MCP SERVER | NO CODE | CLOUD HOSTED

Fathom Analytics MCP

Get deep site metrics via natural conversation.

Fathom Analytics MCP connects your AI client directly to your privacy-first website data. Instantly monitor live visitor counts, aggregate pageviews, and analyze traffic sources via natural conversation. Stop exporting CSVs; get deep site intelligence without compromising user privacy.

A+ Quality Score 100/100

privacy-first | website-analytics | cookieless-tracking | visitor-insights | web-traffic | data-privacy

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vinkius.com/mcp/fathom-analytics

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.

Fathom Analytics MCP

12 tools available
Cloud-hosted on Vinkius

This connection lets you talk to your website analytics the way you'd talk to a teammate. You get full control of your site's performance metrics—visitor counts, top pages, average session duration, and more—all through natural conversation. There's no need for manual dashboard exports or wading through complex reports. Instead, you simply ask questions like, "How did our traffic perform last week?" and your agent pulls the answer instantly. This is crucial for teams that handle sensitive data; since Fathom focuses on privacy-first tracking, you never have to worry about accessing personally identifiable information (PII). Because this MCP lives within the Vinkius catalog, you can connect it once from any compatible client—Claude, Cursor, or Windsurf—and access all your site intelligence in one place.

Core Capabilities

01 — Track live visitor activity

Get an immediate count of how many people are currently on your website.

02 — Aggregate historical pageviews and unique users

Retrieve detailed metrics for specific time frames, including total pageviews, unique visitors, and average session duration.

03 — Analyze traffic sources and behavior

Identify where your site's traffic comes from by listing top referring sites or search terms. You can also see which pages perform the best.

04 — Review device-specific usage stats

Understand how visitors are accessing your site, whether they're using mobile phones, desktop computers, or tablets.

05 — List and retrieve custom events

Track specific actions users take on your site by listing and getting details for defined custom events.

One Click on Vinkius — From Prompt to Execution

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

01 Subscribe to this MCP and provide your Fathom Analytics API Token in the settings.

02 Connect your preferred AI client (like Cursor or Claude) to Vinkius, which gives your agent access to the site data.

03 Ask a natural language question, such as, 'What were our top referrers last month?' The agent processes the request and returns the specific metrics.

The bottom line is you get actionable website insights without ever leaving your chat window or running a manual report.

Built For

Growth Marketers, Digital Marketing Managers, and Business Owners who are sick of jumping between dashboards to compile basic reports. You need real-time data access without needing a developer to write custom API calls.

Growth Marketer

You monitor site performance daily, checking campaign attribution and pageview trends by asking your agent for the metrics instead of exporting them.

Business Owner

You check key traffic metrics and current visitor counts at a glance using simple natural language queries without needing to understand technical dashboard jargon.

Marketing Analyst

You run deep comparisons, aggregating unique visitors against pageview averages for specific time periods or device types on a Tuesday afternoon.

What Changes When You Connect

01 Stop relying on static dashboards. With this MCP, you can ask your agent for live visitor counts using `get_current_visitors` and get the answer immediately.

02 Cut down reporting time by automating data collection. You don't need to manually export metrics; just ask for pageview aggregations with `get_pageviews`.

03 Understand where your traffic comes from instantly. Running `get_referrers` gives you a clear picture of your top sources, letting you adjust campaigns fast.

04 Optimize content strategy easily. Use the agent to check both `get_top_pages` and `get_device_stats` simultaneously to see what content works best for mobile users.

05 Maintain total data privacy. Since Fathom is designed around user privacy, all your high-level analytics are accessible without touching PII.

Real-World Applications

Investigating a sudden traffic drop

A business owner notices site traffic dipping and asks their agent to run `get_visitors` for the last 24 hours. The agent responds by pointing out that the unique visitor count dropped sharply, immediately directing them to check campaign performance.

Comparing device performance

A marketing analyst suspects mobile users are having a bad time. They use `get_device_stats` and discover that bounce rates are high only on mobile devices, telling the development team exactly where to focus their efforts.

Analyzing conversion paths

A growth marketer wants to know which pages lead to conversions. They ask the agent for `get_top_pages` and then follow up with specific event data using `list_events`, mapping out the most valuable user journeys.

Auditing site coverage

A new team member needs to know which sites are under management. They run `list_sites` and get a full list of properties, ensuring no critical web presence is being neglected or forgotten.

Patterns to Avoid

Mixing data types

✗ AVOID

Trying to use the agent to check both site metrics (pageviews) and CRM records (user names). The agent will fail because its scope is limited to website traffic.

✓ INSTEAD

Keep your requests focused on web data. Use `get_pageviews` or `get_visitors`. If you need external system data, connect a separate MCP for that service.

