Genius PR

magpie

CASE STUDY

Magpie

A Cryptopolitan mention, a launch wire, then a HackerNoon interview

Genius PR · May–July 2024 · geniuspr.com

Situation

Magpie Protocol is a cross-chain liquidity aggregator for on-chain swaps. In 2024 the official site was magpiefi.xyz; that address now redirects to fly.trade. The principal public voice in the coverage verified here is Ikram Ansari, named as co-founder and CIO in the HackerNoon interview.

The company needed its API, first integrated into the Mainline ALPHA trading copilot, to be announced in crypto media, and later needed a named executive interview after a security incident that spring.

Task

Genius PR worked the account from the Telegram group Magpie Protocol <> The PR Genius, with Sana Lalpuria, jamie thorne, Jacob, Kim and later Kosh PRG. The placements verified here run from May to July 2024, in an engagement attested from 28 May 2024.

The campaign focused on two primary objectives:

1. Announce the Mainline ALPHA API integration through labelled newswire distribution, including The Defiant's press-release desk.
2. Place a named-executive interview on the company's approach to usability and security after the spring breach, with the client's sign-off before publication.

Action

On 20 May 2024, Cryptopolitan published Hristina Vasileva's "Why DeFi Aggregators are the Next Hot Activity in Web3 Growth," which names Magpie Protocol among a new group of aggregators. On 28 May, a labelled Chainwire release, "Magpie Protocol API

Gets First Integration in Mainline ALPHA," ran on The Defiant's press-release desk, CryptoDaily and Cryptopolitan, the last of which carries a paid-press-release disclaimer.

On 2 July, HackerNoon published James King's "Balancing Usability and Security in the Wake of a Breach: An Interview With Magpie Protocol's CIO," a question-and-answer interview with Ansari. The client reviewed and approved the piece before it ran.

Results

In a short early-summer window, Magpie Protocol was named in a Cryptopolitan feature on aggregators, announced a first API integration as labelled newswire copy, and put its CIO on the record in a HackerNoon interview.

- Cryptopolitan, 20 May 2024: Hristina Vasileva, "Why DeFi Aggregators are the Next Hot Activity in Web3 Growth," naming Magpie Protocol. Confirmed via a 5 March 2026 archive.
- The Defiant, CryptoDaily and Cryptopolitan, 28 May 2024: labelled Chainwire release on the Mainline ALPHA API integration. The Defiant and Cryptopolitan items were confirmed via archive; CryptoDaily was fetched live.
- HackerNoon, 2 July 2024: James King, an interview with co-founder and CIO Ikram Ansari.

Impact

Magpie Protocol was named in a sector feature, a labelled product wire and a CIO interview. The placements are the record. They are not presented here as proof of swap volume, inflow growth or the size of the spring incident.

Links

Official site — fly.trade (magpiefi.xyz now redirects here)

Cryptopolitan — 20 May 2024. cryptopolitan.com

The Defiant — 28 May 2024 Chainwire release. thedefiant.io

CryptoDaily — 28 May 2024 press release. cryptodaily.co.uk

HackerNoon — 2 July 2024 interview. hackernoon.com

The live official homepage is now Fly; a 4 May 2025 archive of magpiefi.xyz still carried the Magpie name and the lockup used here. The Defiant and the 20 May Cryptopolitan article returned 403 to an unattended fetch and were confirmed via archive. Inflow-percentage and volume figures are not used as Genius PR metrics. This pack is for Magpie Protocol, not the separately branded Magpie XYZ / Eigenpie products. A Brave New Coin podcast and a Defiant op-ed mentioned internally were not URL-verified in this pass and are not claimed. No CoverageBook and no live geniuspr.com case study were found.

Summary

20 May
Cryptopolitan

Named in a feature on DeFi aggregators

28 May
Launch wire

Labelled Mainline ALPHA API release

2 Jul
HackerNoon

Interview with CIO Ikram Ansari

May–Jul
Programme

A mention, a wire, then an interview, 2024

Genius PR · geniuspr.com · Case study draft, 25 November 2026

London

30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai

The Offices 4, One Central, 8th and 9th Floor, Dubai

United States

2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Magpie pages as archived and as they stand today, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.