

## **Humanlinker unveils integration of its technology into Claude, the well-known AI assistant, via an MCP server**

Humanlinker today announces the launch of its integration with Claude through the MCP (Model Context Protocol) server a major breakthrough that allows users to leverage the full power of its platform directly from an AI, without going through a traditional interface.

### **A new way to use sales tools**

Until now, prospecting and sales management tools required navigating across multiple platforms (CRM, engagement tools, etc.).

With this integration, Humanlinker changes the game.



👉 You can now manage your prospecting, analyze your accounts, or prepare your meetings... simply by talking to your favorite AI.

**No more interface. No more complex training. Just a conversation.**

## What exactly is MCP?

The **Model Context Protocol (MCP)** is a technology that enables an AI to directly connect to external tools and execute actions on your behalf.

In Humanlinker's case, this means Claude can now:

- access a database of 700 million contacts
- analyze companies and detect business signals
- generate ultra-personalized messages
- prepare your sales meetings
- orchestrate multichannel campaigns

👉 All without opening Humanlinker, directly from Claude.



*Humanlinker enters a new dimension thanks to the power of its MCP server.*

## Use case #1: Launch a highly personalized prospecting campaign in seconds

You can ask your assistant:

“Create a prospecting campaign targeting Marketing Directors in finance in Europe, using my value proposition and only companies I’ve never contacted.”

And instantly:

- the right contacts are identified
- they are deduplicated against Salesforce
- contact data is enriched
- personalized AI messages are generated
- the campaign is ready to launch

No clicks. No friction.

## Use case #2: Ultra-augmented meeting preparation

Sales meeting preparation becomes much easier... and far more powerful.

For example, you can ask:

“Prepare my meeting with this prospect tomorrow at 10am, taking into account everything you know about my company.”

Claude will automatically:

- analyze the company and its market
- summarize key information about your contact
- detect business opportunities and recent signals
- adapt recommendations based on personality (DISC)
- generate the best conversation angles

All in just a few seconds, with zero manual research.

## Even more powerful: connected to your own data

With MCP, Humanlinker no longer relies only on external data.

It can now leverage your own data, already used in your tools or AI models.

Concretely:

- your CRM, emails, deal history, or notes can be used
- your internal data enriches every analysis

- your LLM models add additional context

Result: every meeting preparation becomes ultra-personalized, combining:

- Humanlinker's global data
- your internal data
- your AI's intelligence

## Humanlinker becomes an invisible (headless) engine

With this MCP integration, Humanlinker becomes a headless solution.

The technology runs in the background while you interact only with Claude.

👉 One interface

👉 Full Humanlinker power

## A new era for sales teams

Cette évolution marque une rupture :

- les commerciaux passent moins de temps à chercher de l'information
- ils se concentrent sur les échanges à forte valeur
- l'IA devient un véritable co-pilote opérationnel

Humanlinker ne remplace pas les équipes.

Il les augmente.

## A unique data infrastructure powering AI

This launch is built on years of investment:

- millions of euros invested in R&D
- a large-scale proprietary data infrastructure
- advanced personalization models (DISC, signals, business context)

👉 MCP now makes all this power accessible... directly within Claude.

## Available now

The Humanlinker x Claude integration via MCP is now available for companies looking to:

- automate their prospecting
- improve meeting preparation
- connect their data to AI assistants
- deploy intelligent sales agents

## About Humanlinker

Founded in early 2021, Humanlinker (GenAI for Sales), based in Paris and Montpellier, has raised €4.5M from two VC funds and more than 60 business angels.

Humanlinker develops a generative AI platform that helps over 350 companies worldwide enhance their sales teams' performance. The solution supports the entire value chain: B2B prospecting, meeting preparation, and overall efficiency, enabling more relevant and personalized interactions and helping close more deals.

Notable clients include Alcatel Lucent Enterprise, Malakoff Humanis, Scaleway, Keyrus, Septeo, Eurecia, Tibco, and Peoplespheres.

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