Asking for raw code dumps

✗ AVOID

Demanding the underlying JSON structure of all visitor metrics. This is too much technical detail and doesn't help with decision-making.

✓ INSTEAD

Ask for plain language summaries instead. For example, 'What was the average session duration last week?' or 'Give me a list of top referrers.' Use `get_referrers`.

Assuming real-time data always works

✗ AVOID

Relying on the live visitor count when the site is temporarily down for maintenance. The reading will be inaccurate.

✓ INSTEAD

Always supplement live checks (`get_current_visitors`) with historical aggregations like `get_pageviews` to get a reliable picture of overall performance.

The Right Fit

Use this MCP if your primary need is understanding user behavior and site health. If you're looking at traffic metrics—who visited, where they came from, how long they stayed, or what pages they looked at—this tool is perfect. It excels at aggregating historical performance data (using `get_visitors` or `get_pageviews`) into natural language summaries. Don't use this if you need to manage user accounts in a database or process payments; that requires an entirely different kind of MCP. If your goal is internal communications, messaging, or ticketing, look for an MCP focused on those specific tools instead.

The Dashboard Data Dump

Right now, checking how a site performed means opening Fathom Analytics. You jump to the 'Traffic' tab. Then you open another tab for 'Referrers.' If you want pageviews and device stats, you have to navigate through three different sections, copy five numbers into a spreadsheet, and then paste them somewhere else to summarize it all.

With this MCP, that multi-step process vanishes. You just ask your agent: 'How were our unique visitors last week?' It pulls the metrics from across those tabs and delivers one clean answer instantly. The data is there when you need it.

Fathom Analytics for Instant Site Metrics

You no longer have to click into `list_sites` just to confirm a domain name, or run through several clicks just to find out if you're getting enough traffic. The agent handles the data retrieval and compilation for you.

Your focus stays on strategy, not administration. You get accurate answers about your site's performance instantly, right where you are working.

Fathom Analytics with 12 Tools

These tools let you manage everything from listing all sites you own to getting deep metrics on visitor behavior and traffic sources.

#	TOOL	DESCRIPTION
01	`get_account_info`	Retrieves general information about your Fathom Analytics account settings.
02	`get_current_visitors`	Pulls the exact number of people actively visiting a site right now.
03	`get_device_stats`	Gathers data showing how many visitors are using different types of devices (mobile, desktop, etc.).
04	`get_event`	Retrieves specific details about a custom event that happened on the site.
05	`get_me`	Verifies your personal API token profile and account usage limits for you.
06	`get_top_pages`	Lists the most viewed pages on your site over a given period.
07	`get_pageviews`	Aggregates total pageview statistics for any specified time range.
08	`get_referrers`	Lists the top websites that are sending traffic to your site.
09	`get_site`	Fetches general metadata and details for a specific website you manage.
10	`get_visitors`	Provides aggregated data on visitor counts, including unique users, over time.
11	`list_events`	Generates a list of all custom events that have been tracked for a site.
12	`list_sites`	Shows all the websites you manage within your Fathom Analytics account.

See It in Action

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

U How many visitors are on my site right now?

Checking live visitors... You currently have 12 active visitors on 'mysite.com'. Would you like to see the top referrers for this session?

U Show me pageview stats for last week.

Aggregating data for last week... Your site received 5,200 pageviews and 1,800 unique visitors. The average session duration was 2 minutes and 15 seconds.

U List my top referral sources.

Fetching referrers... Your top traffic sources are Google (40%), Twitter (25%), and Direct (15%). Shall I show you the bounce rate for each of these sources?

Frequently Asked Questions

01 **How do I use Fathom Analytics MCP to see live visitors?**

Use the `get_current_visitors` tool. You simply ask your agent how many people are on site now, and it pulls the real-time count for you.

02 **Can I use Fathom Analytics MCP to see historical pageview stats?**

Yes, you can. The `get_pageviews` tool lets you aggregate total pageviews across specific time frames so you don't have to check date ranges manually.

03 **What is the best way to find out where my traffic comes from using Fathom Analytics MCP?**

Run `get_referrers`. This tool lists the top websites that are sending you traffic, helping you quickly identify strong partners or campaigns.

04 **Does Fathom Analytics MCP require me to connect multiple accounts?**

No. Once your API token is set up and linked through Vinkius, the agent can access all sites listed via `list_sites` from that single connection.

05 **How do I check device performance with Fathom Analytics MCP?**

You use the `get_device_stats` tool. This gives you a clear breakdown of whether your users are coming from mobile, desktop, or other devices.

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 `"fathom-analytics": { "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

Fathom 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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