

MCP SERVER

NO CODE

CLOUD HOSTED

HappierLeads MCP

Turn anonymous clicks into actionable prospect data.

HappierLeads MCP turns anonymous website traffic into identified B2B leads for targeted outbound prospecting. Connect your agent to pull visitor data, analyze browsing sessions, and filter down raw web activity into lists of decision-makers ready for outreach.

A+ Quality Score 98.33/100

visitor-identification

b2b-prospecting

intent-data

website-tracking

lead-qualification

real-time-alerts



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.

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.

HappierLeads MCP

17 tools available
Cloud-hosted on Vinkius

You know how valuable it is when a potential client lands on your site—but they are anonymous. This MCP solves that problem by connecting your AI agent directly to HappierLeads. It identifies the companies visiting your website and matches them to real, actionable contacts. You stop guessing who's interested and start talking to people who have already shown high intent.

Your agent can pull detailed analytics over time, showing you top pages that drive company visits or identifying specific segments of highly engaged users. Whether you're using Claude, Cursor, or any MCP-compatible client, you get the full picture: which companies are visiting, what they viewed on your site, and when they left. Because this connector is hosted by Vinkius, your agent can access all this visitor data in one place to build targeted campaigns right from your workflow.

Core Capabilities

01 — Analyze website traffic metrics

Retrieve a high-level overview of site performance, including total visitors and conversion rates.

03 — Filter leads by industry vertical

Narrow down the list of identified companies to focus only on specific industries, like fintech or healthcare.

05 — List high-value contacts

Generate filtered lists of leads based on specific qualification criteria or save segments for later targeting.

02 — Search for specific visitors

Find individuals who visited your site by general criteria or filter them based on their country.

04 — Examine detailed browsing sessions

Pull full session paths for a visitor, seeing every page they navigated and how long they spent on each one.

06 — Track page view history

Get a list of all pages viewed by one visitor, giving context to their interest level.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/happierleads-alternative — connect your AI agent in three steps.

- 01** Subscribe to this MCP and enter your HappierLeads API Key from your account settings.
- 02** Pass the required parameters (like a specific date range or company name) through your AI client's prompt.
- 03** Your agent receives structured data containing visitor details, session paths, and qualified lead lists.

The bottom line is you get immediate access to actionable B2B prospect data that normally requires logging into a separate web analytics platform.

Built For

This tool is for the Sales Development Rep (SDR) who needs context before calling someone, and the Marketing Manager who has too much raw traffic data to analyze manually.

Sales Development Representative (SDR)

Uses this MCP to check a prospect's browsing history before an outbound call, allowing them to reference specific pages or features the company was interested in.

Marketing Manager

Runs reports using this MCP to see which traffic sources or page views correlate with the highest number of identified companies, proving ROI for campaigns.

Growth Strategist

Checks real-time alerts and lists qualified leads to rapidly identify high-intent activity that requires immediate follow-up.

What Changes When You Connect

- 01** Prioritize outreach by calling the shots on who to contact. Instead of guessing, use `list_qualified_leads` to pull only contacts that meet your ideal customer profile criteria.

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- 02 Understand intent immediately after a visit. Use `get_session` and `list_page_views` to see the full path a visitor took through your site, knowing exactly what content caught their eye.

 - 03 Focus your efforts geographically. With `list_visitors_by_country`, you can pull lists of potential clients from specific regions instantly, saving time on international prospecting.

 - 04 Keep track of everything that matters in real-time. Use `list_notifications` to get immediate alerts when a high-value visitor hits the site, letting your team react fast.

 - 05 Deep dive into traffic patterns with `get_top_pages`. This shows you which content pieces are driving the most interest from decision-makers, guiding your marketing budget.
-

Real-World Applications

A regional sales effort needs immediate targets

The SDR needs to focus only on UK-based fintech companies. They prompt their agent: 'Show me all qualified leads from the UK in the financial services industry.' The agent uses `list_visitors_by_country` and `list_leads_by_industry`, giving the SDR a clean list of 15 high-priority contacts for calling.

An account executive needs context for a cold call

The AE wants to talk to 'Acme Technologies,' but doesn't know what they care about. They use `get_visitor`, which shows Acme spent 12 minutes viewing `/pricing` and `/enterprise`, giving the AE immediate talking points beyond just the company name.

