Press Advantage Introduces Share of Voice Metrics for AI Search as the New Benchmark Agencies Should Be Measuring for Their Clients

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Press Advantage, a leading press release distribution service, has introduced a new framework for measuring brand visibility that reflects the fundamental shift in how consumers discover information through AI-powered search platforms. The company's approach redefines share of voice metrics to track how frequently brands appear in AI-generated responses compared to their competitors, marking a significant evolution from traditional keyword ranking measurements.

The Las Vegas-based company has developed systematic methodologies to help agencies measure and increase their clients' presence in AI search results. As artificial intelligence platforms increasingly shape consumer research and purchasing decisions, the ability to track brand mentions within AI responses has become critical for maintaining competitive advantage.

"The landscape of digital visibility has fundamentally changed with the rise of AI search platforms," said Jeremy Noetzelman, CEO of Press Advantage. "Agencies that continue to rely solely on traditional SEO metrics are missing the bigger picture. Share of voice in AI responses represents the new frontier of brand

visibility, and it requires a completely different approach to content distribution and measurement."

Press Advantage's distribution network, which includes major outlets such as ABC, FOX, NBC, MSN, and Yahoo!, creates a foundation for increasing AI share of voice through consistent, authoritative content placement. The company's research indicates that volume-based distribution across prestigious news outlets directly influences how frequently brands appear in AI-generated responses over time.

The methodology leverages the permanence and authority of published press releases to create a compounding effect. Each distributed press release adds to a brand's digital footprint across trusted news sources, gradually shifting the share of voice balance in the client's favor. This approach recognizes that AI platforms prioritize content from authoritative sources when generating responses to user queries.

Agencies using the platform gain access to white-label dashboard capabilities that present AI share of voice as a trackable, reportable metric. This functionality enables agencies to demonstrate tangible results to clients through data-driven reporting that goes beyond traditional impressions and keyword rankings.

The shift toward AI-centric metrics reflects broader changes in consumer behavior and search technology. As more users turn to AI assistants and chatbots for information and recommendations, brands that fail to establish presence in these channels risk losing visibility to competitors who have adapted their strategies.

"Every press release distributed through our network contributes to a brand's long-term AI visibility," added Noetzelman. "The cumulative effect of consistent, high-quality content distribution across authoritative outlets creates a competitive advantage that compounds over time. Agencies that understand and leverage this dynamic will be better positioned to deliver measurable results for their clients."

Press Advantage operates as part of Velluto Tech Incubator, founded in 2011 with a focus on developing cloud-hosted software solutions for businesses. The company serves over 16,000 businesses through its comprehensive press release distribution service, which includes professional writing, editorial review, and distribution to hundreds of news outlets. The platform also provides SEO optimization tools, retargeting capabilities, and dedicated account representatives to support client success.

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