

Building a Newsletter Readers With Stories You Can't Find Anywhere Else

By discovering overlooked global stories, one technology newsletter built a distinctive editorial voice and achieved a 30% open rate.

BACKGROUND

Amitai Ziv is the founder of 'From A to Z' Content Agency. He publishes a newsletter, *Ctrl + V*, addressing technology and business leaders. His newsletter explores the economic, social, and environmental impact of artificial intelligence.

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The moment I receive my daily list of stories from Alchemiq is the highlight of my work day. **It helps me find niche stories I wouldn't discover anywhere else.**



Amitai Ziv
Founder, From A to Z

THE CHALLENGE

Most newsletters and search tools for tech news rely on the same English-language sources, including TechCrunch, Wired, social media, and RSS feeds. The result is predictable. Everyone writes about the same stories. Amitai's goal isn't simply to discover more stories. It is to create editorial differentiation, to publish a newsletter that readers couldn't get anywhere else.

THE SOLUTION

Amitai uses Alchemiq to discover overlooked stories from international and local media around the world. Those discoveries are combined with his own research and analysis. Alchemiq and Amitai refined the discovery process together, creating a feed that consistently reflects his editorial interests.

"Readers keep telling me: 'I haven't seen this anywhere else.' That's exactly the value I'm trying to create."

THE OUTCOME: EDITORIAL DIFFERENTIATION

30% Remarkable newsletter opening rate

The newsletter consistently receives feedback such as: "I haven't seen these stories anywhere else." Open rates have reached approximately 30%, significantly above typical newsletter benchmarks, while readers repeatedly highlight the originality of the content.

REAL EXAMPLES

Among the unique stories discovered through Alchemiq:

- Why fears over Hormuz are changing the packaging of Japanese snacks
- The student who exposed a security hole in India's national testing system
- South Korea's \$500 billion gamble to dominate the global chip race

To these, Amitai adds his insights, connects multiple stories, and builds broader narratives that fit the newsletter's unique editorial perspective.