Connect DemandSense to Claude or ChatGPT using MCP

Marketing & Performance Insights · https://knowledgebase.demandsense.com/docs/connect-demandsense-to-claude-or-chatgpt-using-mcp/

DemandSense MCP lets you access your DemandSense analytics directly from AI assistants such as **Claude** and **ChatGPT**.

Once connected, your AI assistant can query your DemandSense account and help you analyze your campaign performance without requiring you to switch back and forth between DemandSense and your AI assistant.

> **Note:** MCP access is currently **read-only**. Your AI assistant can retrieve and analyze DemandSense data, but it cannot make changes to your campaigns or account.

Before you start

To connect DemandSense to an AI assistant, you'll need:

- Access to a DemandSense account
- Access to **Claude or ChatGPT**
- Your DemandSense MCP credentials

Your MCP connection is scoped to your DemandSense account, so the AI assistant can only access analytics belonging to the account where the credentials were generated.

1. Generate your MCP credentials in DemandSense

1. Open **DemandSense**.
2. Go to **Settings → Integrations → MCP**.
3. If MCP hasn't been configured yet, you'll see the **Generate Credentials** button.
4. Click **Generate Credentials**.

DemandSense will generate:

- A **Username**
- A **Password**
- Your **MCP Server URL**

The username and password are used to authenticate your AI assistant during the connection process.

Important: Save your password

Your password is available from the MCP settings when needed, but you should store it securely and avoid sharing it with anyone who shouldn't have access to your DemandSense analytics.

After generating your credentials, you can copy each value directly from the MCP settings.

2. Connect DemandSense to Claude

To connect DemandSense to Claude:

1. Open Claude.
2. Go to the area where you manage **Connectors / integrations**.
3. Choose the option to add a custom MCP connection.
4. Enter the **DemandSense MCP Server URL** shown in **DemandSense → Settings → Integrations → MCP**.
5. Continue with the connection.
6. When prompted to authenticate, a DemandSense login page will open in your browser.
7. Enter the **MCP username and password** generated in DemandSense.
8. Complete the authorization flow.

Your credentials are entered on the **DemandSense-hosted login page**. Claude does not receive or store your DemandSense username and password; the AI platform receives the authorization tokens needed to access MCP.

Once authentication is complete, DemandSense will be available to Claude as an MCP connection. After connecting, you can ask Claude questions about your DemandSense data, for example:

- Which campaigns generated the most influenced revenue this month?
- Which campaigns have the highest cost per opportunity?
- Compare our LinkedIn campaign performance this quarter with last quarter.
- Which accounts are showing the strongest engagement?

The exact questions and available analytics depend on the MCP tools exposed by your DemandSense account.

3. Connect DemandSense to ChatGPT

To connect DemandSense to ChatGPT:

1. Open ChatGPT.
2. Go to the area where you manage **Apps / Connectors**.
3. Choose the option to add a custom MCP connection.
4. Enter the **DemandSense MCP Server URL** shown in **DemandSense → Settings → Integrations → MCP**.
5. Continue with the connection.
6. When prompted, a DemandSense login page will open in your browser.
7. Enter the **MCP username and password** generated in DemandSense.
8. Complete the authorization flow.

As with Claude, your MCP credentials are entered on the DemandSense-hosted authentication page. ChatGPT receives authorization tokens rather than your DemandSense password.

Once connected, you can ask ChatGPT to analyze your DemandSense data.

Understanding your MCP credentials

Your DemandSense MCP credentials are associated with your **DemandSense account**, rather than an individual user.

This means that the same MCP credentials can be used by your team to connect AI assistants to the account.

How is my data protected?

MCP access is restricted to the DemandSense account associated with your credentials.

When your AI assistant makes a request, DemandSense verifies the authorization and scopes the request to your account. The AI assistant cannot use a request parameter to access another DemandSense account.

MCP access is also **read-only in the current version**, meaning connected AI assistants cannot modify your campaigns or DemandSense settings.

Regenerate your MCP credentials

If you believe your MCP password has been compromised, or you simply want to replace your existing credentials:

1. Go to **Settings → Integrations → MCP**.
2. Click **Regenerate Credentials**.
3. Confirm the action.
4. DemandSense will generate a new password.

Important: Regenerating your credentials will **disconnect all currently connected AI assistants**. Any existing authorization tokens associated with the previous credentials will be revoked. You'll need to reconnect your AI assistants using the new credentials.

Your MCP username remains the same after regeneration.

I can't connect my AI assistant

If the connection isn't working, check the following:

- Make sure you're using the correct MCP Server URL
  Copy the URL directly from: **DemandSense → Settings → Integrations → MCP**
  The server URL is visible even before you generate credentials.
- Check your credentials
  Make sure you're using the current MCP username and password. If you've regenerated your credentials, the previous password will no longer work, and your AI assistant must be reconnected.
- Complete authentication in the browser
  Your MCP username and password are entered through the DemandSense-hosted authentication page during the connection process. They aren't entered directly into Claude or ChatGPT.

- **Seeing an “Update password” page during authentication?**

  If you see an **“Update password”** page with a message such as "You need to change your password to activate your account," and you’re unable to complete the password-change process, the issue may be caused by **browser privacy settings, ad blockers, or tracking protection**. These tools can sometimes block cookies, scripts, or other browser activity required to complete the

  DemandSense authentication flow.

  1. Temporarily disable your ad blocker, privacy extension, or browser tracking protection.
  2. Refresh the DemandSense authentication page.
  3. Complete the password-change process.
  4. Continue the MCP connection in Claude or ChatGPT.

  If the issue persists, try completing the authentication in a **private/incognito browser window** or in a **different browser with extensions disabled**.
  Note: Regenerating your MCP credentials may not resolve this issue if a browser privacy or security tool is preventing the authentication flow from completing.

Frequently Asked Questions

MCP FAQ

- What is MCP?

  MCP (Model Context Protocol) allows AI assistants to connect to external tools and data sources. DemandSense's MCP connection allows supported AI assistants to retrieve and analyze your DemandSense analytics directly within the AI assistant.

- Is MCP read-only?

  Yes. MCP access is read-only in the current version. Your AI assistant can query DemandSense analytics but cannot make changes to your campaigns or account.

- Does Claude or ChatGPT receive my DemandSense password?

No. Your username and password are used on a DemandSense-hosted authentication page. The AI assistant receives authorization tokens rather than your DemandSense credentials.

- Can I use MCP with multiple AI assistants?

  Yes. The same DemandSense account credentials can be used to authorize supported AI assistants. However, regenerating the credentials will revoke existing access and require connected assistants to authenticate again.

- Can I create credentials for individual team members?

  Not currently. MCP uses one credential per DemandSense account in the current version.

- What happens if I regenerate my credentials?

  All existing MCP access associated with the previous credentials is revoked. Any connected AI assistants will need to be authenticated again using the new credentials.