

# PRESS ADVANTAGE

## **Press Advantage Introduces White-Label Dashboard to Help Agencies Demonstrate AI Search Visibility Returns**

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Press Advantage, a press release distribution service based in Las Vegas, Nevada, has introduced a white-label reporting dashboard designed to help digital agencies demonstrate the return on investment from AI-powered search visibility efforts. The new dashboard provides agencies with measurable metrics and client-ready reports that track press release performance across AI search platforms and traditional search engines.

The dashboard addresses a growing challenge faced by digital agencies as search technology evolves beyond traditional SEO metrics. With AI-powered search platforms becoming increasingly influential in how consumers discover information, agencies need new ways to track and present visibility gains to their clients. The Press Advantage agency dashboard provides comprehensive tracking of press release distribution performance, including placement metrics, search visibility data, and engagement analytics that agencies can present under their own branding.

"Digital agencies are navigating a fundamental shift in how search works, and they need tools that can clearly demonstrate value in this new landscape," said Jeremy Noetzelman, CEO of Press Advantage. "Our

white-label dashboard transforms press release distribution from a one-time service into an ongoing client retention tool by making AI search visibility measurable and presentable in ways that resonate with business owners."

The dashboard integration builds on Press Advantage's established distribution network, which includes placement on major news outlets such as ABC, FOX, NBC, MSN, and Yahoo!, along with hundreds of local and industry-specific publications. Agencies using the platform can track their clients' press releases across these outlets while monitoring how the content performs in AI-powered search results and knowledge panels.

Key features of the dashboard include real-time tracking of press release placements, customizable reporting templates that agencies can brand as their own, and performance metrics specifically designed to demonstrate AI search visibility improvements. The system automatically generates client-friendly reports that update dynamically as new placements and engagement data become available.

The introduction comes as more businesses recognize the importance of maintaining visibility across both traditional search engines and emerging AI platforms. Press releases distributed through the Press Advantage network are structured to maximize visibility in AI search results, where authoritative news content often receives preferential treatment in response generation.

"Agencies tell us that client retention improves dramatically when they can show tangible results from their PR efforts," added Noetzelman. "This dashboard makes those results impossible to ignore, turning press release distribution into a recurring revenue stream rather than a one-off service."

The company has also expanded its presence on professional networks, with Press Advantage on LinkedIn serving as a resource hub where agencies can access training materials, industry updates, and best practices for leveraging press releases in the AI search era.

Press Advantage was founded in 2013 as part of Velluto Tech Incubator, a software development company established in Las Vegas in 2011. The company serves over 16,000 businesses with press release writing and distribution services, employing a team of US-based writers and editors who craft news stories that meet journalistic standards. The service includes distribution to major news outlets, SEO optimization tools, retargeting capabilities, and dedicated account representatives who provide ongoing support to agencies and their clients.

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For more information about Press Advantage, contact the company here: [Press\\_AdvantageJeremy.Noetzelmansupport@pressadvantage.com](mailto:Press_AdvantageJeremy.Noetzelmansupport@pressadvantage.com) PO Box 29502 #84699 Las Vegas, NV 89126

## Press Advantage

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