

MCP SERVER

NO CODE

CLOUD HOSTED

HubSpot Analytics MCP

Analyze web traffic and CRM data instantly.

HubSpot Analytics MCP instantly connects your AI agent to HubSpot's full data stack, letting you analyze web performance, track email campaign success, and review detailed CRM records without leaving your client. Get real-time reports on traffic sources, contact activity timelines, and deal pipeline status through natural conversation.

A+ Quality Score 100/100

web-analytics

campaign-tracking

marketing-reports

data-visualization

inbound-marketing



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.

HubSpot Analytics MCP

5 tools available

Cloud-hosted on Vinkius

This MCP gives your AI client direct access to your HubSpot data—everything from website traffic metrics to the deep history of individual contacts. Instead of jumping between tabs or running complex API calls, you simply ask about what you need. You can check how an email campaign performed by pulling open rates and bounce counts, or instantly summarize every interaction a company has had with your sales team. It's like having a single pane of glass for all your marketing and sales data. Since Vinkius manages this connection, you get reliable access to the entire HubSpot catalog right where you work. You can search contacts by name or domain, track which deals are stalled in the pipeline, or even list every custom report available to audit your metrics.

Core Capabilities

01 — Review website performance and lead generation

You get total sessions, page views, bounce rates, and new contact counts directly from web traffic data.

03 — Track full customer activity history

You can generate a timeline of all interactions—including form submissions, calls, or meetings—for any single contact or company record.

05 — Understand sales pipeline status

You can list all possible deal stages and track specific deals, including their current value and owner assignments.

02 — Audit email campaign results

The system pulls key metrics like open rate, click count, bounces, and unsubscribe totals for specific marketing sends.

04 — Manage and discover CRM records

The agent lets you search for contacts, find related companies by domain, or even create new support tickets on the fly.

One Click on Vinkius — From Prompt to Execution

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

- 01 Tell your AI client what data you need to see (e.g., 'Show me the web traffic for last week').
- 02 The MCP interprets the request, routes it through the correct HubSpot tool, and pulls the raw data.
- 03 Your agent processes the metrics—like sessions or open rates—and presents a clean summary back to you.

The bottom line is that your AI client handles all the API calls and dashboard navigation; you just talk to it like normal.

Built For

This MCP is for anyone who spends time stitching together data from HubSpot's various modules. If you're tired of juggling five different tabs—one for web stats, one for emails, and three for the CRM—this connector saves your sanity.

Marketing Manager

You check campaign performance by asking about email metrics or running a report to see if traffic source changes are affecting lead generation.

Sales Operations (RevOps)

You get a full view of the pipeline, checking owner assignments and listing all possible deal stages without logging into the CRM dashboard.

Support Lead

You create or search support tickets instantly and review the complete activity history attached to a company record when troubleshooting an issue.

What Changes When You Connect

- 01 Stop switching tabs to compare metrics. You can ask your agent for the `hs_web_analytics` results alongside `hs_email_analytics` in one prompt, getting a unified view of performance.

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- 02** You never have to manually audit reports again. Just use `hs_list_reports` to see every custom report configured in HubSpot and know exactly what data is available.
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- 03** Context switching ends now. Instead of opening the CRM just to check activity, you ask for it using `hs_list_events`, which instantly pulls the full history for any contact or deal.
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- 04** Get a single source of truth for sales visibility. The MCP lets you search and manage contacts, companies, and deals without leaving your chat interface.
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- 05** Understand campaign ROI quickly. Use `hs_email_analytics` to get immediate numbers on open rates and bounces, helping you decide which campaigns need fixing.
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Real-World Applications

Reviewing a stalled deal's full history

A sales rep needs to know why Deal XYZ hasn't moved in two weeks. Instead of opening the CRM and scrolling, they ask their agent to run `hs_list_events` on that deal ID. The agent immediately lists every note, call, or meeting attached to it.

Onboarding a new support team member

A manager needs quick visibility into user activity. They use the MCP to search contacts, find related companies by domain, and check all available pipeline stages using `hs_list_reports` before training the new employee.

Comparing web performance against marketing efforts

A marketing manager needs to prove the value of a new landing page. They ask their agent to run `hs_web_analytics` for traffic trends and then compare that data using `hs_email_analytics` metrics from the associated campaign.

Auditing reporting capabilities

A RevOps team member needs to know if a niche report exists. Instead of guessing or asking an admin, they run `hs_list_reports` and get a comprehensive list of every custom analytics report available in the system.

Patterns to Avoid

Copy-pasting data between platforms

✗ AVOID

A user runs the web traffic stats from HubSpot, copies the numbers into a spreadsheet, then manually pastes the email open rate data from another report to compare them.

✓ INSTEAD

Don't copy and paste. Ask your agent directly: 'Compare last month's website sessions using `hs_web_analytics` with the conversion rate achieved in our latest campaign using `hs_email_analytics`.' Get the comparison live.

