

MCP SERVER

NO CODE

CLOUD HOSTED

# Meltwater MCP

Track brand mentions, sentiment, and trends instantly.

Meltwater connects media intelligence and social monitoring directly into your AI agent. It lets you track brand mentions, analyze news articles across multiple sources, calculate sentiment scores, and pull deep analytics on PR trends without ever leaving your chat window.

**A+** Quality Score 100/100

media-monitoring

sentiment-analysis

brand-tracking

social-listening

pr-analytics

news-aggregation



# 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

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## 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

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## 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

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## 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](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# Meltwater MCP

10 tools available

Cloud-hosted on Vinkius

This MCP gives your AI client direct access to professional-grade media intelligence data. Instead of logging into complex dashboards or manually copying text from dozens of news sites, you ask your agent questions about your brand's visibility. Your agent then performs real-time searches across vast streams of social and news content. You can get detailed insights on specific mentions—like knowing the sentiment score for a particular article—and analyze overall performance metrics. The whole process happens through natural conversation, giving you full control over your media monitoring without needing to learn complex platform jargon. Since Vinkius hosts this MCP, you connect once from any compatible client and gain immediate access to all of Meltwater's reporting tools.

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## Core Capabilities

### 01 — Search News and Social Media

Run real-time keyword searches across massive databases of news and social media content.

### 02 — Analyze Mention Details

Retrieve specific metadata, sentiment scores, and reach statistics for any given mention or article.

### 03 — Review Analytics Reports

Access performance metrics and high-level insights derived from your monitoring searches.

### 04 — Manage Content Organization

View, list, and organize all saved search queries and account folders to keep records tidy.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/meltwater](https://vinkius.com/mcp/meltwater) — connect your AI agent in three steps.

- 01** Subscribe to this MCP on Vinkius and provide your Meltwater API Key, Client ID, and Client Secret.
- 02** Confirm the connection in your AI client. Your agent can now authenticate with the platform's data streams.
- 03** Ask your agent a question, like 'What was the overall sentiment around our competitor last week?' The MCP executes the search and returns structured, analyzed results.

The bottom line is you stop juggling tabs and start asking questions to get precise, actionable media intelligence.

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## Built For

This MCP is built for communications directors and PR managers who are tired of spending days compiling reports from fragmented data sources. If your job involves tracking brand reputation or managing a crisis response, you need this.

### PR Manager

Uses the MCP to quickly pull detailed metadata and sentiment for specific mentions during a crisis, letting them draft immediate public responses.

### Marketing Analyst

Runs comparisons between key industry terms using `search\_content` across multiple saved searches, identifying emerging trends before competitors do.

### Communications Director

Manages the entire monitoring setup by listing all folders and saved searches to ensure consistent historical tracking of brand performance.

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## What Changes When You Connect

- 01** You don't waste hours compiling reports. Instead of manually gathering data from various sources, simply ask your agent to 'Get me the media insights for Q3.' The MCP handles the retrieval via `get_media_insights` instantly.

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- 02** Deep dive into any single story without leaving your chat. When you find an article you need context on, use `get_mention_details` to pull the exact sentiment score and reach data point right away.
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- 03** Maintain perfect organization for complex campaigns. Use `list_saved_searches` to review every monitoring query run over the last year, ensuring no critical campaign details are lost in email threads.
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- 04** Stay ahead of competitors by automating searches. You can use `search_content` with specific keywords and have your agent report back on emerging conversations before they hit mainstream news.
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- 05** Get structured data exports immediately. If you need to feed the media results into a spreadsheet or database, `list_content_exports` shows exactly what raw data is available for download.
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## Real-World Applications

### Responding to a Crisis

A PR Manager needs to know if a recent product flaw mention is spiking. They ask their agent, 'What's the sentiment around our product ID 456?' The MCP runs the search and immediately returns actionable data using `get_mention_details`, allowing them to draft a targeted public statement within minutes.

### Quarterly Performance Review

A Communications Director needs a comprehensive report on the last quarter. They ask their agent to 'List all saved searches and generate analytics for the top three.' The MCP pulls data using `list_saved_searches` and then summarizes the performance via `get_search_analytics`.

### Tracking Competitor Moves

A Marketing Analyst is preparing for an industry conference. They ask their agent to 'Compare the media coverage of our top three competitors.' The MCP uses `search_content` across all rivals, allowing them to identify which competitor's narratives are gaining traction.

### Auditing Content Sources

A junior team member needs to confirm all sources are covered. They ask their agent, 'Which media outlets do we track?' The MCP responds by listing every source available using `list_media_sources`, giving them a complete inventory.

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# Patterns to Avoid

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## Dumping data into spreadsheets

### X AVOID

Copying and pasting hundreds of articles from various news sites into Excel, then manually trying to color-code the sentiment and find trends.

### ✓ INSTEAD

Use your agent with the MCP. Instead of copy/pasting, simply ask it to 'Get me all mentions about X' using ``search_content`` or ``get_mention_details``. The tool delivers structured data ready for analysis.

