

MCP SERVER

NO CODE

CLOUD HOSTED

Bitly MCP for AI Agents

Shorten URLs and track comprehensive link performance metrics.

Bitly connects your link campaigns directly into your AI agent. Instantly shorten long URLs into branded Bitlinks while automatically tracking click performance metrics. You can analyze geographic data, identify traffic sources, and manage entire groups of links using natural conversation.

A+ Quality Score 100/100

url-shortening

link-management

click-tracking

analytics

marketing-metrics

redirects



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.

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

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.

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 — connect your AI agent in under 60 seconds.

Bitly MCP

10 tools available

Cloud-hosted on Vinkius

Managing a campaign means constantly checking link performance across dozens of platforms. This MCP lets you talk to your AI agent about your links like talking to a marketing intern: 'What did the summer sale link do in California?' or 'Show me all the tags we used last month.' You get immediate, detailed analytics without copy-pasting URLs into separate dashboards.

It handles everything from generating branded short links and creating associated QR codes to deep diving into metrics. Need to know which site drove the traffic? It finds your referrers. Want a global view? It breaks down clicks by country. You connect this MCP through Vinkius, giving any compatible AI client access to these powerful link management tools right inside your chat window.

Core Capabilities

01 — Create and brand short links

Generates branded or generic Bitlinks from long URLs, sometimes allowing you to set custom titles.

03 — View detailed click counts

Provides a summary of total clicks for any specific link over time, giving you performance metrics.

05 — Identify traffic sources (Referrers)

Lists which specific websites or networks are sending users to your links.

07 — Discover used tags

Retrieves a complete list of all tags currently applied across your entire inventory of links for better organization.

02 — Generate link-specific QR codes

Creates a scannable image (QR code) that directs users to your chosen short URL.

04 — Analyze traffic by geography

Shows where your link traffic originates, breaking down the total clicks into country-specific data.

06 — Manage and list link groups

Allows you to see the structure of your organization's Bitly groups and manage their contents.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/bitly — connect your AI agent in three steps.

- 01 Subscribe to this MCP and provide your Bitly Generic Access Token.
- 02 Connect the credentials to your preferred AI client (Claude, Cursor, etc.).
- 03 Ask your agent a question using natural language. For example: 'What were the click metrics for my top 5 links last month?'

The bottom line is you tell your AI client what link data you need, and it runs the necessary analytics against Bitly's live records.

Built For

This MCP is for digital marketing teams that spend too much time jumping between bit.ly dashboards, Google Analytics, and social media posting tools just to compile a single performance report.

Social Media Manager

Needs to quickly shorten links across multiple platforms while simultaneously checking if the link has broken or needs updating.

Marketing Analyst

Spends hours compiling reports that need specific geographic breakdowns and detailed referrer data for executive review.

Growth Team Lead

Uses the MCP to automate link creation based on campaign tags and track metrics across entire groups of links.

What Changes When You Connect

- 01 You get instant, actionable analytics. Instead of logging into a dashboard to find out how many clicks 'short-term campaign' received, your agent just tells you the number using `get_clicks`.

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- 02 It saves time on reporting. Combining geographic insights (`get_countries`) with referrer data (`get_referrers`) for a single report eliminates manual cross-checking in spreadsheets.

 - 03 Your content is always optimized. You can use the MCP to quickly generate branded links and associated QR codes (`create_qr_code`) right when you're drafting copy.

 - 04 It keeps your brand consistent. When you need to update a link title or fix a typo, `update_bitlink` lets you make those changes instantly without needing backend access.

 - 05 You maintain structure. By listing and managing groups (`list_groups` , `list_bitlinks`), the MCP helps you keep track of hundreds of links assigned to different departments.
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Real-World Applications

Analyzing a regional ad campaign's success

A marketing analyst needs to know if an ad spend targeting Germany actually worked. The agent uses the MCP to pull data by country (`get_countries`) and cross-references it with which source drove that traffic (`get_referrers`), providing immediate proof points for budget reallocation.

Auditing link usage across departments

A growth team lead wants to know if the 'Q2 Product' group is getting overlooked. The agent uses `list_bitlinks` and then runs `get_clicks` on those specific links, allowing them to identify underperforming assets quickly.

Quickly deploying content across social channels

A social media manager writes a blog post and needs links ready for Twitter, LinkedIn, and Instagram. The agent uses `shorten_url` to create branded Bitlinks and then generates physical QR codes (`create_qr_code`) for print materials, all in one conversational flow.

Preparing a quarterly performance review

A manager needs to compile all metrics for the quarter. The agent uses the MCP to pull aggregate data from multiple sources, listing groups and then getting click totals (`get_clicks`) across everything in one go.

Patterns to Avoid

Treating links as static text

✗ AVOID

Just pasting a long URL into the chat window and asking the agent to 'fix it.' This ignores link branding, tracking needs, or group context.

✓ INSTEAD

Always use ``shorten_url`` first. If you need to manage the link later, check if you need to run ``update_bitlink`` before trusting that URL.

Ignoring campaign scope

✗ AVOID

Asking for general click data without specifying which links or groups are relevant. You'll get a massive, unmanageable dump of numbers.

✓ INSTEAD

Start by listing your assets using ``list_groups`` and then run specific reports like ``get_countries`` on the group you care about.

