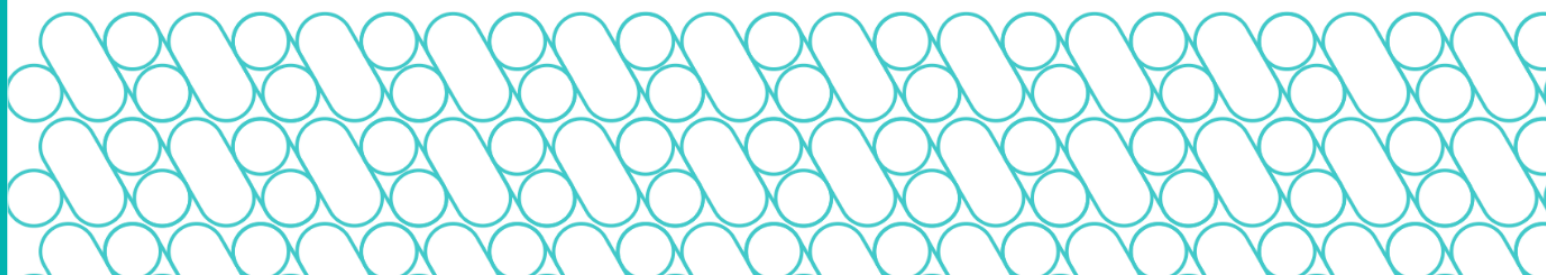




# How you can use Matomo MCP to make faster, smarter decisions.

Ask better questions, summarise reports faster and turn Matomo analytics into business decisions you can act on.

[Resource Guide](#)





You have a powerful analytics solution with dashboards and lots of data.

The challenge is usually about finding insights quickly or understanding changes in performance:

- *“Why did traffic drop last week?”*
- *“Which channels drive the highest-converting users?”*
- *“Why is checkout conversion declining?”*

This is **where Matomo MCP can help**.

AI should help you move faster, not add another layer of complexity.

With Matomo MCP, you can connect your Matomo analytics to AI tools like Claude, ChatGPT or OpenAI Codex, then ask questions in plain language and get answers and insights based on your real data. By the end of this guide, you'll know how to use Matomo MCP to **turn analytics questions into business decisions faster**.



# Matomo MCP: Ask better. Decide faster.

Connect your Matomo analytics to AI tools and get instant answers from your real data, in plain language.



### Get faster answers

Act before opportunities pass.



### Summarise in seconds

Deliver what matters, faster.



### Compare with ease

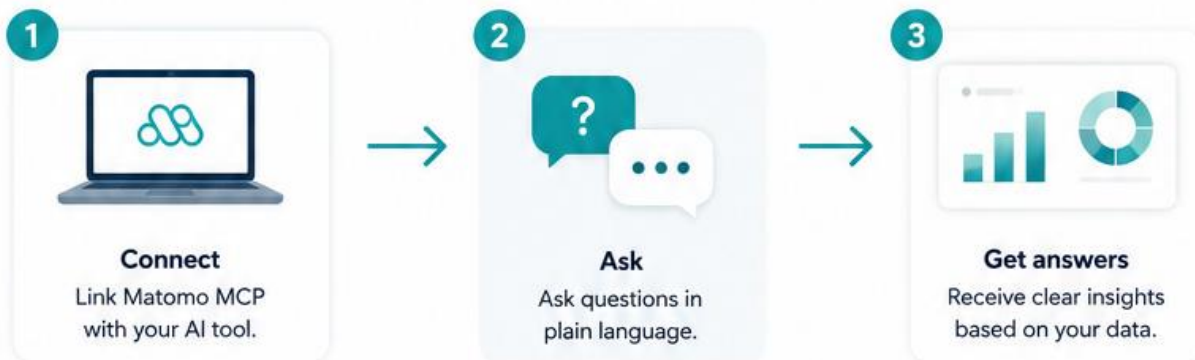
Spot what's working, faster.



### Use responsibly

Keep control with the right access.

## How it works: a simple 3-step process



## 3 ways to use Matomo MCP in your daily work

A



### Explore your analytics faster

Get quick answers on traffic, content and campaigns.



### What you gain

Stay on top of performance and focus on what needs your attention.

B



### Summarise reports and changes

Turn data into clear summaries for reports and updates.



### What you gain

A strong starting point for reports and stakeholder updates. Always verify the numbers.

C



### Analyse across segments, locations and devices

Understand behaviour across audiences and devices.



### What you gain

Identify high-value audiences and focus campaigns where they matter most.



# 1. What can you do with Matomo MCP, and who is it for?

Matomo MCP lets you **ask questions about your analytics data in plain language and get answers faster.**

Instead of navigating reports, exporting CSVs or building complex queries, you can explore your data in a new way, directly through your AI tool!

