

MCP SERVER

NO CODE

CLOUD HOSTED

Dub.co MCP for AI Agents

Analyze link performance and track campaign metrics by location

Dub.co lets you manage your marketing links completely through chat. Instantly create custom short URLs, track detailed click analytics (including geographic breakdowns and device type), update existing redirects, and audit link performance without ever leaving your AI agent.

A+ Quality Score 100/100

link-shortening

url-tracking

marketing-analytics

custom-domains

click-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.

Dub.co MCP

10 tools available

Cloud-hosted on Vinkius

This MCP connects your AI client directly to Dub.co, the modern platform for managing campaign links. You can now handle everything from generating a custom short link to pulling detailed performance reports using only natural conversation. For instance, you can ask your agent to check if an old URL needs updating or pull all click data related to a specific tag across multiple workspaces.

It's about having deep analytics—like knowing which countries are driving traffic and what device they're using—available instantly. This capability is managed through the Vinkius catalog, allowing your AI agent access to thousands of services in one place. You don't need to jump between dashboards or copy data into a spreadsheet; you just ask for it.

Core Capabilities

01 — Generate and modify short links

You can create new, custom-sluggable links pointing anywhere, or update an existing link's destination URL.

03 — Audit URLs before linking

Check Open Graph metatags for any destination URL to make sure your content looks good across social media platforms.

05 — Organize links using tags

Pull a list of existing short links, filtered by specific organizational tags you've applied.

02 — Analyze performance metrics

Retrieve overall click data for a workspace, or dive into the specifics of any single short link to see who clicked it and where they came from.

04 — Manage domains and workspaces

List all available custom domains or switch between different campaign workspaces associated with your account.

One Click on Vinkius — From Prompt to Execution

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

- 01** First, subscribe to this MCP and provide your Dub.co API Key.
- 02** Next, tell your AI agent what kind of link data or analytics you need (e.g., 'Show me the US click stats for last month').
- 03** Your agent accesses Dub.co's tools, retrieves the specific link details or reports, and gives you a clean summary in chat.

The bottom line is that your AI client handles all the API calls; you just talk to it like you're talking to a colleague who already knows where the data lives.

Built For

This MCP is for marketing specialists and content creators who spend too much time juggling spreadsheets, dashboards, and multiple tabs trying to figure out where traffic comes from. If you need real-time link performance data across campaigns, this is built for you.

SEO Specialist

Uses the MCP to check target URLs using Open Graph metatags and ensures every new campaign link has clean tracking parameters.

Content Marketing Manager

Generates multiple short links for a single piece of content, grouping them by tag, and then pulls aggregated analytics to prove the ROI of the effort.

Product Marketer

Audits link routing performance over time, using geographic data to see if a new campaign is succeeding in specific target cities or countries.

What Changes When You Connect

- 01** Generate links on the fly: Use `create_short_link` to instantly deploy a custom, trackable URL without leaving your chat window.

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- 02 Get deep analytics immediately: The `get_workspace_analytics` tool aggregates total clicks and traffic breakdowns for immediate campaign assessment.

 - 03 Audit content before launch: Run `get_url_metatags` on any destination URL to ensure social media previews look professional every time.

 - 04 Keep things organized: You can list all links and filter them by tags using the `list_tags` tool, making cleanup effortless.

 - 05 Manage multiple clients: Use `list_workspaces` to switch between different client or project accounts instantly, keeping data siloed.
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Real-World Applications

A new campaign needs launch tracking

The PM asks the agent to create a short link for the new landing page using `create_short_link`. The agent confirms the URL and tag, allowing the team to share it immediately while knowing where all clicks will be tracked.

Quarterly performance review

The content creator asks for aggregate analytics across all projects. The agent executes `get_workspace_analytics`, providing a summary of clicks and geographic breakdowns in seconds, eliminating hours of spreadsheet work.

Need to check if an old link is broken

The marketer asks the agent about a specific redirect. The agent uses `get_link_details` to pull up the full history and confirms that the link is active, saving time spent manually checking dashboard reports.

Switching between client accounts

The agency employee needs to analyze data for two different clients. They use the agent to `list_workspaces` first, then ask for analytics on a specific workspace, ensuring they pull the correct metrics without mixing up client data.

Patterns to Avoid

Manually updating links in bulk

X AVOID

The user edits URLs one by one in the web interface when a destination changes. This is slow, error-prone, and doesn't track the change history.

✓ INSTEAD

Tell your agent to use ``update_short_link``. You provide the old link ID and the new URL, and the system handles the update instantly and accurately.

Forgetting to check social previews

X AVOID

The marketing team publishes a link, but the accompanying blog post shows poor metadata on LinkedIn. They don't know until it fails.

✓ INSTEAD

Before publishing, ask your agent to use ``get_url_metatags`` on the destination URL. This checks the Open Graph data and alerts you if something needs fixing.

Using generic analytics reports

X AVOID

The user pulls a general report that mixes data from several different campaigns, making it impossible to pinpoint success.

