MCP SERVER | NO CODE | CLOUD HOSTED

Brandwatch MCP

Analyze social trends and consumer sentiment by query.

Brandwatch connects social listening data directly into your AI agent. This MCP lets you analyze brand mentions, track competitor activity, and visualize market trends using natural conversation. List projects, check raw social mentions by query, or get volume aggregates to see how sentiment changes over time—all without leaving your workflow.

F Quality Score 3.6/100

consumer-intelligence | social-listening | market-research | sentiment-analysis | data-visualization | trend-tracking

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vinkius.com/mcp/brandwatch

SCAN TO VIEW

The infrastructure that powers AI agents in the real world.

Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect 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.

Brandwatch MCP

8 tools available
Cloud-hosted on Vinkius

Brandwatch gives you a direct line into consumer research, letting you stop relying on clunky dashboards and manual exports. Your AI agent handles the heavy lifting of analyzing millions of data points about your brand and your competitors. Need to know what people are saying right now? You can query raw social mentions based on specific keywords or date ranges, giving you an immediate pulse check on your market health. Want to see if a campaign worked last quarter? Just ask for volume aggregates; the agent tracks mention spikes and overall trend changes over time. Even organizing data is simple; you can list available tags or create new ones right within your chat. Connecting Brandwatch through Vinkius means you get all this sophisticated social data analysis, orchestrated entirely through natural conversation, no matter which AI client you prefer.

Core Capabilities

01 — Check active research projects

List and retrieve detailed information about your brand's ongoing research projects and dashboards.

02 — Review configured search queries

Access all the custom search queries you set up to monitor specific industry trends or brand health.

03 — Retrieve raw social mentions

Query and inspect individual social media posts based on a defined query and date range.

04 — Analyze mention volume over time

Get aggregated data to track how the total number of brand mentions changes, helping you spot trends or sudden spikes.

05 — Categorize social data

List existing categorization tags or create new ones to keep your massive pool of social data organized.

One Click on Vinkius — From Prompt to Execution

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

01 Subscribe to this MCP and enter your Brandwatch API Username, Password, and Client ID.

02 Your AI client establishes a secure link to the Brandwatch service using those credentials.

03 You ask your agent for specific insights—like 'Show me the volume aggregates for Q4'—and get the data back in plain text.

The bottom line is, you tell your agent what insight you need, and it runs the complex Brandwatch queries for you.

Built For

This tool is essential for anyone whose job depends on reading between social media lines. It's built for data analysts who hate manual CSV exports and social managers who need real-time sentiment checks without opening ten different tabs.

Market Researcher

Tracking how industry trends shift month over month by listing all active projects and analyzing historical mention volumes.

Social Media Manager

Monitoring brand sentiment in real-time, checking query performance, and immediately creating new tags for urgent content review.

Data Analyst

Pulling raw data on demand to compare mention volume aggregates against historical benchmarks without writing a single SQL query.

What Changes When You Connect

01 Stop exporting to CSV. Instead of downloading massive data dumps, you simply ask the agent for volume aggregates, getting instant trend analysis right in your chat window.

02 Keep everything organized using categorization tags. You can list available tags or use a tool like create_tag to add new ones instantly when reviewing content.

03 Check brand health immediately by listing queries. This lets you verify if your current monitoring setup is tracking the right competitors and trends.

04 Get deep, granular data with get_mentions. Instead of just seeing a count, you can pull the actual raw social posts for detailed manual review.

05 Know what's running without clicking through menus. Use list_projects to see every active research initiative at a glance.

Real-World Applications

A campaign needs immediate sentiment validation

The social manager asks the agent, 'Show me all mentions for the new product launch from last week.' The agent uses get_mentions to pull raw data and then calculates volume aggregates to show if positive spikes followed the release.

Quarterly report requires historical trend comparison

The market researcher asks, 'What was the mention volume for competitor X in Q1 vs. Q2?' The agent uses get_volume_aggregates to compare the two periods and provides a simple spike analysis.

Need to audit research scope quickly

The analyst needs to know what data sources are available for Project Alpha. They use list_projects first, then check list_dashboards to see exactly which dashboards are live and active for review.

Organizing messy incoming content feed

A team member asks to tag all mentions related to 'policy changes.' The agent uses create_tag first, then applies the new category across existing data using list_tags verification.

Patterns to Avoid

Using Brandwatch for simple keyword counts

✗ AVOID

Trying to find out how many times a word was used last month by simply asking, 'How many mentions?' This only gives a single, uncontextual number.

✓ INSTEAD

To get accurate trend data, you must use get_volume_aggregates. Always specify the query and date range so you get an aggregated graph instead of just one number.

