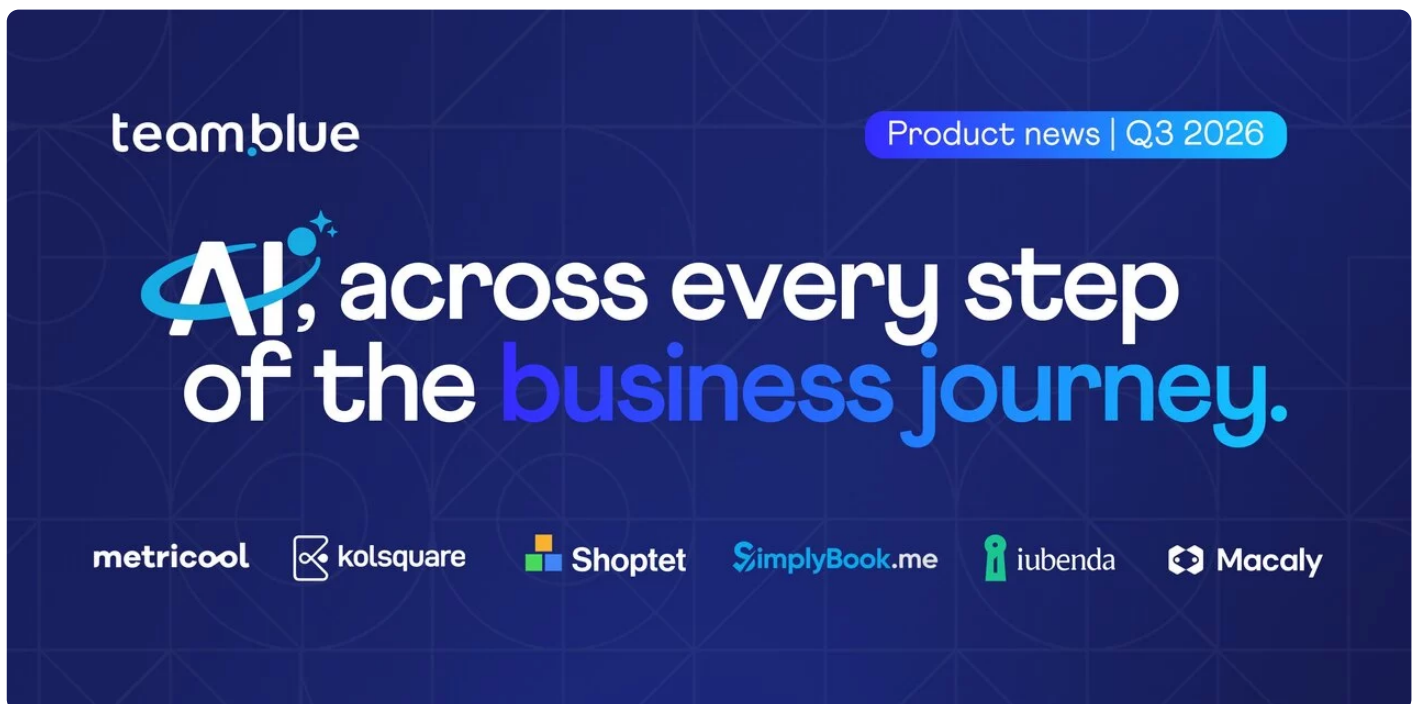


team.blue connects brands to Claude and ChatGPT to close the gap between SMBs' tools

team.blue, the pan-European digital partner for small and medium businesses, today published a selection of its product highlights for the third quarter of 2026.



Most European businesses run their online presence across several tools, from website builders and social scheduling to analytics, CRM, booking systems and compliance software, and those tools often do not work together. Only one in four (25.1%) businesses say their tools are fully or mostly integrated, while nearly 30% report them as mostly or completely disconnected, according to team.blue's State of the Business Report ([link](#)).

