

Positive opens the full marketing loop to AI agents

One agent can orchestrate end-to-end, from search visibility to sales, with no tool-switching or permission gaps.

Paris, 22nd September 2026 – Positive today announced Model Context Protocol (MCP) servers across its product portfolio, making it possible for a single AI agent to operate the entire marketing-to-sales loop without switching tools or losing permissions. Positive Surfer, Positive Iconosquare, and Positive Signitic MCP servers are available immediately; Positive User follows in phased rollout beginning Q4 2026.

The interface is no longer the differentiator

For twenty years, marketing software meant logging in, clicking through menus, exporting to spreadsheets. As conversational AI matures, that's inverting. Gartner now says explicitly that agentic systems are "bypassing traditional UX-heavy applications and making the software invisible", and estimates that up to \$234 billion of enterprise SaaS spending is exposed to this shift by 2030. The 2026 State of Martech report describes platforms metamorphosing "from apps humans operate into infrastructure agents can use."

Positive is not replacing the interface, it is adding a second front door. Every product keeps its dashboard, marketers and teams who work in interfaces today still will. But those same products now expose their data and workflows through MCP. Teams already working inside Claude, ChatGPT, Copilot or another AI environment don't need to switch; they can pull Positive's capabilities directly into their agent. And teams who want Positive's native cross-product AI, Uma, get it tuned for the full suite.

« Gartner now says the user interface is no longer the differentiator, we agree, which is why we're opening ours. Our products go where clients are already working: inside Claude, ChatGPT, Copilot, or Uma. That's not a new feature; that's a shift in posture. »

Paul de Fombelle, CEO of Positive

One workflow, one agent

A marketing manager asks her AI assistant: "Which of our product pages lost AI visibility this week?" Positive Surfer pulls the analysis directly into the conversation. The marketer says: "Draft three LinkedIn posts and schedule them for Thursday." Positive Iconosquare handles it — no dashboard needed. Then: "Add engaged followers to the Q4 nurture sequence." Positive User activates the automation, applying the same permissions she'd have in the UI. Same data, same governance, one agent, no tab-switching.

The Full Loop is now genuinely orchestrable

Positive built the Full Loop as a vision: a single, unified marketing-to-sales loop spanning every product. Each product already shared data within the Positive ecosystem; now an external AI agent — Uma, Claude, or any MCP-compatible assistant — can orchestrate the entire loop from search visibility through social activation to CRM automation, without API stitching or permission gaps.

Thomas Thelliez, CTO at Positive, explains: "The Full Loop used to be a promise about how well our products talk to each other. MCP turns it into something any AI assistant can operate end-to-end — that's the difference between a connected suite and a genuinely headless one."

Agents are scaling faster than adoption infrastructure

Forty percent of large enterprises report scaling AI agents in 2026, up from 27% a year ago (McKinsey). MCP itself grew from 97 million SDK downloads in December 2025 to close to half a billion a month by July 2026 — adoption that signals this is not a pilot trend but a platform shift.

Positive's advantage is that one agent can run the entire marketing-to-sales loop across a single European suite with native data flow between products, no API stitching required. And that suite is model-agnostic: clients are not locked into Uma or any single assistant. Most of Positive's user base still works in dashboards and will for years. Eighty percent of CMOs cite staff anxiety about AI automation, and only 30% report mature AI readiness (Gartner CMO Spend Survey 2026). The shift from interface-first to agent-first is real, but it is gradual. Positive is built for both.

Three MCP servers live today, User follows in Q4

Today:

- **Positive Surfer MCP** — SEO audits, keyword analysis, competitive AI visibility checks, all accessible in natural language
- **Positive Iconosquare MCP** — Social scheduling, performance analytics, competitive benchmarking without opening a dashboard
- **Positive Signitic MCP** — Email signature management, brand-compliance checks, and banner campaigns auditable and driven by an agent
- All three work with Uma or any MCP-compatible agent (Claude, ChatGPT, Copilot)

Q4 2026 onwards: Positive User MCP ships in phases — analytics and read access first, with write actions following once agent-based authentication and permission scoping meet Positive's security standards. The phased approach reflects Gartner's finding that CRM data is among the most sensitive data layers and that over 40% of agentic AI projects fail due to inadequate risk controls.

AI access, included by default

For existing Positive customers, your suite becomes native to your AI workflow. For new customers, you can run the entire marketing-to-sales loop inside Claude, ChatGPT or Copilot before you ever open a dashboard.

MCP access is included in all current plans. No contracts change, no new seats to buy, no new passwords. Connecting takes minutes — authenticate in Claude, ChatGPT or Copilot, point it at the MCP server, start working. Support is the same, and the permissions an agent sees are locked to what the user can already see and do in the interface.



About Positive

Positive is a leading European B2B SaaS player. The group provides marketing and sales teams with a suite of complementary solutions covering the key drivers of digital growth: Positive Surfer to enhance brand visibility on search engines through AI, Positive Iconosquare to manage their social media presence from a unified interface, Positive User to develop and nurture customer engagement, and Positive Signitic to professionalise email signature management at scale.

Majority-owned by its founders and backed by European investment funds, the company has multiplied its revenue fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy and Poland. Customer data is hosted exclusively in France and Germany, in compliance with European digital sovereignty requirements.

For more information: www.positivegroup.com

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