Forgetting which projects are live

✗ AVOID

Running a report on 'Project Beta' when it was archived last month, wasting time waiting for stale data.

✓ INSTEAD

Always start by running list_projects. This ensures you only target active initiatives and prevents wasted API calls.

Overlooking necessary categorization

✗ AVOID

Having a massive volume of raw mentions, but no way to sort them into 'complaint' or 'praise.' The data is unusable.

✓ INSTEAD

Before diving deep, use list_tags and then create_tag. Defining your taxonomy first makes the subsequent analysis much more useful.

The Right Fit

Use this MCP if your workflow requires analyzing social media volume, tracking trends over time, or organizing unstructured brand mentions from a professional platform like Brandwatch. It excels at turning raw data points into actionable insights by comparing metrics (e.g., using get_volume_aggregates) and listing metadata (list_projects). Don't use this if you just need to read basic company documentation; that requires simple document retrieval tools. Also, don't use it if your core need is transactional—like sending an email or updating a CRM record. For those tasks, look for messaging or database-focused MCPs. If all you need is a list of available keywords, list_queries handles that perfectly.

The tedious manual process of social listening

Right now, tracking brand sentiment feels like detective work done with sticky notes. You jump between the Brandwatch dashboard and your spreadsheet, copy-pasting raw data into a new tab just to count spikes. Every time you want to compare last quarter's performance against this month's, it means another manual filter and a headache of conflicting numbers.

With this MCP, that whole process vanishes. You ask your agent for the comparison directly, pulling volume aggregates across multiple dates. The outcome is clean: instant trend analysis delivered right in your conversation window.

Brandwatch MCP gives you complete social intelligence

You eliminate hours spent just navigating menus, manually filtering dashboards, and exporting data to fix formatting issues. You no longer waste time figuring out which project ID belongs to which set of queries.

What's different now is that you stop analyzing *data* and start analyzing *insights*. Your agent does the heavy lifting; you just read the conclusion.

Brandwatch with 8 Tools

Use these eight tools to manage projects, run queries, categorize data, and pull detailed social mention metrics into your AI workflow.

#	TOOL	DESCRIPTION
01	`create_tag`	Adds a new category tag to help organize mentions and social data records.
02	`get_mentions`	Fetches specific raw social media posts based on your defined search query.
03	`get_project`	Retrieves detailed information about a single, specified research project.
04	`get_volume_aggregates`	Calculates the total number of mentions over time for a given search query.
05	`list_dashboards`	Displays all available dashboards within an active research project.
06	`list_projects`	Provides a list of every ongoing and completed brand research project.
07	`list_queries`	Shows all the custom search queries that are currently configured within your project.
08	`list_tags`	Retrieves a list of every tag already available for categorization in the current project.

See It in Action

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

U List all queries configured in project proj_1.

I've retrieved the queries for project proj_1. You have 3 queries running: 'Brand Name Mentions' (ID: q_1), 'Competitor X' (ID: q_2), and 'Industry Trends' (ID: q_3).

U Get volume aggregates for query q_1 from Jan 1st to Jan 31st.

Retrieving data... There were 15,200 mentions in total during January. The highest spike occurred on Jan 15th with 4,500 mentions.

U Create a new tag called 'Urgent Review' in project proj_1.

The tag 'Urgent Review' has been successfully created in your project. You can now use it to categorize mentions.

Frequently Asked Questions

01 **How do I find out what projects are currently running with Brandwatch MCP?**

You use list_projects. This tool quickly lists all active research initiatives in your account, so you know exactly where to focus your analysis.

02 **Can the Brandwatch MCP give me a total count of mentions over time?**

Yes, run get_volume_aggregates. You just need to specify the query and date range; it will calculate and provide the overall mention volume trend.

03 **What is the difference between list_queries and list_tags in Brandwatch MCP?**

list_queries shows your search terms (what you are looking for), while list_tags shows how people have already categorized the data after it's been found.

04 **How do I retrieve specific raw posts using Brandwatch MCP?**

You use get_mentions. This tool allows you to pull the actual social media content for a precise query and time frame, rather than just getting a number.

05 **Does the Brandwatch MCP help me organize my data?**

It does. You can use create_tag to define new categories or list_tags to see what organization structures are already in place for your mentions.

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 `"brandwatch": { "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

Brandwatch 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

INDEPENDENT PLATFORM DISCLAIMER

DOCUMENT INFORMATION

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MCP Server	Brandwatch MCP
Server ID	`019d7562-87fe-7276-bea2-200b255f00e7`
Platform	Vinkius Cloud for AI Agents
Endpoint	`https://edge.vinkius.com/{token}/mcp`

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