Marketing needs to prove content ROI

The Marketing Manager wants to know if the new case study page is working. They run an analysis using `get_top_pages`, which reveals that `/case-studies` is now driving significantly more identified company visits than any other page.

The team needs a quick list of all hot leads

During a sprint planning session, the whole team needs to review who showed interest last week. They run `list_leads` and then use `get_analytics` to confirm overall site health, making sure they don't miss any high-intent signals.

Patterns to Avoid

Assuming the data is clean enough for bulk mailing

X AVOID

The user tries to use `list_visitors` and treat every name listed as a fully qualified decision-maker, sending mass emails without context.

✓ INSTEAD

Instead, run `list_leads_by_industry` first. Then, cross-reference that small group using `get_visitor` to ensure they are the right title before writing any outreach.

Searching for leads with vague terms

X AVOID

Prompting the agent simply: 'Give me good leads.' This results in a large, unprioritized list of contacts from mixed industries.

✓ INSTEAD

Be specific. Use `list_qualified_leads` and filter by industry using `list_leads_by_industry` to narrow down the pool to only high-intent, relevant targets.

Missing the 'why' behind the visit

X AVOID

The team calls a company just because they saw their name on the general visitor list, having no idea why they came to the site.

✓ INSTEAD

Always use `get_session` or `list_page_views`. This shows you the journey: Did they look at pricing? Did they read API docs? Knowing this changes your entire pitch.

The Right Fit

Use this MCP if your primary bottleneck is turning anonymous web traffic into actionable B2B contact lists. You need to know *who* visited and *why*. If you only care about generic website metrics (e.g., 'How many unique visitors did we get?'), then basic analytics tools will suffice. But if you need to filter those visitors by industry, track their specific sessions, or pull a clean list of qualified leads for immediate outreach, this MCP is necessary. Don't use this if your only goal is general CRM data syncing; save that for specialized contact management tools. However, if your process requires checking the visit history (using `get_session`) before every sales interaction, this tool is mandatory.

The Headache of Anonymous Leads

Right now, when a prospect lands on your site, all you see in your analytics dashboard are numbers: '200 visitors today.' You have no idea if those 200 people were random researchers or the VP of Engineering from a target account. To figure it out, your team spends hours cross-referencing data across multiple tabs and exporting spreadsheets just to get names attached to specific actions.

With this MCP, that guesswork ends. Your agent doesn't just give you numbers; it gives you context. You immediately see the identified companies and their associated intent. The result is a list of people who aren't just *on* your site, they were actively looking at pricing or demo requests.

HappierLeads MCP: Identified Prospects

Manual data gathering used to mean running separate reports for overall traffic, then manually pulling out the names of companies from a different report, and finally trying to match those names back to specific pages they viewed. It was slow, error-prone, and required three different dashboards.

Now, you ask your agent one question—like 'What are my top 5 qualified leads that visited our pricing page?'—and it consolidates the data instantly. You get a clean, actionable list ready for outreach without ever leaving your workflow.

HappierLeads: 17 Tools for Prospect Data

These tools let your agent interact with every aspect of your web analytics, from viewing single visitor sessions to generating full reports on top-performing pages.

#	TOOL	DESCRIPTION
01	<code>check_happier_status</code>	Verifies the connection and operational status of your HappierLeads account.
02	<code>get_analytics</code>	Retrieves a comprehensive overview of site traffic, including visitor counts and identification rates.
03	<code>get_lead</code>	Fetches detailed profile information for a single identified lead.
04	<code>get_segment</code>	Retrieves specific details about saved visitor segments you've defined.
05	<code>get_session</code>	Gets the full breakdown of a particular browsing session for deep analysis.
06	<code>get_top_pages</code>	Lists and quantifies which pages on your site are receiving the most traffic from identified companies.
07	<code>get_visitor</code>	Retrieves detailed profile data for a specific website visitor ID.
08	<code>list_leads_by_industry</code>	Filters the total pool of identified leads to show only those belonging to a chosen industry vertical.
09	<code>list_leads</code>	Generates a list of all currently identified B2B leads on your site.
10	<code>list_notifications</code>	Shows you recent alerts for high-value visitor activity that happened in real time.
11	<code>list_page_views</code>	Lists every page viewed by a set of visitors, useful for understanding content consumption patterns.
12	<code>list_qualified_leads</code>	Generates a filtered list that only contains leads meeting your defined qualification criteria.
13	<code>list_segments</code>	Shows you all the saved visitor segments created for targeted analysis.
14	<code>list_sessions</code>	Retrieves a list of multiple past browsing sessions, allowing comparison across time periods.
15	<code>list_visitors_by_country</code>	Filters the entire visitor database to show only visitors from a specific geographical location.