With Matomo MCP, you can:

- **Get faster answers** about your traffic, conversions and content performance, so you can act before opportunities pass
- **Summarise reports in seconds**, so your stakeholders get what they need without delay
- **Compare time periods, segments or campaigns** to spot what is working, faster
- **Investigate trends with follow-up questions**, so you understand the why behind the numbers

This works in real-life situations, such as your Monday morning check, your end-of-month reporting, or a quick deep-dive when you notice something unusual in your data.





## Who is Matomo MCP for?

Matomo MCP is useful for teams that work with analytics data and want to spend less time digging through reports.

### Marketers

You want to know which campaigns drive real business results and investigate performance changes faster, without spending hours in reports:

- *Which campaigns generated the highest-value visitors last month?*
- *Why did conversions from paid traffic decline this week?*

### Analysts

You want to explore trends and segments faster, and spend more time on insights than on data gathering:

- *How does engagement differ between new and returning visitors?*
- *Which countries generated the most conversions this quarter?*

### Product teams

You want to understand how features are adopted and where users drop off:

- *Which onboarding steps create the highest abandonment rate?*
- *How has feature usage changed since launch?*

### Team leads

You want a quick read on performance before a meeting, without waiting for someone else to pull the numbers:

- *Summarise traffic and conversion changes compared with last month.*
- *Which channels contributed most to growth this quarter?*

Technical teams can also use Matomo MCP to verify tracking and monitor performance.



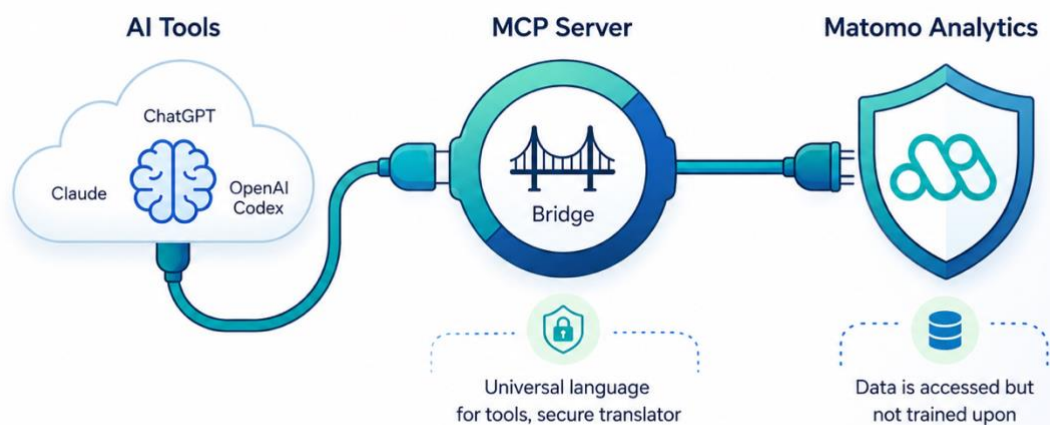
## 2. What is MCP, in simple terms?

Now you know what you can do with Matomo MCP. Here is how it works behind the scenes (you can skip this section if you are already familiar with what MCP is).

MCP stands for **Model Context Protocol**. It is an open standard that lets AI tools like Claude, ChatGPT or OpenAI Codex connect to your data and tools in a structured way.

**Think of MCP as a universal travel adapter for AI.**

When you travel, your devices need an adapter to connect to local sockets. MCP works in a similar way. It helps AI tools connect to different data sources, so they can retrieve the right information with controlled access.



Just like a universal adapter connects any plug, MCP lets any AI tool understand Matomo data instantly and securely.

In Matomo, the MCP server acts as a secure bridge between your AI tool and your analytics data. You ask a question in plain language.

Your AI tool sends the request through the MCP server. The server retrieves the relevant data from your Matomo instance. Then the AI tool turns that data into a clear answer.