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## Searching Google alone

### X AVOID

Running a basic keyword search on Google that only shows the top 10 results, missing critical niche mentions from specialized industry blogs.

### ✓ INSTEAD

Use this MCP. It accesses professional media databases. Ask your agent to 'Search content for X' using ``search_content`` and you get comprehensive coverage across all tracked sources.

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## Forgetting context

### X AVOID

Opening a search report, reading the data, then having to go back and manually figure out which date range or specific folder it belonged to.

### ✓ INSTEAD

Use ``list_saved_searches`` first. It gives you an index of all your past work, ensuring every piece of analyzed media content is correctly categorized and traceable.

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## The Right Fit

You should use this MCP if your job requires deep, reliable data collection on public perception—specifically tracking brand reputation, analyzing sentiment across diverse news sources, or monitoring competitors. If you need to know *what people are saying* about your company and its industry, this is the tool. Don't use it if all you need is a quick summary of general knowledge; for that, a simple search engine works fine. You also don't need it if you only care about internal team communication logs—that requires a dedicated messaging platform integration. When in doubt, check your tools: if you need to list historical searches or get specific media insights, this MCP is built for you.

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## The manual process of tracking brand reputation drains hours from your week.

Right now, monitoring a single brand mention requires juggling multiple tabs: the news site, the social media feed, and the internal dashboard. You copy text here, paste it there, cross-reference dates in another spreadsheet, and manually check sentiment scores one by one. It's tedious, slow work that always leaves you feeling like you missed something critical.

With this MCP, your agent handles the heavy lifting. Instead of manual compilation, you simply ask: 'What was the overall tone regarding our new policy?' The system runs complex queries across all sources and gives you a structured answer instantly. You get insights, not just raw text.

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## Meltwater MCP delivers complete media intelligence through your agent.

The manual steps that disappear include logging into separate platforms for every source, the need to reconcile different data formats, and the time spent cross-checking dates or tags. The system handles all of it automatically.

You stop being a data copier and start being a strategist. You get immediate access to professional media intelligence tools—like running `search_content` across thousands of articles—allowing you to focus on what matters: forming the response.

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# Meltwater: 10 Tools for Media Intelligence

These tools let you perform everything from basic content searches to advanced analytics retrieval, giving you full control over your media monitoring workflow.

#	TOOL	DESCRIPTION
01	<code>get_search_analytics</code>	Retrieves detailed analytics data for a specific search query you ran.
02	<code>get_media_insights</code>	Gets an overview of high-level media performance and general industry insights.
03	<code>get_mention_details</code>	Retrieves all specific details, including sentiment and reach, for one mention or article.
04	<code>get_search_details</code>	Pulls the full context and parameters used for a saved search query.
05	<code>list_content_exports</code>	Shows you what types of raw content data can be downloaded from your account.
06	<code>list_folders</code>	Retrieves a list of all the organizational folders set up in your Meltwater account.
07	<code>list_saved_searches</code>	Provides an index of all monitoring searches you have previously saved.
08	<code>list_media_sources</code>	Lists every single media publication or source that your account tracks content from.
09	<code>list_tags</code>	Shows all the organizational tags you use to categorize and sort data points.
10	<code>search_content</code>	Executes a keyword search across both news articles and social media content in real time.

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## See It in Action

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

**U** Search for recent news about 'Artificial Intelligence'.



Retrieving news... I found 10 recent articles covering AI breakthroughs and policy changes.

**U** What is the sentiment for my brand search ID 123?



Analyzing sentiment... Your brand sentiment for search 123 is currently 75% positive, with a notable increase in neutral mentions.

**U** List all saved searches in my Meltwater account.



Querying searches... You have 5 saved searches including 'Competitor Tracking' and 'Local News Monitor'.

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## Frequently Asked Questions

### 01 How does Meltwater MCP handle real-time news monitoring?

The MCP uses `search\_content` to perform live keyword searches across all tracked news and social media streams, giving you current visibility on mentions as they happen.

### 02 Can I use the Meltwater MCP to analyze sentiment for a competitor?

Yes. You can instruct your agent to run a search using `search\_content` for your competitor's name, and then retrieve detailed data via `get\_mention\_details` to review their overall sentiment score.

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**03 Is the Meltwater MCP just for big corporations?**

No. While it provides enterprise-level tools, you can use it to track niche industry topics or local news by running targeted searches and utilizing ``list_saved_searches`` to build out your monitoring history.

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**04 What if I need to report on an old campaign?**

You can list all of your historical setups using ``list_saved_searches``. This ensures that even campaigns from months ago are indexed and ready for analysis via ``get_search_analytics``.

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**05 Does Meltwater MCP only work with specific clients?**

No. Because it's an MCP, you connect once to Vinkius, and your agent can access the tools from any compatible client application you use.







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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://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
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"meltwater": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	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

# Meltwater 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](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	Meltwater MCP
Server ID	019d75d2-00b5-73fe-be3b-f13c36444fce
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

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