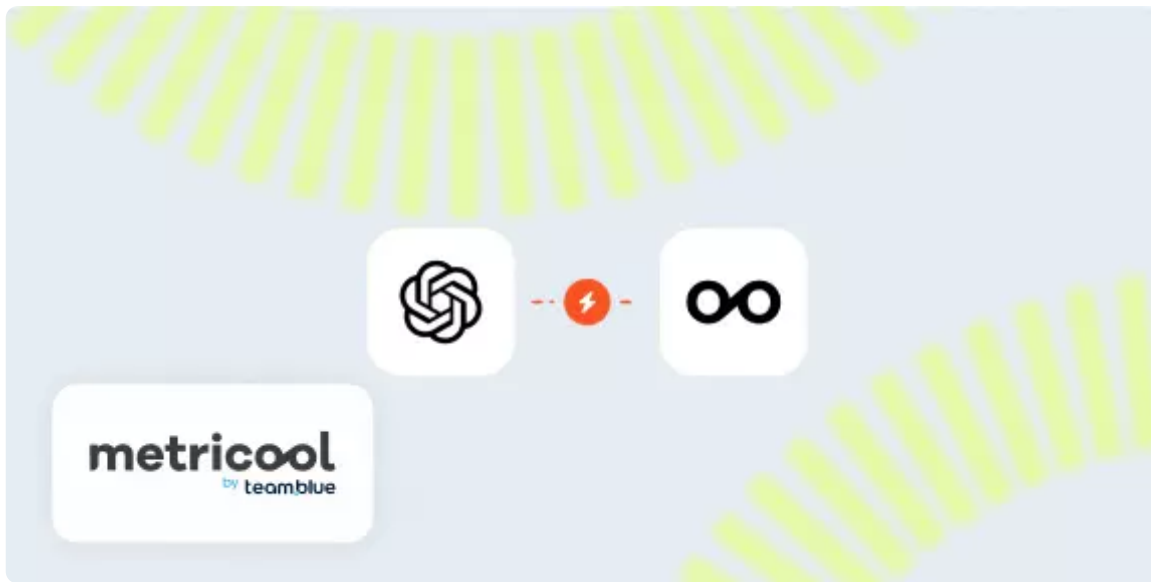
This quarter, brands across the group launched connectors that let customers use their software from inside Claude, ChatGPT and other AI assistants. The highlights below cover Metricool, Kolsquare, Shoptet, SimplyBook.me, iubenda and Macaly, which together span

how a business runs day to day, from building and publishing to marketing, selling, booking and compliance. The connectors run on MCP (Model Context Protocol), an open standard that lets an assistant such as Claude or ChatGPT work with a product's own data at the source, so a question that used to mean switching tabs, finding the right menu or exporting a report can be answered in the conversation where it was asked. The connectors also make each product available inside the assistants customers already use, at the moment they ask for help.



"Customers trust our brands with their bookings, their campaign and social media data and their compliance records, so the first question they ask about AI is who stays in control. That is why we have built the connectors with that control in mind, so that an assistant can be useful on real business data, while the decision always rests with the person using it. This way, European small businesses can use AI on their own terms and on infrastructure they already know."

Bilal Ahmed, Chief AI & Data Officer, team.blue



Metricool: an official connector for Claude and ChatGPT, and the launch of Flows

Planning content and analysing performance usually means working through dashboards and reports, and a customer who comments on a post can be lost if nobody is online to reply. Metricool, a social media management platform, launched two products this quarter to address this.

Metricool became an official connector for both Claude and ChatGPT on 10 September. Social media professionals, creators and brands can connect a Metricool account to either assistant in a few clicks and then work with it in the conversation. They can see which posts are scheduled and which are still drafts, ask a question about performance and get the analysis from their own account data, generate insights and create and schedule content directly from Claude or ChatGPT. The connectors are available to all Metricool users, including those on a free plan.

