Baidu Analytics MCP for AI Agents

Audit website traffic, visitor trends, and source data.

Baidu Analytics / 百度统计 connects your AI agent directly to China's leading web analytics platform. It lets you audit complex traffic data, track real-time visitor movements, and query detailed site metrics using natural language commands. Stop jumping between dashboards; get accurate performance reports instantly.

A+ Quality Score 100/100

web-analytics | traffic-monitoring | visitor-insights | performance-tracking | conversion-metrics

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vinkius.com/mcp/baidu-analytics

SCAN TO VIEW

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.

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.

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.

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	Ed25519	24h TTL	V8 Isolate
Encryption at rest	PKI vault signatures	Ephemeral session keys	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.

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.

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.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken 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.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

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.

Baidu Analytics / 百度统计 MCP

8 tools available
Cloud-hosted on Vinkius

Forget navigating the deep menus of a standard dashboard just to pull three numbers for a meeting. This MCP hooks your AI agent into Baidu Analytics (百度统计), giving you instant access to China's primary source for website traffic insights. Instead of manually generating a report, you simply ask your client to audit visitor trends or check performance for a specific landing page. Your agent acts as an expert data coordinator, gathering immediate metrics like Page Views and Unique Visitors, even pulling detailed information on where visitors are coming from. By connecting this tool via Vinkius, you get one authorized source of truth for all your site metrics, right inside the conversation window. You can query everything from daily visitor trends to specific geographic hot spots without ever leaving your AI workflow.

Core Capabilities

01 — List registered sites

Retrieves a list of every website audited in your Baidu Analytics account, allowing you to select the correct source for reporting.

02 — Get real-time visitor statistics

Pulls live metrics, showing current online users and accumulated Page Views (PV) and Unique Visitors (UV) for today.

03 — Analyze daily traffic trends

Audits historical performance data over specific date ranges to show how your site's overall traffic is changing day by day.

04 — Determine visitor location data

Gathers geographic distribution metrics, showing where your site's visitors are coming from across the globe.

05 — Identify top visited pages and rankings

Queries which specific pages on your site receive the most traffic and what their current ranking performance is.

06 — Source visitor data

Breaks down where visitors originated, whether from search engines, direct links, or social media.

07 — Run custom reports

Executes highly specific queries using flexible metrics to generate performance reports tailored exactly to your needs.

One Click on Vinkius — From Prompt to Execution

Available at **vinkius.com/mcp/baidu-analytics** — connect your AI agent in three steps.

01 Subscribe to this MCP and provide your Baidu Analytics Username, Password, Token, and Site ID.

02 Connect the service through your preferred AI client (like Claude or Cursor).

03 Ask your agent a question about site performance, like 'What were our total UV last week?' The agent runs the necessary tool calls and delivers the answer.

The bottom line is that you get natural language access to complex web analytics reports without writing any code or navigating dashboards.

Built For

This MCP is for digital marketing pros and product managers who spend too much time copy-pasting numbers from dashboard exports. If you need immediate, conversational access to site performance data in the Chinese web ecosystem, this is your tool.

Digital Marketing Specialist

Audits campaign performance by querying source visitor data and comparing daily traffic trends against marketing goals.

Product Manager

Checks visitor behavior by determining top visited pages and analyzing geographic distribution to guide new feature placement.

SEO Analyst

Runs performance audits to track page rankings and identify traffic source gaps that need content optimization.

What Changes When You Connect

01 Get immediate visibility into live site activity. Instead of guessing, your agent uses `get_realtime_metrics` to tell you exactly how many users are online right now.

02 Stop wasting time manually comparing dates. The `get_daily_trend` tool analyzes performance over custom date ranges so you always know if traffic is moving up or down.

03 Understand where your audience comes from. Using `get_source_data`, you can pinpoint if a drop in visitors was due to search engine issues or social media changes.

04 Pinpoint high-value content instantly. The `get_page_rankings` tool tells you exactly which pages need promotion or updating based on actual user traffic.

05 Eliminate dashboard hopping. With access to `list_sites` and custom queries, your agent handles all site selection and data gathering in one conversational step.

Real-World Applications

Investigating a sudden drop in sign-ups

A marketing manager asks the agent to check yesterday's performance. The agent uses `get_source_data` and finds that traffic from 'Paid Search' dropped by 40%, allowing the team to immediately pause underperforming campaigns.

Preparing for a quarterly review meeting

A product manager asks the agent for all site metrics. The agent uses `list_sites` first, then executes `get_yesterday_overview`, compiling key UV/PV data points into a clean summary ready to paste into slides.

Optimizing a new landing page

The team wants to know if the new page is working. The agent runs `get_page_rankings` and `get_geo_distribution`, confirming that traffic spikes are coming from key target regions, proving the page's effectiveness.

Benchmarking site performance against goals

An analyst needs to compare last month's average daily UV versus this month's. They ask for a trend analysis, and the agent uses `get_daily_trend` to provide immediate historical context.

Patterns to Avoid

Comparing apples to oranges

✗ AVOID

A user asks the AI client for 'total traffic,' but fails to specify if they want real-time or historical data, leading to confused metrics.

✓ INSTEAD

Always start by using `list_sites` to confirm which site you're checking. Then be precise: ask for 'real-time UV count' (using `get_realtime_metrics`) or 'UV trend for the last 7 days' (using `get_daily_trend`).

Forgetting data scope

✗ AVOID

A user asks about general site performance without specifying a date range, resulting in an unusable, massive data dump.

