

Discover what your clients should be talking about next

CASE STUDY

BACKGROUND

MAIA is a LinkedIn Marketing agency that helps executives and brands publish timely, insight-driven content. Every day, MAIA's clients publish LinkedIn posts branding them ahead of the curve. Finding the right story took 30+ minutes of manual searching across Google News, RSS feeds, and multiple tools. Most relevant stories were missed entirely.



Shay Thieberg
Founder, MAIA

“Alchemyq is basically an RTM machine. Compared to Google News, I’d say it’s about **10× better**. It helps me find stories I’d never discover otherwise and turn them into timely content before everyone else.”

HOW THEY DO IT

Shay connects Alchemiq to Claude via MCP (Model Context Protocol). Instead of switching between tools, he simply asks Claude or ChatGPT in natural language. For instance: “Find me emerging news stories about AI regulation in non-English media.” Alchemiq searches thousands of global sources instantly and returns relevant results. Then he and his team prepare a LinkedIn post using it as a hook for content-based exposure.

Ask Claude
naturally



Alchemyq searches
global news



Publish before
competitors

RESULTS



30× Time-saving

Research time per story



10× Better

Than other search tools



Natural Language

Search via MCP in Claude

FINDING STORIES NOBODY ELSE SEES

One of MAIA's clients works in Open Source Intelligence (OSINT). Using Alchemiq, Shay discovered a foreign-language report about countries allegedly using sea turtles for surveillance, a story he would never have found through conventional search. It became a distinctive LinkedIn post connecting technology, intelligence, ethics, and wildlife. A story no-other competitor used.

ALCHEMIQ KEEPS YOU UP TO DATE

With an AI-native news intelligence platform, connected directly to LLMs, Alchemiq enables professionals to search thousands of global news sources in natural language, without switching tools or learning search syntax. PR agencies, communications teams, and content strategists can increase their clients' exposure as well as get updates about their clients' business industry, using up-to-date news content as hooks.