Press Advantage Reports Agencies Experience 4x Lift in AI-Driven Search Visibility

September 23, 2025

Las Vegas, NV - September 23, 2025 -
Press Advantage, a press release distribution service, released findings showing that marketing agencies utilizing its distribution network have experienced a fourfold increase in visibility within AI-generated search results and featured snippets across major search engines.

The data, compiled from over 2,900 agency partners representing more than 19,000 clients, demonstrates the growing importance of strategic press release distribution in the evolving landscape of AI-powered search. As search engines increasingly rely on artificial intelligence to generate direct answers and featured snippets, businesses distributed through high-authority news networks are seeing substantially improved visibility.

Press Advantage, as One of the Top Press Release Distribution Platform providers in the industry, has served over 16,672 businesses since its founding in 2011. The company's distribution network includes placement on major websites such as Yahoo Finance, Digital Journal, and hundreds of local television station websites across the United States.

"The shift toward AI-driven search has fundamentally changed how businesses need to approach their online presence," said Jeremy Noetzelman, Founder of Press Advantage. "When agencies distribute content through our network of over 250 news outlets, including major networks like ABC, FOX, NBC, and established publications, they're essentially creating authoritative citations that AI systems recognize and prioritize."

The findings come at a critical time as businesses adapt to changes in how search engines display information. Traditional SEO strategies alone are proving insufficient as AI systems prioritize content from recognized news sources and authoritative domains when generating responses to user queries.

The company maintains an active presence on social media, with the Press Advantage Facebook page providing regular updates on industry trends and best practices.

The measurable lift in AI visibility stems from what the company calls "press release stacking," a methodology that creates multiple authoritative citations across trusted news domains. This approach has proven particularly effective for agencies managing multiple client campaigns simultaneously, as it establishes a robust digital footprint that both traditional search algorithms and AI systems recognize as credible.

Agencies using the platform report that the increased visibility translates directly to improved client retention and acquisition. The comprehensive service includes professional writing by US-based journalists, editorial review, and distribution to hundreds of news outlets, along with detailed analytics and reporting tools.

Press Advantage operates as part of Velluto Tech Incubator, a software development company founded in Las Vegas, Nevada. The organization specializes in cloud-hosted solutions designed to help businesses enhance their online visibility and customer acquisition efforts. Since 2011, the platform has facilitated more than 23 million media placements for its clients, establishing itself as a significant player in the press release distribution industry. Agencies can access training resources and strategic guidance through pressadvantage.com, where the company offers detailed case studies and implementation strategies.

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