

M C P S E R V E R

N O C O D E

C L O U D H O S T E D

Conversion Rate Analytics MCP

Get real-time visibility into your store's sales performance.

Conversion Rate Analytics MCP connects your AI client to your e-commerce data. It allows your agent to calculate conversion rates, track performance trends over time, and compare how different traffic sources drive purchases. Instead of manual reporting, you can ask your agent for specific metrics regarding channel efficiency and sales fluctuations.

A+ Quality Score 100/100

conversion

traffic

sales

metrics

ecommerce-analytics



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.

Conversion Rate Analytics MCP

4 tools available

Cloud-hosted on Vinkius

You can stop digging through dashboard exports to find out why sales dipped last Tuesday. This MCP gives your AI client direct access to your e-commerce conversion metrics. You can ask your agent to calculate your overall conversion rate for any specific window or check how your traffic sources are performing against each other. If you notice a sudden change in sales, your agent can use the trend tools to pinpoint exactly when the fluctuation happened. It's built to turn raw traffic and purchase data into clear answers about which acquisition channels actually move the needle for your business.

Core Capabilities

01 — Channel Comparison

Your agent compares the efficiency of different traffic sources.

02 — Trend Monitoring

Your agent tracks conversion rate changes over specific timeframes.

03 — Source Attribution

Your agent identifies which channels generate the most purchases.

04 — Baseline Calculation

Your agent computes overall conversion rates for any given period.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/conversion-rate-analytics — connect your AI agent in three steps.

- 01 Connect your preferred MCP-compatible client to Vinkius.
- 02 Select the Conversion Rate Analytics MCP from the catalog.
- 03 Ask your agent a question about your conversion data.
- 04 The agent uses the tools to fetch and calculate the specific metrics you requested.

Get your e-commerce data into your AI client in a few steps.

Built For

This MCP is designed for e-commerce professionals who need to move quickly from data to decisions.

E-commerce Managers

They ask the agent to monitor daily sales health and channel performance.

Growth Marketers

They use the agent to compare the efficiency of different paid or organic channels.

Data Analysts

They hand off the repetitive task of calculating conversion trends to their AI client.

What Changes When You Connect

- 01 Eliminates manual calculation of conversion percentages.
- 02 Provides direct comparison between different traffic acquisition channels.
- 03 Identifies specific timeframes where conversion rates fluctuated.

04 Turns raw traffic data into actionable channel efficiency metrics.

Real-World Applications

Budget Allocation

Compare organic versus paid traffic to see where to spend more.

Performance Audits

Check conversion trends to see if a recent site change affected sales.

Weekly Reporting

Get a summary of the total conversion rate for the previous week.

Channel Optimization

Identify which specific traffic sources are underperforming.

Patterns to Avoid

Guessing conversion trends

❌ AVOID

You look at a single dashboard screenshot and assume sales are down because of a site bug.

✓ INSTEAD

Ask your agent to use ``get_conversion_trend`` to see if the fluctuation is a real pattern or just a one-day outlier.

Comparing total traffic volume

❌ AVOID

You decide to move all budget to a channel because it sent the most visitors to your site.

✓ INSTEAD

Use ``get_conversion_rate_by_source`` to see which channel actually produces buyers rather than just clicks.

Ignoring the baseline

❌ AVOID

You celebrate a 2% conversion rate without knowing if that is better or worse than your usual average.

✓ INSTEAD

Run ``get_conversion_rate`` for your standard operating period to establish what a normal rate looks like for your store.

The Right Fit

E-commerce managers and growth marketers should connect this MCP if they need to make budget decisions based on real-time channel performance. Data analysts who want to automate repetitive conversion math should also use it. If you only look at high-level revenue numbers and don't care about traffic source efficiency, you don't need this.

Conversion Rate Analytics MCP Tools

These tools give your agent direct access to e-commerce performance metrics. You can calculate baselines, track trends, and compare channel efficiency.

#	TOOL	DESCRIPTION
01	compare_sources_efficiency	This tool compares two specific traffic sources to see which one drives better results. It helps you decide where to allocate your marketing budget.
02	get_conversion_rate_by_source	This tool identifies which traffic channels are most effective at generating purchases. Use it to find your highest quality visitors.
03	get_conversion_rate	This tool calculates the total conversion rate for a period you define. It provides the baseline for your store's success.
04	get_conversion_trend	This tool tracks how conversion rates fluctuate over time. It's useful for spotting patterns or sudden drops in performance.

See It in Action

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

U What was our conversion rate between 2024-01-01 and 2024-01-31?



The conversion rate for January 2024 was 3.5%, with 1,000 visitors and 35 purchases.

U Which traffic source was more efficient in January: Direct or Organic?



Organic traffic was more efficient with a conversion rate of 4.2%, compared to 3.1% for Direct traffic.

U Show me the daily conversion rate trend for the first week of February 2024.



The daily conversion rates for the first week of February were: Feb 1 (3.0%), Feb 2 (3.2%), Feb 3 (3.1%), Feb 4 (3.5%), Feb 5 (3.4%), Feb 6 (3.6%), and Feb 7 (3.3%).

Frequently Asked Questions

01 How do I use this MCP with my AI client?

You connect your client, such as Claude or Cursor, to the Vinkius platform. Once connected, your agent can immediately use the conversion tools.

02 Can I compare two specific marketing channels?

Yes, you can use the `compare_sources_efficiency` tool to see which of two traffic sources is performing better.

03 Does this MCP track daily changes?

Yes, the `get_conversion_trend` tool allows your agent to track how conversion rates fluctuate over time.

04 What kind of data can my agent access?

Your agent can access conversion rates, traffic source efficiency, and historical conversion trends.

05 Do I need to host this myself?

No, Vinkius hosts and manages the MCP for you, so it is ready to use immediately after connection.

06 How is the conversion rate calculated?

The conversion rate is calculated by dividing the total number of purchases by the total number of visitors, then multiplying by one hundred.

07 Can I compare different traffic sources?

Yes, you can use `compare_sources_efficiency` to compare the performance of two specific sources like Direct and Paid.

08 What timeframes can I analyze?

You can analyze any timeframe by providing a start and end date in ISO 8601 format.

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>"conversion-rate-analytics": { "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

Conversion Rate Analytics 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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