✓ INSTEAD

When analyzing trends or summaries, always specify the timeframe. Use `get_daily_trend` and name the start and end dates clearly.

Ignoring source context

✗ AVOID

A user sees low overall traffic but doesn't know why. They just ask for 'metrics,' missing the root cause.

✓ INSTEAD

Don't stop at total metrics. Use `get_source_data` immediately after checking totals to see if Google, direct links, or paid channels are responsible for the dip.

Over-relying on basic reports

✗ AVOID

The default dashboard only shows simple PV counts and doesn't give actionable insights into *why* traffic is changing.

✓ INSTEAD

For deep analysis, use `query_custom_metrics` to build a highly specific report that combines geographic data with source type, giving you the full picture.

The Right Fit

Use this MCP if your job requires constant access to granular web analytics for sites operating within the Chinese market. If you're a digital marketer who needs to rapidly compare current site performance (via `get_realtime_metrics`) against historical benchmarks or audit traffic sources (`get_source_data`), this is essential. However, don't use it if your only need is general business intelligence unrelated to website visits, like managing HR records; those are better suited for dedicated CRM tools. Also, remember that while `query_custom_metrics` is powerful, it requires you to

know what metrics you want beforehand—it won't guess your needs.

Baidu Analytics: Audit Web Traffic and Visitor Sources with Conversational AI

Today, auditing a site's health is a nightmare of clicks. You have to jump into the Baidu Tongji Dashboard, select your Site ID, then click through tabs for 'Daily Trends,' copy the UV count, open another tab to check 'Source Data,' and paste that in an email. It's slow, it's tedious, and you always risk grabbing the wrong metric.

With this MCP, all of that manual clicking disappears. You tell your agent: 'Check my site for visitor source data.' The agent handles the entire multi-step process, pulling accurate information from `get_source_data` and delivering a clean answer right away.

Baidu Analytics: Pinpoint Visitor Geography and Page Rankings with AI

Before this tool, figuring out where your traffic was coming from meant running the geographic distribution report and then cross-referencing that data with a separate page ranking audit. It required at least two different reports just to get context.

Now, you can ask for both metrics in one prompt. Your agent combines `get_geo_distribution` results with the most important pages found by `get_page_rankings`, giving you an immediate, actionable picture of who is visiting and what they are looking at.

Baidu Analytics: 8 Tools for Web Traffic Analysis & Monitoring

Use these specialized tools to run daily trend reports, check geographic data, find top pages, and execute complex custom queries on your site metrics.

#	TOOL	DESCRIPTION
01	`get_daily_trend`	Retrieves a summary of how overall site traffic has changed day over day.
02	`get_geo_distribution`	Calculates and returns the geographic breakdown of your website's visitors.
03	`get_page_rankings`	Lists the most popular pages on your site along with their current ranking metrics.
04	`get_realtime_metrics`	Provides an immediate count of online users, total Page Views (PV), and Unique Visitors (UV).
05	`get_source_data`	Details the origin of traffic, specifying if visitors came from search engines, direct inputs, or other sources.
06	`get_yesterday_overview`	Pulls a comprehensive summary report covering all major site metrics for the previous calendar day.
07	`list_sites`	Returns a list of all registered websites linked to your Baidu Analytics account.
08	`query_custom_metrics`	Allows you to run advanced, custom reports by specifying exact metrics and filters.

See It in Action

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

U What were our total unique visitors for the last 7 days?

Weekly Traffic Summary

- **Total Unique Visitors (UV):** 18,500
- **Average Daily UV:** 2,643
- **Peak Day:** Last Tuesday (3,200 UV)

Overall traffic is up 9% compared to the previous week. The largest increase came from 'Search Engine' sources.

U Show me which pages are getting the most traffic right now.

Top 5 Pages by Visits (Last 24 Hours)

RANK	PAGE URL	TOTAL PV
1	/product/widget-x	680
2	/blog/guide-to-seo	310
3	/contact	95

The widget page is performing well, but the blog guide could use more promotional lift.

U What are our live visitor stats right now?

Live Site Dashboard

✅ **Currently Online:** 42 users
📈 **Total Page Views (PV) Today:** 1,530
👤 **Unique Visitors (UV) Today:** 987

We've seen a steady increase in unique visitors over the last hour. Do you want me to check their current source data?

Frequently Asked Questions

01 **How does Baidu Analytics / 百度统计 help me track live visitor stats?**

Your agent gets real-time numbers instantly. Instead of manually checking a dashboard, you ask for the current count of online users and total page views, getting an immediate snapshot of your site's activity.

02 **Can I use Baidu Analytics / 百度统计 to find out where my visitors are coming from?**

Yes. You can query the visitor source data to see if traffic is dropping because of a search engine change or if direct link usage went down. It breaks down every channel for you.

03 **What if I need to compare performance across multiple websites?**

First, you use the tool to list all registered sites in your account. Then, you can ask the agent to run a specific audit—like daily trends—on several of those listed sites in one request.

04 **Is Baidu Analytics / 百度统计 better than looking at Google Analytics?**

This MCP gives you access to Baidu's data, which is the dominant platform for web metrics within China. It provides specialized insights crucial for optimizing content and campaigns targeted at that specific user base.

05 **How do I know if my new landing page is actually working?**

You can run a performance audit using the tool to check the page's rankings and compare its traffic against other pages. This helps you see if it's attracting the right kind of visitor.

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 `"baidu-analytics": { "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

Baidu Analytics / 百度统计 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 →

vinkius.com · support@vinkius.com

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