

MCP SERVER

NO CODE

CLOUD HOSTED

UTM Campaign Builder MCP

Stop Building Broken Tracking Links.

UTM Campaign Builder generates flawless marketing tracking links by safely encoding UTM parameters into any base URL. Stop manually building complex links and risking broken Google Analytics routing. This MCP lets your agent handle all the tricky parts of query string management, ensuring every link works perfectly for accurate data attribution.

A+ Quality Score 100/100

utm-parameters

campaign-tracking

link-building

google-analytics

marketing-attribution

url-encoding



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects 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.

UTM Campaign Builder MCP

1 tools available

Cloud-hosted on Vinkius

When you're drafting a social media post or an email campaign, your AI client needs to add tracking data—the UTM parameters. The problem is that LLMs are notoriously bad at building these links correctly; they often hallucinate broken query strings, mess up URL encoding for spaces, or drop existing parameters entirely. This ruins your analytics and makes it impossible to track where traffic actually came from. This MCP fixes that whole headache.

It safely merges source, medium, campaign, and other tags into any link you provide, using strict browser-grade encoding every time. Because this MCP is hosted on Vinkius, you connect once through your preferred AI client—whether it's Claude or Cursor—and gain access to the entire catalog of specialized tools, including this one. You just tell your agent what data points you need tracked and let it generate a guaranteed working link.

Core Capabilities

01 — Generate Encoded Tracking URLs

Provides all necessary base URL, source, medium, and optional campaign tags to build a fully encoded, functional marketing tracking link.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/utm-campaign-builder — connect your AI agent in three steps.

- 01** You tell your agent the starting landing page URL and the core tracking details (like the traffic source and platform).
- 02** The MCP processes these inputs, merging all required UTM tags while applying strict URL encoding to every character.
- 03** Your agent receives a single, perfectly constructed link ready for use in any campaign or asset.

The bottom line is you get back a guaranteed working URL that won't break your analytics data.

Built For

Anyone who runs digital campaigns and relies on accurate web traffic data needs this. Think marketing automation specialists, SEO managers, or developers building content pipelines that need flawless link tracking.

Marketing Automation Specialist

Needs to quickly create dozens of unique campaign links for A/B testing and email blasts without worrying about encoding errors.

SEO Manager

Routinely builds internal linking structures or paid ad copy that requires specific, accurate tracking parameters for Google Analytics.

Content Strategist

Drafts social media posts and blog links, needing to ensure the source (e.g., 'linkedin') is correctly attached every time.

What Changes When You Connect

- 01** Accuracy: The `build_utm_url` tool guarantees correct URL encoding, preventing the double-ampersand or broken query strings that break analytics reports.

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- 02** Time Savings: Instead of manually building and testing complex links in a spreadsheet, your agent generates perfect URLs instantly based on simple prompts.

 - 03** Data Integrity: You ensure every link passes clean data to Google Analytics. No more lost attribution because an LLM messed up the parameters.

 - 04** Flexibility: It handles existing query strings alongside new UTM tags, so you can safely append source information without breaking affiliate links already in use.

 - 05** Efficiency: Use your agent to generate entire batches of campaign links from a simple list of variables or data points.

Real-World Applications

Launching an Email Campaign

A marketing manager needs 50 unique links for a newsletter blast, each pointing to a different landing page and requiring specific source/medium tags. The agent uses `build_utm_url` to process all 50 in minutes, ensuring every single link correctly attributes data to the campaign.

Updating a Website Funnel

A developer needs to update several pages on a site that already use tracking parameters (like '?ref=affiliate'). They ask their agent to safely append the new 'utm_source' tag using `build_utm_url` without overwriting the existing affiliate data.

Running A/B Tests on Ads

A paid media specialist is setting up ad copy and needs links that vary only by source (e.g., 'facebook' vs 'instagram'). They prompt their agent, which uses `build_utm_url` to safely swap out the source parameter across multiple base URLs for clean testing.

Preparing for Black Friday

A content creator drafts social posts linking back to a main product page. They use their agent, which leverages `build_utm_url`, to automatically add 'blackfriday' as the campaign tag and correctly encode all other necessary data points.

