MCP SERVER | NO CODE | CLOUD HOSTED

# Matomo MCP

## Deep web analytics insights on demand.

Matomo provides deep web analytics tracking by connecting your Matomo instance directly to your AI agent. Instead of clicking through complicated dashboards, you ask natural language questions—like 'What was our bounce rate last month?' or 'Did the pricing page conversion increase?' Your AI client retrieves processed reports, tracks specific actions, and summarizes site performance instantly.

A+ Quality Score 100/100

web-analytics | visitor-tracking | conversion-optimization | data-visualization | privacy-focused

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vinkius.com/mcp/matomo-alternative

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.

# Matomo MCP

7 tools available
Cloud-hosted on Vinkius

Your web analytics data moves beyond static graphs and manual exports. By connecting your Matomo instance through Vinkius's catalog, you give your agent direct access to every piece of visitor information. You can ask your AI client for a comprehensive summary of total visits or specific details about how users interacted with a form. It’s like having an expert data analyst sitting next to you who never needs coffee breaks. Instead of spending hours digging through complex dashboards, you simply ask the question—whether it's tracking a single event, getting metadata on available reports, or generating a full, human-readable summary for a specific time frame. Your agent handles the API calls and returns actionable data directly into your workflow.

## Core Capabilities

**01 — Summarize site performance metrics**

Retrieve key numbers like total visits, actions taken, and bounce counts in one request.

**02 — Track specific user interactions**

Log page views, custom events, or e-commerce purchases when a visitor performs an action on your site.

**03 — Generate full historical reports**

Pull complete, processed data sets that include metadata and detailed metrics for deep analysis.

**04 — List available reporting functions**

Discover every possible API report and function your Matomo instance supports without needing to consult documentation.

**05 — Send multiple data points at once**

Streamline tracking by sending several page views or events in a single batch request.

## One Click on Vinkius — From Prompt to Execution

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

01 Subscribe to this MCP and provide your Matomo Instance URL along with an authentication token.

02 Select your preferred AI client, such as Cursor or Claude, and connect the agent via Vinkius.

03 Ask your agent a question using natural language, like 'What were our top referrers last week?' The agent executes the necessary tool calls to pull the data.

The bottom line is that you talk to it like talking to a person; your AI client handles all the complex database querying and report processing for you.

## Built For

This MCP is built for anyone whose job involves understanding user behavior. It's perfect for data analysts who waste time manually exporting reports, marketing managers tracking campaign performance, or developers verifying complex tracking setups.

**Data Analyst**

Pulls specific metrics and summaries instantly to build dashboards without running manual exports.

**Marketing Manager**

Tracks campaign performance, event conversions, and user flow in real time after launching a new ad campaign.

**Front-End Developer**

Verifies that tracking implementation is working correctly by running direct checks on event triggers or page views.

## What Changes When You Connect

01 Stop digging through tabs. Instead of exporting massive files to manually check conversion rates, you can ask your agent for a detailed processed report and get the answer immediately.

02 Optimize tracking with `track_bulk`. If you need to simulate or log many events quickly, sending them in a batch request is faster than calling single-action tools repeatedly.

03 Know exactly what data is available. Use `get_report_metadata` to explore all possible reports your Matomo instance supports before writing a single query.

04 Get the high-level view without the clicks. The `get_visits_summary` tool gives you core metrics like bounce rates and total visits right away, perfect for quick status checks.

05 Validate tracking instantly. Developers can use `track_action` to verify if a specific page view or custom event is firing correctly before deployment.

## Real-World Applications

**Investigating poor conversion rates**

The Marketing Manager notices the checkout funnel stalled last month. They ask their agent, 'What was the bounce rate on the payment page?' The agent uses `get_visits_summary` and provides an immediate comparison to previous periods, pointing directly to a sudden spike in exits.

**Pre-launch tracking setup**

The Developer needs to ensure their new pricing widget tracks correctly. They use the agent's ability to call `track_action` repeatedly with test URLs and events, confirming that every trigger fires exactly as expected before going live.

**Quarterly performance review**

The Data Analyst needs a comprehensive overview of Q3. They prompt the agent to 'Generate the processed report for site 1 for the last quarter.' The agent uses `get_processed_report` and returns a clean, summarized data set ready for presentation.

**Understanding technical limitations**

The Developer isn't sure what metrics are available. They ask the agent to list all report metadata. The agent uses `get_report_metadata` and provides a checklist of every possible API function they can build upon.

# Patterns to Avoid

### Treating it like a simple database query

✗ AVOID

Trying to pull complex metrics by just asking for 'visits from Google.' This fails because the platform needs structured inputs and specific tools.

