Press Advantage Helps Agencies Retain Clients Longer with White-Label PR Campaigns

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Press Advantage, a full-service press release distribution company, highlights its white-label reporting capabilities designed to help marketing agencies strengthen client relationships and improve retention rates through professional PR campaigns.

The company's white-label solution allows agencies to present press release results under their own brand, giving them full credit for media placements and SEO improvements achieved through strategic PR distribution. This approach enables agencies to expand their service offerings without investing in additional infrastructure or specialized PR staff.

Agencies using the platform gain access to comprehensive distribution networks that include major outlets such as ABC, NBC, CBS, FOX affiliates, Yahoo!, Digital Journal, and regional newspapers. The white-label reporting feature generates professional PDF reports branded with the agency's logo and contact information, eliminating any reference to Press Advantage in client-facing materials.

"Client Retention for Agencies has become increasingly challenging as businesses demand more

comprehensive marketing solutions," said Jeremy Noetzelman, CEO of Press Advantage. "By offering white-label PR services, agencies can deliver measurable media exposure results that strengthen their value proposition and create deeper client partnerships. The ability to showcase press releases on major news sites under the agency's brand builds tremendous credibility."

The platform includes several features specifically designed for agency use. Dynamic self-updating reports track every news outlet publication in real-time, providing agencies with immediate proof of performance. The system supports video and image integration, enhancing the visual appeal and engagement potential of each release. Additionally, retargeting pixel capabilities allow agencies to continue marketing efforts to prospects who interact with published press releases.

Press Advantage employs US-based professional writers who craft news stories based on agency specifications. Each release undergoes editorial review before distribution, ensuring quality standards are maintained across all client campaigns. The service includes access to a keyword research tool developed over five years, helping agencies identify optimal SEO opportunities for their clients.

The white-label solution extends beyond basic distribution. Agencies receive personalized newsroom pages for each client, local SEO optimization features, and built-in retargeting ad capabilities. Training resources available through the Press Advantage YouTube Channel help agency teams maximize the platform's capabilities and develop effective PR strategies. Videos include information about embedded links, schema, silo cloud techniques, and other techniques to help press releases have both impact and visibility.

"Agencies need tools that demonstrate tangible results while maintaining their brand authority," added Noetzelman. "Our white-label reports showcase placements on recognized news sites, giving agencies concrete evidence of their marketing impact. This transparency builds the trust necessary for long-term client relationships."

The platform accommodates agencies of various sizes, from boutique firms to large marketing companies. Premium distribution options include placement on Yahoo! Finance, NASDAQ, and other financial newswires for clients who require a broader reach. Each agency account includes access to US-based account representatives who provide strategic guidance and technical support.

Press Advantage operates under Velluto Tech Incubator, a software development company founded in Las Vegas, Nevada in 2011. The organization specializes in cloud-hosted solutions designed to help businesses expand their online presence and customer acquisition efforts. More information about their services and platform capabilities can be found at www.pressadvantage.com.

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