MODEL CONTEXT PROTOCOL

Connect to the VisitIQ MCP Server.

Step-by-step setup in Claude

Connect Claude to VisitIQ audience intelligence through a custom MCP connector. Create an API access token in VisitIQ, add the server in Claude, and review tool permissions.

Before you begin, confirm that MCP access is enabled for your VisitIQ organization and that your Claude account can add custom connectors.

1 Create Your VisitIQ API Access Token

Sign in to VisitIQ. Click your **name/email**, then select **API access tokens**. Click **+ Create token** and choose an expiration: **7, 30, 60, or 90 days**, or **No expiration**. Complete token creation, then copy the generated token and store it securely for the next steps.

2 Open Claude Settings

Open **Settings** in Claude, then select **Connectors** under Customize.

3 Add a Custom Connector

Click **+ Add** and open **Add custom connector**.

4 Enter the Connector Details

Enter the name and server URL below, then click **Continue**.

Name	`VisitIQ MCP`
MCP server URL	`https://api.visitiq.io/mcp`

Interface labels may vary by Claude version or account.

Configure Authentication.

Use a request header to pass your VisitIQ credential to Claude.

5 Select “No Sign-in”

Under **Authentication**, select or leave selected **No sign-in**. The credential is entered separately under Request headers.

> **“No Sign-in” Does Not Mean No Credential**
>
> This option skips OAuth sign-in. You must still supply the VisitIQ authorization header below.

6 Add the Authorization Header

Under **Request headers**, click **+ Add header**. Choose **authorization** as the header name, enter the full value, and leave **Required** checked.

Header name	`authorization`
Value	`Bearer <YOUR_VISITIQ_API_TOKEN>`
Required	`Checked`

Replace the placeholder with your credential, without angle brackets. Include **Bearer** and one space before the token. Do not repeat “authorization:” in the Value field.

7 Add the Connector

Scroll to the bottom of the dialog and click **Add**. Wait for Claude to open the VisitIQ MCP connector details.

> **Your Token Uses Your Account Access**
>
> Use the API access token created in VisitIQ in step 1. The token acts as you, with the same access as your account, until it expires or you revoke it. Treat it as a secret and choose an expiration appropriate for your workflow.

Verify and Use the Connection.

8 Confirm the Connection and Review Permissions

Check that the connector details show **VisitIQ MCP**, the correct endpoint, a **Disconnect** button, and a **Tool permissions** list.

Expand the tool list and review the controls beside each tool. Use **Always allow** only where it matches your organization's policy. Review tools that create, update, activate, or subscribe audiences before permitting automated use. Tool availability may vary by organization.

9 Try a Read-Only Request

As a recommended check after setup, open a Claude conversation and ask it to use VisitIQ to estimate an audience. Approve a tool request if prompted.

> **Example Prompt**
>
> "Use VisitIQ to estimate the audience of homeowners ages 35–64 who are interested in roofing and live within 15 miles of Denver."

The client can resolve relevant Pulse topics, build supported filters, and return an aggregated estimate. Results depend on your access and the tools available.

If the Connection Fails

Check the endpoint, the **authorization** header name, and the **Bearer** prefix plus space. If the token has expired or been revoked, return to **name/email > API access tokens** in VisitIQ, create a new token, and update the connector's authorization value. Reconnect and retry once. If tools remain unavailable, contact your VisitIQ representative.

Security and Developer Notes

Keep tokens out of prompts, URLs, logs, and source control. Use protected credential storage and grant only the tool access your workflow requires.

For custom applications, use an MCP client that supports **Streamable HTTP**. Perform standard MCP initialization and discover the current tool definitions and input schemas dynamically rather than hard-coding them.

Need MCP access for your organization? Request it at visitiq.io/developers/mcp and we'll call you to set it up.