#	TOOL	DESCRIPTION
16	<code>list_visitors</code>	Provides a full list of all recorded website visitors with basic identifying information.
17	<code>search_visitors</code>	Searches the visitor database using keywords or criteria to find specific individuals.

See It in Action

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

U Show all qualified leads from this week and the pages they viewed.



8 qualified leads this week. Top 3 by engagement: 1) 'Acme Technologies' (SaaS, 250 employees) — 4 sessions, viewed /pricing (3 min), /enterprise (2 min), /demo (1 min). Strong buying signal. 2) 'DataFlow Corp' (Data Analytics, 120 employees) — 3 sessions, viewed /integrations (4 min), /api-docs (6 min), /pricing (2 min). Technical evaluation in progress. 3) 'GreenLogix' (Logistics, 500 employees) — 2 sessions, viewed /case-studies (5 min), /contact (30s). Research phase. Would you like to see their full session paths or filter by industry?

U Show the analytics dashboard and which pages drive the most identified companies.



Analytics overview (last 30 days): Total visitors: 12,400. Identified companies: 342 (2.8% identification rate). Qualified leads: 89. Returning visitors: 156. Top pages by identified company visits: 1) /pricing — 78 companies (22.8%). 2) /features — 65 companies (19%). 3) /blog/ai-tools — 52 companies (15.2%). 4) /case-studies — 44 companies (12.9%). 5) /integrations — 38 companies (11.1%). High-intent signal: 23 companies visited both /pricing and /demo this month. Would you like to see the segments or check real-time notifications?

U Search for visitors from 'fintech' companies and show sessions for the most engaged one.



Found 12 fintech visitors this month. Most engaged: 'PayStream Technologies' (visitor_891, fintech, 180 employees, London). 6 sessions over 3 weeks. Session breakdown: Session 1 (Apr 5): /home → /features → /pricing (8 min total). Session 2 (Apr 9): /blog/payment-apis → /integrations (12 min). Session 3 (Apr 14): /pricing → /enterprise → /security (15 min). Session 4 (Apr 18): /case-studies/fintech → /demo (6 min). Session 5 (Apr 22): /api-docs → /developer (18 min). Session 6 (Apr 25): /contact (2 min). This shows a classic evaluation journey — from research to technical review to contact. High priority for outreach!

Frequently Asked Questions

01 How does HappierLeads MCP identify companies from anonymous traffic?

This MCP uses advanced visitor identification tools to match anonymous IPs and cookies to known B2B company profiles. It turns a random web visit into an identified business entity.

02 Can I use HappierLeads MCP to track leads by industry?

Yes, you can use `list_leads_by_industry` to filter the total pool of contacts. This lets your agent pull only leads from specific sectors like healthcare or finance.

03 What is the difference between `list_visitors` and `search_visitors` using HappierLeads MCP?

`list_visitors` provides a comprehensive roster of all people who visited. `search_visitors` lets you narrow down that massive list quickly by adding specific keywords or criteria.

04 Does HappierLeads MCP show me the full history for a visitor?

Yes, using `get_session` and `list_page_views` allows your agent to reconstruct the entire browsing path a single visitor took on your site.

05 Can I use HappierLeads MCP to check if my account is working?







You can run the `check_happier_status` tool. This confirms connectivity and makes sure your API key is active before you start building prompts.

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>"happierLeads-alternative": { "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

HappierLeads 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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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	HappierLeads MCP
Server ID	019dd100-910d-721b-a2cc-7ae023608d74
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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