UTM Simple MCP: Connecting Your Data to AI Tools

A focused guide on integrating UTM Simple’s MCP endpoint with modern AI tools. This book walks through setup, configuration, and usage across different environments so you can access and use your data seamlessly inside tools like ChatGPT, Claude, and Cursor.

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UTM Simple provides an MCP (Model Context Protocol) endpoint that allows AI tools to directly access your attribution data. This enables workflows like querying campaign performance, analyzing lead sources, and building automations on top of your tracking data.

MCP access is available on **Plus and Professional plans**, where you receive a unique MCP URL.

What You Need

- An active UTM Simple Plus or Professional plan
- Your MCP URL (from your dashboard)
- One of the supported tools:
  - ChatGPT
  - Claude Desktop
  - Cursor

Where to Find Your MCP URL

1. Go to your UTM Simple dashboard
2. Open Subscriptions
3. Expand your active subscription
4. Navigate to the MCP tab
5. Copy your MCP URL

Setup in ChatGPT

Requirements: ChatGPT Pro, Team, Enterprise, or Edu

Steps

1. Open ChatGPT → **Settings → Apps & Connectors**
2. Go to **Advanced Settings**
   - Enable **Developer Mode**
3. Return to **Apps & Connectors**
4. Click **Create Connector**
5. Enter:

- **Name:** `UTMsimple MCP`
- **Connector URL:** *(your MCP URL)*
- **Authentication:** No Auth

6. Click **Create**

If successful, your MCP tools will appear automatically.

Setup in Claude Desktop

Steps

1. Open Claude Desktop → **Settings → Connectors**
2. Scroll down and click **Add custom connector**
3. Paste your MCP URL
4. Save

The connector will be available in your conversations.

Availability:

- Free (1 connector)
- Pro, Max, Team, Enterprise

Setup in Cursor

Steps

1. Open Cursor → **Settings → Tools & MCP**
2. Open or create:
   - Project-level: `.cursor/mcp.json`
   - Global: `~/.cursor/mcp.json`
3. Add configuration:

```
{
  "mcpServers": {
    "utmsimple": {
      "url": "https://mcp.utmsimple.com?mcp_secret_key=YOUR_KEY"
    }
  }
}
```

4. Save the file

Cursor will automatically detect and enable the MCP server.

Verifying the Connection

After setup, test by asking your AI tool questions like:

- “Show me top traffic sources”
- “Which campaigns generated the most leads?”
- “Break down conversions by UTM source”

If the setup is correct, the tool will fetch live data from UTM Simple.

Troubleshooting

- Ensure your MCP URL is correct (no extra spaces)
- Confirm your plan includes MCP access
- Re-enable Developer Mode (ChatGPT) if tools don’t appear
- Restart the app (Claude / Cursor) if the connector isn’t detected

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Summary

MCP turns UTM Simple into a programmable attribution layer. Instead of manually checking dashboards, you can query and use your marketing data directly inside AI tools for faster insights and automation.