✓ INSTEAD

First, use ``list_tags`` to identify the relevant tag. Then, ask the agent for analytics filtered specifically by that tag or workspace.

The Right Fit

Use this MCP if your job revolves around tracking and optimizing online traffic funnels, especially through short links. If you need to check click metrics, manage different client workspaces, or audit redirects before they go live, this is essential. Don't use it if your primary need is writing content or managing internal CRM records; for those tasks, look at dedicated database MCPs. If you only ever need a single link and never care about performance data, you probably just need basic link shortening software that lacks tracking capabilities.

Dub.co MCP: Managing Campaign Links with AI Tracking

Today, running a campaign means opening the Dub.co dashboard. You copy data into spreadsheets to track clicks, manually check if custom domains are set up correctly, and then export reports just to see where traffic came from. It's a process of constant clicking, copying, pasting, and refreshing dashboards.

With this MCP, you simply tell your agent what you need—for example, 'What were the click stats for the Q2 product line?' Your agent executes the necessary checks using tools like `get_workspace_analytics`, pulls the data, and delivers a clean, summarized report right in the chat. You get instant answers instead of dashboard overload.

Dub.co MCP: Auditing Link Performance Metrics via AI

Manual auditing requires opening every link's detail page, checking its status, and verifying if the tag is correct for that project. You also have to jump into separate tools just to see what Open Graph tags are available for a new site.

Now, you can ask your agent to audit links across multiple criteria in one go. It handles listing all workspaces, finding specific link details using `get_link_details`, and confirming the metadata using `get_url_metatags`. Everything is connected through conversation.

Dub.co's 10 Tools for Campaign Analytics and Link Tracking

Use these tools in conversation to create, update, delete links, or retrieve detailed reports on performance metrics from your entire network of workspaces.

#	TOOL	DESCRIPTION
01	<code>create_short_link</code>	Creates a brand new short link pointing to any destination URL.
02	<code>delete_short_link</code>	Permanently removes an existing short link from your account.
03	<code>get_workspace_analytics</code>	Retrieves the overall click and performance metrics for all links in your current workspace.
04	<code>get_link_details</code>	Pulls detailed information, including click history, for one specific short link.
05	<code>get_url_metatags</code>	Checks the Open Graph metatags for any given URL before you use it in a campaign.
06	<code>list_domains</code>	Retrieves a list of all custom domains associated with your account.
07	<code>list_links</code>	Pulls a complete list of every short link currently active in the workspace.
08	<code>list_tags</code>	Retrieves all custom tags you've used to categorize and filter your links.
09	<code>list_workspaces</code>	Shows a list of all different campaign workspaces you have access to.
10	<code>update_short_link</code>	Changes the destination URL or slug for an existing short link.

See It in Action

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

U What were the total clicks last month, and which top 3 countries saw the most traffic?



Workspace Analytics Report

- **Total Clicks (Last 30 Days):** 14,892
- **Top Traffic Sources:**
 1. United States: 5,120 clicks (34%) - *High volume, primarily mobile traffic.*
 2. Canada: 2,880 clicks (19%) - *Steady growth from desktop.*
 3. UK: 1,760 clicks (12%) - *Good conversion rate noted.*

U I'm launching a new campaign for 'summer-sale'. Create the link and make sure it uses the tag 'Summer 24'.



Link Created Successfully

Your short URL is `dub.co/summer-sale`. It points to your specified destination.

- **Status:** Active
- **Custom Slug:** summer-sale
- **Assigned Tag:** Summer 24
- **Next Steps:** Remember to monitor the analytics using the tag 'Summer 24' for performance tracking.

U Before I link this URL, can you check its Open Graph tags? It's for a blog post about AI tools.



Metadata Check: Blog Post on AI Tools

TAG TYPE	VALUE FOUND
og:title	The Future of AI Writing
og:description	A deep dive into prompt engineering and LLMs.
og:type	article

Conclusion: Metatags look solid for social sharing. Ready to link!

Frequently Asked Questions

01 How does the Dub.co MCP help me track campaign performance?

It allows you to pull comprehensive reports instantly. You can ask for total clicks, see which countries are sending traffic, and even find out if people are using mobile or desktop devices without leaving your chat.

02 Can I use the Dub.co MCP to manage links across multiple clients?

Yes. The MCP lets you list all available workspaces, so you can tell your agent exactly which client's data you want analyzed or modified without mixing up accounts.

03 I need to make sure my new link is properly formatted for social media.

You can use the MCP to check a URL's Open Graph metatags. This confirms that when the link is shared, it will display professional titles and descriptions on platforms like LinkedIn.

04 Does Dub.co make it easy to update links that were created last year?

Absolutely. Instead of logging into the dashboard, you just tell your agent which link needs changing, provide the new destination URL, and it updates it for you.

05 What if I want to see performance data only for links related to a specific campaign tag?

You can ask the MCP to filter the analytics results by any custom tag. This is crucial for isolating the ROI of one single, targeted effort.

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 `"dubco": { "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

Dub.co 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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