Searching for a report without knowing its name

✗ AVOID

A user knows they need to see 'Marketing Qualified Leads by Source,' but they can't remember if HubSpot calls it 'MQL Report' or 'Lead Flow.'

✓ INSTEAD

First, run `hs_list_reports` to pull a list of all configured reports. Then, ask your agent to analyze that list and find the specific report you need.

Overloading the agent with too many parameters

✗ AVOID

A user tries to query web traffic for 10 different dates, combining it with 5 different email campaign IDs in one massive prompt.

✓ INSTEAD

Break it down. First, run `hs_web_analytics` for the date range. Then, follow up by running `hs_email_analytics` for just the single campaign you want to audit.

The Right Fit

Use this MCP if your job involves synthesizing data from disparate HubSpot modules—marketing reports, web traffic logs, and CRM records—into a single narrative. You need a system that can look at *what* happened (traffic/emails) and then connect it to *who* was involved (contacts/deals). Don't use this if you only need simple data extraction; for instance, if you just need the list of all available reports, `hs_list_reports` handles that. If your primary goal is complex modeling or deep database querying outside HubSpot, a direct API connector might be better. But if staying within the HubSpot ecosystem while getting AI intelligence is key, this MCP provides the necessary depth.

The Headache of Swapping Tabs for Data

Today, checking performance means opening your website analytics dashboard, switching over to the marketing email platform, and finally jumping into the CRM to see if any deals were created from that traffic. You spend 20 minutes just gathering raw metrics—copying session counts here, pasting open rates there, cross-referencing contact names in a third tab.

With this MCP, you simply ask your agent: 'What was our lead generation performance last week?' The system runs the necessary checks across web traffic (`hs_web_analytics`) and campaign metrics (`hs_email_analytics`), giving you one clean answer without ever leaving your chat window. You get synthesis, not just data points.

Instant CRM Visibility with HubSpot Analytics MCP

The biggest time sink is context switching when managing customer records. Going to the contact profile, then opening the activity feed, and finally trying to determine if that interaction led to a new deal requires 4-5 clicks and multiple page loads.

Now, you tell your agent: 'Show me all interactions for Acme Corp.' The MCP executes `hs_list_events` immediately. You get a clean timeline of everything—calls, notes, form submissions—without the manual digging. Your workflow just got faster.

HubSpot Analytics MCP: 5 Tools for Marketing Data

These tools allow you to pull specific metrics from your HubSpot account, covering everything from website sessions to detailed marketing event tracking.

#	TOOL	DESCRIPTION
01	<code>hs_analytics_views</code>	This tool lists all available reporting scopes in your account, letting you filter web traffic and reports by the correct view ID.
02	<code>hs_email_analytics</code>	It gets detailed performance metrics for a specific marketing email send, including open rates, click counts, bounces, and unsubscribes.
03	<code>hs_web_analytics</code>	You pull website traffic data over time, getting sessions, pageviews, new contacts generated, and source breakdowns.
04	<code>hs_list_reports</code>	This tool lists every custom or auto-generated analytics report configured in your HubSpot account by name and description.
05	<code>hs_list_events</code>	It generates an activity timeline for a specific record, showing all interactions like calls, forms, or meetings that have happened.

See It in Action

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

U Search for contacts at Acme Corp



Contacts at Acme Corp

NAME	EMAIL	PHONE	LIFECYCLE
John Smith	john@acme.com	+1 555-0123	Customer
Sarah Chen	sarah@acme.com	+1 555-0456	Lead

U Create a deal: Enterprise Package \$50,000



Deal Created!

- Name: Enterprise Package
- Amount: \$50,000
- Pipeline: Sales Pipeline
- Stage: Appointment Scheduled

U Show me the deal pipeline stages



Sales Pipeline

1. Appointment Scheduled
2. Qualified to Buy
3. Presentation Scheduled
4. Decision Maker Bought-In
5. Contract Sent
6. Closed Won
7. Closed Lost

Frequently Asked Questions

01 How do I check my web traffic using HubSpot Analytics MCP?

You use `hs_web_analytics`. Simply ask your agent for website traffic data, and specify the time period you're interested in. It pulls metrics like sessions, pageviews, and new leads directly.

02 Can I see email performance using HubSpot Analytics MCP?

Yes, use `hs_email_analytics`. You give it the campaign details, and it returns key stats like open rates, click counts, and bounce numbers for you to review.

03 What is the difference between listing reports and viewing analytics?

`hs_list_reports` only lists *what* reports exist in your account. To actually view the data (like sessions or leads), you need to use `hs_web_analytics` or a similar reporting tool.

04 How do I track all activity for one company record?

Run the `hs_list_events` tool. You provide the Company ID, and it gathers every interaction—from notes to form submissions—into a single, readable timeline.

05 Does HubSpot Analytics MCP help with deal pipeline tracking?

Yes. The MCP allows you to search for deals, view their current stage, and list all possible stages in the sales pipeline using dedicated tools.

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 `"hubspot-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

HubSpot 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](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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