Connected AI apps lets you bring your own AI assistant into your account. Claude, ChatGPT, Cursor and similar tools can read your website, browse and upload your photos and files, look up your contacts, leads, projects, quotes and invoices, and prepare website changes, blog posts, photo galleries, social media posts and newsletters for you, all inside the same rules Pilot applies to you.

You may know this under another name: it is the Pilot MCP, also called the MCP connector or MCP server, and it is how you connect Claude, ChatGPT or another AI assistant to Pilot. You find it in Settings, under Connected AI apps.

Key Features

- **Your AI, your account**: the assistant works only in your account, only on the sites you allow, and only with the permissions you grant. It can never see another customer.
- **Drafted or scheduled, never sent on the spot**: website changes land as drafts, and blog posts, galleries, social posts and newsletters are drafted or scheduled rather than published right away. Nothing goes out until you approve it, or until an assistant you have given that specific permission does.
- **Sends nothing immediately**: the assistant can add contacts, notes and leads and draft quotes, but it can never send a newsletter or a message right now, and it cannot accept quotes or record payments.
- **Nothing is deleted permanently**: the assistant can archive an item, cancel a scheduled post or newsletter, or unschedule something, but it can never delete anything for good.
- **See everything it did**: the Activity tab lists each action, on which site, and whether it succeeded.
- **Revoke any time**: one click stops an app immediately.

How to Use

1. Open Settings, then Connected AI apps. Your connection address is at the top.
2. In Claude or ChatGPT, add a custom connector and paste the address. You will be asked to sign in to Pilot and approve what the app may do and on which sites.
3. For tools that ask for a token instead, click New access token, name the app, choose its permissions and sites, and copy the token. It is shown once.
4. Set permissions by area: website, files, contacts, blog, galleries, social and newsletters, each with a "see" level and a "create and change" level. Publishing the website is a separate permission, off by default, so drafts wait for you unless you turn it on.
5. Ask your assistant to start with your site overview so it learns your pages, design and the rules before it proposes changes.

6. Review drafts in the Site Builder preview and publish when you are happy, and check any scheduled posts or newsletters in their own calendars before they go out.

Good to know

- Any time the assistant schedules, such as a social post or a newsletter, it uses your account's local time and shows up on the calendar exactly like something you scheduled yourself.
- Tokens expire on the date you chose. A connected app renews itself as long as you have not revoked it.
- Uploads count toward your storage like any other file.
- Each plan includes a fair number of actions per hour. If an assistant runs into the limit, it simply waits.