

MCP SERVER

NO CODE

CLOUD HOSTED

Contentsquare MCP for AI Agents

Analyze E-commerce User Behavior and Site Metrics

Contentsquare lets you audit your digital experience metrics directly through natural conversation. Your AI client can pull explicit site performance data, list demographic segments, and map out user journeys across your e-commerce platform without ever leaving your chat window. It's deep UX analytics on demand.

A+ Quality Score 100/100

ux-analytics

conversion-rate-optimization

digital-experience

user-behavior

customer-journey



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.

Contentsquare MCP

10 tools available

Cloud-hosted on Vinkius

Managing a complex website means constantly jumping between dashboards to figure out why conversion rates dipped or where users are getting stuck. This MCP connects your AI agent directly to Contentsquare's full suite of digital experience and user behavior metrics. You can talk about your site's performance, and the tool pulls the raw data for you.

The platform lets you do much more than just check bounce rates. Your agent can map out exactly which URLs users hit, validate specific audience segments against global standards, or even attach offline data—like sales records—to a user's active session history. If you're using Vinkius, this MCP gives your AI client access to thousands of other services, making it one place for all your site analytics needs.

Instead of spending hours building reports and stitching together different views, you ask questions like, 'Show me the engagement metrics for users who came from Instagram last month,' and get a detailed answer instantly. It's about getting actionable insights without ever writing an API query or navigating complex menus.

Core Capabilities

01 — Audit Site Performance Metrics

Retrieves key performance indicators like engagement and bounce rates for your entire digital property.

03 — Map Website Navigation Paths

Discovers the routing tree for every URL on your site, allowing you to audit how users move through key pages.

02 — Analyze User Groups and Segments

Accesses pre-defined demographic data to classify user behavior and validate specific audience segments across different regions.

04 — Extract Raw Behavioral Data

Triggers automated data pipelines that extract raw session or pageview chunks, feeding them directly into external BI tools.

05 — Enhance User Session Data

Appends external business attributes, such as sales logs or contact information, to a user's live interaction history for deeper context.

One Click on Vinkius — From Prompt to Execution

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

- 01** Subscribe to this MCP and input your Contentsquare API credentials (Client ID, Secret, and Project ID) into the Vinkius platform.
- 02** Your AI agent uses these credentials to authenticate with Contentsquare's system via the MCP connection.
- 03** You ask a natural language question—like 'What were the bounce rates for mobile users last week?'—and your agent executes the necessary data calls and returns a formatted, ready-to-use answer.

The bottom line is you get deep UX analytics answers via conversation instead of dashboard clicks.

Built For

This MCP is for Product Managers and Data Analysts who are sick of clicking through 15 different tabs just to answer one simple question. It's built for the person who needs real-time behavioral insights to guide product decisions, not just pretty charts.

Product Manager

You use this tool to monitor project-wide engagement and conversion trends using natural language queries, quickly validating hypotheses about user flow.

UX Researcher

You audit user behavior metrics, inspect deep interaction arrays like heatmap coordinates, and check specific page URLs without having to manually dig through the full Contentsquare console.

Data Analyst

You trigger automated raw data exports or enrich sessions with offline sales logs directly from your chat interface for advanced analysis.

What Changes When You Connect

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- 01** Get instant site performance data: Instead of building a report, ask your agent to pull explicit metrics like bounce rates or engagement figures using the `get_metrics` tool.

 - 02** Deepen context with session enrichment: Use `enrich_session` to append sales records or contact logs directly to user sessions, giving you full purchase-to-behavior visibility.

 - 03** Audit site structure easily: The agent can map out routing trees for your URLs via `list_mappings`, letting you audit the entire digital experience path without guesswork.

 - 04** Run complex data pipelines on demand: Initiate raw exports using `create_export_job` and check their status with `get_export_job`—all through simple conversation.

 - 05** Target specific page performance: You can run direct queries for exact document nodes against single URLs using `get_page_metrics`, skipping the noise of site-wide averages.
-

Real-World Applications

Diagnosing Funnel Drop-Offs

A product manager notices a drop in conversions. They ask their agent to analyze ``list_zonings`` and compare the results against standard demographic segments (``list_segments``) to pinpoint which user group is abandoning checkout.

Integrating CRM Data into Analytics

A data analyst wants to connect observed web behavior to actual revenue. They use ``enrich_session`` to attach sales logs from the CRM system directly to the session record for accurate attribution modeling.

Validating Marketing Campaigns

A digital marketer needs to know if a specific campaign landing page performed well. They query ``get_page_metrics`` for the exact URL and compare those results with general site metrics using ``get_metrics``.

Preparing Custom Datasets

An analyst needs a massive, clean dataset for external machine learning models. They ask the agent to ``create_export_job`` for all sessions from last quarter and then monitor it using ``list_export_jobs``.

Patterns to Avoid

Treating analytics as a search query

✗ AVOID

Manually opening the Contentsquare console, navigating to 'Metrics,' selecting date ranges, and copying numbers for comparison.

✓ INSTEAD

Just ask your agent. For example: 'What was the average engagement rate last week?' The MCP handles the navigation and data pulling automatically using ``get_metrics``.

Mixing up session data types

✗ AVOID

Assuming that a standard site view metric is enough to prove revenue, ignoring the actual sales context.

✓ INSTEAD

To link behavior to outcome, use ``enrich_session``. This tool takes external inputs (like CRM sales logs) and attaches them directly to the user's web session record.

Overlooking site structure details

✗ AVOID

Only looking at a single page's metrics without knowing if that page is reachable from other parts of the site.