✓ INSTEAD

Don't try to write raw queries. Instead, ask your agent to use `get_report_metadata` first, then tell it to retrieve a summary using `get_visits_summary`. The MCP handles the complexity.

### Manual dashboard comparison

✗ AVOID

Logging into Matomo's web interface multiple times just to compare bounce rates between two specific sites or time periods.

✓ INSTEAD

Just ask your agent for a processed report comparing those metrics. The MCP uses `get_processed_report` to pull and structure the data comparison in one go.

### Ignoring bulk operations

✗ AVOID

If you have ten internal links you need to test, calling `track_action` ten separate times sequentially.

✓ INSTEAD

Use the `track_bulk` tool. It's designed for efficiency; it sends all your tracking requests simultaneously, saving time and ensuring optimal data ingestion.

## The Right Fit

You should use this MCP if your primary job involves understanding *why* people visit your site—analyzing user behavior, correlating campaign spending to specific actions, or needing historical performance reports. This is the tool for deep-dive analytics and tracking validation.

Don't use it if you just need a simple list of names or basic contact information; that's a different data type entirely. Furthermore, don't use it if your primary goal is merely to view a visual graph when an image link will suffice—while `get_image_graph` exists, the value here is in the structured, actionable metrics provided by `get_visits_summary` and full reports.

## The time spent clicking through dashboards is wasted time.

Right now, when you need to check how a new campaign performed, you open the dashboard, click 'Date Range,' select two dates, find the conversion rate tab, then manually export that data. If you want to compare it to last month, you repeat the whole process—multiple tabs, multiple clicks, copy-pasting numbers into a spreadsheet just to start analyzing.

With this MCP, you simply ask your agent for the comparison. It handles the API calls and returns the clean, comparative metrics right in the chat window. You get immediate answers without ever touching a dashboard GUI.

## Matomo gives you full visibility using `get_report_metadata`.

Before this MCP, if your company added a new tracking feature or metric to Matomo, you had no way of knowing it was available unless someone manually told you. You were limited by the reports that were easy to find and export.

Now, you can ask your agent to discover all available API functions using `get_report_metadata`. It shows you every single capability your instance supports. You know exactly what data is out there.

# Matomo Alternative: 7 Tools for Analytics

Use these tools to get metrics, track actions, process full reports, or discover metadata from your Matomo instance directly through your AI agent.

| # | TOOL | DESCRIPTION |
|---|---|---|
| 01 | `get_image_graph` | Generates a static PNG graph showing data for a specific site and time period. |
| 02 | `get_processed_report` | Retrieves a full, human-readable report set containing both metadata and processed metrics. |
| 03 | `get_report_metadata` | Lists every available API function and its associated metadata for your entire Matomo setup. |
| 04 | `track_bulk` | Sends multiple tracking requests (like page views or events) to optimize data ingestion in bulk. |
| 05 | `track_action` | Records a single page view, event, or e-commerce action on your site using the required site ID. |
| 06 | `get_visits_summary` | Retrieves core summary metrics like total visits, unique visitors, and bounce counts. |
| 07 | `get_wp_processed_report` | Gets a processed report specifically through the WordPress REST API endpoint. |

# See It in Action

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

**U** Get the visits summary for site ID 1 for the last 30 days.

I've retrieved the summary for site 1. In the last 30 days, you had 12,450 visits, 38,200 actions, and a bounce rate of 28.5%.

**U** Track a page view for 'Pricing Page' on site 2 with URL 'https://example.com/pricing'.

The page view for 'Pricing Page' has been successfully tracked for site ID 2.

**U** Show me the processed report for site 5 for today.

I've generated the processed report for site 5. Today's data shows 450 visits and 1,200 actions, with top referrers being Google and Direct entry.

# Frequently Asked Questions

01 **How do I use Matomo MCP to get the total number of visits?**

Use the `get_visits_summary` tool. This single call retrieves core metrics, giving you immediate access to total visits, unique visitors, and bounce counts without complex querying.

02 **Can Matomo MCP track an event that happened on a specific page?**

Yes, use the `track_action` tool. You provide the required site ID and details about the event (like a page view or e-commerce action), logging it immediately for later analysis.

03 **What is the best way to check my full historical performance?**

The `get_processed_report` tool is designed for this. It returns a complete, human-readable data set that includes both metrics and metadata, giving you maximum depth.

04 **Does Matomo MCP support tracking multiple actions at once?**

Yes, the `track_bulk` tool is built for efficiency. It lets you send numerous tracking requests simultaneously, which is much faster than running individual calls.

05 **How do I check what kind of reports Matomo supports?**

You use `get_report_metadata`. This function lists all available API functions and their metadata, so you always know the full scope of your analytics data.

# 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 `"matomo-alternative": { "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

# Matomo 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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