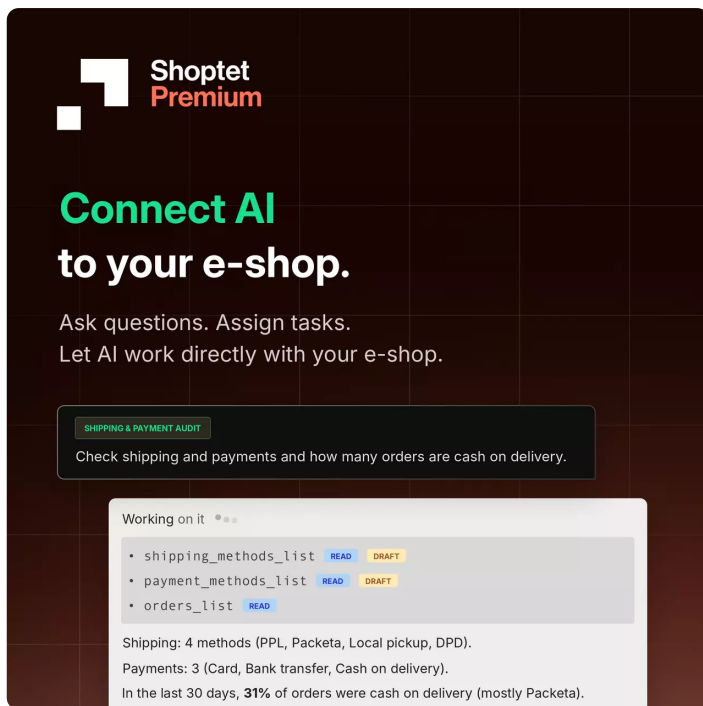
Flows, launched on 1 September, helps businesses turn social media engagement into leads and sales, even when their followers aren't yet in their customer database. Through automation, it connects interest in a post with the next step, such as exploring a product, downloading a resource, or signing up, within the Metricool workspace where teams already plan and publish content. On Instagram, keywords in comments, DMs or Story replies trigger automatic responses for example, sending a product link to someone who comments "LINK." Users can create up to three reply variations and track each automation's performance. Flows

also automates comment replies and moderation on TikTok and reposts on X. It is available on the Starter, Advanced and Custom plans. Discover more about the [connectors](#) and [Flows](#).



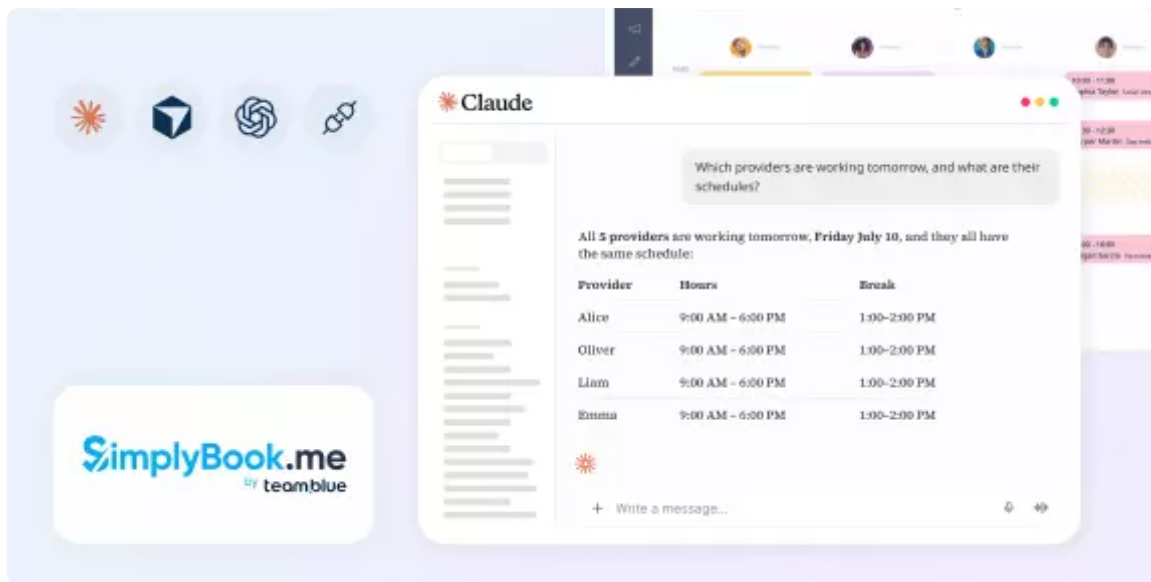
Kolsquare MCP: ask instead of exporting

Influencer marketers have typically had to export campaign data and rebuild it into a report a stakeholder will read. Kolsquare is one of the first influencer marketing platforms to launch a native MCP, connecting campaign and creator data to Claude, ChatGPT and other MCP-compatible AI assistants. Marketers can ask for a campaign recap, look up a creator's audience breakdown, compare engagement across campaigns and markets or benchmark the brands they track through listening and get the answer in the same conversation in the format and branding they desire, ready to share. It draws on creator data from Instagram, TikTok, YouTube and other major social networks, so the answers cover a brand's whole influencer activity across many platforms. The MCP is the first release from the Kolsquare Innovation Lab, a dedicated AI team formed earlier this year with the acquisition of Storyclash and its unique approach to innovation to shorten the distance between an idea and a working product. Discover [more](#)



