

MCP SERVER

NO CODE

CLOUD HOSTED

Metricool MCP

Analyze all social data without leaving your chat.

Metricool gives your AI client control over social media performance. Get real-time analytics for Instagram, Facebook, Twitter, LinkedIn, and more. Check unified reports, monitor ad spend, or inspect upcoming content schedules using natural conversation.

A+ Quality Score 100/100

social-media-management

analytics

scheduling

cross-platform

reporting

digital-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.

Metricool MCP

10 tools available

Cloud-hosted on Vinkius

Control your entire social strategy by connecting Metricool to your agent. You can pull detailed metrics from multiple platforms—Instagram, Facebook, Twitter, and LinkedIn—all in one place. Want a high-level view of total reach? Use the unified summary tool to see cross-channel performance reports instantly. Need to plan next week's content? Inspect the social planner for scheduled posts. You also monitor ad spending and conversion data directly from your agent. This level of control means you stop jumping between dashboards; everything happens through natural conversation, making it part of Vinkius Catalog.

Core Capabilities

01 — Analyze Cross-Channel Performance

Get a high-level overview of total digital reach and engagement across all connected social platforms.

03 — Track Ad Spend and Conversions

Monitor the money spent and conversion rates for social advertising campaigns.

05 — List Connected Accounts

See every brand and social profile linked to your workspace, keeping track of all connected assets.

02 — Check Specific Platform Metrics

Pull real-time performance data for any single profile, including metrics from Instagram, Facebook, Twitter, or LinkedIn.

04 — Inspect Content Schedules

View a list of posts already scheduled in your content planner to ensure nothing slips through the cracks.

One Click on Vinkius — From Prompt to Execution

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

- 01 Subscribe to the MCP and enter your Metricool Access Token.
- 02 Tell your AI client exactly what you need—like 'Show me Facebook analytics for last month' or 'What are my scheduled posts?'
- 03 The agent connects, pulls the data, and gives you a direct summary without opening any other tabs.

The bottom line is that you manage your entire social media strategy from one chat window.

Built For

Anyone who spends more than ten minutes jumping between Meta Insights, Google Analytics, and a scheduling tool. This MCP solves the pain of context switching for marketing managers, content leads, and agency owners.

Social Media Manager

Runs daily checks on engagement metrics across all channels and uses `get_social_planner` to confirm upcoming posts.

Digital Marketing Analyst

Uses `get_unified_summary` to compare performance data from different platforms against overall campaign goals.

Content Strategist

Checks `list_metricool_profiles` to ensure every brand account is connected and uses `list_published_posts` to review recent content history.

What Changes When You Connect

- 01 See total reach immediately. Instead of checking ten different dashboards, use `get_unified_summary` to pull one summary report showing performance across every platform at once.

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- 02 Deep-dive analytics are instant. You can call `get_facebook_analytics` or `get_instagram_analytics` to instantly get specific metrics for a single channel without manual exporting.

 - 03 Never miss a scheduled post again. Just ask about the planner, and the agent uses `get_social_planner` to show you exactly what's slated for next week.

 - 04 Track your money spent. Use `get_ads_performance` to monitor ad spend and conversion data directly through conversation, bypassing clunky advertising dashboards.

 - 05 Manage all assets easily. List all connected brands with `list_metricool_profiles` so you know precisely which accounts are active in the workspace.
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Real-World Applications

Quarterly Review Prep

A marketing analyst needs to prepare a quarterly report covering Instagram, Facebook, and overall reach. They ask their agent for the 'unified summary' and then call `get_instagram_analytics` and `get_facebook_analytics` to gather all necessary data points in one chat session.

Ad Campaign Audit

The manager suspects a recent ad campaign isn't performing. They ask the agent about ad metrics, triggering `get_ads_performance` to pull immediate data on spend vs. conversions, allowing them to pivot faster than waiting for manual reports.

Spotting Scheduling Gaps

The content lead is worried about next week's content. They prompt the agent, asking 'What posts are scheduled for next week?' The agent uses `get_social_planner` to confirm that all planned content is correctly loaded and ready.

Onboarding New Brands

An agency owner needs to verify all client accounts are connected. They use `list_metricool_profiles` and `get_profile_details` to quickly enumerate every brand account and check its general status, confirming full access.

Patterns to Avoid

Comparing channels manually

✗ AVOID

Going into Facebook Insights, downloading the CSV. Then opening Instagram Insights, downloading that CSV. Finally, trying to merge them in Excel.

✓ INSTEAD

Just ask your agent for a 'unified summary.' The MCP calls `get_unified_summary` and presents cross-channel performance data directly in the chat.

