CASE STUDY

How GCheck turned original research on workers exaggerating their AI skills into 295 media pickups

GCheck paired original research with credible distribution to extend its reach, earn publisher placements and strengthen trust signals in an increasingly AI-saturated information environment.



RESULTS AT A GLANCE

295
Publisher Pickups
Nearly 6x the typical result

14K
Estimated Views
*Figures reflect performance as of October 2026

MSN & AOL
Featured Pickups

Performance metrics supplied by the customer.



Building trust in an AI era

AI-generated content has flooded the internet. For organizations trying to establish authority, producing content is no longer enough. Brands must also demonstrate expertise through original insights and trusted third-party validation.

That challenge resonated with Houman Akhavan, Founder and CEO of GCheck. GCheck helps organizations navigate increasingly complex hiring and workforce compliance requirements through a modern hire-to-retire screening platform built around its Compliance for Good® philosophy. Through a unified platform, the company delivers everything from background checks and identity verification to continuous monitoring and compliance management, helping customers make confident and compliant workforce decisions.

Founded in 2023, GCheck has invested heavily in original research and educational content designed to help employers navigate evolving hiring challenges.

One example was the company's Automation Anxiety Report, a national survey exploring how employees are responding to the rapid adoption of AI in the workplace. The study surveyed 1,500 full-time employed U.S. adults and uncovered several compelling findings, including that 63% of workers have lied or exaggerated their AI skills while 81% reported behaviors intended to limit or discourage AI adoption at work. GCheck calls the gap between workers' claimed and demonstrated AI skills the "AI Skills Bubble." With statistically significant findings and a clearly defined methodology, the report provided a credible, data-driven foundation for thought leadership on one of the most discussed workplace trends: AI adoption.

THE CHALLENGE

The report generated timely insights at the intersection of workforce transformation, hiring and artificial intelligence, creating a strong foundation for thought leadership.

But while strong research is valuable, GCheck recognized that credibility is built not only through what you publish, but also where your content appears.

To strengthen awareness and trust, GCheck partnered with Notified to distribute a syndicated article built around its original research and industry insights.