✓ INSTEAD

Use ``list_mappings`` to discover all possible routing paths for your URLs. This shows you the full structural context before you analyze performance using ``get_page_metrics``.

The Right Fit

You should use this MCP if your job requires linking specific web behavior (like clicks, bounces, or segment validation) to measurable business outcomes (sales, leads). It's perfect for Product Managers who need quick answers and Data Analysts building custom data pipelines. Don't use it if you just need a simple marketing report; those usually live in dedicated BI tools. Also, don't rely on this MCP alone for compliance auditing or deep infrastructure checks—it focuses purely on digital experience and user behavior metrics. If your goal is to automate the *writing* of code based on UX data, you might need a different type of integration.

Contentsquare MCP: Auditing E-commerce User Behavior Metrics

Right now, figuring out why users drop off at checkout is painful. You have to open the Contentsquare dashboard, filter by device type, set a date range, then manually check bounce rates while simultaneously cross-referencing demographic reports in another tab. It's a cycle of clicking, filtering, and copy-pasting numbers into a spreadsheet just to start a conversation.

With this MCP, you tell your agent the problem: 'The mobile checkout funnel has high abandonment.' Your agent instantly pulls all necessary data—from deep interaction arrays (`list_zonings`) to overall site metrics (`get_metrics`). You get an immediate summary of *why* users are leaving and what they were doing right before they went. It turns hours of dashboard clicking into a single, conversational answer.

Contentsquare MCP: Mapping Digital Experience Paths

Manually auditing your entire site structure is nearly impossible. You need to verify that every product page links correctly, and that the path from the homepage through three different category levels actually exists in the system. This requires running multiple checks across the console just to build a simple map.

This MCP fixes that by letting you discover explicit routing trees using `list_mappings`. Your agent shows you the entire path structure of your site—all URLs, all dependencies—in plain text. You stop guessing and start knowing exactly what paths are available for users.

Contentsquare: 10 Tools for E-commerce User Behavior Analytics

Use these tools to audit website performance, map URLs, enrich session data, and export raw behavioral logs from your Contentsquare account.

#	TOOL	DESCRIPTION
01	<code>list_projects</code>	Finds all the active UX tracking domains available within your Contentsquare account.
02	<code>get_metrics</code>	Pulls explicit site metrics, including bounce rates and overall engagement percentages.
03	<code>list_segments</code>	Provides a list of demographic data sets used to classify user behavior globally.
04	<code>list_mappings</code>	Discovers the exact routing paths that structure your website's URLs.
05	<code>list_zonings</code>	Inspects deep interaction areas, such as click tracking zones and heatmap coordinates.
06	<code>create_export_job</code>	Starts an automated job to extract raw data chunks for later retrieval.
07	<code>get_export_job</code>	Checks the current execution status of a previously started data export job.
08	<code>list_export_jobs</code>	Retrieves a list of all historical and pending raw data extraction jobs.
09	<code>get_page_metrics</code>	Executes targeted queries to get specific statistical bodies for single, defined page URLs.
10	<code>enrich_session</code>	Adds external business attributes, like sales or contact logs, directly into a live user session record.

See It in Action

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

U Give me a breakdown of bounce rates and conversion rates for my main website last week.



Site Performance Metrics: Last Week (Jan 1 - Jan 7)

METRIC	VALUE
Engagement	65%
Bounce Rate	32%
Conversion Rate	4.5%

The performance was stable compared to the previous week, suggesting marketing efforts are maintaining baseline traffic quality.

U What demographic groups performed best on the product pages?



Segment Analysis:

We analyzed your top-performing user segments:

- **Age Group 25-34:** Highest engagement (78%) and conversion rate. They are most active in viewing category pages.
- **Region: Pacific Northwest:** Strong purchase intent, though bounce rates are slightly higher on mobile devices.

I recommend focusing UX improvements on the mobile experience for this region.

U Can you check if the 'FAQ' page metrics differ from the main product listing page?



Metrics Comparison: FAQ vs. Product Listing

- **Product Page (URL: /product/abc):** Bounce Rate 28% | Engagement 71% |
- **FAQ Page (URL: /faq):** Bounce Rate 45% | Engagement 55% |

The FAQ page shows a significantly higher bounce rate, suggesting users are arriving there and leaving quickly without finding the answer. This indicates content clarity issues.

Frequently Asked Questions

01 How do I use Contentsquare with my AI agent via the MCP?

You connect your API keys to Vinkius, and then simply ask your AI client questions about user behavior. The tool handles all the complex data pulling so you get direct answers instead of spending time in dashboards.

02 Can this Contentsquare MCP help me find out why my sales dipped?

Absolutely. You can ask your agent to cross-reference general site metrics with external data, like attaching recorded sales logs to user sessions, which helps pinpoint the exact moment and context of a revenue dip.

03 Is Contentsquare MCP better than just exporting raw data?

It's complementary. While you can export raw data using `create_export_job` for deep science work, this MCP provides instant, actionable summaries first. You ask the question, get the answer; then, if needed, you trigger a full dataset extraction.

04 What kind of user segments can Contentsquare MCP analyze?

It accesses standard API demographic directories to classify users by location, device type, and general behavioral patterns. This lets you validate specific audience groups against your product goals in natural language.

05 Does the Contentsquare MCP cover all my website URLs?







The agent can discover your routing paths using `list_mappings`, showing you the full structural map of your site. This confirms which URLs are accessible and ensures no critical pages are being overlooked.

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 <code>"contentsquare": { "url": "..."</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → 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

Contentsquare 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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