MCP SERVER | NO CODE | CLOUD HOSTED

Matomo MCP

Analyze site performance and user behavior instantly.

Matomo connects your website analytics directly into your AI agent. Instead of digging through dashboards and reports, you ask natural language questions—like 'What was our bounce rate today?' or 'Which pages are struggling?'—and get immediate, actionable data on site visits, user behavior, and goal completions.

A+ Quality Score 100/100

web-analytics | privacy-focused | user-behavior | real-time-monitoring | conversion-tracking

MAINTAINED BY VINKIUS CLOUD FOR AI AGENTS · JUNE 2026
vinkius.com/mcp/matomo

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

10 tools available
Cloud-hosted on Vinkius

This MCP lets you interrogate your website's performance using only conversation. You can pull deep insights into where visitors come from, what they look at, and whether they complete key actions like signing up or buying something. Your agent reads the data streams—everything from real-time visitor movements to historical site traffic summaries—and reports back in plain English. It's like having a dedicated analytics expert available 24/7, ready to answer specific questions about your user base. All you need is an active Matomo instance and access through Vinkius; the rest of the data flow handles itself. You stop guessing at performance metrics and start acting on verified facts.

Core Capabilities

01 — Summarize overall site traffic

Get a quick, aggregated snapshot of key metrics like total visits, actions taken, and bounce rates over selected time periods.

02 — Track visitor activity in real-time

View the latest movements on your site, seeing exactly which users are active right now and what pages they're viewing.

03 — Identify popular content areas

Determine which specific web pages and types of referring websites are driving the most traffic to your domain.

04 — Analyze individual user journeys

Pull a complete history and behavioral profile for any specific visitor ID, helping you understand their journey through your site.

05 — Monitor conversion targets

List all the critical goals (like sign-ups or purchases) that you've set up in Matomo and check their current status.

One Click on Vinkius — From Prompt to Execution

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

01 First, subscribe to this MCP and enter your unique Matomo URL, API token, and site ID.

02 Next, tell your AI agent what data you need—for example, 'Show me the top five referring social networks.'

03 The system queries Matomo's backend, retrieves the raw metrics, and formats the findings back to you as a conversational report.

The bottom line is that your AI agent turns complex database reports into simple, spoken insights about your website's health.

Built For

Anyone who relies on web traffic data to make decisions—from marketing directors running campaigns to product managers analyzing user flow. If you're tired of switching between dashboards just to answer one question, this is for you.

Digital Marketing Manager

Uses the MCP to check if a recent campaign increased traffic from top referring websites or boosted conversions by checking goal status.

Product Owner

Asks for detailed visitor profiles to see how users navigate through specific features, helping pinpoint friction points in the user journey.

Web Analyst

Runs comparative reports, like comparing visits summaries week-over-week or checking which top pages need better SEO attention.

What Changes When You Connect

01 Stop clicking through multiple dashboards. Instead of manually running reports to check your overall traffic, just ask for a visits summary, and the data is returned immediately.

02 Get granular insight into visitor paths. Using get_visitor_profile means you don't have to guess why someone dropped off; you see their entire journey in one place.

03 Quickly identify marketing wins or losses. Tools like get_top_referrers and get_top_socials let you pinpoint exactly which channels are worth the budget.

04 Stay ahead of current issues with real-time data. By using get_live_last_visits, your agent shows you who's on site right now, giving immediate operational awareness.

05 Understand your goals at a glance. You can list and monitor conversion goals via get_goals to confirm if the site is hitting its key targets.

Real-World Applications

Checking Campaign Performance

A marketing manager asks, 'What were our top referring websites last month?' The agent uses get_top_websites and get_top_referrers to provide a ranked list, allowing the manager to immediately know which partners need follow-up.

Troubleshooting Drop-Off Points

A product owner notices sales dipping. They ask for 'a detailed profile for visitor ID 12345.' The agent uses get_visitor_profile to show the exact pages and actions that user took before leaving, revealing a broken link.

Auditing Site Health

A web analyst wants an immediate health check. They ask for 'a summary of visits.' The agent uses get_visits_summary to deliver the key metrics—actions per visit, bounce rate—in a single conversational response.

Validating Conversion Funnels

A stakeholder needs confirmation that the main lead capture is working. They ask for 'my configured conversion goals.' The agent uses get_goals to list them and confirm which are currently being tracked correctly.

Patterns to Avoid

Asking for general, unstructured reports

✗ AVOID

The user asks their agent, 'Tell me everything about my site performance.' This prompts the system to overload the user with too many unrelated metrics and data points.

✓ INSTEAD

Be specific. Instead of a vague query, ask: 'What are the top pages for e-commerce this week?' Use get_top_pages or get_visits_summary to narrow the focus.

