

toui Launches an MCP Connector, Bringing Short-Link Management Into AI Assistants

A new connector lets people shorten links, manage campaigns, and pull analytics inside Claude, ChatGPT, and other AI assistants — securely, without leaving the conversation.

TAIPEI, Taiwan — June 6, 2026 — toui, the short-link service built into your AI workflow, today launched a Model Context Protocol (MCP) connector that lets people manage their short links from inside the AI assistants they already work in.

More and more marketing work now happens inside an AI assistant — drafting a newsletter, planning a campaign, tidying up copy. But the moment a trackable link is needed, or someone wants to check how the last campaign did, the work stalls: they leave the conversation, switch to another tool, create or look up links one at a time, then paste the results back. The train of thought breaks, and so does the rhythm of the task.

The MCP connector brings those actions back into the conversation. In chat, a person can ask the assistant to shorten a URL, create and organize campaigns, look up the stats for a single link or a whole campaign, and even change an existing link — its destination, title, social preview, or device- and geo-routing — as well as manage a link-in-bio page by reading it, adding links, or updating its content. A marketer can draft a newsletter in the conversation and, in the same window, ask the assistant to create a trackable short link for each of the five URLs inside it, without leaving the chat.

Handing management to an assistant makes the security and permission boundary the point. The connector uses standard OAuth 2.1 and splits access into three levels — read, create, and edit — so an assistant can only act within what the user has explicitly granted; give it read-only access and it cannot change a single link. Every request re-checks the account's status, so a suspended account loses access immediately. The connector works with any MCP-capable client, including Claude, ChatGPT, Cursor, and VS Code.

The connector is the clearest expression of toui's positioning — a short-link service embedded in your AI workflow. Rather than treating link management as a separate task in a separate tool, toui makes it something you do in the flow of the conversation where the need arises. The MCP connector is available now to toui users.

For full details, see: <https://toui.io/ai-workflow-how-it-works/>

About toui.io

toui.io is a short-link service embedded in your AI workflow. It lets people shorten links, build link-in-bio pages, generate QR codes, and measure campaigns — including directly inside AI assistants like Claude and ChatGPT through its Model Context Protocol integration.

Founded in Taiwan, toui.io takes its name from the Taiwanese phrase "tó-uī," meaning "where to?" The service is built entirely on Cloudflare's edge platform.

For more information, visit toui.io.

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