Forgetting necessary visual aids

✗ AVOID

Creating a link but forgetting to include an easy way for people to scan it, making physical deployment difficult.

✓ INSTEAD

After creating your short URL with ``shorten_url``, remember to run ``create_qr_code`` so you can instantly print or display the scannable version.

The Right Fit

Use this MCP if your primary pain point is coordinating link metrics. This tool excels when you need to move beyond simple shortening and into deep analytics—specifically, knowing *who* clicked (referrers) and *where* they came from (countries). You should use it whenever you are running a multi-platform campaign and need a single source of truth for performance data.

Don't use this if all you need is to shorten one URL once. For that, basic link tools suffice. However, if your goal involves understanding the *why* behind clicks—the origin, the timing, or the group structure—then connect this MCP. It's essential for any team running professional, measurable digital campaigns.

Bitly: Solving Complex Link Tracking with Bitly MCP for AI Agents

Today, tracking a single campaign's performance is a nightmare. You write the link on Twitter, then you post it in an email newsletter, and maybe you put it on a billboard. To figure out which channel worked best, you have to copy the URL, log into Bitly, pull the data, switch over to Google Analytics, download that report, and finally, manually try to correlate the numbers. It's click-heavy, dashboard-jumping work.

With this MCP, your agent handles the whole process conversationally. You simply ask, 'How did our Q3 campaign perform?' The agent runs the necessary checks, pulling geographic insights (`get_countries`) and detailing all sources that sent traffic (`get_referrers`), giving you a cohesive report instantly.

Bitly: Managing Link Assets and Groups with Bitly MCP for AI Agents

Before this, managing links meant relying on siloed spreadsheets. You had to manually track which link belonged to the 'Fall Campaign' group versus the 'Internal HR Links,' leading to mix-ups and lost data visibility.

Now, you can tell your agent to list all assets in a specific container using `list_bitlinks` . The system knows exactly what belongs where, letting you audit entire sets of links and make sure every asset is accounted for without leaving the chat.

Bitly: 10 Tools for Advanced Link Tracking & Analytics

Use these tools to manage link assets, create branded URLs, generate QR codes, and pull detailed click analytics from your Bitly account.

#	TOOL	DESCRIPTION
01	<code>shorten_url</code>	Shortens a long URL, allowing you to optionally set a custom domain or title for the resulting link.
02	<code>create_qr_code</code>	Generates a scannable QR code image that directs users to your specified short link.
03	<code>get_bitlink</code>	Retrieves the full details and metadata for a specific Bitlink you already manage.
04	<code>update_bitlink</code>	Changes the visible title or custom identifier of an existing, live link without changing its destination URL.
05	<code>get_clicks</code>	Retrieves overall click analytics for a given link, providing total counts and historical performance data.
06	<code>get_countries</code>	Provides detailed click metrics that are broken down by the country where the user came from.
07	<code>get_referrers</code>	Analyzes and lists all external sites or networks responsible for sending traffic to your links.
08	<code>list_groups</code>	Lists every group that has been created within your Bitly account structure.
09	<code>list_bitlinks</code>	Displays all the specific links contained within a chosen organizational group.
10	<code>get_user</code>	Retrieves basic account information and metadata for your Bitly profile.

See It in Action

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

U What was the click summary for my main landing page link last month?



Bitlink Performance Summary (Last 30 Days)

- **Total Clicks:** 1,452
- **Unique Viewers:** 1,198
- **Top Source:** LinkedIn (34% of traffic)
- **Status:** Active

The link is performing well. The highest volume came from professional networks, suggesting we should boost our focus there.

U I need to find out where my links are being clicked globally.



Here's the breakdown of traffic by country:

COUNTRY	CLICKS	% OF TOTAL
United States	510	35%
Canada	290	20%
Germany	180	12%
UK	152	10%

Overall, North American traffic makes up the majority of clicks.

U List all my groups and tell me how many links are in 'Marketing Team'.



I found three main groups:

- **Personal Links:** 12 assets
- **Marketing Team:** 45 assets (This is the group you asked about.)
- **Internal Assets:** 3 assets

The Marketing Team group has a total of 45 links ready for use.

Frequently Asked Questions

01 How does Bitly help me analyze link performance with AI agents?

It gives you comprehensive, conversational access to your link metrics. Instead of viewing static dashboards, you ask the agent questions like 'Show me traffic from Brazil' and get a detailed, instant breakdown.

02 Can I use Bitly MCP with my existing marketing tools?

Yes. You connect this through your AI client (like Claude or Cursor). This means you don't have to switch between multiple apps; all link data and analytics happen right where you are working.

03 What if I need to change a link title? Does Bitly MCP support that?

Absolutely. You can use the MCP to update a link's visible title or custom identifier without having to access the main Bitly dashboard, keeping your workflow fast.

04 Does this MCP track where my links are being clicked from? (Geographic data)

Yes. You get detailed click metrics broken down by country, which is crucial for regional campaign planning and optimizing ad spend in specific markets.

05 How do I make a link that works both online and on print materials?

You can use the MCP to shorten your URL and immediately generate an associated QR code. This means you get a single asset that works across digital chat messages, emails, and printed flyers.

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 `"bitly": { "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

Bitly 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 · support@vinkius.com

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