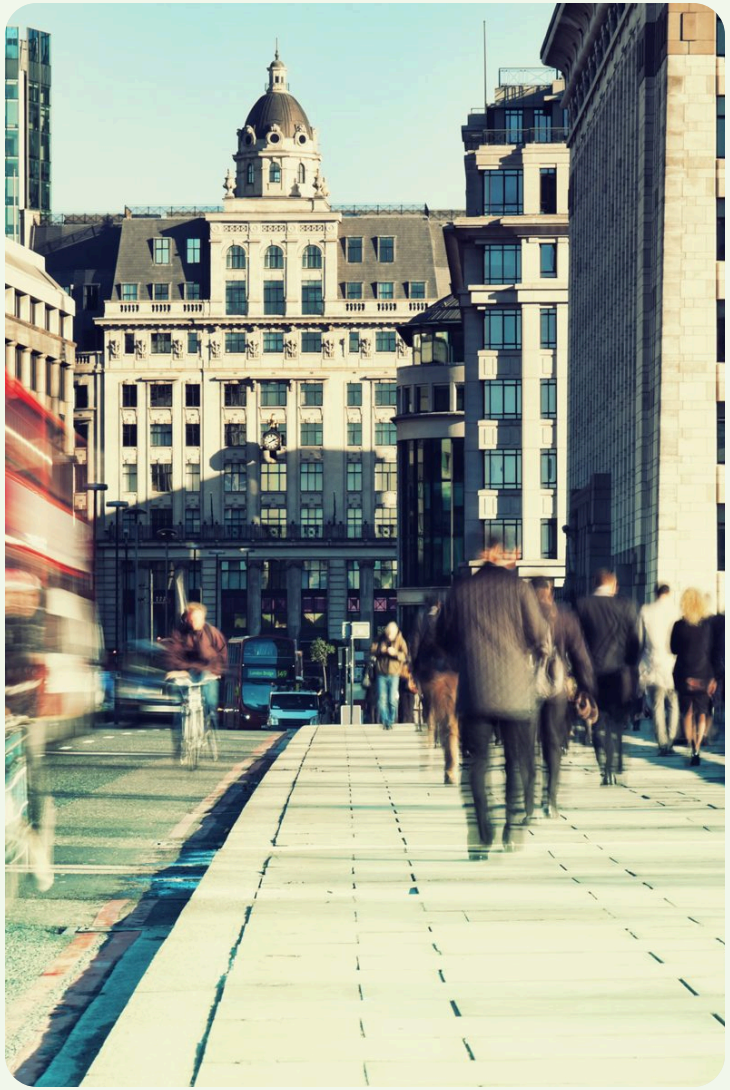


> “In today's AI-driven environment, you can't fake credibility. You have to produce great research, create quality content, and make sure it reaches the right people.”
>
> ***— Houman Akhavan, Founder & CEO, GCheck***

ABOUT THE RESEARCH

Automation Anxiety Report 2026

- ✓ Published by GCheck, May 2026
- ✓ 1,500 full-time employed U.S. adults surveyed
- ✓ Conducted April 21-22, 2026
- ✓ Respondents screened for AI familiarity
- ✓ Margin of error: ±2.5%
- ✓ Key finding: 63% admitted exaggerating AI skills



THE SOLUTION

Extending the lifecycle of research

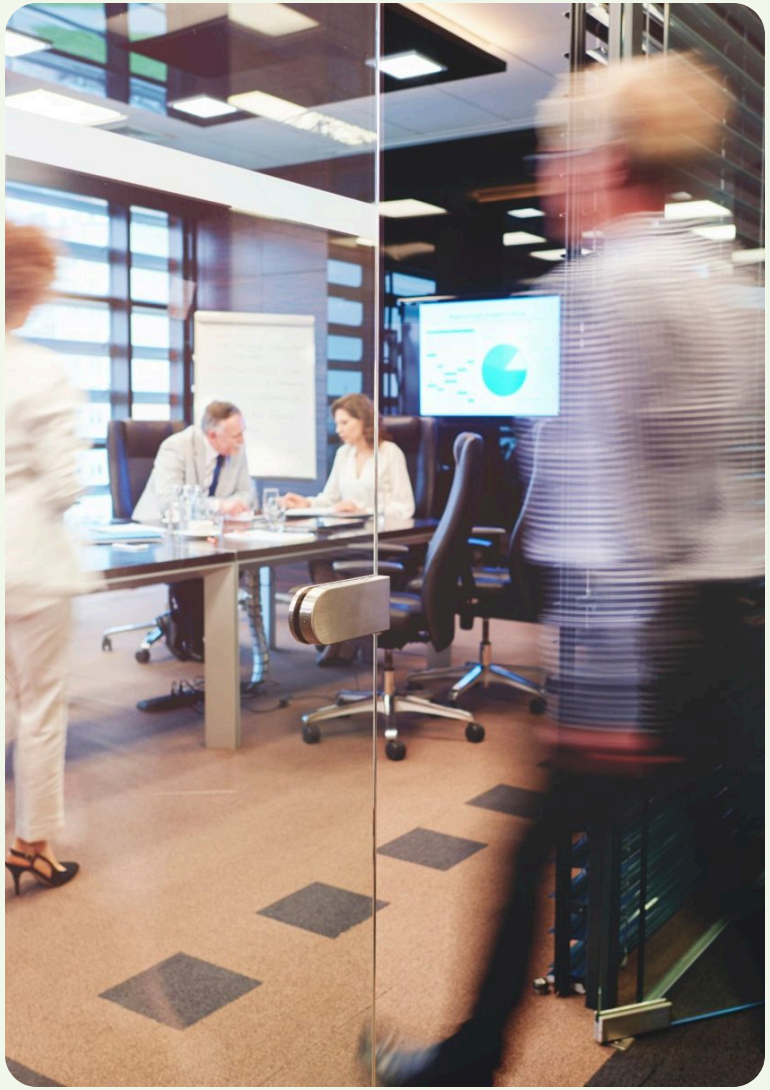
GCheck already had a structured communications strategy built around owned content, public relations and research-driven thought leadership.