Confusing general analytics with user behavior

✗ AVOID

The user asks, 'Why did people leave?' This is too vague. The system can't answer without a specific point of reference.

✓ INSTEAD

Focus on the person or place. Ask for get_visitor_profile to understand *how* one type of user behaved, or use get_top_pages if you want to see which destination page might be causing issues.

Running the same report repeatedly

✗ AVOID

Manually running 'get_visits_summary' every morning and copying the numbers into a spreadsheet.

✓ INSTEAD

Let your agent do it. Ask for a comparative summary: 'Compare visits summaries from last Friday to today.' This uses the tool but delivers an immediate, conversational comparison.

The Right Fit

Use this MCP if your core need is deep behavioral understanding and performance auditing. You want to know *why* traffic behaved a certain way—is it a bad landing page (check get_top_pages), or is the referral source failing (check get_top_referrers)? If you're troubleshooting user drop-off, asking for individual visitor profiles via get_visitor_profile gives you the narrative context you need.

Don't use this if your only goal is simple data logging. If all you need is a raw list of every single metric without any conversational analysis, or if you simply need to know how many records exist, a basic database connector might be faster. However, for anything involving 'why,' 'how,' or 'what happened next' on the site, this MCP is essential.

The dashboard fatigue of modern web analytics

Today, analyzing site performance means jumping between multiple tabs. You open your marketing tool to see top sources, then switch to your product metrics tab for visitor paths, and finally pull a separate report just to check goal completions. Copy-pasting data from one sheet into another is the norm.

With this MCP, you talk to your agent like you're talking to a colleague in Slack. You ask about user behavior or conversion goals, and it pulls all the necessary metrics—from listing sites to summarizing visits—and gives you the answer directly. It just works.

Get Matomo insights with the get_visitor_profile tool

Manual analysis requires running a query for every single user ID and then manually piecing together that journey. You spend hours trying to map out how a specific customer found your site, what they clicked, and where they left off.

Now, you just ask the agent for get_visitor_profile using an ID. It instantly reconstructs that entire path—the sequence of pages, actions, and timing—saving you hours of data wrangling.

Matomo MCP: 10 Analytics Tools

Use these specific tools to query different aspects of your website data, from listing all sites to getting a full visitor profile.

#	TOOL	DESCRIPTION
01	`get_goals`	Retrieves a list of all conversion goals configured in your Matomo instance.
02	`get_live_last_visits`	Pulls the details of visitors who were active on your site just moments ago.
03	`get_site_details`	Fetches specific configuration and general information for a defined website within Matomo.
04	`get_top_pages`	Identifies the pages that have received the highest volume of traffic recently.
05	`get_top_referrers`	Lists and ranks the primary types of websites or sources sending traffic to you.
06	`get_top_socials`	Determines which social media platforms are generating the most website visits.
07	`get_top_websites`	Identifies the specific external websites that refer visitors to your site.
08	`get_visitor_profile`	Provides a full, detailed behavioral history and profile for a single visitor ID.
09	`get_visits_summary`	Generates an aggregated report covering key metrics like total visits and actions taken.
10	`list_sites`	Retrieves a complete list of all individual websites tracked within your Matomo account.

See It in Action

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

U Show me a summary of visits for today.

Retrieving summary... Today you had 1,250 visits with an average of 3 actions per visit.

U What are the top pages on my site this week?

Fetching top pages... The Home page and the Pricing page are your most visited content this week.

U List all sites configured in Matomo.

Querying sites... I found 3 sites: 'E-commerce Shop', 'Blog', and 'Support Portal'.

Frequently Asked Questions

01 **How does Matomo help with real-time monitoring?**

It provides immediate status updates via get_live_last_visits. This lets your agent show you which users are currently on the site and what they're doing, giving operational visibility instantly.

02 **Can I find out where my traffic is coming from with Matomo?**

Yes. You can use get_top_referrers to see general sources, or get_top_websites and get_top_socials for specific external sites that are driving the most volume.

03 **What is the difference between get_visits_summary and list_sites?**

get_visits_summary gives you a single, aggregated report of overall site health (like total visits). list_sites just provides an index of every separate website tracked in your account.

04 **Do I need to worry about API tokens when setting up Matomo?**

You must provide the correct Matomo URL, Token Auth, and Site ID during setup. These credentials allow your agent to securely access your private analytics data.

05 **Can I analyze a specific user's history with Matomo?**

Yes, you can use get_visitor_profile. This tool pulls the complete behavioral record for one visitor ID, letting you deep dive into their activity.

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": { "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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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Matomo MCP
Server ID	`019d75d0-337f-7355-bbc4-54081c6cae78`
Platform	Vinkius Cloud for AI Agents
Endpoint	`https://edge.vinkius.com/{token}/mcp`

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