Checking content status

✗ AVOID

Logging into the scheduling tool, clicking through tabs, scrolling down to confirm tomorrow's posts.

✓ INSTEAD

Ask the agent about the planner. It uses `get_social_planner` and gives you a clean, summarized list of scheduled items.

Debugging ad metrics

✗ AVOID

Finding the right ad dashboard, clicking through multiple filters to isolate spend vs. conversions for one specific campaign.

✓ INSTEAD

Use `get_ads_performance`. It retrieves exactly what you need—spend and conversion data—in a single function call.

The Right Fit

You should use this MCP if your job involves tracking, reporting, or scheduling content across multiple social platforms (Instagram, Facebook, LinkedIn, Twitter). You need to see the big picture quickly, comparing metrics like engagement rates and total reach. If you only manage one type of content—say, just blogging—or if you only ever deal with single-platform analytics for internal record keeping, this MCP might be overkill. In those cases, a dedicated platform API connector would work better. But because you need to compare ad performance (`get_ads_performance`) with overall channel health (`get_unified_summary`), this is the right tool.

The Analytics Data Pile-Up

Today, getting a full picture of your social performance means opening five different browser tabs. You pull reports from Facebook Insights, then switch to Instagram's dashboard, export the numbers for Twitter, and so on. Then you spend an hour trying to paste those disparate data sets into one spreadsheet just to find out how many people saw everything.

With this MCP, that process ends. Just talk to your agent and ask for a cross-channel summary. The agent uses `get_unified_summary` and gives you the total picture instantly. You don't touch a dashboard; you just read the answer.

`get_social_planner`: Never Forget a Post Again

Before, checking what was coming up required logging into the scheduling tool and manually scrolling through date-by-date calendars to see if anything was missing or incorrect. It was tedious, click-heavy work that you'd forget until it was too late.

Now, ask your agent about the planner. It executes `get_social_planner` and gives you a clean list of all scheduled content right away. You confirm your entire content pipeline in seconds.

Metricool: 10 Tools for Marketing Automation

These ten tools let you pull specific performance data, check schedules, and get cross-channel summaries across all major social media platforms.

#	TOOL	DESCRIPTION
01	<code>get_ads_performance</code>	Retrieves detailed performance data specifically for your social media ads.
02	<code>get_facebook_analytics</code>	Pulls specific analytics and metrics directly from your Facebook profile.
03	<code>get_instagram_analytics</code>	Gets detailed performance data for your Instagram account.
04	<code>get_linkedin_analytics</code>	Retrieves professional metrics and analytics from your LinkedIn profile.
05	<code>get_social_planner</code>	Shows you a list of posts that are currently scheduled in your content calendar.
06	<code>get_profile_details</code>	Fetches general information and details for any specific connected social profile.
07	<code>get_unified_summary</code>	Generates a single, cross-channel summary of your total performance across all linked platforms.
08	<code>get_twitter_analytics</code>	Provides specific metrics and analytics for your Twitter account.
09	<code>list_published_posts</code>	Retrieves a list of content that has been recently published on any linked account.
10	<code>list_metricool_profiles</code>	Lists every single social media profile connected to your Metricool workspace.

See It in Action

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

U Show my Instagram analytics for the last 30 days.



Retrieving Instagram metrics... Your profile gained 500 new followers and had 25,000 impressions this month.

U What posts are scheduled in my planner?



Checking your planner... You have 3 posts scheduled for tomorrow on Facebook and Instagram.

U Show a summary of my performance across all channels.



Querying unified summary... Across all platforms, you reached 100,000 users with an average engagement rate of 4.5%.

Frequently Asked Questions

01 How do I check my total social media reach using Metricool MCP?

Use the `get_unified_summary` tool. It combines data from all linked platforms to give you one report on your overall digital reach.

02 Can Metricool MCP track ad performance for multiple platforms?

Yes, use `get_ads_performance`. This function pulls spend and conversion metrics from various social advertising sources into a single data point.

03 What if I only need analytics for LinkedIn?

You can call `get_linkedin_analytics` specifically. It retrieves professional metrics while leaving all other platform data alone, keeping your query focused and clean.

04 Does Metricool MCP help with content planning?

Yes, the agent uses `get_social_planner` to list scheduled posts. You can confirm upcoming content without logging into the scheduling interface.

05 How do I know which accounts are connected?







Simply ask the agent to list all profiles using `list_metricool_profiles`, and it will enumerate every brand linked to your workspace for verification.

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>"metricool": { "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

Metricool 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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