Shoptet MCP: connecting AI to the store admin

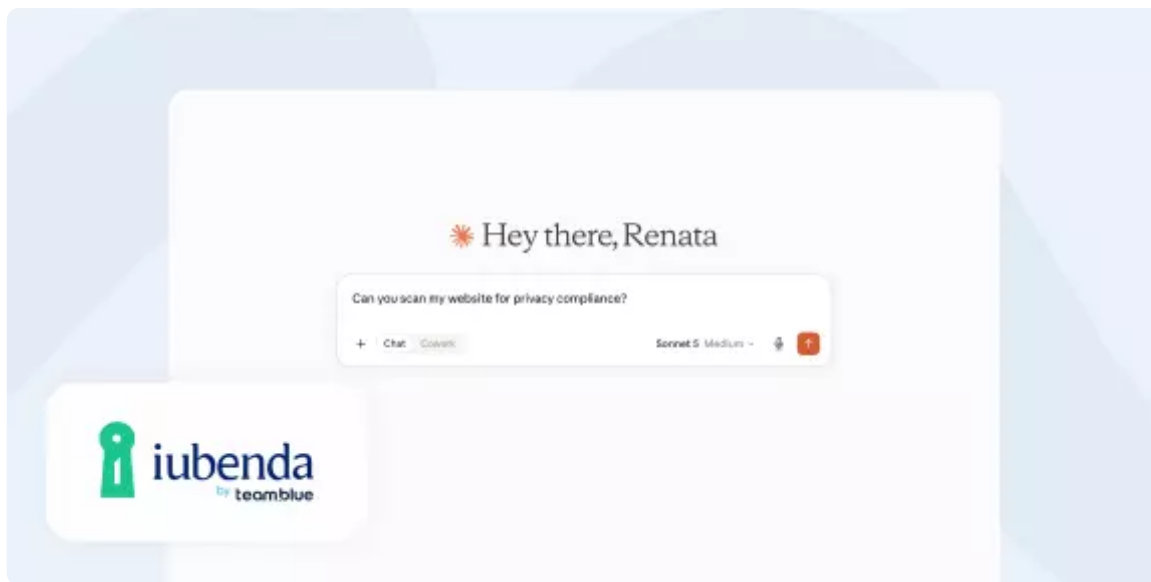
Running an online store means dozens of small jobs every day: chasing unpaid orders, spotting bestsellers before they sell out, fixing product descriptions, launching a discount for the weekend, answering reviews and keeping the blog alive. Each one sits in a different part of the admin and takes a handful of clicks. Shoptet, the Czech e-commerce platform, launched its own MCP on 29 July, connecting an AI assistant directly to a store's admin. Merchants can ask which orders are unpaid, or which products are about to run out of stock, and the assistant answers from the store's current data. It also supports write actions, such as changing an order's status, recording stock movements, creating coupons and editing product copy or blog articles. Merchants sign in via OAuth on a Shoptet page, so the assistant never sees their credentials, and they choose which tools it may use. Shoptet MCP is free for stores on Shoptet Premium and works with any MCP-compatible assistant, including Claude, ChatGPT, Codex and Cursor. Discover [more](#)



