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Similarweb Launches MCP Server to Power AI Workflows with Comprehensive Digital Intelligence

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB) today launched a new AI infrastructure tool that brings comprehensive digital insights directly into agent workflows. The Model Context Protocol (MCP) Server enables AI platforms to natively access Similarweb's trusted traffic, keyword, and app performance data — powering faster, smarter decisions.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250909107246/en/>

MCP Server connects AI platforms with Similarweb digital data.

AI agents are proliferating, but without reliable data

to ground the outputs, even the most advanced systems fall short. Similarweb MCP addresses this challenge by connecting Similarweb's trusted market insights directly to AI platforms such as Claude, n8n, and Cursor. No-code integrations can be achieved in minutes with Zapier.

As AI agents reshape enterprise workflows, Similarweb aims to become the default market data layer that powers their decisions.

Use Similarweb MCP to design content-focused agents that analyze keyword gaps, uncover high-performing pages, and significantly improve a company's digital presence through data-driven insights. Build agents that transform search intelligence into actionable content strategies with high precision and surface new customer insights in minutes. With this access, agents can unlock a new era of AI-native market research, empowering marketers, developers, and growth teams to focus on insights rather than manual data gathering. Similarweb is building its own suite of [AI Agents](#) that use this data, but the MCP Server simplifies smart, contextual access for enterprises and third-party developers, as well as no code app creators, to build AI agents for any purpose they can imagine.

Going beyond API access to raw data, Similarweb MCP provides context that helps AI agents understand what data is available and how to use it effectively. This makes AI systems more autonomous, adaptive, and trustworthy.

"MCP access is the next logical step in Similarweb's journey to make digital intelligence AI native and position Similarweb as the essential data layer for AI-driven growth," said Benjamin Seror, Cofounder and Chief Product Officer of Similarweb. "We have introduced our own AI agents for processes like SEO content optimization and sales meeting prep and have more in the pipeline, but we understand we can't address every possible use case. Given the rise of vibe coding and acceleration of AI product innovation, our customers need the freedom to design their own agents with access to Similarweb data in a context-rich format."

Embracing software agents and the infrastructure to enable them is just one way Similarweb is incorporating AI into every element of its business. Others include enhancements to Similarweb's core data model of web, app, and ecommerce activity, as well as tools to allow customers to understand traffic and brand visibility associated with AI platforms like ChatGPT as opposed to traditional search engines.

[Request more information](#) about the Similarweb MCP Server today.

About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb's products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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