# Press Advantage Launches Enhanced White-Label Reporting for Agencies Managing High-Volume Clients

*October 14, 2025*

Las Vegas, NV - October 14, 2025 -
Press Advantage, a press release distribution service provider, today announced the launch of its enhanced white-label reporting system designed specifically for digital agencies managing high-volume client portfolios. The new reporting infrastructure reduces manual report generation time by 80 percent while providing seamless integration with Google Sheets, customer relationship management systems, and internal agency dashboards.

"Digital agencies have told us that reporting consumes up to 20 hours per week for teams managing 50 or more clients," said Jeremy Noetzelman, CEO at Press Advantage. "Our enhanced white-label reporting system transforms this workflow by automatically generating branded reports that showcase backlinks, indexed citations, and ranking improvements while maintaining complete agency branding throughout the process."

The Press Advantage Platform now features advanced API connections that enable direct data flow into existing agency infrastructures. This integration capability allows agencies to pull press release performance metrics, distribution confirmations, and SEO impact data directly into their preferred reporting tools without

manual intervention. The system supports batch processing for agencies handling dozens of simultaneous campaigns, significantly reducing the time between campaign execution and client reporting.

The enhanced reporting system addresses a critical challenge faced by growth-driven agencies that manage multiple client campaigns simultaneously. By automating the report generation process and providing real-time data synchronization across platforms, agencies can now deliver comprehensive performance metrics to clients without the traditional overhead associated with manual compilation and formatting.

Press Release Distribution for Agencies has become increasingly complex as clients demand more detailed performance metrics and faster turnaround times. The enhanced reporting system addresses these demands by providing customizable report templates that agencies can modify to match their brand guidelines and client preferences. Each report includes comprehensive placement data from major news outlets, including ABC, FOX, NBC, MSN, and Yahoo!, along with detailed analytics showing traffic impact and search visibility improvements.

The white-label functionality ensures that all reports appear to originate directly from the agency, strengthening client relationships and reinforcing the agency's value proposition. Dynamic report generation means that clients receive up-to-date information automatically, reducing support inquiries and improving client satisfaction rates.

"Agencies using our beta version of this system reported saving an average of 16 hours per week on client reporting tasks," noted Noetzelman. "This time savings translates directly into increased capacity for new client acquisition and strategic planning rather than administrative tasks."

The enhanced reporting system also includes automated social media tracking capabilities, monitoring mentions across platforms, including Press Advantage Twitter feeds and other social channels where press releases gain traction. This comprehensive tracking provides agencies with a complete picture of their press release campaigns' reach and engagement.

Press Advantage, operated by Velluto Tech Incubator, has served over 18,300 clients through its network of 2,900 partner agencies since its founding in 2011. The company specializes in providing PR and SEO automation solutions that help agencies deliver measurable results while maintaining efficient operations. The Las Vegas-based company has secured more than 23 million media placements for its clients, establishing itself as a trusted partner for agencies seeking scalable press release distribution solutions.

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For more information about Press Advantage, contact the company here:Press AdvantageJeremy

Noetzelmansupport@pressadvantage.comPO Box 29502 #84699Las Vegas, NV 89126

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