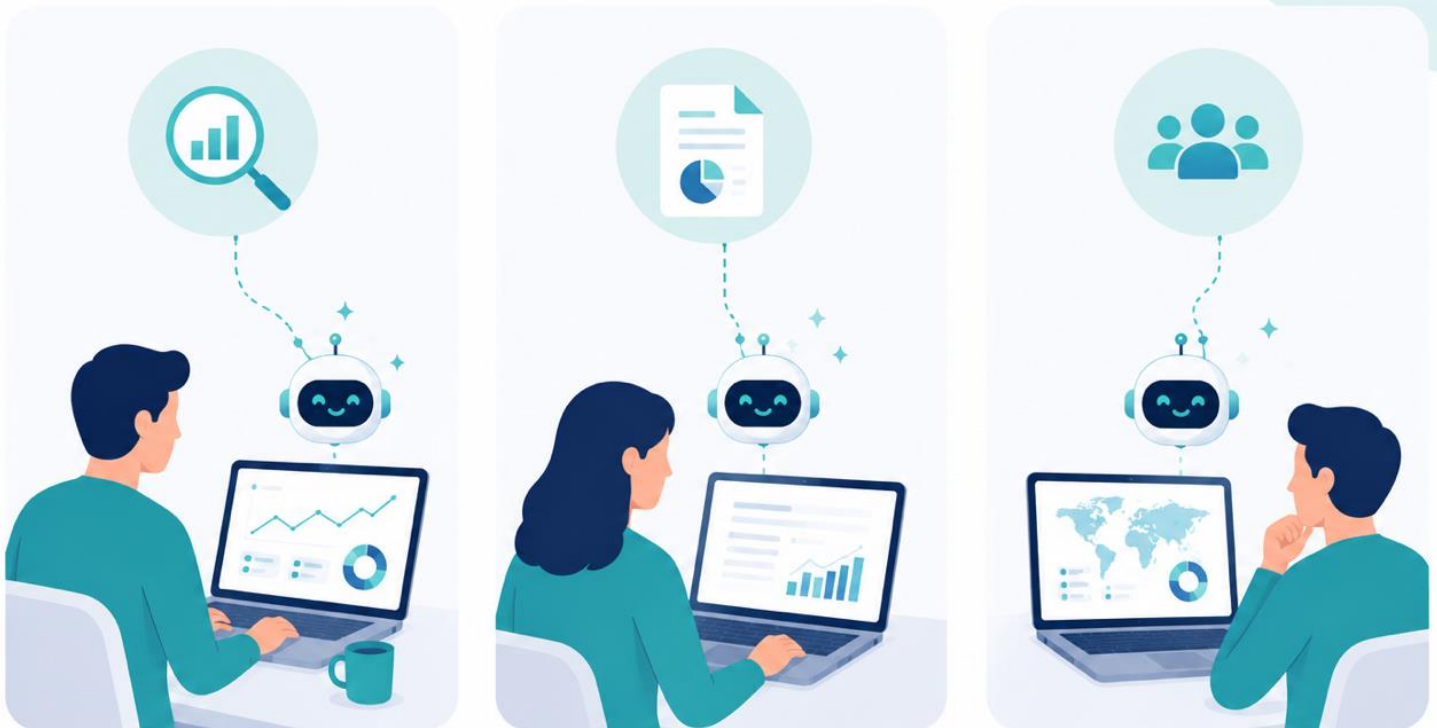


One important thing to remember:

**Matomo MCP transports your data, it does not analyse it.** It retrieves authorised analytics data from your Matomo instance when you ask a question. It does not analyse the data, generate answers or train AI models. The AI tool you choose interprets the data and creates the response. What happens once the data reaches your AI tool depends on that provider's terms.

### 3. Three ways to use Matomo MCP in your daily work

Once you are comfortable with the basics, Matomo MCP becomes most useful when you integrate it into your weekly routine. Here are three simple ways to use our MCP:






## A. Explore your analytics faster


Use this when you need a quick read on recent performance, like your Monday morning check.

Without MCP	With MCP
Open Matomo, filter by date, browse several reports, write down key numbers	Ask your AI tool directly, get the same picture in a fraction of the time

### Try prompts like:

 *What were my top 5 traffic sources last week on [your site ID or name]?*

 *Which landing pages brought the most visits this month?*

 *How does traffic from new visitors compare with returning visitors this quarter?*

### What you gain:

A faster way to stay on top of traffic, campaigns and content performance, without starting from a blank report. Use it to decide which channel, campaign or page needs your attention first.





## B. Summarise reports and changes


Use this when you need to explain what changed in your traffic, conversions or campaigns.

Without MCP	With MCP
Compare two periods manually, screenshot charts, write up the changes	Ask your AI tool to summarise what changed, then refine until you have a draft you can build on

### Try prompts like:


 *Summarise our top traffic sources this quarter and highlight the main changes compared with last quarter.*

 *Explain the change in visits this week compared with last week.*

 *Which campaigns brought the most conversions and revenue last quarter?*

### What you gain:

A solid starting point for monthly reporting, campaign reviews or stakeholder updates. You spend less time formatting reports and more time on what matters: explaining the 'why' to your stakeholders or clients, and deciding what to do next.

 Always verify the numbers in Matomo before sharing them. AI tools can summarise well, but they can also make mistakes.





## C. Analyse patterns across segments, locations and devices

Use this when you want to understand how behaviour changes across audiences.

Without MCP	With MCP
Build segments manually, switch between reports to compare them	Ask follow-up questions in a single conversation to dig deeper

### Try prompts like:

 *Which countries generated the most new visitors last month?*

 *Compare conversion rates between mobile and desktop users for the past quarter.*

 *How does engagement differ between visitors from our top 5 countries?*

### What you gain:

You identify high-value audiences faster and can focus your campaigns where they will have the most impact. Use it to spot audience segments worth optimising or monitoring over time.