SimplyBook.me: running a booking business in conversation

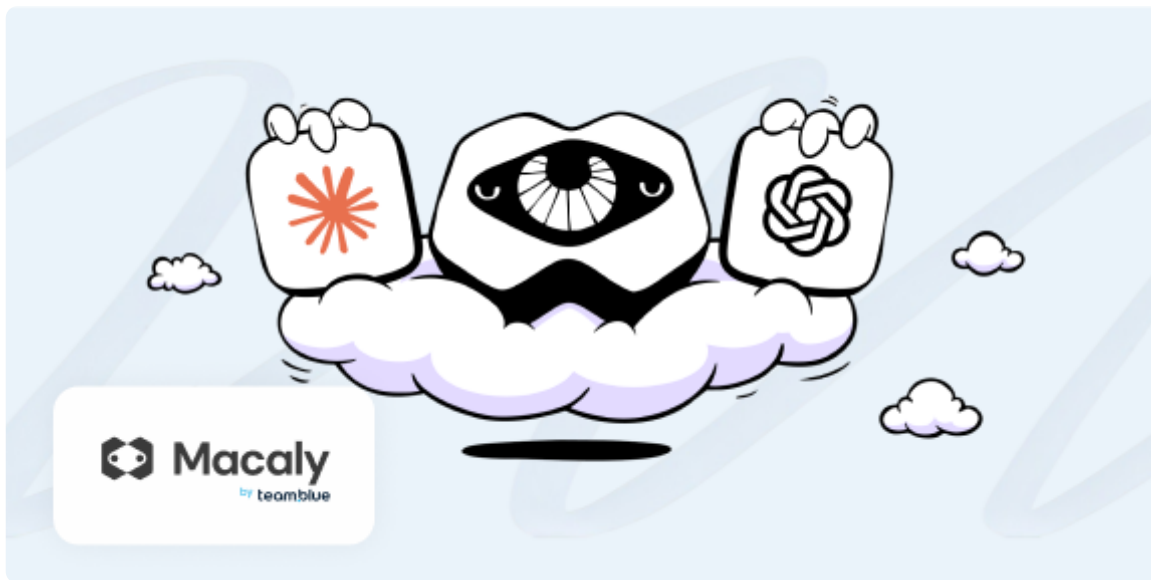
Running a booking business has meant clicking through an admin panel to check a schedule or fit in a new appointment. SimplyBook.me launched its MCP connector on 20 August. It works with Claude, ChatGPT and any MCP-compatible assistant, so running the booking system becomes a conversation. Business owners can ask for tomorrow's schedule, find free slots, book a client in with a named provider, or find out which clients still owe money. A business owner can also add a new service or employee or change their settings directly from within the AI tools via the new MCP connector. Coverage includes bookings, client records, services and providers, locations and categories, invoices, sales and tax summaries, and account settings. The assistant can only do what the connected account is allowed to do in the admin panel, so a role that cannot delete bookings there cannot delete them through the assistant either. Nothing connects until a business signs in and approves access, and the connection can be switched off at any time from either side without affecting existing bookings, clients or settings. Businesses that prefer to stay within SimplyBook.me can use Ask Simply, the AI scheduling assistant built into their account. It runs on the same underlying assistant, so they get the same capabilities without leaving the booking platform.

Discover [more](#)



iubenda: privacy and cookie compliance from inside the assistant

More businesses build and run their sites from inside an AI assistant, but privacy and cookie setup has still meant leaving the conversation to open another dashboard. iubenda, privacy and compliance tool, launched its connector for Claude and ChatGPT on 18 August, so businesses can now do that setup in the same conversation where they're already working. A user can ask the assistant to scan their site for trackers and third-party services, generate a privacy and cookie policy from the results, and configure the cookie banner, all without switching tools. The connector acts only after the user signs in to iubenda and approves access, and it asks for confirmation before it finalises a document or deletes anything. Businesses already running iubenda keep their policies, banners and settings as they are. Developers can add compliance to the build inside Claude Code, and agencies can make a change once and roll it out across every client site. The connector works across Claude (web, desktop and Claude Code), ChatGPT and any other MCP-compatible assistant, is added with one click and no code, and is available on every plan, including the free one. Discover [more](#)



Macaly Cloud: build and publish from inside Claude and ChatGPT

Macaly, team.blue's vibe coding tool, lets customers build a website or app by describing what they want, starting from a prompt, a sketch, an Instagram page or a Google Maps listing. The result arrives in minutes, ready for customers to book, pay and sign in, and can be changed through natural language rather than editing code rather than editing code. With the launch of Macaly Cloud, it also works inside the AI assistants people already use, so customers can build and publish from Claude, ChatGPT or Grok Bot. Alongside the infrastructure, Macaly Cloud hands Claude and ChatGPT the more than 70 skills that power Macaly itself. Since the connector went live in September, more than 10,000 websites and apps have been built this way, with database and domain already set up.

Macaly currently connects 13 of team.blue's hosting brands, and it will roll out across all our brands over the coming months. Macaly now also integrates with [iubenda](#), so customers can ask for a cookie banner and have iubenda create it in the same conversation where they build their site. Discover [more](#)

About team.blue

team.blue is a leading AI-powered digital enabler for businesses and entrepreneurs across Europe, serving more than 3.4m SMB customers in 23 countries (Austria, Belgium, Bulgaria, Cyprus, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Norway, The Netherlands, Portugal, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey and United Kingdom). team.blue is a one-stop partner for web hosting, domains, e-commerce, online compliance, lead generation and other SaaS solutions, supported by more than 4000+ experts. team.blue's vision is to make online business success simpler with the intelligence of AI at every step.