But the team wanted to maximize the value of the research it was already investing in.

Rather than viewing syndicated content as a standalone tactic, GCheck saw it as another phase in a broader communications strategy. The company had already developed proprietary insights through its Automation Anxiety Report and wanted to extend the reach of those findings beyond its owned audience. As Akhavan explained, “every PR launch has phases,” and the company viewed syndicated content as a natural extension of a broader communications strategy.

The syndicated article enabled GCheck to reach audiences beyond its owned channels while introducing its research to professionals who may not have otherwise encountered the company's content.

The goal was not simply distribution. It was creating additional opportunities for HR leaders, hiring professionals and business decision-makers to discover GCheck's expertise through research-backed insights.



Editorial rigor matters

A key factor in GCheck's experience was the editorial process behind the campaign.

Working alongside Notified's editorial team, GCheck refined its messaging, strengthened the article structure and optimized the content for broader publisher appeal.

That collaboration helped transform survey findings into a compelling story that preserved the integrity of the research while making it more accessible to broader audiences.

According to Akhavan, the experience reinforced the value of working with an editorial team that understands what resonates with publishers and readers. He noted that the editorial process was a meaningful contributor to the campaign's performance and credited much of the resulting reach and visibility to the guidance provided throughout content development.

The flexibility of the program also appealed to GCheck, allowing the company to activate syndicated articles strategically when major research initiatives or industry findings warranted broader attention.

THE RESULTS

From one research report to 295 media pickups

Once published, the campaign delivered results that exceeded expectations:

- 295 publisher pickups
- Approximately 14,000 estimated views
- Placements on national content hubs including MSN and AOL
- Additional placements across established regional and local publications including the Miami Herald, Sacramento Bee, Kansas City Star, Charlotte Observer, News & Observer, Lexington Herald-Leader and dozens of other trusted news outlets

The breadth of the pickup network demonstrated that original research on AI adoption and workforce behavior resonated with publishers serving both national and local audiences.

For GCheck, the quality of placements was more important than the total distribution count. According to Akhavan, exposure on recognizable destinations such as AOL and MSN reinforced the value of pairing strong research with broad distribution.

These placements provided more than additional visibility. They gave GCheck external validation through recognizable media brands while extending the reach of original research focused on one of the most significant workplace topics today: AI adoption and workforce readiness.

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> **Building trust and credibility comes down to social proof. When Tier 1 outlets carry your research, that's a powerful trust signal.**
>
> ***— Houman Akhavan, Founder & CEO, GCheck***

The campaign also introduced GCheck's research to audiences outside of its existing network, creating new opportunities for employers and HR professionals to discover the company's insights and expertise.

Creating a repeatable trust-building strategy

The campaign reinforced GCheck's belief that research is most impactful when paired with effective distribution.

Rather than treating syndicated content as a one-time initiative, the company now views it as a repeatable component of future communications programs.

By combining original research, editorial refinement and trusted distribution, GCheck established a framework for continuing to build authority within the HR and hiring community. The experience reinforced a simple lesson: producing valuable research is only part of the equation. Organizations also need trusted channels that can connect those insights with the right audiences at scale.

In a marketplace increasingly crowded with AI-generated content, trust has become a competitive advantage.

For GCheck, syndicated articles provided a way to transform research into visibility, visibility into credibility and credibility into long-term authority.

> It's a full-circle strategy. You create great research, build trust through credible distribution and put your content in front of the right audience. That's what drives results.
>
> ***— Houman Akhavan, Founder & CEO, GCheck***

Learn more about syndicated articles

Producing great research is only half the battle. Getting it in front of the right audience is what drives results.

Learn how syndicated articles can help you expand reach, build trust and maximize the value of your content investments.

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