## 4. How to get started and how to set it up

Getting started with Matomo MCP takes a few minutes. You do not need to install anything on your computer. The setup happens in two places:

- **inside Matomo**, where you enable the MCP Server
- **inside your AI tool**, where you connect to your Matomo MCP endpoint

### Where does the MCP server live?

The MCP server runs **inside your Matomo instance**, not on your computer. Your AI tool connects to it through a secure endpoint.

You only set it up once per Matomo instance. After that, any team member with the right access can connect their preferred AI tool to Matomo MCP and query the data they are allowed to access.

### What you need

Before you start, make sure you have:

- A Matomo account (Cloud or On-Premise)
- The [MCP Server enabled](#) by a Superuser in your Matomo instance
- An AI tool that supports MCP, such as [Claude](#), [ChatGPT](#) or [OpenAI Codex](#)
- An authentication method: either a [Matomo API token](#) or an [OAuth 2.0 client](#)

### Step-by-step setup

The full setup guide is in our Knowledge Base. You will find guides for:

- [How to configure the Matomo MCP Server](#)
- How to integrate the MCP Server with [Claude](#), [ChatGPT](#) or [OpenAI Codex](#)
- [How to set up OAuth 2.0 authentication](#)

Once your MCP Server is enabled and your AI tool is connected, you can ask your first analytics question.



## 5. Your first Matomo MCP workflow

Here is a simple way to get your first useful answer in a few minutes:

### Step 1: Open your AI tool

Open the AI tool you connected to Matomo MCP (Claude, ChatGPT or OpenAI Codex). Make sure the Matomo MCP connector is active in your conversation.

### Step 2: Ask your first question

Start with something simple. For example:


 *What were my top 5 traffic sources last week on [your site name]?*

Your AI tool will send the question through the MCP server, which will retrieve the data from your Matomo instance. The AI tool will then turn that data into a clear answer.

### Step 3: Ask a follow-up

This is where MCP really shines. Once you have your first answer, you can dig deeper without starting over. For example:

 *How does that compare with the week before?*

 *Which pages did visitors land on from the top source?*

You can keep asking follow-up questions in the same conversation. The AI tool will use the context of your previous answers to give you more relevant results.

**That's it! You have just done your first MCP workflow.**



In a few minutes, you have gone from a question in plain language to a clear, contextual answer, without opening Matomo or building a single report.

## Your first Matomo MCP workflow: a simple 3-step process



### 💡 Tips for asking good questions

- **Be specific about time and site.** 'Last week on my-website.com' works better than 'lately'.
- **Start broad, then narrow down.** One question at a time gives clearer answers.
- **Verify important numbers in Matomo before sharing them in a report.** AI tools can make mistakes.



## 6. How to use MCP responsibly

Matomo MCP gives you a faster way to work with your analytics data. But because it connects Matomo to an external AI tool, you should set clear access rules before using it.

### What you control

When you use Matomo MCP, you decide:

- Which AI tool connects to your Matomo instance
- What data the AI tool can access, through [API token permissions](#) or [OAuth 2.0 scopes](#)
- Whether the tool has read-only access or broader permissions

For most use cases, start with read-only access. You can add broader permissions later if you need the AI tool to perform actions in Matomo, such as creating annotations or modifying data.

**Your data stays in your Matomo instance.** The AI tool only accesses the data you authorise when you ask a question. Matomo MCP does not train or use AI models on your analytics data.

One important point: **once data reaches your AI tool, it is processed by that AI provider.** What happens next depends on that provider's terms, settings and data handling practices. See our [privacy guide](#) and [security considerations](#) in the Knowledge Base for more on this.



## What Matomo MCP is not

To set the right expectations, here is what Matomo MCP is not:

- **It is not a replacement for Matomo reports.** It is a faster way to explore them.
- **It is not a guarantee that AI answers are always correct.** Always verify important numbers.
- **It does not remove the need for permissions, governance or human review.** The usual rules still apply.
- **It does not mean Matomo trains AI models on your analytics data.** Your data is accessed when needed, not used for training.

## Next steps

You now have everything you need to start using Matomo MCP. Here is where to go next, depending on what you need.

### Set up Matomo MCP

- [How to configure the Matomo MCP Server](#)
- How to integrate the MCP Server with [Claude Code](#), [ChatGPT](#) or [OpenAI Codex](#)
- [How to set up OAuth 2.0 authentication](#)

### Understand security and privacy

- [Security considerations for the MCP Server](#)
- [Privacy considerations for the MCP Server](#)

### Need help?

Get in touch with our [support team](#).



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