Patterns to Avoid

Manually appending tags in prompts

X AVOID

Prompting your agent with: 'Use this link and add source=facebook and medium=social.' The AI might fail to encode the equals sign or break existing query strings.

✓ INSTEAD

Give your agent the full base URL, then ask it to use `build_utm_url`, listing all required parameters (source, medium, campaign) in the prompt for guaranteed encoding.

Copying links from web forms

X AVOID

Pasting a link that contains both tracking parameters and other necessary data points. Manual edits almost always break one of the existing pieces.

✓ INSTEAD

Always pass the original, complex URL to your agent and use `build_utm_url`'s function to safely merge new tags onto the old structure.

Relying on native LLM encoding

X AVOID

Asking a general-purpose AI model to 'just fix this link.' The model has no specialized knowledge of strict URL query string rules, leading to data loss.

✓ INSTEAD

Use `build_utm_url`. This MCP is built specifically for browser-grade UTM standards and handles the encoding correctly every time.

The Right Fit

Use this MCP if your workflow requires creating or modifying links that contain complex, multiple tracking parameters (source, medium, campaign, etc.) and you absolutely need flawless data attribution in analytics tools. If you're generating a link from scratch with no parameters needed, any standard text field will work. However, if the link already has some parameters and you just need to add one more tag, this MCP is critical because it handles the merge safely. Don't use this if you are only linking to simple, static pages; that's overkill. But never rely on your general AI client to build these links without using `build_utm_url` first.

The Headache of Broken Links

Today, building a campaign link means copy-pasting a base URL, then remembering which parameters are needed. You have to add the source, medium, and maybe two more tags. Then you hit the inevitable problem: do you use an ampersand (&)? Does the platform need encoding for spaces? If your agent messes up one character, your data attribution breaks immediately. You spend time debugging broken analytics dashboards because of a single misplaced query string.

With this MCP, you simply tell your agent what needs tracking—the source, the medium, and the base URL. It handles all the messy rules under the hood using `build_utm_url`. You get back one single link that is guaranteed to work across platforms, giving you confidence in every click.

The UTM Campaign Builder MCP: Flawless Link Generation

You don't have to worry about forgetting which tags need encoding or if a link already has parameters that conflict with your new inputs. You don't have to manually check for double query markers or invalid characters.

The result is simple: you get reliable, perfectly encoded tracking URLs every time. Your marketing data stays clean and actionable.

UTM Campaign Builder: 1 Tool Available

Use the `build_utm_url` tool to construct, encode, and validate perfect marketing campaign links for reliable data attribution.

#	TOOL	DESCRIPTION
01	<code>build_utm_url</code>	Constructs a complete marketing UTM tracking URL by safely encoding all parameters into the base link.

See It in Action

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

- U** Build a tracking URL for `https://vinkius.com/pricing` with source `linkedin` and medium `social`.

 UTM Campaign URL: Generated successfully.

- U** Add UTM tracking to this link for our Black Friday email blast.

 UTM Campaign URL: Generated successfully.

- U** I have this landing page that already has `?ref=affiliate`. Append the UTM source `facebook` safely.

 UTM Campaign URL: Appended successfully.

Frequently Asked Questions

01 How does the UTM Campaign Builder MCP fix broken links?

It uses strict browser-grade encoding to build the URL. This prevents common errors like double ampersands or improper encoding of spaces that usually break analytics tracking.

02 Can I use the `build_utm_url` tool if my link already has parameters?

Yes. The tool is designed to safely merge new UTM tags onto existing URLs without overwriting or corrupting any data points that are already present in the base link.

03 What kind of platforms work with this MCP?

Because it generates standard URL parameters, the generated links work anywhere—Google Analytics, Facebook Ads, email marketing services, and more.

04 Does UTM Campaign Builder only generate Google Analytics tags?







No. While optimized for Google Analytics attribution, it handles all core UTM parameters (source, medium, campaign, etc.) required by most major analytics platforms.

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>"utm-campaign-builder": { "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

UTM Campaign Builder 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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